

BIHAR VIKAS MISSION

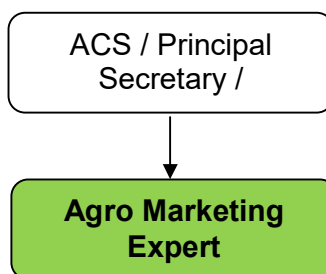
Job Description



1. General Information

Position Title:	Agro Marketing Expert
Reports to:	ACS / Principal Secretary/ Secretary – Agriculture Department
Department:	Bihar Vikas Mission

2. Organization Chart



3. Key Accountabilities

Strategizing and Expert Advisory

- Design a strategic plan and roadmap to strengthen all the functions of Agriculture Marketing – Assembling (Concentration), Preparation of consumption (Processing) and Distribution (Dispersion), in conjunction with relevant stakeholders in the Department (ACS, Principal Secretary, Secretaries, etc.) and related functionaries
- Contribute to the Department's work plan related to establishment of market yards and sub yards, through insightful analysis and innovative solutions
- Conduct domain research and provide insights and perspective to ensure incorporation of best practices and latest trends & technologies from across different states and facilitate management decision-making
- Provide guidance to the Department in formulating new policies and reforming existing policies in order to reform the existing marketing system by redesigning the market structure, ushering in transparency, leveraging technology in operations, providing a well-functioning regulatory framework, etc.
- Provide the required guidance and support to Department in undertaking state level planning for development of markets and approving proposals for constructing infrastructure facilities in the market area such as grading, pack houses, storages, processing, other post-harvest management facilities etc.
- Support the Department in required process and system reforms to ensure effective implementation of the strategic plan and its continuous monitoring, as required
- Liaise with relevant officials in the Department to develop ideas and plans to address other departmental priorities and undertake strategic and operational planning exercises
- Establish and build partnerships with important and relevant national level bodies and organizations like State Agriculture Marketing Boards, Ministry of Agriculture and Farmers Welfare (Government of India), and NITI Aayog and leading private organizations to garner support for Agriculture Marketing in the State

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Digital Initiatives in Agricultural Marketing (e-NAM & Market Information System)

- Map the requirements of digital initiatives in the agri-marketing space such as e-trading platform / e-National Agricultural Market and Market Information System.
- Support in setting up of necessary infrastructures and IT hardware & related infrastructure etc. in identified market yards for e-NAM roll outs.
- Identify opportunities for collaboration with agencies to provide value addition services like assaying, automatic grading& sorting etc
- Coordinate with Directorate of Marketing and Intelligence (DMI) and other stakeholders to start and strengthen the system for collection of price and arrival data through AGMARKNET.
- Continuous monitoring, supervision, and troubleshooting for data collection and uploading on AGMARKNET platform.
- Develop suitable systems for strengthening of market information and intelligence systems for both farmers and other stakeholders in partnership with the service provider agencies.

Stakeholders Engagement and development of Marketing Ecosystem

- Coordination with Ministry of Agriculture and Farmers welfare, GoI / SFAC for approval of DPRs and release of Grant in Aid to the state for e-NAM integration or other initiatives.
- Support in carrying out outreach activities, buyer-seller meet, marketing activities for domestic and international markets for key agri-produce in Bihar.
- Facilitate FPOs / FPCs in market linkage and undertaking trade on electronic trading platforms.
- Design effective IEC (Information, Education and Communication) strategies and conduct workshops, seminar etc. in raising awareness to farmers on various marketing related schemes.

Continuous Improvement

- Identify opportunities for continuous improvement of systems, processes and practices taking into account international and national best practices, in order to facilitate cost optimization and productivity improvement

Policies, Systems, Processes & Procedures

- Develop and oversee the implementation of functional policies, procedures and controls in order to ensure that all activities are conducted in compliance with risk, audit and regulatory and there are improvements to functional procedures and follow all relevant Mission and State Government policies, processes, standard operating procedures and instructions so that work is carried out in a controlled and consistent manner

Related Assignments

- Perform other related duties or assignments as and when required

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4. Qualifications and Experience

Essential

- Bachelor's degree in Agriculture and Allied sciences / Agricultural Engineering / Biotechnology / Agronomy **along with** PG diploma (2 Years) / Master's degree in Management / Business Administration / Agribusiness Management / Rural Management
- Minimum 10 years of post-qualification experience in Agricultural domain with at least 4 years in Agriculture Marketing domain

OR

- Superannuated personnel (including VRS) from State / Central Government or any other organization under the aegis of State or Central Government with minimum 10 years of experience in Agricultural domain with at least 4 years in Agriculture Marketing domain (last held position should not be lower than Joint Secretary or Joint Director or equivalent level)

OR

- At least 10 years of experience in Indian Administrative Service / 15 years of experience in State Administrative Service (last held position should not be lower than Joint Secretary or equivalent level) with minimum 3 years of experience in Agriculture Marketing domain.
- Less than 65 years of age as on 1st Aug'2021.

Preferred

- Experience in marketing of agricultural produce or commodity value chains and improving or reforming market structure and operations
- Proven track record of leading and / or advising on Agro Marketing projects / initiatives / programs in State / Central Government or any other organization under the aegis of State or Central Government / bilateral / multilateral organizations (such as State Agriculture Marketing Boards, Ministry of Agriculture and Farmers Welfare, World Bank, DFID, UNDP, ADB etc.)
- Honors / Awards / Recognized publication in relevant area will be an added advantage.

5. Knowledge and Other Skills

- Strong interpersonal and networking skills
- Experience of policy and process design, operations development and management in the domain of Agriculture
- Familiarity with commonly used tools for market analysis and program design such as sub-sector analysis, gross margin analysis and business planning
- Experience in dealing with local stakeholders (local NGOs, government ministries, etc.)
- Demonstrated ability to manage staff/ consultants / operations in the States and managing large teams - technical, operations and administrative
- Fluency in written and spoken English and Hindi is essential