



Website Advertisement

Department of Agricultural Marketing & Agri Business,

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On behalf of Governor of Tamil Nadu, Director of Agricultural Marketing and Agri Business invites applications from eligible and interested candidates for the following posts **on contract basis for 2 years** to work in the Tamil Nadu Small Farmers Agriculture Consortium (TNSFAC) in Department of Agricultural Marketing and Agri Business, Chennai – 32.

1. The pre requisites on qualification and experience is as given below -

S.No	Specialist	Basic Qualifications and Experience	Desirable qualifications	Monthly Honorarium (Rs)
1.	Marketing Specialist (EXIM Trade)	1. MBA (Agri Marketing)/ Master of Agri Business Management from a recognized University 2. 5 years experience in the field of Agri Business/ Agri Marketing sector	5 years Experience in FPOs Promotion and Marketing	75,000/-
2.	Marketing Specialist (Branding/ Packing)	1. MBA (Agri Marketing)/ Master of Agri Business Management from a recognized University 2. 5 years experience in the field of Branding/ Packing	5 years Experience in FPOs Promotion and Marketing	75,000/-
3.	Finance Specialist	1. MBA, Finance from a recognized University 2. 5 years experience in the	5 years Experience in Banking/	75,000/-

		field of agriculture finance sector	FPOs financial Sector	
4.	Accounts Specialist	1. M.Com from a recognized University 2. 5 years experience in Accounts	5 years Experience in Statutory Audit	75,000/-
5	System Analyst	1. B.E/ B.Tech in Computer Science/Information technology from a recognized University 2. 5 years Experience in Computer Technology	5 years Experience in System Administration	60,000/-

2. Allowances:

The travelling allowances and related allowances during tour will be as per rules in force.

3. Duties and Responsibilities:

A. Marketing Specialist (EXIM Trade)

- Execution of business plan in a phased manner.
- Identify the market players for Farmer Producer Companies to market their produce.
- Liaison with the agribusiness companies for market linkage with Farmer Producer Companies for MoU signing.
- Field visit to be conducted to analysis the performance of FPOs for export of their commodities.
- Conduct State/District Stakeholders meeting for facilitation of Export.
- Conduct FPO product analysis study for demand and supply.
- Conduct market research to find answers about consumer requirements, habits and trends.
- Brainstorm and develop ideas for creative marketing campaigns
- Assist in analyzing marketing data to help and shape future marketing strategies to Undertake individual tasks of a marketing plan as assigned.

- Assist FPOs to obtain all required import permits and export licenses for all processes.
- Coordinate with marketing and sourcing department to establish an efficient export classification and facilitate in preparing tariff schedule.
- Provide an efficient interface with freight forwarders.
- Evaluate all items for import and ensure accuracy in all values and collaborate with Department, DGFT to facilitate clearance of all imports and maintain required documents.
- Monitor and facilitate in obtaining required product certifications for all export and import products for custom clearance.
- Collaborate with various departments and obtain all certification documents and ensure compliance to all import and export policies.
- Manage financial and currency processes and transactions in accordance with policy and law, and to optimise cost-effectiveness of activities.
- Communicate with export and import and related authorities, and customers and supplies, in all relevant territories and Countries, as necessary to ensure efficient, positive and lawful relations, support and activities.
- Plan and implement import/export strategy and activities consistent with overall aims and requirements of the FPO.
- Liaise with other departments in order to establish and maintain effective and relevant export/import activities for Farmer Producer Organization monitor, record, analyze and report on activities trends. Results and recommendation relating to import/export activities for FPOs products.
- Attend the calls/enquiries of FPOs/farmers in Toll free no/what's App and facilitate the FPOs in their promotion.
- Any other works assigned by the Director of Agricultural Marketing and Agri Business.

B. Marketing Specialist (Branding/ Packing)

- Responsible for monitoring all marketing and branding activities of FPO or Farmer Producer Company while maintaining Brand focus internally and Externally.
- Developing the Marketing and Brand management strategy to support top line and bottom line growth & foray into new segments and innovative products for the FPO.

- Directs the evaluation of Brand portfolio including brand definition and proposition, advertising concept, pricing, packaging, place and promotion for the Farmer Producer Organization.
- Assumes overall responsibility for Brand activation for FPO produce, products and Services.
- The strategies such as scanning the business environment to explore options for revenue generation from new and existing consumers, drives the formulation of marketing strategy of encompassing the Farmer Producer Organization, understands the strategic business requirement based on the growth focus and strategy for Farmer Producer Organization have to be facilitated.
- The operational aspects such as develop strategies into detailed marketing plans and execution, supports all clusters towards ensuring meeting the dynamic consumer needs across all markets, ensure individual brand focus is maintained through all possible media options and co-ordinates with corporate communication to ensure alignment of branding strategy have to be facilitated.
- The financial aspects such as develops annual plans and budgeting for the brand and monitors the expenditure, ensures optimal pricing of products so that the top-line and bottom-line objectives of the brand group, strives to increase return on expenditure on advertisement and brand endorsement have to be facilitated.
- Attend the calls/enquiries of FPOs/Farmers through Toll free number/What's app service.
- Equipped with key skills such as Marketing Strategies & Campaigns, Integrated Marketing Communications, agency/vendor management, product positioning, branding, digital, social media marketing, Market Research & consumer insights, advertising, activation campaigns, sales collateral & Support, Annual Brand Plans, New Product Development & Launch of FPO products in the State.

- Any other works assigned by the Director of Agricultural Marketing and Agri Business.

C. Finance Specialist

- Assist FPCs for getting working capital and investment credit from the bank.
- Identify the bankers who are interested for working capital financing to FPCs.
- Conducting consultative meetings with bankers.
- Organize to form consortium of bankers for financing for FPCs.
- Conduct meeting with bankers once in 3 months for financing to FPCs.
- Oversee the activity of fund flow for the Farmer Producer Organizations.
- Scrutiny of proposals for release of grant to initiate the business activities.
- Assist the FPCs in budgeting and working capital, financial analysis such as Break Even, Interest rate calculation, Net present value, Internal rate of return and cash flow statement for business plan viability.
- Assist the FPCs in Sensitivity analysis such as Acid Test Ratio, Debt service coverage ratio to assess the liquidity position of FPOs,
- Attend the calls/enquiries of FPOs/Farmers through Toll free number/What's app service.
- Any other works assigned by the Director of Agricultural Marketing and Agri Business.

D. Account Specialist:

- To assist the FPOs in maintaining the records as per the Registrar of Compliance.
- To assist in conducting AGM Meeting as per the Companies Act and filing in the Ministry of Affairs, Gol.
- To assist in generating audited balance sheet for every year.
- To assist in calculation of net worth (Assets – Liabilities) and turn over for FPOs.
- To assist in calculating BCR.

- Monitoring the fund flow to Deputy Director of Agriculture (AB), Resource Institution/CBBOs and Farmer Producer Organizations.
- Facilitate FPOs in legal Compliances viz., a) Licenses (FDA, FSSAI, Pollution Control, etc.,) b) compliance with taxation laws, compliances under Companies Act for maintenance of Records, preparation of financial statements – Balance sheet, Profit & Loss account, annual return, compliance certificate and holding meetings, statutory Registers & books maintenance, etc.,
- Attend the calls/enquiries of FPOs/Farmers through Toll free number/What's app service.
- Any other works assigned by the Director of Agricultural Marketing and Agri Business.

E. System Analyst

- Maintain and troubleshoot FPO Data warehouse.
- Assist FPOs in Master Data entry in MIS.
- Facilitate and monitor the MIS Report.
- Liaise with users to track additional requirements and features
- Validate changes by testing programs
- Train users on the new operation systems and provide support
- Stay up-to-date with current technologies and technical developments technologies including both hardware and software.
- Facilitate the FPOs in using e-commerce platform for marketing their products.
- Ascertaining the FPO need and boost the efficiency and accuracy in FPO database.
- Assist in training and handholding of data collectors.
- Assist in data analysis and report preparation cum generation.
- Any other works assigned by the Director of Agricultural Marketing and Agri Business.

Selection Procedure:

1. The candidates are requested to apply with a detail C.V. along with all self attested documents related to Eligibility through email / post.
2. The selection of Experts shall be on the basis of written examination and interview.
3. The engagement is purely contractual and temporary in nature and will be for an initial period of 6 months and extendable for the project period based on requirement and performance.

The application with CV must reach the office of the undersigned before 05.08.2022 through email or by post. Application received thereafter would not be entertained. The candidates shortlisted for written test and interview on the basis of C.V. and related documents and would be individually informed about the date & time for the written test / interview. No TA/DA will be admissible for attending interview.

Address:

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sd/-S.Natarajan
Managing Director, TNSFAC/
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