

CENTRAL POTATO RESEARCH INSTITUTE  
(Indian Council of Agricultural Research)  
SHIMLA-171001(HP).

\_Advt. No. 04/14-06/2013/Estt.I/

**WALK-IN-INTERVIEW ON 26<sup>th</sup> August, 2013**

One post of **Business Manager** in time bound project entitled “Business Planning and Development Unit, CPRI, Shimla under Component of the NAIP at CPRS, Jalandhar is to be filled on purely on contractual basis which will be co-terminus with the project as per the details given as under :

Essential Qualification/Experience	Monthly emoluments	Duration	Objectives/Skills etc.
<p><b><u>Qualification</u></b> B.Sc.(Ag.)/Life Science with MBA</p> <p><b><u>Experience:</u></b> 3-5 years experience in the agri-business industry with specialization in sales and marketing and management preferably with experience in business development, technology commercialization, event management and promotion.</p>	Rs. 70,000/- (Consolidated)	31/3/2014 (likely to continue)	<p><b><u>Objective</u></b> : To lead the marketing and business development of <b>Business Planning and Development (BPD) Unit at CPRS, Jalandhar</b>. Make the BPD Unit self sustainable by establishing systems for promotion, sales, commercialization of technologies, organizing and participating in events.</p> <p><b><u>Skills Required</u></b> : Marketing skills in advertisement, publicity through direct and online modes, event management skills, technology commercialization skills, in terms of organizing and conducting programs, innovative revenue generation skills, ability to network with multi lingual team, basic computer skills in MS office, Good written and oral communication in English.</p> <p><b><u>Others</u></b> :</p> <ol style="list-style-type: none"> <li>1. The candidate must have high passion and positive attitude, and must be team player and willing to travel Roles and responsibilities.</li> <li>2. Market the BPD Unit initiative through scouting entrepreneurs and business for incubator services like consultancy, technology transfer, infrastructure facilities and others to clients.</li> <li>3. Branding and marketing for promoting entrepreneurs in agri-business incubation and facilitate commercialization of Agro- technologies from host institute and its partners.</li> </ol>

			<ol style="list-style-type: none"> <li>4. Organize and implement a major annual agri-business conference to promote entrepreneurship commercialized technologies and business development.</li> <li>5 Generate resources through conventional and innovative programmes and ICRISAT ABI incorporate revenue generation systems through technology commercialization, on line subscription, sponsorship for events, and enrollment for training programs.</li> <li>6. Facilitate by liaising with BPD Unit partners, especially NAIP-BPD centers ABI and service units regional research stations for marketing the incubator services and commercialize technologies.</li> <li>7. Support in trainings, promotion, exhibition and event management, marketing of business incubation activities.</li> <li>8. Preparation of brochures, leaflets, and exhibit marketing and promotional materials.</li> <li>9. Perform any other duties requested by the management of BPD Unit.</li> </ol> <p><b><u>Working arrangement</u></b>  The position is located at Central Potato Research Station, Jalandhar, Punjab on a full time basis. The contract is for one year and is extendable on performance, mutual satisfaction and availability of funds.</p>
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Age limit : Males- 40 years & Women 45 years.  
(Age relaxation will be given to SC/ST/OBC candidates as per rules)

**Interested/eligible candidates should submit their application alongwith the attested copies of educational and experience certificates to the Asstt. Admn. Officer(E-I), CPRI, Shimla-171001 on 26<sup>th</sup> August, 2013 at 10.00 AM.**  
The candidates appearing for interview must bring original certificate with them and only those candidates possessing essential qualification and experience as per advertisement will be interviewed. The Director CPRI, Shimla reserves the right either to fill up the post or cancel the interview without assigning any reasons thereof. No TA/DA will be given by the Institute for SC/ST/OBC candidates. The Institute is located at Bemloe which is about 2 Kms from Main Bus Stand(Old)/3 Kms. From the Railway Station and about 5 Kms. From ISBT (Tutikandi).

Asstt. Admn. Officer(Estt.-I)For Director

CENTRAL POTATO RESEARCH INSTITUTE  
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SHIMLA-171001(HP).

Advt. No. 04/14-06/2013/Estt.I/

**WALK-IN-INTERVIEW ON 26<sup>th</sup> August, 2013 AT CPRI, SHIMLA FOR  
THE POST OF BUSINESS MANAGER**

One post of Business Manager purely on contractual basis under the project entitled “ Business Planning and Development Unit, CPRI, Shimla at CPRS, Jalandhar” at this Institute is to be filled on priority basis. The detailed instructions/requirements such as qualification/experience/age and other terms and conditions etc. are placed on cpri website:<http://cpri.ernet.in>. The interested and eligible candidates may download these instructions/Proforma and submit their applications in the prescribed proforma on the date of interview to the Asstt. Admn. Officer(Estt.-I), CPRI, Shimla-171001.

Asstt. Admn. Officer(Estt.-I)  
For Director

केन्द्रीय आलू अनुसंधान संस्थान  
(भारतीय कृषि अनुसंधान परिषद्)  
शिमला-171001 (हि.प्र.)  
विज्ञापन संख्या 04/14-06/स्था.- I

दिनांक 26.8.2013 को केन्द्रीय आलू अनुसंधान संस्थान, शिमला में Business Manager के  
पद हेतु वाक-इन-साक्षात्कार

इस संस्थान के जालन्धर केन्द्र में चल रही समयबद्ध परियोजना “Business Planning and

Development Unit, CPRI, Shimla” के अन्तर्गत प्राथमिकता के आधार पर एक Buisness Manager का पद पूर्णतः अनुबंध के आधार पर भरा जाना है । शैक्षिक योग्यता/अनुभव/आयु व अन्य अनुबंध एवं शर्तों सम्बन्धी जानकारी सी.पी.आर.आई की वेबसाइट-<http://cpri.ernet.in>. पर उपलब्ध है । इच्छुक एवं योग्य उम्मीदवारों को अपने आवेदन निर्धारित प्रपत्र में भर कर साक्षात्कार के दिन सहायक प्रशासनिक अधिकारी (स्था-।), केन्द्रीय आलू अनुसंधान संस्थान, शिमला-171001 के पास देने होंगे ।

सहायक प्रशासनिक अधिकारी (स्था.-।)

कृते निदेशक

**APPLICATION for the post of**

**at CPRI, Shimla.**

Name of the Project.

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Paste one  
passport size  
photograph

1. Name in Full: .....
2. Father's/Husband Name: .....
3. Present Postal Address: .....  
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4. Permanent Address: .....  
.....
5. Date of Birth: .....
6. Educational Qualification/Technical Qualification:

Sl. No.	Name of the Examination pass	Name of Board/University	Year of Passing	% of Marks obtained/G.P./Di
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1.	High School/Matric			
2.	Intermediate/10+2			
3.	Graduation			
4.	Post-Graduation			
5.	Ph.D/M. Phil			

4. Experience if any

Sl. No.	Name of Incumbent	Post/ position held	Period	Emoluments	Remarks

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7. Whether SC/ST/OBC .....

8. Nationality .....

9. Any other information .....

I hereby declare that all the statement made in this application are true, complete and correct to the best of my knowledge and belief. I understand that in the event of any information being found false and incorrect, my candidature is liable to be cancelled and Director, CPRI may take action against me.

Signature of the applicant

Date:

Place: