

Marking Summary - Agro Marketing Expert					
S. No.	Criteria	Supporting Documents Required	Max Marks	Applicant's Credentials	Marks Awarded
<b>Preferred Qualification and Experience</b>					
1	Total post-qualification Experience in agricultural domain: <b>Max 25 marks</b> <b>5 marks for each additional completed year (over 10 years minimum exp</b> OR For eligible Indian / State Administrative Service applicants - <b>Max 25 Marks</b> <b>5 marks for each additional completed year in agricultural domain (over 3 years minimum experience)</b>	Relevant documents clearly establishing Work experience start and end dates.	25		
2	Experience in marketing of agricultural produce / commodity value chains and improving / reforming market structure and operations - <b>Max 35 marks</b> <b>5 marks for each completed year of such experience</b>	Relevant documents regarding Work experience in the domain clearly establishing start and end dates.	35		
3	Proven track record of managing / advising / working on Agro Marketing projects / initiatives / programs in state / central government / bilateral / multilateral organizations (such as State Agriculture Marketing Boards, Ministry of Agriculture and Farmers Welfare, World Bank, DFID, UNDP, ADB etc.) - <b>Max 10 marks</b> <b>5 marks for each completed year of such experience</b>	Relevant documents establishing Work experience in such organisations clearly establishing start and end dates.	10		
4	Bachelor's degree (full time) in Agriculture / Agriculture Engineering / Agronomy - <b>Max 20 Marks</b>	Relevant Educational Qualification degree / marksheet	20		
5	Certificates / Courses in relevant areas - <b>Max 5 marks</b>	Relevant Certificates / Courses documents	5		
6	Honors / Awards in relevant area - <b>Max 5 marks</b>	Relevant documents regarding Honors / Awards conferred to the Applicant	5		
<b>Total Marks on Preferred Qualification and Experience</b>			<b>100</b>		
<b>A</b>	<b>Weighted marks on Preferred Qualification and Experience (@40%)</b>		<b>40</b>		
<b>Cut-off Marks @60% of weighted Marks on Preferred Qualification and Experience</b>			<b>24</b>		
<b>Key Accountabilities</b>					
1	Designing a strategic plan and roadmap to strengthen all the functions of Agriculture Marketing – Assembling (Concentration), Preparation of consumption (Processing) and Distribution (Dispersion), in conjunction with relevant stakeholders and related functionaries.	Supporting documents to establish candidate's experience - strategic plan / roadmap / policy related work in Agriculture Marketing Domain	15		
	Provide guidance to the Department in formulating new policies and reforming existing policies in order to reform the existing marketing system by redesigning the market structure, ushering in transparency, leveraging technology in operations, providing a well-functioning regulatory framework, etc.	Brief Description supporting applicant's suitability for the position.	10 Only if Supported with document(s)		
2	Domain research and provide insights and perspective to ensure incorporation of best practices and latest trends & technologies from across different states and facilitate management decision-making.	Published research work / articles in journals / websites in domain of Agriculture Marketing.	25		
3	Liasion/ Establish and build partnerships with important and relevant national level bodies and organizations like State Agriculture Marketing Boards, Ministry of Agriculture and Farmers Welfare (Government of India), and NITI Aayog and leading private organizations to garner support for Agriculture Marketing	Documents establishing applicant's engagement with such organisations such as Authorisation letter / Office Order / Appreciation letter / Engagement Letter / co-author of reports / participation in meeting / seminars by such agencies etc.	25		
4	Design capacity building programmes /sessions, Provide guidance and support to the Department / team in relevant domain	Supporting document(s) to establish candidates experience in capacity development in relevant domain.	25		
<b>Total Marks on Key Accountabilities</b>			<b>100</b>		
<b>B</b>	<b>Weighted marks on Key Accountabilities (@60%)</b>		<b>60</b>		
<b>Cut-off Marks @60% of Weighted marks on Key Accountabilities</b>			<b>36</b>		

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**Grand Total of Weighted Marks (A + B)**

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