



NOTICE OR RECRUITMENT OF CONSULTANT FOR NAFED e-KISAN MANDIS (NeKM) IN FIFA OFFICE

NAFED/FIFA and its partner FPOs will mobilize resources to create infrastructure needed for running mandi operations. All the operations in these mandis, from arrivals at entry gate of mandis to auction, sale and deliveries to the buyers will be captured electronically. All these mandis will be integrated with a National level virtual market platform.

This integration of physical markets with electronic platform will enable Cooperatives/FPOs and Farmers to offer their lots at some predefined physical locations and sale the same under a variety of market models. For the buyers there is both a virtual market, which offers lots across physical locations, and a physical market available. The virtual market is accessible across nation and global buyers in some cases.

NAFED/FIFA is inviting applications from eligible candidates for an experienced Consultant (NeKM) for FIFA for smooth implementation of the project with the below given description:

I. The Job responsibilities of the Consultant (NeKM) for FIFA is as follows:

1. To prepare list of potential NAFED eKisan Mandi (NeKM) locations and partner FIFA Member/FPO for setting up NeKM at different locations in the country depending on production cluster, FPO Capability, market feasibility etc.
2. To coordinate preparation of DPR with FIFA Knowledge Partner and FPO Partners for setting up NeKM through convergence of Govt. Schemes and getting it approved from concerned agency viz. DMI, NABARD, NABCON, Lending Bank etc
3. To prepare Partnership Agreements (AOP) through FIFA Knowledge partner for setting up NeKM. and operating it through NAFED National Digital Marketing Platform.
4. To finalize the AOP agreement by getting it vetted through legal and financial divisions of NAFED and AOP Partner/FPO and approval from the competent Authority of NAFED/FIFA.
5. To coordinate with NAFED's National Digital Marketing Platform service provider for on boarding the particular NeKM on to the platform.
6. To coordinate with the FPO Partner for setting up of NeKM (Physical Infrastructure) within given time frame by mobilizing FPO Resources as well as required bank finance.



7. To coordinate with NAFED National Digital Marketing Platform service provider and FPO Partner for setting up required physical/digital infrastructure at NeKM location.
8. To prepare Standard Operating Procedure (SOPs) for operating the NeKM through FIFA Knowledge partner and NeKM FPO Partner.
9. To monitor functioning of NeKMs at various locations and provide daily reports to the competent Authority of NAFED/FIFA.
10. Expanding the NeKM network through potential FPOs, locations, products and feasibility studies.
11. Keeping track of volume of business of each NeKM.
12. To conduct webinars with potential FPO Partners for setting up NeKMs through convergence of various Govt. schemes and providing guidance to the FPO Partners.
13. On boarding buyers of FPO Produce and suppliers of Agri-inputs to the FPOs through NeKMs.
14. Preparing periodic reports on monthly, quarterly, half yearly and yearly basis on the progress of NeKMs and presenting it to the Management of FIFA and NAFED.
15. Regular visits to NeKM locations for monitoring of NeKM operations.

II. The Eligibility Criteria for Consultant (NeKM), FIFA is as follows:

1. Post Graduate degree in Agriculture, Agri-Engineering / MBA in Agribusiness, Agri Marketing from reputed institution with minimum 10 years of post qualification experience.
2. At least 3-year experience in Agri-produce marketing with reputed commodity buyers. Experience in online trading, futures markets will be preferred.
3. At least 3-year experience in working for Agriculture value chains, Agriculture Produce Marketing, Procurement and Input Supply chain.
4. Experience in collaborating with Government departments / agencies / allied organizations.
5. Experience in dealing with National level Agriculture Research Institutes and demonstrate ability to collaborate with various stakeholders.
6. Experience in implementing at least 3 Agriculture Projects for various Agriculture technologies and products.
7. At least 3-year experience in managing a sales / marketing team and demonstrated leadership and management skill.
8. Proficiency in English with conceptualization, proposal preparation, presentations, documentation skills.



9. Good communication skills with team building ability and good listening skills are top pre-requisites. Also, should have good skill in soft skills and ability to prepare good PPT.
10. Strong ability to build ecosystems, collaborate with stakeholders, connect people and events and ability to use technology to accelerate sharing of information is essential.
11. Good financial management skill with ability to manage financial responsibility is desired.
12. Location of the job is New Delhi, India, and familiarity of the applicant with the city of New Delhi and surroundings will be preferred.

III. The Consultant (NeKM) shall be provided:

- a) A consolidated Salary with all-inclusive Rs 75000 – Rs 90000 depending upon qualification and experience of the candidate.
- b) TA/DA will be as per Manager Level in NAFED.
- c) Initial tenure will be of 6 Months, extendable depends upon utility and performance of the candidate.

IV. Details for submission of CV

The interested candidates may kindly submit their CVs on fofdivision@nafed-india.com

The last date for submission of CV is 28.05.2021 before 5 PM.