

Structure of SPMU with details of Responsibility, Eligibility, Qualifications, Experience, Remuneration, Selection Criteria, Tenure, Terms of Employment etc.

Structure of SPMU: Big States (13)

Assam, Andhra Pradesh, Bihar, Gujarat, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, West Bengal

S. No	Area of Specific Experience	Designation and Number required	Remuneration (Rs./ Month)
1.	Project Management	State Lead Project Manager	1,75,000
2.	Marketing, Common Infrastructure & Aggregated Activities	Manager, Marketing	1,10,000
3.	Enterprise Development	Enterprise Development Manager	1,10,000
4.	Food Technology/ Quality/ Safety	Manager, Food Technology (2)	1,10,000
6.	Social Sector Specialist, Grievances,	Manager, Social Sector Specialist	1,10,000
5.	IT, M&E, and Data Analytics	Manager, MIS	1,10,000
7.	Cash & Accounts	Executive Assistant (Accounts)	40,000
8.	Office Executive	Executive Assistant (GA)	40,000

Each States will have 9 persons; UP can be given an additional Manager, Marketing

Structure of SPMU: Medium States-6

Tripura, Chhattisgarh, Haryana, Kerala, Odisha, Telangana

S. No	Area of Specific Experience Desired	Designation and Number required	Remuneration (Rs./ Month)
1.	Project Management	State Lead Project Manager	1,75,000
2.	Marketing, Common Infrastructure &	Manager, Marketing	1,10,000

	Aggregated Activities		
3.	Food Technology/ Quality/ Safety	Manager, Food Technology	1,10,000
4.	Social Sector Specialist, Grievances,	Manager, Social Sector Specialist	110000
5.	IT, M&E, and Data Analytics	Manager, MIS	1,10,000
6.	Cash & Accounts	Executive Assistant (Accounts)	40,000
Each State PMU to have 6 persons. Manager, Food Tech (1), Enterprise Dev (0), Office Executive (0)			

Structure of SPMU: Small States/ UTs-11			
Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Himachal Pradesh, Delhi (UT), Jammu & Kashmir (UT), Uttarakhand, Ladakh UT			
S. No	Area of Specific Experience Desired	Designation and Number required	Remuneration (Rs./ Month)
1.	Project Management	State Lead Project Manager	1,30,000
2.	Technology, Marketing, Credit and allied Activities (Food Technology with MBA)	Manager, Marketing	1,00,000
Each State/ UT PMU to have 2 persons.			

Project Management: Smaller States/ UTs- 7
A & N Islands (UT,) Chandigarh (U.T.) D & N Haveli (UT), Daman & Diu (UT), Goa, Lakshadweep (UT), Puducherry (UT)
Management Cost to be met from Administrative expenditure

Responsibility & Eligibility

State Lead Project Manager

Responsibility:

- (i) Overall management and establishing full functionality of SPMU as planned and ensuring program triggers are met;
- (ii) Establishing clear working relationship with key stakeholders at State and District level and ensuring flow of information, discussions and feedbacks among the various stakeholders of the program;
- (iii) Ensuring setting up of all Committees and providing sufficient technical and managerial support to efficiently manage program implementation;
- (iv) Facilitation in preparation and implementing of SLUP;
- (v) Periodic reporting of the overall performance of program to SNA;
- (vi) Support SNA in convening meeting of the State Level Approval Committees and putting forth issues to be decided upon from time to time during the implementation of the program
- (vii) All other matters relating to the implementation of the scheme at the state/ UT level.
- (viii) Assigning responsibilities to all the Managers as specified and additional work as deemed necessary for the implementation of the scheme.

Qualification & Experience

- (i) Post Graduate degree / diploma in Business Management, Agri. or Food Business Management from national/ international premier institutes
- (ii) 8-10 years of experience in managing development projects preferably in Food Processing or Agri Business development or MSME, out of which minimum 3 years in leadership role.

2. Manager, Marketing

- Finalize strategy for Branding and marketing of food products under the programme and its implementation;
- Identifying marketing channel at the state level for the micro food processing enterprises and establish commercial linkages;
- Closely engage with leading retail chains in the State to develop marketing linkages for the enterprises under FME;

- Monitoring the branding and marketing activities in the State;
- Develop plans to strengthen backward and forward linkages for the enterprises

Qualification & Experience

- (i) PG Degree/ Diploma in Marketing Management, Agri-Marketing, Rural Management with specialization in Marketing, MBA(Marketing)
- (ii) Minimum three years' experience in sourcing/ marketing of agri/ food products, linking of MSME units with retail chain, branding etc.

3. Enterprise Development Manager

- Identifying State Institutes, strengthening their capacity for focusing enterprise development and ensure delivery of services to the intended groups;
- Facilitation in preparation and implementing of ODOP and SLUP
- Mentoring the DRPs for training of entrepreneurs, knowledge dissemination, developing FUPs, DPRs
- Regular interactions with Farmer Producer Organizations, Co-operatives and Self Help Groups etc. strengthening supply chain, setting up of common facility centres
- Facilitating convergence with other Central schemes and availing benefits of State incentives for Micro Food Processing units;
- Overall management of fund and facilitating external audit;
- Compiling all financial reporting, use of MIS for Program Finance

Qualification & Experience

Degree in Engineering/ Technology from premium Institute and MBA/PGDM with focus on Entrepreneurship development;

A Minimum of 3 years' experience of working in an organization assisting Micro & small units in establishing and upgradation of units, development of clusters, organizing FPOs etc.

4. Manager, Food Technology

- (i) Provide professional advice and support to SNA in all matters relating to food technology, quality, safety etc;
- (ii) Maintaining market intelligence data w.r.t the food technology,

- quality and safety.
- (iii) Appraisal and Monitoring of the FUPs and DPRs.
 - (iv) Be updated with the latest equipment and technologies emerging in the market w.r.t food technology and their dissemination;
 - (v) Give constant updates on the safety and quality standards to be adopted by the micro enterprises.
 - (vi) Liaise with FSSAI and identify the need for innovation and up-
dation of the safety standards being adopted by the micro enterprises.

Qualification & Experience

- (iii) B.Tech/M.Sc in Food Technology/ Food Engineering from a premier National Institute.
- (iv) Minimum 3 years' experience in providing services to FPI (preferably to Micro & Small Scale Enterprises) for technology upgradation, product development, quality assurance, food safety etc would be an added advantage

5. Manager, Social Sector Specialist

- Ensuring capacity development of the disadvantaged section of the society for their coverage under the scheme;
- Ensuring Institutional support from organizations supporting SC/ ST and North Eastern States;
- Coverage of entrepreneurs by ensuring enabling condition for full utilization of funds earmarked for NE region, SC and ST;
- Prepare Social Management (SM) Framework and ensuring its compliance;
- Handling of Public grievances and their redressal
- Providing content for the social media on the programme; Development of IEC material for dissemination of lessons and experiences;

Qualification & Experience

- (i) MSW or Master degree in Sociology/ Anthropology/ Social Anthropology;
- (ii) Minimum 3 years' experience in development projects/ programme

for under privileged population of the society, empowerment of women & in gender issues, formation of SHG or programme for upliftment of SC/ST & women

6. Manager, MIS

- (i) Provide professional advice and support to SNA in all matters relating to M & E and Data analysis
- (ii) Developing MIS to track the progress of the programme in the state and aligning it with the national MIS
- (iii) Providing regular reports on the physical and financial progress of the programme
- (iv) Participate in regular monitoring and evaluation of the programme at the State level
- (v) Developing reports with respect to inputs, outputs, outcomes, processes and impacts of the various interventions and their compliance;
- (vi) Preparing / collating and submitting all reports for internal use and external reporting including Interim, mid-term and program completion reporting;
- (vii)** Suggest improvements in Program Implementation

Qualification & Experience

- (i) Master degree in Economics/ Statistics/ Data Analytics/ MBA from reputed University or Institute
- (ii)** Minimum 3 years' experience in monitoring or data analytics on development programme at national level. Ability to handle data for interpretation of information, experience in using statistical and M&E tools and dashboard preferred.

7. Executive Assistant (Accounts): Commerce Graduate with one year of working experience in Accounts in a company/ Organisation

8. Executive Assistant (GA): Graduation any discipline with one year of working experience in General Administration/ HR in a company/ Organisation. Person with BBA will be preferred.

Selection Criteria: The selection of Consultants & Executive Assistants shall be on the basis of written examination and interview. The Selection Committee shall consist of one representative from MoFPI.