

iNDEXT-a (Agri Business Extension Bureau)

To provide the right impetus to Agro & Food Processing sector in an institutional manner, Government of Gujarat has initiated the establishment of iNDEXT-a, an Agribusiness Extension Bureau. iNDEXT-a is a dedicated set up to foster investments in Agro and Food Processing sector in Gujarat. Cell established under the Aegis of Gujarat Agro Industries Corporation (GAIC), Government of Gujarat.

iNDEXT-a is functioning as an interface between Government of Gujarat and investors who are seeking opportunities in agribusiness and post-harvest infrastructure development in Gujarat. iNDEXT-a will function as the State counterpart of various GOI agencies such as MoFPI, APEDA, NHB, Spices Board, Invest India, and others, who are promoting Agro & Food Processing sector at National level.

Role of iNDEXTa

- Strengthening post-harvest infrastructure,
- Promoting agribusiness & processing,
- Integrating smart technologies,
- Building workforce capacity, augmenting Agri & food exports.
- Better returns to farmers by adding value to farm produce.
- Promote Innovative Agri and Food Business models.
- Investment Policies to facilitate Investment.
- Empowering Stakeholders of Agri & Food Processing Sector
- Leveraging Logistics infrastructure

Verticals of iNDEXTa

- Investment Promotion
- Showcasing Gujarat as a hub for Food Processing & Agri Business
- Investor Handholding & Facilitation
- Business Research & Development
- Liaison & Coordination

For more details, visit: <https://gaic.gujarat.gov.in/indexta-eng.htm>

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iNDEXT-a will primarily function as an interface between Government of Gujarat and investors who are seeking opportunities in agribusiness and post-harvest infrastructure development in Gujarat. iNDEXT-a will function as the State counterpart of various GOI agencies such as MoFPI, APEDA, NHB, Spices Board, Invest India, and others, who are promoting Agro & Food Processing sector at National level.

iNDEXT-a offers excellent opportunities to Indian nationals with proven academic credentials, professional achievements, good working knowledge of Agro & Food Processing sector, strong communication and interpersonal skills and leadership qualities for engaging with iNDEXT-a as consultants. The details of the advertisement are as follows:

S.no.	Activity	Educational Qualifications	No. of Posts	Work Experience*	Upper Age Limit	Remuneration
1	Consultant - Marketing	Essential Graduation Degree in any discipline from a recognized University/Institute. (Minimum % of Marks/CGPA should be 60%) and MBA/PGDM in Agriculture & Allied from a recognized University/Institute (Minimum % of Marks/CGPA should be 60%)	1	Minimum of Two (2) years of experience in Agricultural Marketing or equivalent fields.	Below 35 Years of age as on 01.01.2024	Rs. 30,000-40,000/ Per Month (Contract Period of 11 Months)

2	Consultant - Front Desk Executive	<p>Essential: Graduation Degree in Agri/Food/Allied from a recognized University/Institute. (Minimum % of Marks/CGPA should be 60%)</p> <p style="text-align: center;">and</p> <p>M.Sc Agri/Horti/Allied or MBA Agri Business or M.Tech in Food Technology from a recognized University/Institute. (Minimum % of Marks/CGPA should be 60%)</p>	1	Minimum of Two (2) years of experience in Food Technology/Food Processing or equivalent fields.	Below 35 Years of age as on 01.01.2024	Rs. 30,000-40,000/ Per Month (Contract Period of 11 Months)
3	Assistant Manager - Investment Promotion & Facilitation	<p>Essential Graduation Degree in any discipline from a recognized University/Institute. (Minimum % of Marks/CGPA should be 60%)</p> <p style="text-align: center;">and</p> <p>Master's Degree in Business, Economics, Finance, or a related field from a recognized University/Institute. (Minimum % of Marks/CGPA should be 60%)</p>	1	Minimum of Five (5) years of Proven experience in investment promotion, business development, or related roles.	Below 42 Years of age as on 01.01.2024	Rs. 70,000 - 90,000/ Per Month
4	Assistant Manager - Business Research & Development	<p>Essential Graduation Degree in any discipline from a recognized University/Institute. (Minimum % of Marks/CGPA should be 60%)</p> <p style="text-align: center;">and</p> <p>Master's in Business/ Economics/ Agriculture or Allied/Development Studies on full time basis from a Recognised University/ Institution. (Minimum % of Marks/CGPA should be 60%)</p>	1	Minimum of Five (5) years of Proven experience in Business Research, Development or strategy within the food processing Industry.	Below 42 Years of age as on 01.01.2024	Rs. 70,000 - 90,000/ Per Month

5	Manager	<p>Essential: Bachelor's degree in fields such as agriculture, agribusiness, food science, business administration, economics, or a related field from a recognized University/Institute. (Minimum % of Marks/CGPA should be 60%)</p> <p style="text-align: center;">and</p> <p>Master's degree in fields such as agriculture, agribusiness, food science, business administration, economics, or a related field from a recognized University/Institute. (Minimum % of Marks/CGPA should be 60%)</p>	1	<p>Minimum of Nine (9) years of Relevant work experience in agro and food processing, investment promotion, or related sectors. Experience in project management, policy development, and implementation.</p> <p>Experience of Working in PMU of State/Central Govt. Departments will be preferred</p>	Below 46 Years of age as on 01.01.2024	Rs. 80,000 - 1,00,000/ Per Month
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Advertisement No. 01 (Consultants)/2024/iNDEXTa/0000

Roles & Responsibilities

1. Consultant - Marketing

Ideal Candidate Profile for Consultant - Marketing:

iNDEXTa seeks a highly motivated and results-oriented Marketing Consultant to play a pivotal role in developing and implementing impactful marketing strategies. The successful candidate will leverage a strong foundation in marketing principles and a keen understanding of the agricultural and food processing landscape. They will be responsible for conducting in-depth market research, creating comprehensive marketing plans, and contributing to the overall brand development of iNDEXTa and state.

Job Overview: As a Consultant in Marketing for iNDEXT-a, you will play a crucial role in developing and implementing effective marketing strategies to promote products and services within the Agro & food processing sector. Your primary objective will be to enhance brand visibility, drive sales, and contribute to the overall growth of iNDEXT-a.

Key Responsibilities:

➤ **Market Analysis:**

Conduct thorough market research to identify trends, opportunities, and potential challenges within the Agro & Food Processing. Analyse similar agencies activities and consumer behaviour to provide valuable insights to promote iNDEXT-a.

➤ **Strategic Planning:**

Develop comprehensive marketing strategies aligned with Investors and stakeholders' business objectives and industry trends. Collaborate with cross-functional teams to ensure the integration of marketing plans with overall iNDEXT-a goals.

➤ **Brand Development:**

Contribute to the development and enhancement of brand identity for clients/Investors/stakeholders in the food processing sector. Devise strategies to position the brand effectively and differentiate it from agencies involved in similar work. Organising Seminars, Workshops, Buyer-Seller meet etc.

➤ **Digital Marketing:**

Oversee digital marketing campaigns, including social media, content marketing, email marketing, and SEO/SEM strategies. Utilize analytics tools to measure the effectiveness of digital campaigns and optimize for better results.

➤ **Product Promotion:**

Create and implement promotional campaigns for new and existing food processing schemes & policies. Collaborate with different departments to understand key schemes features and benefits.

➤ **Stakeholders Relationship Management:**

Build and maintain strong relationships with Investors/stakeholders to understand their business needs and marketing objectives. Provide regular updates and reports on the performance of marketing initiatives.

Qualification & Skills:

- Bachelor's degree in any discipline from a recognized university (Minimum % of Marks/CGPA should be 60%).
- A Master's degree in Agriculture & Allied from a recognized university (Minimum % of Marks/CGPA should be 60%).
- Proven experience in marketing, preferably within the Agro & Food Processing.
- Strong analytical and strategic thinking skills.
- Excellent communication and interpersonal skills.
- Proficiency in digital marketing tools and platforms.
- Ability to work collaboratively in a cross-functional team environment.
- Creative thinking and problem-solving abilities.
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2. Consultant - Front Desk Executive

Ideal Candidate Profile for Consultant - Front Desk Executive:

iNDEXTa seeks a highly motivated and results-oriented Consultant Front Desk Executive to provide exceptional service and support to stakeholders within the Agro & Food Processing sector. The successful candidate will possess a strong foundation in

communication and interpersonal skills, along with a basic understanding of food processing concepts and terminology. They will play a pivotal role in serving as the primary point of contact for stakeholder inquiries, disseminating information about government schemes, and identifying potential business opportunities.

Job Overview: As a Technical Consultant specializing in the Agro & Food Processing, you will play a pivotal role in providing expert technical guidance to stakeholders involved in food processing. Your primary responsibilities will involve analysing and optimizing processing systems, ensuring compliance with industry regulations, and offering innovative solutions to enhance efficiency and quality in food production.

Key Responsibilities:

- **Handling Front Desk:** Will act as first contact point for all stakeholder queries, providing information about sectoral schemes and suggestive alternatives. Conversion of queries into Business Intentions.
- **Technical Assessment:** Conduct thorough assessments of existing Agro & food processing systems/policies to identify areas for improvement in efficiency, quality, and cost-effectiveness. Analyse technical processes and workflows to optimize production and reduce wastage.
- **Regulatory Compliance:** Stay abreast of industry regulations and standards related to food processing policies. Ensure that Investors processing facilities comply with all relevant health, safety, and quality regulations.
- **Process Optimization:** Collaborate with clients to streamline and optimize food processing operations. Identify and implement innovative technologies or methodologies to enhance productivity and product quality.
- **Technology Integration:** Advise stakeholders on the integration of new technologies and equipment to improve processing efficiency. Collaborate with technology vendors to evaluate and recommend suitable equipment for food processing units.
- **Training & Development:** Provide training to clients/stakeholders on the use of new technologies and best practices in food processing. Stay informed about advancements in food processing technology and share knowledge with clients.

Qualification & Skills:

- Bachelor's degree in Agri/Food Science/Food Engineering/Allied from a recognized university (Minimum % of Marks/CGPA should be 60%).
- Master's degree in Agri/Food Science/Food Engineering/Allied from a recognized university (Minimum % of Marks/CGPA should be 60%).
- Proven experience in technical consulting within the Agro & Food Processing.
- In-depth knowledge of food processing equipment, systems, and technologies.
- Familiarity with industry regulations and quality standards.
- Strong problem-solving and analytical skills.
- Excellent communication and interpersonal skills.
- Ability to work collaboratively with cross-functional teams.

3. Assistant Manager - Investment Promotion & Facilitation

Ideal Candidate Profile for Assistant Manager - Investment Promotion & Facilitation (Agro & Food Processing)

iNDEXTa seeks a highly motivated and results-oriented Assistant Manager to play a pivotal role in attracting and facilitating investment in the state's Agro & Food Processing sector. The successful candidate will possess a strong academic background in business or a related field, coupled with exceptional analytical and interpersonal skills. They will be responsible for developing and implementing comprehensive investment promotion strategies, fostering relationships with potential investors, and facilitating a smooth investment experience for all stakeholders in Gujarat.

Job Overview: As an Assistant Manager in Investment Promotion & Facilitation for the Agro & Food Processing sector, you will play a key role in attracting and facilitating investment in the Agro & Food Processing of the state. Your responsibilities will include developing strategies to promote investment opportunities, facilitating interactions between investors and relevant stakeholders, and contributing to the growth and development of iNDEXT-a.

Key Responsibilities:

- **Investment Promotion:**
Develop and implement comprehensive strategies to promote iNDEXT-a as one step solution for investment opportunities in Gujarat. Collaborate with marketing teams to create promotional materials and campaigns targeting potential investors.
- **Investor Outreach:**
Actively identify and engage with potential investors, to understand their needs and interests. Organize roadshows, seminars, and events to showcase investment potential in the food processing in Gujarat, thus showcasing Gujarat as a hub for food processing.
- **Facilitation of Investment:**
Serve as a liaison between investors and relevant government agencies, industry associations, and regulatory bodies. Assist investors in navigating regulatory processes, obtaining necessary permits, and addressing any challenges they may encounter.
- **Market Intelligence:**
Conduct market research to identify emerging trends, investment opportunities, and potential areas for growth in the food processing sector. Provide regular updates on market dynamics and investment climate to stakeholders.
- **Collaboration with Stakeholders:**
Work closely with government agencies, industry associations, and other stakeholders to create a conducive environment for investment. Collaborate with economic development agencies to align investment strategies with overall economic development goals.

- **Project Evaluation:**
Evaluate investment proposals and projects in the Agro & Food Processing, assessing their feasibility and alignment with industry goals. Provide recommendations to senior management based on thorough analysis.
- **Networking:**
Build and maintain relationships with key stakeholders, investors, and industry leaders. Attend industry conferences, trade fairs, and networking events to promote investment opportunities.
- **Reporting:**
Prepare regular reports on investment activities, including progress, challenges, and opportunities. Present updates to senior management and stakeholders.

Qualification & Skills:

- Graduation Degree in any discipline from a recognized University. (Minimum % of Marks/CGPA should be 60%).
- Master's Degree in Business, Economics, Finance, or a related field from a recognized University ((Minimum % of Marks/CGPA should be 60%).
- Proven experience in investment promotion, business development, or related roles.
- Familiarity with the Agro & Food Processing and its investment landscape.
- Strong communication and negotiation skills.
- Ability to work collaboratively with diverse stakeholders.
- Analytical mindset with the ability to evaluate investment proposals.
- Proficiency in project management and report preparation.

4. Assistant Manager - Business Research & Development

Ideal Candidate Profile for Assistant Manager - Business Research & Development (Agro & Food Processing)

iNDEXTa seeks a highly motivated and analytical Assistant Manager to play a pivotal role in driving growth and innovation within the Agro & Food Processing sector. The successful candidate will possess a strong academic foundation in business, agriculture, food science, or a related field. They will be skilled at conducting in-depth market research, identifying profitable business opportunities, and fostering strategic partnerships to enhance the competitiveness of the food processing industry as a whole.

Job Overview: As an Assistant Manager in Business Research & Development for iNDEXT-a, you will play a crucial role in driving growth and innovation within the Agro & Food Processing Sector. Your responsibilities will include conducting market research, identifying business opportunities, fostering strategic partnerships, and contributing to the development of new initiatives to enhance the overall competitiveness of the food processing businesses.

Key Responsibilities:

- **Market Research:**
Conduct in-depth market research to identify emerging trends, consumer preferences, and competitive landscapes within the Agro & Food Processing Sector. Analyse market data to provide actionable insights for business development of iNDEXTa.
- **Business Opportunity Identification:** Identify potential business opportunities, market gaps, and areas for expansion within the agro & food processing sector. Evaluate the feasibility and potential returns of new business ventures.
- **Other Organisation Analysis:**
Monitor and analyse the activities of similar organisations to identify strengths, weaknesses, and opportunities. Provide strategic recommendations based on competitive intelligence.
- **Strategic Planning:**
Work closely with senior management to develop and implement business strategies aligned with industry trends and organizational goals. Contribute to the formulation of short-term and long-term business development plans.
- **Partnership Development:** Identify and establish strategic partnerships with key industry players, suppliers, distributors, and research institutions. Collaborate with external stakeholders to drive mutually beneficial initiatives.
- **Product and Service Development:** Collaborate with product development teams to identify and create innovative products and services. Conduct feasibility studies and market tests for new product/service launches.
- **Project Management:**
Oversee the planning and execution of business development projects. Ensure projects are delivered on time, within budget, and meet quality standards.
- **Risk Assessment:**
Conduct risk assessments for new business initiatives and recommend risk mitigation strategies. Stay informed about regulatory changes and industry challenges that may impact business operations.
- **Reporting:** Prepare and present regular reports on business development activities, including key performance indicators and milestones. Provide insights and recommendations to senior management.

Qualifications and Skills:

- Graduation Degree in any discipline from a recognized University (Minimum % of Marks/CGPA should be 60%).
- Master's Degree in degree in Business Administration, Economics, or a related field from a recognized University (Minimum % of Marks/CGPA should be 60%)

- Proven experience in business research, development, or strategy within the Agro & Food Processing Sector
- Strong analytical and strategic thinking skills.
- Excellent communication and presentation skills.
- Ability to work collaboratively in cross-functional teams.
- Project management experience is a plus.
- Familiarity with regulatory frameworks and industry standards.

Advertisement No. 03 (Manager)/2024/INDEXTa/0000

5. Manager

Ideal Candidate Profile for Manager:

INDEXTa seeks a highly motivated and results-oriented Manager to play an important role in leading the development and promotion of the Agro & Food Processing industries. The successful candidate will have complete understanding of the Agro & Food Processing sectors, including supply chain dynamics, market trends, relevant government schemes, and the regulatory landscape. They will demonstrate strong financial understanding, skilled at policy development, and exceptional leadership and communication skills.

General Skillsets Required for the Manager Position:

- **Industry Knowledge:** In-depth knowledge of agro and food processing industries, including understanding of supply chain dynamics, market trends, schemes, and regulatory frameworks
- **Financial Acumen:** Familiarity with financial management and investment analysis and Ability to assess economic viability and financial feasibility of agro and food processing projects
- **Policy Development:** Experience in developing policies and strategies to promote investment in the agro and food processing sectors and understanding of government regulations and policies related to agriculture and food processing
- **Networking and Relationship Building:** Strong networking skills to establish and maintain relationships with stakeholders, investors, industry professionals, and government agencies.
- **Communication Skills:** Excellent written and verbal communication skills to effectively communicate policies, proposals, and project updates and Ability to engage with the public, media, and other stakeholders.
- **Leadership and Management Skills:** Leadership qualities and the ability to manage teams effectively and Skills in planning, organizing, and executing projects.
- **Analytical Skills:** Strong analytical and problem-solving skills to assess challenges in the agro and food processing sectors and develop appropriate solutions.
- **Technology Proficiency:** Familiarity with relevant technologies and tools used in agro and food processing, as well as knowledge of digital platforms for investment promotion.
- **Adaptability:** Ability to adapt to changing circumstances, policies, and market conditions.
- **Ethical Conduct:** Commitment to ethical conduct and adherence to regulations and guidelines.

Roles and Responsibilities

Policy Development: Develop and update policies and strategies to support the growth and development of the agro and food processing industries. Ensure policies align with government objectives, economic goals, and industry needs.

Investment Promotion: Promote the agro and food processing sectors to attract domestic and foreign investments. Develop marketing strategies and campaigns to showcase investment opportunities.

Stakeholder Engagement: Collaborate with industry stakeholders, including farmers, processors, distributors, and retailers, to understand their needs and concerns. Foster strong relationships with industry associations, research institutions, and other relevant organizations.

Project Management: Oversee the implementation of agro and food processing projects, ensuring they are completed on time and within budget. Coordinate with relevant government agencies, departments, and private sector partners.

Regulatory Compliance: Monitor and enforce compliance with regulatory requirements and standards in the agro and food processing sectors. Provide guidance to industry players on regulatory matters.

Market Analysis: Conduct market research to identify trends, opportunities, and challenges in the agro and food processing industries. Analyse market data to guide investment decisions and policy development.

Financial Analysis: Assess the financial viability and economic feasibility of agro and food processing projects. Work on financial incentives or support programs to encourage investment.

Capacity Building: Implement programs to enhance the skills and capabilities of stakeholders in the agro and food processing sectors. Facilitate training programs and workshops.

Public Relations & Communication: Communicate government policies, initiatives, and achievements to the public, investors, and industry stakeholders. Address media inquiries and participate in public events.

Monitoring and Evaluation: Establish key performance indicators (KPIs) and metrics to evaluate the success of policies and projects. Regularly assess and report on the impact of initiatives on the agro and food processing sectors.

Risk Management: Identify potential risks and challenges in the agro and food processing industries. Develop strategies to mitigate risks and ensure the sustainability of projects.

Collaboration with Other Government Agencies: Work closely with other government agencies involved in agriculture, trade, finance, and economic development to ensure a coordinated approach.