

JOB DESCRIPTION

Coordinator – Market & Value Chains

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

Apply by: 06.09.2021

Location: Block Locations (Bakawand, Bastar, Bhopalpatnam, Bhairamgarh, Dantewada, Katekalyan, Cahrama, Narharpur, Baderajpur, Maakdi, Narayanpur, Sukma, Chindgarh, Mungeli)

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 **Coordinator- Market & Value Chain** to be based at the Block Project Management Unit (BPMU). The details of this position are described below.

2. PURPOSE OF THE ASSIGNMENT

The **Coordinator- Market & Value Chain** will be key project person for market and value chain at the block level for CHIRAAG project implementation at the BPMU. S/he will be responsible for coordination of market and value chain component of the project at community level. The position will coordinate with Technical Service Agencies (TSA) and all stakeholders in the project implementation as well as facilitating and providing support to Value Chain Analysis (VCA) at local level and provide necessary support to the Community Coordinators.

3. KEY JOB RESPONSIBILITIES:

- Support and facilitate the Value Chain Analysis (VCA) at the local level to develop an Inclusive Value Chain Development and Strengthening Strategy (IVCDSS).
- Coordinate with Technical Service Agencies (TSA) and all stakeholders for the implementation of the programme.
- Conduct studies and research for evaluating opportunities and possible interventions in the value chain of the commodity/commodities.
- Conducting training programmes for the beneficiaries for the planned intervention and provide handholding support.
- Provide support in market linkages to the producer groups and extend related supports.
- Support the producer collectives to link with local market like haat bazaar
- Help Gothan Committee/ CRC/ LG to manage the Gothan Level processing/ value addition hub
- Undertake any other activities not mentioned above but integral to the project execution

4. QUALIFICATION

Education: Any Post Graduate degree (Rural development, public administration will be preferred/or Graduate Degree in technical streams like Engineering/ Agriculture Sciences / Agri-Business/Fishery/ BVSc etc.

Experience: Minimum 3 years of post qualification relevant experience is required.

1. Experience of working with Producer Collectives and assisting preparation of end-to-end Business plans, identifying markets, and value chain interventions for identified commodities.
2. Experience in planning, implementing agriculture development/value chain development related projects
3. Experience working in multilateral-funded projects

Previous experience of working with producers/ farmers as a part of NGO, govt supported scheme/ project or as a field functionary of agri input/ output marketing company which has previously supported at least 200 farmers/ producer collectives to

market their produce /to adopt commodity processing skills/ adopt new scientific technology. Working experience of FPO would be an added advantage.

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.

Bonafide resident of CG will be preferred.

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. Applicant should have familiarity with the local language. Working knowledge in Microsoft Office including Word, Power point, Excel is essential.

5. SUPERVISOR:

The position will report to Block Project Manager - CHIRAAG.

6. OFFICIAL TRAVEL

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

7. DURATION OF CONTRACT

This is a contractual position with Project CHIRAAG for duration of 2 years and can be extended subject to satisfactory performance for further period of the project duration subject to satisfactory performance review and programme continuity.

8. COMPENSATION

The compensation for the position will be **INR 30,000/- per month.**

9. APPLICATION PROCEDURES

Qualified and eligible candidates are requested to apply for the position online 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.