

**SMALL FARMERS' AGRIBUSINESS CONSORTIUM**  
**(Society promoted by Dept. of Agriculture, Cooperation & Farmers Welfare,**  
**Govt. of India) 5<sup>th</sup> Floor, NCUI Auditorium Building, 3, Siri Institutional Area,**  
**August Kranti Marg, Hauz Khas, New Delhi-110016.**

**File No. SFAC/ 1-3/ 1/ 2017-Admn.**

**Dated: 04.04.2018**

**ENGAGEMENT OF MARKETING CONSULTANT ON SHORT TERM CONTRACT BASIS**

Small Farmers Agribusiness Consortium (SFAC) is inviting applications for one temporary post of Marketing Consultant on short-term contractual basis initially for a period of six month which may be extended depending on requirement under the project for promotion and development of Farmer Producer Organization/ Farmers Interest Groups (FPO/ FIG). Interested candidates must apply before the closing date. For more details please refer to EOI document.

Interested candidates should submit duly filled application proforma (Annexure-I) along with all supporting document (self attested) at above referred address to the Managing Director, on or before **25<sup>th</sup> April 2018** either by Speed Post/ Registered Post or by Hand clearly stating “**Application for the post of \_\_\_\_\_**”.

The advertisement is published in CPPP Portal under e-publish and SFAC website [www.sfacindia.com](http://www.sfacindia.com).

Managing Director

**SMALL FARMERS' AGRIBUSINESS CONSORTIUM**  
(Society promoted by Dept. of Agriculture, Cooperation & Farmers Welfare,  
Govt. of India) 5<sup>th</sup> Floor, NCUI Auditorium Building, 3, Siri Institutional Area,  
August Kranti Marg, Hauz Khas, New Delhi-110016.

**File No. SFAC/ 1-3/ 1/ 2017-Admn.**

**Dated: 04.04.2018**

**ENGAGEMENT OF MARKETING CONSULTANT ON SHORT TERM CONTRACT BASIS**

Small Farmers Agribusiness Consortium (SFAC) is inviting applications for one temporary post of Marketing Consultant on short-term contractual basis initially for a period of six month which may be extended depending on requirement under the project for promotion and development of Farmer Producer Organization/Farmers Interest Groups (FPO/ FIG). Interested candidates must apply before the closing date. Further information like application process, job details, qualifications etc. are given below:-

**Job Details**

Post Name : **Marketing Consultant**  
No. of post : 01 (one)  
Age Limit : 56 years (as on last date of submission of application)  
Emoluments : Rs.50,000 – 60,000/- consolidated per month based on experience and Qualification

**Eligibility Criteria for Recruitment**

**Qualifications:** The Marketing Consultant should have a University Degree/Post Graduate in Agri-business /Marketing or related subjects with at least 5 to 10 years experience in retail supply chain management and marketing of horticultural/ agricultural commodities.

In-depth knowledge and good network with management personnel of organized wholesale and retail food chains engaged in procurement of fruits and vegetables, pulses, cereals, spices, etc. would be preferred.

**Tasks:** The tasks of the Marketing Consultant will include but not limited to the following:-

- Plan and supervise the project market linkage programs and activities for the farmer producer companies formed under the project;
- courses/modules for lead farmers, farmer groups and producer company members/ management personnel;
- Develop and conduct marketing training for lead farmers and BoD members of FPC.
- Identification of potential buyers in profitable value chains, exporters, retailers, food processing units
- Create linkages and marketing arrangements to selling the produce to the these institutions;
- Advise lead farmers and producer company management personnel in negotiating sales to potential buyers; and
- Monitor marketing program progress and provide inputs.
- Managing and promotion of dedicated web portal for linking buyers and FPOs.

The Consortium reserves the right to short-list the candidates based on qualifications, experience and suitability. Shortlisted candidate shall be called for interview. The candidate called for interview is not entitled for any TA/DA accommodation etc.

**Contd...p/2-**

SFAC reserves all its rights to assess pre-qualification and experience screening, short listing of eligible candidates, formation of a panel, interview, empanel, engage consultant, fixation/revision of remuneration, fixation of terms and conditions and or rescind the advertisement/circular without any further notice. The pre-qualification and experience shall be assessed in line with the organizational needs and the decision with respect to engagement of Consultant (procurement), formulation of panel subject to eligibility criteria, shall remain solely with the competent authority i.e. Managing Director, SFAC.

**Period of Contract:** The period of contract shall initially be for a period of 6 months which may be extended from time to time depending on requirement under the scheme, performance appraisal and SFAC Policy.

**Leave:** During your engagement you will be entitled for 12 days leave in a calendar year on prorata basis. Additional leave without pay may be permitted with approval of Managing Director. Un-availed leave shall neither be carried forward nor encashed.

**TA/DA:** Consultant shall be allowed to take domestic tour as required by their duties for which TA DA and Hotel Accommodation shall be paid as admissible to central government employees as per policy of SFAC. Tours will be subject to approval of competent authority. Claims will be settled subject to extant Government rules.

**Confidentially of Data & Documents:** You will not divulge any information, data or reports/documents handled by you as part of your work to any party and person for pecuniary gains or even otherwise, without the prior approval of Competent Authority.

**Conflict of Interest:** You shall in no case represent or give opinion or advice to others in any matter which is adverse to the in the interest of the Department/Organization nor will he indulge in any activity outside the terms of the contractual assignment.

**Working Hours:** To follow the normal working hours as prescribed (i.e from 9.00 AM to 5.30 PM). However as per the exigency one has to sit late to complete the time bound work and also attend office on weekends in exigencies to complete the assignment.

**Termination of Contract:** The appointment is of a temporary nature and the SFAC can cancel the appointment at any time without providing any reason for it. However, in the normal course it will provide one month's notice to the Consultant (Procurement). The Consultant (Procurement) can also seek for termination of the Contract upon giving one month's notice to SFAC.

**How to apply:** Interested candidates should submit duly filled application proforma (Annexure-I) along with all supporting document(self attested) at above referred address to the Managing Director, on or before 25<sup>th</sup> April 2018 either by Speed Post/Registered Post or by Hand clearly stating "Application for the post of \_\_\_\_\_". SFAC will not be responsible for any postal delay. Incomplete application will be rejected summarily. The advertisement is published in CPPP Portal under e-publish and SFAC website [www.sfacindia.com](http://www.sfacindia.com).

Managing Director

**Note:** Details of the Schemes are available on website [www.sfacindia.com](http://www.sfacindia.com).

**FORM OF APPLICATION**

1. Post applied for : .....  
(In block letters)

2. Name of applicant : Mr./Mrs./Miss.....  
(In block letters)

3. Father's/ Husband's Name : .....

4. Marital Status : .....

5. Present postal address for Communication:

.....  
in block letter with pin code  
.....  
.....

6. (a) Telephone No.(with STD Code) : .....

(b) Mobile No. : .....

(c) E-mail Address : .....

7. Date of Birth : .....

(and age as on date)

8. Nationality : .....

9. Category (SC/ST/OBC/PH/GEN) : .....

(Please attach attested photocopy of certificate of the Competent Authority in prescribed proforma)

10. Educational Qualification starting with Secondary Education:

(Please attach attested photocopies of certificates/mark sheets)

Please affix a  
Recent passport  
size photograph

Examination/ Degree	University/ Board	Year of Passing	% of marks/ Division	Subject taken

11. Experience (please start with the latest) :

Name of employer	Post held	Period		Pay Scale/Pay Band & Grade Pay with Basic Pay	Nature of work (Please attach separate sheet if required)
		From	To		

12. Training Programmes attended :

13. Have you ever been discharged/ : ... ..  
reprimanded/suspended from any position?  
If yes, state reason:

14. Have you ever been convicted under the Law : .....

15. Reference : 1.

2.

**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.

Place:

Signature of the Candidate

Date:

Name.....