



# CENTRE FOR MANAGEMENT DEVELOPMENT THIRUVANANTHAPURAM

(An autonomous institution under the Government of Kerala)

No.CMD/RKP/01/2026

March 08, 2026

## NOTIFICATION

The Government of Kerala with the support of World Bank is implementing **Disbursement Linked Indicator-8 (DLI-8) under the Resilient Kerala Program (P for R)** to enhance market access for 15 Farmer Producer Organisations (FPOs) in Pamba valley region (Alappuzha, Pathanamthita, Kottayam and Idukki) with the objective of strengthening agribusiness and improving farmers' income. The **Small Farmers Agribusiness Consortium (SFAC)** is designated as the Implementing Agency for DLI 8. In order to ensure a systematic implementation, effective coordination and monitoring of project deliverables a **Project Management Unit (PMU)** is established.

The **Centre for Management Development (CMD)**, is entrusted with providing recruitment support for filling up the positions in the PMU on **contract basis**. Eligible candidates may apply **ONLINE** through the website of Centre for Management Development ([www.cmd.kerala.gov.in](http://www.cmd.kerala.gov.in)) by satisfying themselves with terms and conditions of this recruitment.

The online application submission link will open on **08/03/2026 (10.00 AM)**.

The last date for submitting online application is **22/03/2026 (05.00 PM)**.

### Details of the posts

Sl. No.	Post	Educational Qualification	Work Experience*	Upper Age Limit*	Consolidated Monthly Salary (Rs.)
1	<b>Project Officer</b> (Vacancy: 01)	Graduation in Agriculture and Post-Graduation in Business Administration or Agri Business Management	10 years of experience in agribusiness promotion, FPO promotion, DPR preparation market linkage, credit linkage etc.	60	Rs.1,40,000

Sl. No.	Post	Educational Qualification	Work Experience*	Upper Age Limit*	Consolidated Monthly Salary (Rs.)
2	<b>Product Development Specialist</b> <i>(Vacancy: 01)</i>	B Tech /M Tech in Food Technology/Food Engineering	5 years of experience in product development, food processing and safety standards, production process, plant & machineries etc.	45	Rs. 1,00,000
3	<b>Marketing Manager</b> <i>(Vacancy: 01)</i>	Post-Graduation in Business Administration or Agri Business Management with specialisation in Marketing	5 years of experience in branding and marketing of agri products/FMCG, digital marketing and promotional activities.	45	Rs. 1,00,000
4	<b>Business Development Manager</b> <i>(Vacancy: 01)</i>	Post-Graduation in Business Administration or Agri Business Management with specialisation in Business Analytics or Operations Management	5 years of experience in preparing DPRs, developing partnerships, B2B meets industry connects etc.	45	Rs.1,00,000
5	<b>Office Administrator</b> <i>(Vacancy: 01)</i>	Bachelor Degree in Business Administration & Post Graduate Diploma in Computer Application	7 years of experience in data collection, data analysis, documentation, preparation of reports and related project analysis such as FPC wise analysis of various interventions, coordination with team members, book keeping accounting MIS.	50	Rs.75,000
6	<b>District Coordinator/ Resource Person</b> <i>(Vacancy: 02)</i>	BSc/MSc in Agriculture	3 years of experience in working with FPCs, extension activities, training and capacity building.	35	Rs.45,000

***\*Cut-off date for upper age limit and experience is 01.03.2026.***

### **Instructions for Scanning of Photograph & Signature**

- Scan the latest photograph of the candidate and upload the same in the space provided in the online application [scanned image shall be less than 200kB in \*.JPG format only].
- Candidate shall make his/her signature on a white paper, scan the same and upload it in the space provided in the online application [scanned image shall be less than 50kB in \*.JPG format only].

- The candidate has to scan his/her full signature, since the signature is proof of identity, it must be genuine and in full: initials are not sufficient. Signature in CAPITAL LETTERS is not permitted. The signature must be signed only by the candidate and may not by any other person.

### **General Instructions**

- Applicant must be citizens of India.
- The applicants are required to go through the detailed notification carefully and decide themselves about their eligibility for this recruitment before applying online.
- **CMD shall not be responsible for any discrepancy in submitting the online application.**
- Applicants must compulsorily fill-up all relevant fields of the online application.
- Incomplete/incorrect application form will be summarily rejected. CMD under any circumstances will not entertain the information, if any, furnished by the candidate subsequently. Applicants should be careful in filling-up the application form at the time of submission. If any lapse is detected during the scrutiny, the candidature will be rejected even though he/she comes through the final stage of recruitment process or even at a later stage.
- The applicant should not furnish any false, tampered, fabricated information or suppress any material information while filling up the application form. If the particulars furnished in the online application form do not tally with the Original documents produced by the Candidate, his/her candidature will be rejected.
- **The qualification stipulated for the post must be from a recognized University/ Institute. Those applicants having qualification equivalent to any of the prescribed qualification should submit equivalency certificate issued by the competent authority and without such certificate, their applications shall not be considered.**
- In the event of any information provided by the candidates being found false or incorrect at any stage, their candidature/appointment is liable to be cancelled/terminated without any notice.
- **CMD reserves the right to call for any additional documentary evidence from candidates in support of educational qualifications/experience/ other notified eligibility requirements.**
- **Candidates must upload either the original certificate or the provisional certificate issued by a competent authority when submitting their educational qualification certificates. Uploading mark sheets, consolidated mark sheets, or statements instead of certificates will not be accepted, and such applications will be rejected.**
- Applicants should have a valid personal email ID and mobile no., which should be kept active till the completion of this Recruitment Process. CMD may send intimation to download call letters for written test/proficiency assessment/interview through the registered e-mail ID. In case a candidate does not have a valid personal e-mail ID, he/she should create his/her new e-mail ID and mobile no. before applying online and must maintain that email account and mobile number.

- The copy of the Appointment letters, Salary Certificates, pay slip etc. will not be accepted in lieu of work experience certificate. In the case of latest experience, applicants may upload an **AFFIDAVIT with details of employer, designation, period, nature of job, tasks and responsibilities. Affidavit is applicable only for latest experience. Experience certificates submitted without specific information like date of joining, relieving, duties and responsibilities, signature and seal of authorised person will not be considered.**
- **CMD reserves the right to determine the selection process based on requirements. The selection process may include application screening, criteria-based screening, a written test, group discussion, skill test/proficiency test, an interview, or any combination of these methods.**
- Please note that only shortlisted candidates will receive intimations via email, SMS, or phone call regarding the selection process.
- Enable email notifications to stay informed about updates and communications. Also, regularly check your spam or junk email folder for important messages.
- Applications with blurred/ illegible Photograph/ Signature/ ambiguous experience certificates will be rejected.
- CMD/SFAC Kerala reserves the right to modify the criteria, cancel the notification or revise the number of posts at any time without assigning any reason or to stop the recruitment process altogether.
- **Rights for the rules for the cut off marks/short listing in all stages of recruitment are reserved by CMD/ SFAC Kerala.**
- The CMD reserves the right to debar any candidate for any malpractice, including for a fraudulent claim of any kind of benefit/relaxation/ concession, misconduct.

**Sd/-  
Authorised Signatory**

**ANNEXURE**

<b>Job Position</b>	<b>Job Role &amp; Responsibilities</b>
<b>Project Officer</b>	<ul style="list-style-type: none"><li>• Responsible for overall project management and coordination. Key contributions include:</li><li>• Create strategic plans to drive FPC business expansion, secure stronger market access opportunities, leverage relevant schemes, facilitate financial linkages, and support sustainable FPC functioning.</li><li>• Lead overall execution of FPC sustainability and market access activities across all districts.</li><li>• Develop annual, quarterly, and monthly work plans with clear milestones and KPIs.</li><li>• Coordinate with departments, ATMA, banks, private sector, and PMU teams to ensure seamless implementation.</li><li>• Conduct structured monitoring through review meetings, field visits, and performance tracking.</li><li>• Ensure alignment of all activities with World Bank, RKI, and SFAC guidelines.</li><li>• Produce high-quality monthly, quarterly, and annual progress reports.</li><li>• Facilitate knowledge sharing, documentation, and communication across project partners.</li><li>• Guide the development of operational manuals/implementations, SOPs, and governance frameworks for FPC strengthening.</li><li>• Review performance of technical specialists and district teams; provide corrective guidance.</li><li>• Ensure timely compliance, data quality, and reporting for government and World Bank requirements.</li><li>• Support high-level coordination, stakeholder management, and policy-level engagements.</li><li>• Develop strategies for FPC business development, scheme convergence, financial supports, sustainability, etc.</li></ul>
<b>Product Development Specialist</b>	<ul style="list-style-type: none"><li>• Responsible for identifying and developing viable value-added products for FPCs.</li><li>• Conduct market analysis to shortlist high-potential value-added products for each cluster.</li><li>• Prepare DPRs covering technical specifications, equipment, layout, and financials.</li></ul>

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	<ul style="list-style-type: none"> <li>• Facilitate technology transfer linkages with institutions (CFTRI, CIFT, KAU, CPCRI, etc.).</li> <li>• Develop product formulations, quality standards, and food safety compliance guidelines.</li> <li>• Guide packaging design, labeling elements, and shelf-life improvement.</li> <li>• Support certification readiness (FSSAI, Organic, Agmark, GI, etc.).</li> <li>• Conduct product trials and field validations to ensure market fit and quality consistency.</li> <li>• Build capacity of FPCs in production hygiene, quality assurance, and processing techniques.</li> <li>• Support branding and value proposition development for new products.</li> <li>• Provide ongoing troubleshooting for scaling production, upgrading technology, and improving quality.</li> <li>• Identify opportunities for product diversification based on changing market demands.</li> </ul>
<b>Marketing Manager</b>	<ul style="list-style-type: none"> <li>• Responsible for driving market access, brand visibility, and buyer engagement for FPC products.</li> <li>• Develop comprehensive marketing strategies for FPC product portfolios.</li> <li>• Support digital onboarding of FPC products onto e-commerce platforms (ONDC, Amazon, Flipkart, GeM).</li> <li>• Lead digital marketing capacity building for FPC staff and members.</li> <li>• Build and execute branding plans—logos, packaging, storytelling, promotional content.</li> <li>• Conduct buyer–seller meets, trade fairs, and B2B linkage events across key markets.</li> <li>• Establish partnerships with retailers, wholesalers, processors, exporters, and institutional buyers.</li> <li>• Monitor market trends, pricing intelligence, and demand patterns; share insights monthly.</li> <li>• Guide distribution, logistics planning, and supply chain optimization.</li> <li>• Develop marketing collaterals—product sheets, catalogs, brochures, digital content.</li> <li>• Track sales performance and feedback to refine marketing strategies.</li> <li>• Support market diversification strategies to increase FPC revenue streams.</li> </ul>

<b>Job Position</b>	<b>Job Role &amp; Responsibilities</b>
<b>Business Development Manager</b>	<ul style="list-style-type: none"> <li>• Responsible for enabling financial viability, market integration, and scaling of FPCs.</li> <li>• Prepare detailed business plans, DPRs, and financial projections for FPCs.</li> <li>• Conduct value chain assessments to identify gaps, opportunities, and required interventions.</li> <li>• Facilitate access to financing from banks, New World Bank-KERA Project, NABARD, AIF, PMFME, and other schemes.</li> <li>• Identify infrastructure gaps (storage, processing, logistics) and propose sustainable solutions.</li> <li>• Create scalable business models ensuring profitability and long-term sustainability.</li> <li>• Identify diversification and market expansion opportunities for FPCs.</li> <li>• Strengthen FPC enterprise systems—bookkeeping, operations, governance, and cost management.</li> <li>• Build partnerships with supply chain actors and market players for enterprise growth.</li> <li>• Track business performance indicators and enable course corrections.</li> <li>• Support FPCs in improving working capital management and credit access.</li> <li>• Provide advisory support for risk management and investment planning.</li> </ul>
<b>Office Administrator</b>	<ul style="list-style-type: none"> <li>• Responsible for ensuring smooth administrative functioning of the PMU.</li> <li>• Maintain project documentation including minutes, letters, reports, and communication.</li> <li>• Manage attendance, HR records, staff movement registers, and filing systems.</li> <li>• Consolidate monthly progress reports from technical teams and district coordinators.</li> <li>• Provide logistical support for meetings, workshops, field visits, and training sessions.</li> <li>• Maintain office inventory, procurement records, and asset registers.</li> <li>• Support timely submission of reports and communication to RKI and World Bank and SFAC Kerala.</li> <li>• Coordinate communication flow between PMU, districts, and stakeholders.</li> </ul>

Job Position	Job Role & Responsibilities
	<ul style="list-style-type: none"> <li>• Organize documentation for audits, reviews, and inspections.</li> <li>• Maintain digital and physical archives of project materials.</li> <li>• Assist in preparation of newsletters, presentations, and dissemination materials.</li> <li>• Support event coordination, travel planning, and visitor management.</li> </ul>
<b>District Coordinator/Resource Person</b>	<ul style="list-style-type: none"> <li>• Responsible for field-level execution, capacity building, and business developments.</li> <li>• Provide continuous handholding support to FPCs across operations, governance, and business functions.</li> <li>• Facilitate implementation of business plans and value chain activities.</li> <li>• Coordinate training programs and capacity-building initiatives for FPC members.</li> <li>• Enable local market linkages, buyer interactions, and trading activities.</li> <li>• Conduct regular field visits and provide structured progress reports.</li> <li>• Support adoption of digital tools, MIS systems, and record-keeping practices.</li> <li>• Ensure FPC compliance with governance norms and documentation standards.</li> <li>• Mobilize farmers and strengthen member participation and awareness.</li> <li>• Identify challenges and escalate to PMU for timely resolution.</li> <li>• Liaise with district-level institutions—ATMA, banks, departments—for convergence.</li> <li>• Support implementation of product development, marketing, and business development activities on ground.</li> </ul>