

**GOVERNMENT OF ODISHA**  
**DEPARTMENT OF AGRICULTURE AND FARMER'S EMPOWERMENT**  
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No. AG(RKVY)- 31 /18 7753. Dt. 12.04.18

From

Sri Bhaskar Sarma, IAS,  
Special Secretary to Govt.

To

State Portal Head  
E &IT Department, Govt. of Odisha  
Bhubaneswar.

**Sub:- Publication of Advertisement & TOR for Engagement of Consultants in RKVY Cell of Agriculture & FE Department.**

Sir,

I am enclosing herewith the advertisement along with details of TOR for engagement of Consultants in RKVY Cell of Agriculture & FE Department for uploading in Odisha Government Portal at the earliest.

Yours faithfully,

*B. Sarma*

**Special Secretary**



**INSTITUTE ON MANAGEMENT OF AGRICULTURAL EXTENSION ( IMAGE )**  
**( AN AUTONOMOUS INSTITUTE OF GOVERNMENT OF ODISHA )**  
**Siripur, BHUBANESWAR-751003, Odisha**  
**Ph. - (0674) 2562151, Fax - 2561879, E-mail : imagebbsr@rediffmail.com**

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Applications are invited from eligible candidates for engagement of one Senior Consultant, one Junior Consultant (General) and one Junior Consultant (Media) in RKVY Cell of Agriculture & FE Department under Rashtriya Krishi Vikash Yojana on contractual basis. The monthly remuneration of Senior Consultant and Junior Consultant is Rs.80000/- and Rs.50000/- per month (consolidated). Interested candidates may apply with complete CV with self-attested photocopies of certificates and passport size photograph to the Director, IMAGE, Siripur, Bhubaneswar-751003 on or before **30<sup>th</sup> April, 2018 at 05.00 PM**. The details of qualification, experience and age limit etc. are available in departmental website; [agriodisha.nic.in](http://agriodisha.nic.in) or [odisha.gov.in](http://odisha.gov.in).

Director, IMAGE

**TOR for engagement of Consultants in RKVY Cell of Agriculture  
& FE Department**

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**A) Senior Consultant**

1. Number of post : 1 (One)
2. Pay : Rs 80000 per month (consolidated)
3. Age limit : Up to 45 years (The date for determining the age-limit shall be the closing date for receipt of applications from candidates.)
4. Essential Qualification

**4.1. Educational:**

- 4.1.1. Master's degree from a recognized University in Economics or Business Administration or Chartered Accountancy or in Law from a recognized University;

**4.2. Experience**

- 4.2.1. Ten years experience in Business Organization, Consultancy Company, Public Sector Undertakings, or an autonomous body or any statutory body or any Industrial or development organization or financial institution. Experience on formulation or implementation of policies/ programmes, or dealing with matters relating to

4.2.1.1. Formulation of Project Proposal;

4.2.1.2. Project Appraisal;

4.2.1.3. Project Financing;

4.2.1.4. Implementation of PPP projects;

4.2.1.5. Agriculture marketing;

4.2.1.6. Agro-processing.

**5. Rashtriya Krishi Vikas Yojna:-**

- 5.1. Under Rashtriya Krishi Vikas Yojana- Remunerative Approaches for Agriculture and Allied sector Rejuvenation (RKVY-RAFTAAR), the State Government shall prepare projects as per the guidelines RKVY-

RAFTAAR issued by GOI in respect of the following broad streams

**5.1.1. Regular RKVY-RAFTAAR-(70 % total outlay)**

5.1.1.1. Infrastructure and Assets- 50% (Pre-harvest- 20%,Post-harvest - 30%).

5.1.1.2. Value addition projects in Public Private Partnership (PPPIAD) - 30 %.

5.1.1.3. Flexi funds- 20%. States can use this fund for supporting any projects as per local needs.

5.1.2. RKVY-RAFTAAR special sub-schemes -20%.

5.1.3. Innovation and agri-entrepreneur development -10%.

**6. Expected deliverables :-**

- 6.1. Examine Detailed Project Reports (DPRs) submitted by different implementing department/agencies on the basis of RKVY-RAFTAAR guidelines and its objectives linkage to Comprehensive District Agricultural Plan(CDAP)/State Agricultural Plan(SAP)/ State Agricultural Infrastructure Development Plan(SAIDP).
- 6.2. Drive end-to-end scrutiny of the DPR and appraise the authority for necessary changes.
- 6.3. Provide support to SLPSC by developing an analytical framework for the comprehensive DPR screening. It may include analysis/preparation of the feasibility report, project cost-benefit, financial viability, internal rate of return.
- 6.4. Assist SLPSC & SLSC in the fund allocation annual strategy in line with the State govt. priorities.
- 6.5. Assist in developing projects, in conjunction with the line departments, keeping in view the RKVY guidelines, especially those related to value addition, innovation and agri-entrepreneurship.
- 6.6. Create a framework for developing, preparing, evaluating and monitoring PPP projects.

- 6.7. Create a framework for RKVY-RAFTAAR portfolio management and tracker to monitor the same
- 6.8. Review and monitoring of physical and financial progress of different on-going and new projects.
- 6.9. Conduct detailed review of the completed projects under RKVY-RAFTAAR to ensure that the objectives of the projects have been realized as per the DPR.

## **B) Junior Consultant - General**

1. Number of post : **1(One)**
2. Pay : **Rs 50000 per month (consolidated)**
3. Age limit : **30 years** (The date for determining the age-limit shall be the closing date for receipt of applications from candidates.)
4. Essential Qualification.

### **4.1. Educational:**

4.1.1. Master's degree from a recognized University in Economics or Business Administration, Agriculture or Allied Subjects or Chartered Accountancy; or Degree in Law from a recognized University;

### **4.2. Experience**

4.2.1. Two years' experience in Business Organization, Consultancy Company, Public Sector Undertakings, or an autonomous body or any statutory body or any Industrial or development organization or financial institution. Experience on formulation/ implementation of policies/ programmes, or dealing with matters relating to —

4.2.1.1. Formulation of Project Proposal;

4.2.1.2. Project Appraisal;

4.2.1.3. Project Financing;

4.2.1.4. Implementation of PPP projects;

4.2.1.5. Agriculture marketing;

4.2.1.6. Agro-processing.

## **5. Rashtriya Krishi Vikas Yojna:-**

5.1. Under Rashtriya Krishi Vikas Yojana- Remunerative Approaches for Agriculture and Allied sector Rejuvenation (RKVY-RAFTAAR) the State Government shall prepare projects as per the guidelines RKVY-RAFTAAR issued by the GOI in respect of the following broad streams

5.1.1. Regular RKVY-RAFTAAR-(70 % total outlay)

- 5.1.1.1. Infrastructure and Assets- 50% (Pre-harvest- 20%, Post-harvest - 30%).
- 5.1.1.2. Value addition projects in Public Private Partnership (PPPIAD) - 30 %.
- 5.1.1.3. Flexi funds- 20%. States can use this fund for supporting any projects as per local needs.
- 5.1.2. RKVY-RAFTAAR special sub-schemes -20%.
- 5.1.3. Innovation and agri-entrepreneur development -10%.

**6. Expected deliverables :-**

- 6.1. Examine Detailed Project Reports (DPRs) submitted by different implementing department/agencies on the basis of RKVY-RAFTAAR guidelines and its objectives linkage to Comprehensive District Agricultural Plan(CDAP)/State Agricultural Plan(SAP)/ State Agricultural Infrastructure Development Plan(SAIDP).
- 6.2. Drive end-to-end scrutiny of the DPR and appraise the authority for necessary changes.
- 6.3. Provide support to SLPSC by developing an analytical framework for the comprehensive DPR screening. It may include analysis/preparation of the feasibility report, project cost-benefit, financial viability, internal rate of return.
- 6.4. Assist SLPSC & SLSC in the fund allocation annual strategy in line with the State govt. priorities.
- 6.10. Create a framework for RKVY-RAFTAAR portfolio management and tracker to monitor the same.
- 6.11. Assist in developing projects, in conjunction with the line departments, keeping in view the RKVY guidelines, especially those related to value addition, innovation and agri-entrepreneurship.
- 6.12. Create a framework for developing, preparing, evaluating and monitoring PPP projects.

6.5. Review and monitoring of physical and financial progress of different on-going and new projects.

6.6. Conduct detailed review of the completed projects under RKVY-RAFTAAR to ensure that the objectives of the projects have been realized as per the DPR.

**C) Junior Consultant - Media**

7. Number of post : 1(One)

8. Pay : Rs 50000 per month (consolidated)

9. Age limit : 35 years (The date for determining the age-limit shall be the closing date for receipt of applications from candidates.)

10. Essential Qualification.

**10.1. Educational:**

10.1.1. Master's degree from a recognized University in any subject or Degree in Law from a recognized University. A degree in mass communication/related field or Masters in Business Administration will be desirable though not essential.

**10.2. Experience**

10.2.1. Five years' experience in a reputed media house, advertising company or in sales and marketing in a reputed organization.

**11. Rashtriya Krishi Vikas Yojna:-**

11.1. Under Rashtriya Krishi Vikas Yojana- Remunerative Approaches for Agriculture and Allied sector Rejuvenation (RKVY-RAFTAAR) the State Government shall prepare projects as per the guidelines RKVY-RAFTAAR issued by the GOI in respect of the following broad streams

11.1.1. Regular RKVY-RAFTAAR-(70 % total outlay)

11.1.1.1. Infrastructure and Assets- 50% (Pre-harvest- 20%, Post-harvest - 30%).



11.1.1.2. Value addition projects in Public Private Partnership (PPPIAD) - 30 %.

11.1.1.3. Flexi funds- 20%. States can use this fund for supporting any projects as per local needs.

11.1.2. RKVY-RAFTAAR special sub-schemes -20%.

11.1.3. Innovation and agri-entrepreneur development -10%.

**12.Expected deliverables :-**

12.1.Prepare templates for effective communication with farmers.

12.2.Prepare audio-visual media for effective transmission of government programs to the stake holders.

12.3.Prepare advertorial documents for the print, electronic and social media.

12.4.Conduct market research for assessing success of ongoing schemes.

12.5.Prepare EOIs for selection of agencies for preparing advertising materials.

12.6.Ensure wide publication/ dissemination of government messages within the State by regular interaction with the local media.

12.7.Any other duties as assigned from time to time.

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