

Area Coordinator – Farmer Producer Organization (FPO) under Marketfed.

Job Title: Area Coordinators (FPO)

Vacancy no: 3

Locations:

- 1) Thiruvanthapuram, Kollam & Ernakulam
- 2) Palakkad & Malappuram
- 3) Kozhikkode, Kannur & Kasargode

Reporting to: Project Coordinator

Job Type: Full Time – contract

Overview

Kerala State Cooperative Marketing Cooperative Federation Ltd has been selected as CBBO for the formation and Promotion of 17 FPOs under the Scheme of the Ministry of Agriculture & Farmer Welfare “the formation and Promotion of 10000 FPOs” in Kerala. The main focus of the Scheme is the farmer’s empowerment by reducing the cost of farming and ensuring a better market for their products. In addition to this, the project is also focussing on health, education, and environmental sustainability.

The AC will oversee the project’s overall operational and strategic administration. A visionary leader who can propel sustainable agriculture practices, improve the value proposition for member farmers, and cultivate an innovative and growth-oriented culture is required for the role.

Key Responsibilities:

Strategic Leadership

- Assist the FPO’s in Developing and implementing strategic plan in alignment with the mission and vision of the organization.
- Assist the FPO’s in Identifying and exploring new business opportunities to diversify revenue streams and enhance profitability.
- Assist the FPO’s in Promoting sustainable agricultural practices and innovation.
- Assist the FPO’s in identifying the risk factors and mitigation, along with ensuring continuity in the business, is one of the most important responsibilities of the of the CBBO
- Arrangements for providing essential training programmes

Operational Management

- Oversee day-to-day operations ensuring efficiency, quality, service, and cost-effective management of resources.

Help in Implementing operational policies, objectives, and initiatives to ensure the achievement of short and long-term goals.

- Educate the FPO's in ensuring compliance with all statutory and regulatory requirements.

Financial Management

- Assist the FPO's in developing and managing the annual budget in coordination with the finance team.
- Assist the FPO's in monitoring financial performance and implementing corrective actions as necessary to achieve financial targets.
- Assist the FPO's to secure funding and manage relationships with financial institutions, donors, and other stakeholders.
- Arrangements for providing essential training programmes

Member Engagement and Development

- Assist the FPO's to foster strong relationships with member farmers and ensure their active participation and engagement.
- Organize training and development programs to build the capacity of member farmers.
- Address member concerns and ensure their satisfaction.

Market Development

- Develop and execute marketing and sales strategies to increase the market presence and sales of FPO products.
- Build and maintain relationships with key customers, partners, and stakeholders.
- Explore new markets and channels for the organization's products.

Human Resource Management

- Lead, mentor, and motivate the management team and staff of FPOs to achieve organizational goals.
- Foster a culture of teamwork, innovation, and continuous improvement.
- Oversee recruitment, performance management, and professional development of staff of FPOs.

Governance and Reporting

- Work closely with the Board of Directors to ensure good governance practices.
- Prepare and present regular reports to the Board on operational, financial, and strategic performance.
- Ensure transparency and accountability in all organizational activities.

Qualifications

- Bachelor's degree in Agriculture, Business Administration, Management, or a related field. Master's degree preferred.
- Minimum of 2 years of experience in a leadership role, preferably within the agricultural sector or a related industry in FPO
- Proven track record of strategic leadership and operational excellence.
- Strong financial acumen and experience in managing budgets and financial performance.
- Excellent communication, negotiation, and interpersonal skills
- Ability to work effectively with a diverse group of stakeholders including farmers, government agencies, financial institutions, and market players.
- Knowledge of sustainable agricultural practices and market dynamics.
- Strong problem-solving and decision-making abilities.

Key Competencies

- Visionary Leadership
- Strategic Thinking
- Financial Acumen
- Operational Excellence
- Stakeholder Management
- Innovation and Change Management
- Strong Ethical Standard
- Commitment to Sustainable Agriculture

Compensation

- Salary within a range of 30k to 40k per month (salary negotiable based on experience) and travel allowance will be paid extra.

Application Process

- Applicants should send their resumes and cover letters to marketfedcbbo@gmail.com email by February 25th, 2025, with a description of their expertise and experience.