

# **Duties and Responsibilities of Agri Marketing / Value Addition / Processing Expert**

## **1. Market-Oriented Crop and Product Planning**

- Assess market demand and price trends for crops and allied products of the FPO.
- Guide the FPOs in selecting crops and products with good market and value addition potential.
- Align production plans with buyer requirements and market opportunities.

## **2. Value Addition and Processing Promotion**

- Identify feasible value addition and processing activities suitable for the FPO.
- Guide FPOs in grading, sorting, cleaning, packaging, primary processing, and branding.
- Promote establishment of small-scale processing and aggregation facilities.

## **3. Post-Harvest Management**

- Support improved post-harvest handling to reduce losses.
- Guide on storage, warehousing, cold chain, and transportation solutions.
- Promote collective aggregation and bulk handling of produce.

## **4. Market Linkages and Sales**

- Facilitate market linkages with traders, processors, exporters, cooperatives, retail chains, and e-NAM.
- Support forward and backward linkages for inputs and output marketing.
- Guide FPOs in collective marketing and bulk sales.

## **5. Quality Assurance and Compliance**

- Guide FPOs on quality standards, grading norms, and buyer specifications.
- Support compliance with FSSAI, AGMARK, organic certification, and other relevant standards.
- Promote traceability and quality consistency in FPO produce.

## **6. Price Discovery and Negotiation**

- Guide FPO management in price discovery through market intelligence.
- Support negotiation with buyers for better prices and fair trade terms.
- Promote transparent pricing mechanisms within the FPO.

## **7. Capacity Building of FPO Members**

- Conduct training programmes on agri marketing, value addition, and processing.
- Build capacity of Board of Directors (BoDs), CEOs, Accountants and members on business operations.
- Encourage entrepreneurship and market-oriented thinking among farmer members.

## **8. Branding, Packaging and Promotion**

- Support development of FPO brand identity and packaging design.
- Guide FPOs in labeling, barcoding, and promotional activities.
- Promote FPO products through exhibitions, fairs, and digital platforms.

## **9. Business Planning and Financial Linkages**

- Guide FPOs in preparation of business plans and DPRs for value addition and processing units.
- Support linkage with credit, equity grant, and Credit Guarantee Fund (CGF) under the scheme.
- Guide utilization of government subsidies and schemes related to marketing and processing.

## **10. Coordination and Convergence**

- Ensure convergence with central and state schemes supporting agri marketing and processing.
- Support FPOs in accessing common infrastructure facilities.

## **11. Monitoring, Documentation and Reporting**

- Monitor marketing and value addition activities of FPOs.
- Guide the FPOs to maintain records on production, aggregation, processing, and sales.
- Submit periodic progress reports to CBBO.

**12.** In addition to the duties and responsibilities specifically mentioned above, the expert shall also perform any other duties, tasks, or responsibilities that may be entrusted by the CBBO from time to time, as and when required, in the interest of administrative efficiency and smooth functioning. Such duties shall be carried out with due diligence, obedience to lawful instructions, and in accordance with the rules in force.

