

**JOB DESCRIPTION**  
**Assistant Project Manager**  
**Value Addition & Marketing**

(Project CHIRAAG, Department of Agriculture Development and Farmer Welfare and Biotechnology, Government of Chhattisgarh (GoCG))

**Apply by: 06.09.2021**

**Location: Raipur**

**1. PROGRAMME OVERVIEW**

Chhattisgarh Inclusive Rural and Accelerated Agriculture Growth (CHIRAAG) project is a World Bank-supported transformative project of the Department of Agriculture Development, Farmer Welfare and Biotechnology (DoAB), Government of Chhattisgarh (GoCG). This ambitious project is premised on the development and optimum utilization of local natural resources and is well-aligned to *Narwa* (water conservation), *Garuwa* (livestock management), *Ghuruwa* (composting and soil health) and *Badi* (homestead garden) i.e., NGGB program of GoCG. The NGGB policy centres on principles of resource conservation approaches and Integrated Farming Systems (IFS) that have been promoted globally for sustainable development and offer opportunities for year-round production of nutritive food for local consumption and markets.

The project development objective (PDO) is to improve income opportunities and the availability of nutritious foods in targeted households of Chhattisgarh's tribal-dominated areas. It will contribute to the State's agricultural competitiveness in terms of increased production, productivity, with an enhanced focus on water management, livestock development, farm waste management, post-harvest management, storage, value addition, marketability as well as enterprise development for the creation of off-farm employment opportunities. The project will mobilize village communities into 'livelihood groups' (LG), strengthen existing *Gauthans* by promoting Gauthan Committees (GC), CHIRAAG Resource Centers (CRC), promote farmer producer organizations (FPO) and support these community institutions to access markets for accelerated and inclusive rural transformation. The project has 6 components:

1. Community Empowerment and Institutional Strengthening
2. Diversified, Resilient and Nutrition-Supportive Food and Agriculture Systems
3. Value Addition and Market Access
4. COVID-19 Economic Recovery Response
5. Project Management, Monitoring and Knowledge
6. Contingent Emergency Response Component

To achieve the project vision and mandate, Department of Agriculture Development and Farmer Welfare and Biotechnology (DoAB), Government of Chhattisgarh (GoCG) invites applications for the position of CHIRAAG **Assistant Project Manager- Value Addition & Marketing** to be based at the State Project Management Unit (SPMU). The details of this position are described below.

## **2. PURPOSE OF THE ASSIGNMENT**

The position of **Assistant Project Manager- Value Addition & Marketing** will provide support to SPM- Value Addition & Marketing under the CHIRAAG project at the state level on Value Addition & Marketing and provide necessary programmatic and technical support towards the achievement of project objectives. S/he will have overall responsibility for implementing the strategy for Value Addition & Marketing and in this regard will work closely with the others component functionaries at the State, District and Block project teams, as well as the on boarded technical support agencies (TSAs), providing them guidance and support to achieve the overall project objectives.

## **3. KEY JOB RESPONSIBILITIES:**

- Support SPM in the implementation of the value chain component of the Project.
- Work in tandem with the VCDC for value chain assessment and designing the strategy for the value chain development in the state
- Support the SPM and work in tandem with the TSA for Value chain component of the CHIRAAG project and prepare action plan for the same.
- Facilitate and provide inputs to on boarded TSAs, as well as key technical departments and coordinate preparation of calendar of activities for the project.
- Responsible for preparing cost estimate and budgets for programs
- Build partnership with specific sector resource agencies, academic institutions and research agencies
- Build partnership with sector specific resource agencies, academic institutions and research agencies
- Monitor the field level resources for ensuring timely execution of the project
- Support in official file movement and drafting of policies and program plans
- Work in tandem with the TSA and SPM IB CB for ensuring robust FPOs are being formed
- Understand the issues of capacity building in producer collectives and resolve all issues.
- Forge network and convergence with market players to foster forward market linkage
- Facilitate execution of critical events for value chain development and program implementation

## **4. QUALIFICATION AND EXPERIENCE**

**Education:** Master degree in Agri. Business/Agriculture Marketing

**Experience:** Minimum 6 years of post qualification relevant experience required.

1. Experience of working with Producer Collectives preparing end-to-end business plans, identifying markets, and value chain interventions in agriculture/horticulture/livestock commodities.
2. Experience in planning, implementing agriculture development/value chain

development related projects.

3. Experience of working in similar multilateral-funded projects in private sector/marketing

4. Experience in private sector/marketing will be advantage

5. Demonstrated experience in implementing business plans, sufficient knowledge of marketing/supply chains/processing etc.

Experience of Implementing small to large (500-10000 HH) rural livelihood/ agriculture project where lead the value chain initiative at the district level.

Must have worked with a medium size FPO - 300-500 shareholders and helped them to achieve a significant part of the business plan.

Must have supported producers to integrate with the market ( bulk/ retail/ NCDEX/ e-commerce platform ).

**Experience in CG:** Work experience in similar programmes in CG or adjoining States for tribal population is preferred. Experience of working with government social development/ rural livelihood/ agriculture development projects will be an asset.

**Age:** Applicant should not be above 55 years of age as on the closing date of application.

**Language proficiency and computer skills:** Fluency in English and Hindi is essential. Working knowledge in Microsoft Office including Word, Power point, Excel is essential.

## **5. SUPERVISOR:**

The position will report to State Project Manager- Value Addition & Marketing.

## **6. OFFICIAL TRAVEL**

The position is expected to travel to the CHIRAAG project areas as required.

## **7. DURATION OF CONTRACT**

This is a contractual position with Project CHIRAAG for duration of two years, with possibility of extension for a further period of the project duration subject to satisfactory performance review and programme continuity.

## **8. COMPENSATION**

The compensation for the position will be INR 80,000/- per month, subject to negotiation and candidate's qualification and experience.

The compensation includes a performance linked variable annual pay up to 10% of the average annual salary.

## 9. APPLICATION PROCEDURES

Qualified and eligible candidates are requested to apply for the position online byon or before the closing date **September 06, 2021**.

Please note that only online applications will be accepted and application sent in any other means will not be considered.

## 10. POLICIES GOVERNING THE SELECTION

- **No Canvassing policy:** The applicant should refrain from canvassing in any form. Any instances of canvassing or influence the selection process will make the applicant liable to be rejected.
- **Equal Opportunity:** The CHIRAAG project is an equal opportunity employer for all
- Castes, gender or social groups. Females are encouraged to apply for this position.