

## ADVERTISEMENT

### **Horticulture & Food Processing Department, Uttarakhand**

Ministry of Food Processing Industries, Govt. of India has launched 'Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME)' scheme under Aatma Nirbhar Bharat Abhiyaan. We are looking for highly motivated & result oriented individuals for Project Management Unit (PMU) to support State Nodal Agency in implementations of Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) scheme. The appointment under the scheme is purely on contract basis with probation of 6 months. If the progress/result is not found satisfactory, the State Government Nodal Office has the authority to end the service at any time without any prior notice. The validity of the appointments would be till the validity of the scheme (2020-21 to 2024-25). Performance of the appointed persons would be evaluated every year for extension. The details of vacancies are as under:

S.N .	Name of Post	Qualification	Experience	Emoluments/Month (In Rupees)	Responsibility
1-	<b>State Lead Project Manager</b>	Post Graduate Degree/Diploma in Business Management, Agri or Food Business Management from National/International Premier Institute	8-10 years experience in Managing Development of MSME, out of which minimum 3 years leadership role.	1,30,000	<div><div>i. Overall management &amp; establishing full functionality of SPMU as planned and ensuring program triggers are met.</div><div>ii. Establishing clear working relationship with key stakeholders at State and District level and ensuring flow of information.</div><div>iii. Ensuring setting up of all Committees and providing sufficient technical and managerial support to</div></div>

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				<p>efficiently manage program implementation.</p> <p>iv. Facilitation in preparation and implementing of SLUP.</p> <p>v. Periodic reporting of the overall performance of program to SNA.</p> <p>vi. Support SNA in convening meeting of the State Level Approval committees and putting forth issues to be divided upon from time to time during the implementation of the program.</p> <p>vii. All other matters relating to the implementation of the scheme at the State level.</p> <p>viii. Assuring responsibilities to all Managers as specified and additional work as deemed necessary for the implementation of the scheme.</p>
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2-	<b>Manager (Marketing)</b>	Post Graduate Degree/Diploma in Marketing Management, Agri- Marketing, Rural Management with specialization in Marketing, MBA (Marketing)	Minimum 3 years experience in sourcing/Marketing of Agri/Food Products, linking of MSME units with Retail Chain, Branding etc.	1,00,000	i. Finalize Strategy for Branding and marketing of food products under the programme and its implementation. ii. Identifying marketing channel at the State level for Micro Food Processing enterprises and establish commercial linkages. iii. Closely engage with leading retail chains in the State to develop marketing linkages for the enterprises under FME. iv. Monitoring the branding and marketing activities in the State. v. Develop plans to strengthen backward and forward linkages for the enterprises.
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**Age limit:** Maximum upto 58 years till 31<sup>st</sup> March 2021.

**Selection Procedure:** Written examination (date of which would be notified thereafter) & interview.

**Last date for receiving application: 20<sup>th</sup> March 2021.**

Interested candidates are requested to send their applications along with requisite documents through Speed Post/Registered Post or By hand to **Director, Horticulture & Food Processing, Government Garden, Circuit House, Dehradun, Pin-248003**. Kindly mention “Name of the post applied for SPMU under PMFME scheme” on top of the Envelope.

**Department of Horticulture and Food Processing**  
**Government of Uttarakhand**

**Advertisement**

Ministry of Food Processing Industries, Govt. of India has launched 'Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME)' scheme under *Aatma Nirbhar Bharat Abhiyaan*.

We are looking for highly motivated & result oriented individuals for the post of **State Lead Project Manager (01), Manager Marketing (01)** for State Project Management Unit (SPMU) to support State Nodal Agency in implementations of Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) scheme. The appointment under the scheme is purely on contract basis with probation of 6 months. If the progress/result is not found satisfactory, the State Government Nodal Office has the authority to end the service at any time without any prior notice. The validity of the appointments would be till the validity of the scheme (2020-21 to 2024-25). Performance of the appointed persons would be evaluated every year for extension.

Interested candidates are requested to download the detailed advertisement and Application Form from department's official website **[www.shm.uk.gov.in](http://www.shm.uk.gov.in)**. Last date for application is **20<sup>th</sup> March, 2021**.

**Director**  
**Dept. of Horticulture & Food Processing**  
**Government of Uttarakhand**

## Application form

Name of the applicant (Mr./Ms./Mrs.):	
Father's/Husband's Name:	
Mother's Name:	
Date of Birth (dd/mm/yyyy):	
Permanent Address:	
Correspondence Address:	
Name of the Post applied:	
Mobile No. :	
Email Id:	
Qualifications (Academic & Technical):	
Detailed CV along with supported documents	
Other information (if any)	

**Date:**

**Place:**

**Name & Signature**

