

## JOB DESCRIPTION

### State Project Manager (Value Addition & Markets)

(Project CHIRAAG, Department of Agriculture Development and Farmer Welfare and 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 **State Project Manager- Value Addition & Market** to be based at the State Project Management Unit (SPMU) and provide cross support to other key components as and when required, is described below.

## 2. PURPOSE OF THE ASSIGNMENT

The position of **State Project Manager- Value Addition & Market (VAM)** will provide leadership to the CHIRAAG project at the state level on value added Agriculture and marketing support to community and provide necessary programmatic and technical support towards the achievement of project objectives. S/he will have overall responsibility for designing and implementing the strategy for VAM and in this regard will work closely with the other component leaders (SPMs, APMs at the SPMU), with 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:

- Identifying and forming enterprises, PGs, FPOs, entrepreneurs, partnerships, etc for aggregation and value addition.
- Strengthening these enterprises with knowledge, practice, infrastructure, access to finance and markets, etc.
- Business plan support.
- Develop policies, and implementation strategies for the domain
- Facilitate and provide inputs to on boarded TSAs, as well as key technical departments in preparing capacity building and training plans (including community-friendly training modules), and coordinate preparation of comprehensive training calendar for the project;
- Advice, support and assist the project leadership on program development activities, specifically on setting up the program architecture for the project.
- Render technical assistance and advice to district teams on resolving implementation problems
- Participate and contribute during World Bank supervision missions and develop all relevant reports and analytics for mission visits;
- Initiate innovations, curate and disseminate knowledge and best practices (national/ international) related to the domain;
- Facilitating market linkages and identifying captive market opportunities.
- Making best use of convergence opportunities to facilitate maximum benefit to value chain players
- Represent CHIRAAG at state and national level in the relevant technical component of the project.
- Undertake any other tasks not listed above but required under the project for achievement of project goal or as required by the supervisor.

## 4. QUALIFICATION

**Education:** Graduate in any Discipline.

Post graduate degree/diploma in Agri Business/ Agri Marketing Rural development/management, social work, Sociology, Anthropology, Political Science etc. or any other relevant stream is desirable.

**Experience:** Minimum 8 years of post qualification relevant experience

required. **Age:** Upper limit of Age is 55 years.

1. Experience in Planning, implementing Agriculture development/Value Chain development related projects.
2. Must have worked with Producer Collectives preparing end-to-end Businessplans, identifying markets, and Value chain interventions
3. Experience working in similar multilateral-funded projects.

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

**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.

#### **5. SUPERVISOR:**

The position will directly report to the Chief Operating Officer, CHIRAAG and also work under the overall supervision of the Project Director, CHIRAAG.

#### **6. OFFICIAL TRAVEL**

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

#### **7. DURATION OF CONTRACT**

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

#### **8. COMPENSATION**

The compensation for the position will be INR Rs. 1.0 to 1.5 Lakh 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 by on 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.