

**Agricultural and Processed Food Products Export
Development Authority (APEDA)
Ministry of Commerce & Industry, Govt. of India**

Ref.: ORG-2021-22-000058

15.12.2021

APEDA is looking to engage services of Advisor (Organic Agriculture Promotion). The position is to be filled on short term contract basis for a period of two years (extendable 1 year).

2. A candidate shall submit only one application. Submission of more than one applications may lead to rejection.
3. Mere submission of the application does not confirm any right on the applicant to be called for interview.
4. Application should be submitted strictly in the prescribed format only.
5. Application should be sent in a cover super scribed as **“APPLICATION FOR THE POSITION OF ADVISOR (ORGANIC AGRICULTURE PROMOTION)”** by registered post /speed post/in person addressed to General Manager (P&A), Agricultural And Processed Food Products Export Development Authority (APEDA), 3rd Floor, NCUI Building, 3 Siri Institutional Area ,August Kranti Marg,(Opp. Asiad Village),NewDelhi-110016 **latest by 7th January, 2022-17:30Hrs**

Candidates can also send completed application form via email to ssnayyar@apeda.gov.in with the title as **“APPLICATION FOR THE POSITION OF ADVISOR (ORGANIC AGRICULTURE PROMOTION)”** in the subject line

6. The Competent Authority reserves the right to cancel any application / candidature at its discretion and no correspondence in this regard will be entertained from the applicant.
7. Incomplete / unsigned applications received and those received after the last date for receipt of application will summarily be rejected without any communication to the candidate.
8. Wrong declaration / submission of false information or any other action contrary to law shall lead to cancellation of the candidature at any stage.
9. Detail of the position and terms & conditions for the engagement, eligibility, experience etc. are as under:-

01	Name of Positions	Advisor (Organic Agriculture Promotion)
02	Number of Positions	01
03.	Method of Recruitment	Short Term Contract
04.	Period of contract	2years (extendable by 1 year)
05.	Educational qualification Essential: Desirable Qualification Experience	<p>Master Bachelors Degree in Agriculture</p> <p>Ph.D Masters in Agriculture the relevant subject</p> <p>Minimum 10 years experience in the field of organic farming /International Organic Standards/Capacity Building etc.</p> <p>Advanced university degree in agriculture/farming systems, with at least 10 years of professional experience in organic agriculture and related organic/bio food production and marketing.</p> <p>Extensive experience in formulation of Organic farming development projects/programmes with Government, UN organizations and NGOs.</p> <p>The consultant should have excellent communication, analytical and writing skills - capacity to write under time pressure concise, logically structured and to the point reports using an established outline and format - and proven ability to logically conceptualize programmes and projects.</p> <p>Should have working knowledge in computer</p>
06.	Age	50Years(Min) 60 Years(Max)
07.	Remuneration (Per Month)	₹1.10 lakhs Annual increase of 10 %

10.Last Date for submission of Application (By post, by hand or email) : **7th January, 2022-17:30Hrs**

SCOPE OF WORK FOR THE POSITION OF ADVISOR (ORGANIC AGRICULTURE PROMOTION)

- 1. Strengthening the Backward linkage for Organic Production and Supply**
 - a. Networking with the State Governments/Line Department/Industry Association, NGOs etc for expansion of organic farming and Certification in the State/ Value Addition/ marketing of organic produce etc.
 - b. Conduct regular Meetings with Stakeholders for strengthening the backward linkage
 - c. Efforts through State Governments, Agriculture Universities to encourage participation of new farmers in organic farming and market driven production.
 - d. Coordination with Ministry of agriculture to Encourage PGS to get certified under third party certification under (NPOP)
 - e. Coordinate with State Government, other agencies for Establishment of Organic Seed banks, availability of organic inputs etc.

- 2. Training and Capacity Building for organic stakeholders.**
 - a. Development of yearly calendar for training and Capacity building of the State Government officials/Exporters/Farmers /Agriculture Universities etc on Organic production, export potential of organic products, organic farming practices and organic certification standards, requirements under NPOP, implementation of the NPOP norms and traceability at the farm level etc
 - b. Development and upgradation of Training Manuals.
 - c. Coordinate with State Government for development of NPOP Standards in regional languages for farmers
 - d. Hands on training on Transfer of technology to farmers, SME's by organizing training and capacity building programs through concerned technical institutes.

- 3. Conduct Outreach and Sensitization programmes for Organic Stakeholders.**

For sensitizing the stakeholders, conducting outreach and sensitization programmes from time to time on National Programme for Organic production (NPOP) in different regions/States of the Country.

- 4. Market Promotion for NPOP certified organic products in the importing countries**
 - a. Organizing Conference, Promotion Programmes, Exhibitions, BSM etc
 - b. B 2 B meet with exporters and importers of organic products
 - c. Connecting with importers remotely through Virtual Buyer Seller Meet during the present COVID situation.
 - d. Exploring new markets for organic products
 - e. Country specific intervention for focus products and destination
 - f. Market survey of focus destinations
 - g. Industry consolidation / feedback

- h. Identifying Trade Fairs for exclusively promoting Organic products and ensure participation of Indian farmers / exporters
- i. Prepare proposals for Trade delegation to focus destinations for organic export promotion , participation in trade fairs, product promotion through EoI
- j. Identifying Countries for potential for market access and equivalence for Organic products, organic products that can be pushed for exports etc

5. Development of e Markets for direct marketing

Exploring new platforms for exports through e commerce B2B E-marketplace for online auction and spot trading of organic products. Preparing concept note, interact with the service providers etc

6. Branding & Publicity

- a. Preparing content for publication on India Organic products, and circulating it through newsletters, bulletins, e catalogues, coffee table books etc within the Country and in importing Countries.
- b. NPOP Logo promotion to be carried out for popularizing India Organic brand & logo.
- c. Preparing content for Social, print and electronic media promotion, press release etc.
- d. Developing case studies on the journey of the organic products from its origin in India and reaching the International market.
- e. Coordinate with concerned department, State Governments for organic promotion under NPOP at Airports, Malls and Festivals for display and publicity.

7. Project Proposal and Study

- a. Development of Project mode proposals for organic products.
- b. Supervision of any Study conducted by APEDA / with support of APEDA on organic products

8. Export of Organic Products

Coordinate with Regional Offices APEDA for Flag Off/Shipments of organic products

9. Documentation and reports

Preparation of documentary and analytical reports, case studies, concept notes, export analysis etc

- 10.** Any other work/activity not specified above but considered necessary for effective implementation of the assignment shall be considered as part of the scope of work.

- 11.** Co-ordinate with various countries Govt Ministries / apex institutions in USA , CHINA , JAPAN, KOREA , AUSTRALIA , UAE etc to get recognition and harmonization of NPOP with their respective Organic standards and to get equivalence for Bilateral organic trade agreement between India and other countries

APPLICATION FORM

1.Position applied for (In BLOCK letters)	
2.Name of the applicant (In BLOCK letters)	
3.Father's/Husband's Name	
4.Marital Status	
5.Present Postal Address for communication (In BLOCK letters with PIN code)	
6. (a)Telephone no (with STD code) (b) Mobile no. (c) Email ID (d) Skype ID	
7.Permanent Address	
8.Date of Birth	
9.Nationality	
10.Category(Gen / SC/ST/OBC)	

11. Educational Qualification starting with Secondary Education: Graduation onwards (Please attach attested photocopies of certificates/mark sheets) and any other profession course , diploma etc in Organic farming

Examination/ Degree	University/ Institution Board	Year of Passing	% of Marks/ Division	Subject Studies Specialization / Majors

12. Experience(Please start with the latest):

Name of Employer	Position Held	Period		Pay Scale/ Pay Band with Grade Pay and Basic Pay/CTC	Nature of work (please attach separate sheet if required)
		From	To		

14. Training Programme attended or conducted in the field of organic or relevant field:	
15 . Details of Organic farming related Project completed till date	
16 . Past and present Membership held of profession bodies , association related to Organic farming	
15. Have you ever been discharged/reprimanded/ suspended from any position? If yes, state reason:	
16. Write a note on ,your past and present work / involvement in Organic farming sector and how you would be able to contribute in the development of organic production & its export from India (minimum 500 / 1500 words):	

DECLARATION

I hereby declare that all the statements made in this application are true and complete to the best of my knowledge and belief. I further understand that at any time I am found to have concealed / distorted any material information, my candidature/appointment shall be summarily terminated without any notice.

Signature of the Candidate
Name:

Place:-
Date:-