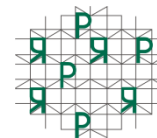


Job Announcement Form
Professional Assistance for Development Action (PRADAN)

Title of position offered	Coordinator (FPO promotion and Marketing)
Number of Vacancies	01
Roles and Responsibilities:	<ul style="list-style-type: none"> • Facilitate identification of farmer clusters and support formation, registration, and operationalization of FPOs (Farmer Producer Organizations). • Establish and strengthen FPO systems in APC (Agriculture Production Cluster) blocks, including governance, compliance, and operations. • Provide handholding support to FPOs and partner NGO staff for effective functioning and sustainability. • Build capacities of FPOs through training on business planning, financial management, and governance. • Conduct market studies and generate market information for PGs (Producer Groups) and FPOs. • Develop forward and backward market linkages for agriculture and allied produce. • Facilitate convergence with government schemes, financial institutions, and private sector stakeholders. • Support value chain development including aggregation, grading, sorting, packaging, and processing. • Conduct field demonstrations on production and post-harvest practices aligned with market standards. • Explore viable business models across crops and livestock and link with terminal markets. • Monitor FPO performance, ensure compliance, and support reporting and documentation. • Coordinate with partner NGOs and stakeholders for effective implementation of the project deliverables • Undertake additional responsibilities as required to meet program objectives.
Eligibility criteria	<p>Qualifications and Experience:</p> <ul style="list-style-type: none"> - B.Sc. / B. Tech /Agriculture, Horticulture, - 2 years of relevant working experience
Skills and Competencies	<p>Required Skills and Competencies:</p> <ul style="list-style-type: none"> • Understanding of FPO structure, governance, business models, and value-chain linkages. • Ability to identify market linkages for FPOs (processors, retailers, e-commerce, government procurement). • Skills in designing participation-based extension approaches (farmer trainings, exposure visits, demo markets). • Ability to plan and interpret basic market surveys, and FPO-level data • Support FPO members and staff in preparing simple reports, dashboards, and presentations for FPO management and stakeholders management • Strong communication and presentation skills (for farmers, officials, and partners). • Facilitation and adult-learning skills for FPO capacity-building workshops. • Negotiation and relationship-management skills with buyers, traders, and government bodies.



Place of posting/Location	Sundargarh District, Odisha
Proposed Salary range	CTC: Rs 30,000/- to Rs 35,000/- CTC per month based on qualification and experience (As per PRADAN pay structure)
Nature of job	One-year fixed term contract and extendable based on performance and project continuity
Last date of Application	8 th May, 2026
For queries write to (email ID)	odisha.recruitment2026@gmail.com
Preference	<ul style="list-style-type: none">• Proficiency in Odia (spoken and written) preferred for effective field communication.• Experience in agricultural extension preferred.• MBA (Agri-Business, Marketing, or Operations) candidates will be given preference.• Willingness to work in remote village settings and undertake extensive field travel.
Insert Google Form link for pulling CVs	https://forms.gle/BE9J4jGrkiooGjk26