



### **Website Advertisement**

**Department of Agricultural Marketing & Agri Business,**

CIPET Road, Thiru-Vi-Ka Industrial Estate,

Guindy, Chennai-600 032.

Tel: 044-22253885, Fax: 044-22252754

E.mail:[agrimarkbusinessiwm@gmail.com](mailto:agrimarkbusinessiwm@gmail.com)

### **Executive personnel required**

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 till the end of project** to work in the World Bank funded Tamil Nadu Irrigated Agriculture Modernisation Project (TNIAMP) at Department of Agricultural Marketing and Agri Business, Chennai – 32.

The qualification and experience are given as below.

<b>S No</b>	<b>Name of the Post</b>	<b>No of Post</b>	<b>Qualification</b>	<b>Experience</b>
1	FPC Execution and Training Specialist	1	M.S.W / M.Sc (Agri Extension)/ MBA (Agri Business)/from a recognized University.  Having worked in a reputed governmental organization like NABARD/or NGO in a similar capacity	5 years' experience in the field of social mobilization like formation/training of SHG, FPOs, etc.,

### **Emoluments**

#### **1. Salary:-**

**1. FPC Execution and Training Specialist:** a consolidated amount of **Rs.40,000/- Month**

#### **2.Allowances**

The travelling allowances and related allowances during tour will be equivalent to the cadre of Group- A officers in vogue in the Department.

### **Duties and Responsibilities:**

#### **1. Farmer Producer Company (FPC) Execution and Training Specialist**

- Supervision over activities related to formation and support of FPCs
- Monitoring the business plan development of FPCs in consultation with ABPF

- Developing and maintaining a reporting system for review of activities of FPCs
- Supervise the training components of the project including course contents development, course materials and documentation.
- Identify training institute/ agencies for capacity building and successful agri business sector model State/Country for exposure visit.
- Oversee the Activity of FPC interventions at field level.

**Desirable:**

Candidate having prior appropriate experience in the relevant field will be given weight-age and age should be below 65 years

**Selection Procedure:**

1. The candidates are requested to apply with a detail C.V. along with all self attested documents related to Eligibility.
2. Selection will be made on the basis of interview.
3. The engagement is purely contractual and temporary in nature and will be for an initial period 2 years and extendable for the currency of the project based on requirement and performance.

Eligible applicants may send their C.V, recent Pass Port size photo, Original and attested certificate copies of educational qualification, age proof and experience on or before 15.12.2023 to the mail I.D given below. Interview date will be informed after short listing. **No TA/DA** will be admissible for attending interview. (Those candidates appeared for interview for same post earlier need not apply)

**Address:**

The Director  
Agricultural Marketing and Agri Business  
Guindy, Industrial Estate, Chennai – 600 032.  
Email id:agrimarkbusinessiwm@gmail.com  
Fax: 044 – 22252754, Phone: 044 - 22253884

Sd/-Dr.S.Natarajan  
Director  
Agricultural Marketing and Agri Business



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**Department of Agricultural Marketing & Agri Business,**

CIPET Road, Thiru-Vi-Ka Industrial Estate,  
Guindy, Chennai-600 032.

Tel: 044-22253885, Fax: 044-22252754

E.mail: tnsfac2023@gmail.com

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** 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 -**

<b>S.No.</b>	<b>Name of the post</b>	<b>No: of Post</b>	<b>Basic Qualifications and Experience</b>
1.	Marketing Specialist (Branding/ Packing)	1	1.MBA (Agri Marketing)/Master of Agri Business Management from a recognized University/ Bachelor's degree in Science/Engineering/Technology (B.Sc./B.E/B.Tech). 2.3 years experience preferably in branding/ packing  Preferable qualifications with any of the following specialization i. M.Sc/M.S. in Packaging ii. Post Graduate Diploma in Packaging (PGDP) iii. Certified Packaging Engineer (CPE) iv.MBA (Marketing/Agri Business)

**2. Allowances:**

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

### **3. Duties and Responsibilities:**

#### **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.

**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 **15.12.2023** 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:**

The Managing Director, TNSFAC  
Agricultural Marketing and Agri Business, Guindy, Industrial Estate, Chennai  
– 600 032.

Email id: [tnsfac2023@gmail.com](mailto:tnsfac2023@gmail.com)

Fax: 044 – 22252754, Phone: 044 – 22253884, 22253885

Sd/-Dr.S.Natarajan  
Managing Director  
TNSFAC