

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

11.01.2022

Scope of Work for the Position of “Advisor (Natural Agricultural Products)”

APEDA is looking to engage services of Advisor (Natural Agricultural Products).

The position is to be filled on short term contract basis for a period of two years (extendable).

A candidate shall submit only one application. Submission of more than one application may lead to rejection.

Mere submission of the application does not confirm any right on the applicant to be called for interview.

Application should be submitted strictly in the prescribed format only.

Application could be sent through post or email. By post in a cover subscribed as “Advisor (Natural Agricultural Products)” 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), New Delhi - 110016 **latest by 31st Jan 2022-17:30Hrs**

Candidates can also send completed application form via email to ssnayyar@apeda.gov.in with APPLICATION FOR THE POSITION OF ADVISOR (NATURAL AGRICULTURAL PRODUCTS) in the subject line.

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.

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.

Wrong declaration / submission of false information or any other action contrary to law shall lead to cancellation of the candidature at any stage.

Detail of the position and terms & conditions for the engagement, eligibility, experience, etc. are as under:-

01	Name of Position	Advisor (Natural Agricultural Products)
02	Number of Position	01
03.	Method of Recruitment	Short term Contract
04.	Period of contract	2 years(extendable)

05.	<p>Educational qualification</p> <p>Essential</p> <p>Desirable Qualification</p> <p>Experience</p>	<p>Bachelors Degree in Agriculture</p> <p>Masters in Agriculture with relevant subject</p> <p>Minimum 10 years experience in the field of organic farming / International Organic Standards / Natural Agriculture Products, farming / Permaculture / ZNBF etc.</p> <p>Advanced Certificates / Diploma in Organic agriculture/ Natural farming systems, professional experience in organic agriculture and related organic/bio food production and marketing.</p> <p>Extensive experience in formulation of Organic Agriculture / Natural farming development projects/programmes with Government, UN organizations and International NGOs / Companies.</p> <p>Strong leadership and team building skills with the ability to set and communicate vision and strategy. Ability to lead and work as a member of teams, including consensus building, communications, and leadership skills.</p> <p>Ability to work collaboratively with a range of people at all levels, including governmental and non-governmental organizations, grassroots groups and donors. Experience of working in civil society networks would be considered as an added advantage.</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	<p>50Years(Min)</p> <p>60 Years(Max)</p>
07.	Remuneration (PerMonth)	₹1.50 lakhs Annual increase of 10 %

Last Date for submission of Application (By post, by hand or email):31st Jan 2022–
17:30Hrs.

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.Telephone no.(with STD code) Mobile no. Email ID	
7.Permanent Address	
8.Date of Birth	
9.Nationality	
10.Category (Gen /SC /ST /OBC)	

11. Educational Qualification: Graduation onwards and any other profession course, diploma etc in Organic farming / Natural farming / Permaculture / ZNBF etc

Examination/ Degree	University/ Institution Board	Year of Passing	Division obtained	Major Subject Specialization / Majors

12. Experience (Please start with the latest):

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

13. Training Programme attended or conducted in the field of organic agriculture/ Natural Farming or relevant field:	
14. Details of Organic agriculture / natural farming related Project completed till date	
15. Past and present Membership held of profession bodies , association related to Organic Agriculture/ Natural farming or relevant field:	
16. Have you ever been discharged/reprimanded/suspended from any position? If yes, state reason:	
17. Write a note on , your past and present work / involvement in Organic Agriculture/ Natural farming sector and how you would be able to contribute in the development of Natural farm produce& 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:-

SCOPE OF WORK FOR THE POSITION OF “ADVISOR (NATURAL AGRICULTURAL PRODUCTS)”

Under the overall supervision of Chairman APEDA; the direct technical supervision of the General Manager APEDA and in close collaboration with the Commerce , Agriculture and Rural Development , Industry, Food and civil supplies , Finance relevant development partners and UN Agencies including inter alia FAO, UNTACD, UNEP, IFAD, World bank, International NGOs and development organization the Advisor will carry out the Assessment and Stock-Taking of Natural farming ,food and commodities in India and its potential for export including the following specific tasks:

- Review, verify and document different types of Natural farming methods being practiced by farmers in India like for eg Permaculture, Bio dynamic, Zero tillage, Zero budget natural farming (ZNBF), Subash Palekar Natural farming (SPNF), Climate smart agriculture and the main characteristics for Natural food and commodities in India , its constraints and potentials for export.
- Review background documentation on Natural farming, food and commodities related production, demand and consumption in India and its potential for exports.
- Review and verify the related institutional stakeholder framework of Natural farming, food and commodities in India; including inter alia policies and regulations; related and/or engaged entities of the government and public sector, farmers communities and groups, and of the private business environment.
- Identify and work with major stakeholders, research and education institutions, to get the Natural Farming message across India and develop joint initiatives to overcome barriers to implementation of natural farming at scale.
- Support promotion of natural farming related initiatives taken up by various state, NGO , Farmers groups , FPO etc.
- Prepare state wise best production/value chain of the most pertinent commodities currently produced in India having potential for exports as Indian Natural food and commodities.
- Assess pertinent promotional and/or supporting activities and initiatives of both, by the Central / State Govts and private sector, the farming communities as well as of NGOs and other relevant stakeholders in Natural farming, food and commodities in India.
- Review and verify de facto and potentially relevant National and International standards for Natural Farming, norms and regulations, as well as certification methods, branding and labeling and its application in India for adoption under different types of Natural farming methods in India.

- Verify and assess the awareness and knowledge status quo regarding Natural farming, food and commodities with all potential and defacto stakeholders along the value chain, and up to the consumers.
 - With close consultation with various stakes holder prepare frame work establishing a National Mission mode framework on Natural farming for exports of Natural food and commodities from India.
- 1)Lead in formation of different committees and define tasks for such committees for documentation of Indian Standards of Natural farming.Prepare TOR for various committees and advice in selection of experts as member for various committees.
 - 2)To carry out different assignments for documentation of Indian Standards of Natural farmingfor example its legal definitions, Philosophy , Standards setting for crop production, animal production , Natural honey , Natural fisheries, Wild collection, Standards for natural commodities other then food, Processing, Handling , storage, Transportation .
 - 3)Inspection and certification frame work of Natural Products produced by following Indian Natural farming standards , as well as develop certification methods, branding and labeling etc at par with International standards, norms and regulations
 - 4)Prepare budget for functioning of various committees for establishment of National Mission on Natural Farming
- Holdmeetingswithrelevantstakeholdersandinstitutions.Facilitateadebriefingworkshops for finalization of Indian Natural farming standards.
 - Prepare operational planand annuals budget for promotion of Natural Farming promotion and prepare Quarterly and annual reports
 - Prepare publicity material for promotion of Natural farming through media,
 - Focus for Promotion of research collaborations, support development of research frameworks required for evidence creation.
 - Synthesize emerging strategic findings from ground/ research and opportunities emerging from governments, funders, bilateral programs and embedding them in policy and program architecture and implementation.
 - **Training and Capacity Building**
1. Facilitate in training and Capacity building of the State Government officials/Exporters/Farmers / Agriculture Universities etc in Natural Farming ,

2. Coordinate with State Government for development of Indian Natural Farming Standards in regional languages for farmers

- **Conduct Outreach and Sensitization programmes**

For sensitizing the stakeholders, conducting outreach and sensitization programmes from time to time on National Mission on Natural Farming in different regions/States of the Country.

- **Market Promotion for certified Natural Farming products ; Food and other commodities in the importing countries**

a. Facilitate in Preparation of a logo for Indian Natural products ; Food and other commodities

b. Organizing Conference, Promotion Programmes, Exhibitions, BSM etc. B 2 B meet with exporters and importers of Natural products

c. Connecting with importers remotely through Virtual Buyer Seller Meet during the present COVID situation.

d. Exploring new markets for Indian Natural products ; Food and other commodities

e. Country specific intervention for focus products and destination

f. Market survey of focus destinations Industry consolidation / feedback

g. Identifying Trade Fairs for exclusively promoting Natural products and ensure participation of Indian farmers / exporters

h. Prepare proposals for Trade delegation to focus destinations for Natural products ; Food and other commodities . Export promotion, participation in trade fairs, product promotion .

i. Identifying Countries for potential for market access and equivalence for Natural products ; Food and other commodities that can be pushed for exports etc

- **Development of e Markets for direct marketing**

a. Exploring new platforms for exports through e commerce B2B E-marketplace for online auction and spot trading of Natural products ; Food and other commodities

b. Preparing concept note, interact with the service providers etc.

- **Branding & Publicity**

- a. Preparing content for publication on Natural products ; Food and other commodities, and circulating it through newsletters, bulletins, e catalogues, coffee table books etc within the Country and in importing Countries.
- b. Promotion of logo for Indian Natural products ; Food and other commodities to be carried out for popularizing it as Indian Brand
- c. Preparing content for Social, print and electronic media promotion, press release etc. popularizing Indian Natural products ; Food and other commodities
- d. Developing case studies from different states on the journey of the Indian Natural products ; Food and other commodities from its origin in India and reaching the International market.
- e. Coordinate with concerned department, State Governments for promotion Indian Natural products ; Food and other commodities at Airports, Malls and Festivals for display and publicity.

- **Project Proposal and Study**

- a. Development of Project mode proposals for Indian Natural products ; Food and other commodities
- b. Supervision of any Study conducted by APEDA / with support of APEDA on Indian Natural products ; Food and other commodities

- **Export of Indian Natural Products ; Food and other commodities**

Coordinate with Regional Offices APEDA for Flag Off/Shipments of Indian Natural products; Food and other commodities

- **Documentation and reports**

- a. Preparation of documentary and analytical reports, case studies, concept notes, export analysis etc
- b. Harmonization of Indian Standards for Natural Products with International standards.

- c. 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.
