

The centrally sponsored scheme "Support to State Extension Programmes for Extension Reforms" is in operation in Odisha with both GoI and GoO share since 2005-06. The scheme aims at making the extension system farmer driven and farmer accountable by disseminating technologies to farmers through an institutional arrangement called "ATMA" (Agricultural Technology Management Agency)-an autonomous registered society at district level to operationalize the extension reforms on a participatory mode.

### **Main Focuses of the Scheme**

1. Encouraging multi-agency extension strategies involving Public/ Private Extension Service Providers.
2. Ensuring integrated, broad-based extension delivery mechanism consistent with Farming System Approach
3. Bottom up planning
4. Adopting group approach to extension
5. Convergence of farmer centric programmes in planning, execution and implementation
6. Addressing gender concerns by mobilising farm women into groups and providing training to them

The scheme is being implemented by the Department of Agriculture & Farmers Empowerment. Institute on Management of Agricultural Extension (IMAGE) being an autonomous society under the Department of Agriculture & Farmers Empowerment has been declared as the State Nodal Agency for the scheme "Support to State Extension Programme for Extension Reforms".

To utilize the scope of functionary support provided under the scheme for effective implementation of activities, applications are invited from eligible candidates for engagement of One State Coordinator in Extension Reforms Cell of Agriculture & Farmers' Empowerment Department, Odisha under Support to State Extension Programme for Extension Reforms scheme.

### **General Instructions to Candidates:**

The engagement is purely contractual and will be at a consolidated monthly remuneration of Rs. 50,000/-. The engagement will be for one year or closure of the scheme whichever is earlier from the date of joining, which may be extended subjected to continuance of the scheme and satisfactory performance of the candidate. The engaged person will be subjected to and will be abide by the Conduct Rules applicable to the Government Servants of Odisha. Other allowances such as Dearness Allowances, House Rent Allowances and Medical Allowances etc. will not be applicable for this engagement. Travelling Allowances and Daily Allowances as per the norms approved for the State Government Employees will be applicable and for this purpose the consolidated remuneration shall be reckoned as basic pay to determine the admissibility and transport for tours. The engagement will be entitled to only Casual Leave as applicable for State Government Servant and not for any other kind of leave. The engaged person if desires to resign from the assignment, She/ He has to give 1(One) months' notice to Director, IMAGE. The engagement, can, however be terminated at any time without assigning any reasons whatsoever. Neither the Government of India nor Government of Odisha nor IMAGE will be responsible for such disengagement.

Interested candidates **with age not more than 64 years as on 1<sup>st</sup> January, 2022** may apply with complete CV in prescribed format, self-attested photocopies of documents towards proof of identity, residence, educational qualification, experiences and other achievements along with a passport size photograph to the Director, IMAGE, Siripur, Bhubaneswar **on or before 28<sup>th</sup> December, 2021 through Speed Post/ Registered Post only.** The application along with documents sent through any mode other than Speed Post/ Registered Post shall not be accepted. Application(s) received after due date will not be taken into consideration. The General Instructions to the candidates, Duty Station, Remuneration, Qualification, Experience, Deliverables, Selection Process etc. are available in Odisha Govt. Portal ([www.odisha.gov.in](http://www.odisha.gov.in)) and Departmental Website ([www.agriodisha.nic.in](http://www.agriodisha.nic.in)). **It will be the prerogative of the candidate to ensure that they have shared their e-mail and phone numbers correctly.**

### **Selection Process:**

The selection process has 2 levels.

- A. CV Screening & Short Listing
- B. Personnel Interview

- A. CV Screening & Short Listing: CVs of applicants fulfilling the Minimum Eligibility Criteria (MEC) will only be considered for filtering & short listing. Shortlisted candidates will be informed through Email by IMAGE regarding the application being shortlisted for State Coordinator.

Minimum Eligibility Criteria: Minimum Eligibility Criteria in the application are subjected to comply Educational Qualification, Years of Relevant Experiences and Language required as per ToR.

Filtering Criteria: Marks will be provided on specific parameters as detailed below for filtering of candidates. The candidates securing the first 10 position (rank) based on the score will be selected for the next stage-Personnel Interview.

- B. Personnel Interview:-

- Interview process will be direct personnel interview with a panel of experts/officers. The senior member will chair the interview. The CV of the shortlisted candidates has to be made available for the panellist prior to the start of interview. Evaluation for interview will be done as per the parameters.
- Total Mark of Interview – 50 marks

### **Final Selection Procedure:**

- Based on the aggregate marks arrived out of Filtering and Personal Interview, a rank list of candidates securing minimum 60 marks will be prepared and the Rank list will be displayed at notice boards of IMAGE and the Departmental Website ([www.agriodisha.nic.in](http://www.agriodisha.nic.in)).
- The top ranked candidate will be selected for engagement will be informed accordingly through Email only.
- The prepared rank list will be valid for one year to be used in case of non-availability of the top score candidate.

## **NOTES FOR CANDIDATES**

- Candidates' identity will be verified using a Government issued ID card (Aadhaar Card/ Electro Photo Identity Card/ PAN Card/ Driving License/ Passport) during interview.
- Candidates will arrive at the interview venue at least sixty minutes before the interview start.
- Candidates selected for interview will bring their original certificates of academic qualification and proof towards date of birth, experiences during the interview for verification.
- Candidates finally selected will be contacted through email.
- It will be the prerogative of the candidate to ensure that they have shared their e-mail and phone numbers correctly.
- No-queries through email or phone from unselected candidates will be entertained. However, for any query related to Short Listing or selection, candidates may personally contact at IMAGE, Siripur, Bhubaneswar-751003.
- Candidates finally selected will submit the medical certificate at the time of joining.

**CV FORMAT FOR CONTRACTUAL ENGAGEMENT FOR STATE COORDINATOR UNDER  
SUPPORT TO STATE EXTENSION PROGRAMME FOR EXTENSION REFORMS (ATMA) SCHEME**

PERSONAL DETAILS				
1	1.1	<b>Name of the Candidate *</b>	<b>First Name</b>	
			<b>Middle Name</b>	
			<b>Last Name</b>	
	1.2	<b>Father's Name *</b>		
	1.3	<b>Mother's Name *</b>		
	1.4	<b>Nationality *</b>		
	1.5	<b>Domicile *</b>		
	1.6	<b>Sex *</b>		
	1.7	<b>Date of Birth *</b>		
	1.8	<b>Marital Status *</b>		
	1.9	<b>Address for Correspondence *</b>	<b>House No.</b>	
			<b>Street/lane</b>	
<b>City</b>				
<b>District</b>				
<b>State</b>				
1.10	<b>Permanent Address *</b>	<b>House No.</b>		
		<b>Street/lane</b>		
		<b>City</b>		
		<b>District</b>		
		<b>State</b>		
1.11	<b>Mobile No *</b>			
1.12	<b>Email Id *</b>			

EDUCATIONAL QUALIFICATIONS							
	<b>Name of the Examination</b>	<b>Course and Subjects *</b>	<b>Name of the Board/ Council/ Institute/ University*</b>	<b>Name of School/College / University*</b>	<b>Year of Passing*</b>	<b>%age of Marks Obtained*</b>	
2	2.1	Matriculate (10 <sup>th</sup> Pass) *					
	2.2	Intermediate/ +2 *					
	2.3	Graduation *					
	2.4	Position Graduation*					
	2.5	Ph.d					
	2.6	Others ( Add if any )					

Language Proficiency* Put a Tick (✓)mark					
3	S.NO	Languages	Reading	Writing	Speaking
	3.1	English*			
	3.2	Odiya*			
	<b>Other languages</b>				
	3.3				
	3.4				
	3.5				

WORK EXPERIENCE *						
4	S. NO	Name and Category of Organization (Govt. sector/ international non- government organizations/ donor organizations/ donor funded projects) & location of engagement	Designation	Relevant Duties Performed (Within 700 characters) <i>(Attach separate sheet with self-attestation, if required)</i>	Duration	
					From	To
	4.1					
	4.2					
	4.3					
	4.4					
	4.5					
	4.6					
	4.7					
	4.8					
	4.9					
	4.10					

Please specify your computer proficiency.			
5	S No	Yes/ No	
	5.1	MS Word	
	5.2	MS Excel	
	5.3	Email Management	
	5.4	Data Entry	
	5.5	MS Power Point	
	5.6	Others - Specify (Max 100 characters)	

Date:  
Place:

Full signature of the Applicant

### **Instructions to Applicant\***

- The CV Format shall be filled up legibly; preferably typed.
- Fields with asterisk \* marks are mandatory.
- Each page of the CV needs self-attestation.
- Completed CV in prescribed format, self-attested photocopies of certificates towards educational qualifications, experiences & other relevant documents along with one passport size photograph in a sealed envelope super scribed as "**APPLICATION FORM FOR CONTRACTUAL RECRUITMENT TOWARDS STATE COORDINATOR UNDER SUPPORT TO STATE EXTENSION PROGRAMME FOR EXTENSION REFORMS (ATMA) SCHEME**" can be sent to the following address through **Speed Post/ Registered Post only**.

To,

The Director,  
Institute on Management of Agricultural Extension (IMAGE),  
Siripur, Bhubaneswar-751003,  
Odisha

The LAST DATE for receipt of hard copy application is **28<sup>th</sup> December, 2021**

**TOR for engagement of State Coordinator under Support to  
State Extension Programme for Extension Reforms (ATMA) scheme**

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1. Number of position : **1 (One)**
2. Duty Station : IMAGE, Bhubaneswar
3. Monthly Remuneration : 50,000 INR per month(consolidated)
4. Contact Duration : Yearly contact, extended based on performance
5. Essential Qualification
  - 5.1. **Educational:**
    - Doctorate or Post Graduate degree in Agriculture, Agriculture Extension, Agronomy, Horticulture, Fisheries, Soil Sciences, Agriculture Economics, and other allied sector
  - 5.2. **Experience**
    - 5.2.1 Essential:
      - Minimum 10 years of experience in coordination and planning for PhDs and 20 yrs for Masters in related field.
      - Written, analytical, documentation, presentation and reporting skills & demonstrated computing skills using MS Office software.
      - Experience of working with Govt. sector/ international non-government organizations/ donor organizations/ donor funded projects.
      - Oral, written and presentation skills in English
    - 5.2.2 Desirable:
      - Preparation of District & State Plan.
      - Budget preparation and organizing event.
      - Knowledge in Computer application.
      - Working knowledge of Odia language.
6. **Expected deliverables:** - Under the direct supervision of Director, IMAGE will undertake the following duties.
  - Liaison with the ATMAs at district level and line deptts. including SAU/ SAMETI at state level and Ministry of Agriculture & Farmers' Welfare at National Level.
  - Compilation of DAAP etc. into state plan.
  - Compilation of progress and timely feedback to State and Central Government
  - Assessment for capacity building of the line departments.

**7. Key Performance Indicators:-**

Expected Outputs	Required Completion Dates
<ul style="list-style-type: none"> <li>• Tasks Described above Carried out satisfactorily and certified.</li> <li>• Monthly report/ final report and attachments submitted and cleared.</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly/ final report- upon completion of the assignment.</li> </ul>