



NOTIFICATION

RECRUITMENT OF AGRICULTURE MARKETING OFFICERS IN BANK OF BARODA ON FIXED TERM ENGAGEMENT ON CONTRACT BASIS

This has reference to the advertisement dated 07.01.2022 in leading newspaper and detailed advertisement & notification on the Bank's website inviting applications for the post of **Agriculture Marketing Officers**.

It has been decided to extend the timeline for inviting online applications for the captioned position for the following **-10- locations** only from 06.04.2022 to 26.04.2022 (23:59 hours).

Sl	Zone	No. of Vacancies advertised
1	Patna	4
2	Chennai	3
3	Mangaluru	2
4	New Delhi	1
5	Rajkot	2
6	Chandigarh	4
7	Ernakulam	2
8	Kolkata	3
9	Meerut	3
10	Ahmedabad	2

The eligibility criteria, Roles & Responsibilities etc. has been appended below for ready reference. However, the candidates are advised to go through the detailed advertisement, ensuring their eligibility and other details before applying and remitting fees.

Candidates who have already applied for the aforesaid locations need not apply again.

Decision of the Bank in all matters pertaining to selection process shall be final and binding.

Place: Mumbai
Date: 06.04.2022

Chief General Manager (HRM)

Position	Agriculture Marketing Officers				
Roles & Responsibilities (indicative & not limiting)	<ul style="list-style-type: none"> • Mapping of opportunity in the operational & geographical domain of the specific Location/Zone wise and creating a roadmap for improving the agriculture credit by at least 10% per annum. • Create vision document for their area of operation in terms of agriculture credit to be implemented in the next 5-10 years. • Work as subject matter specialists for the network branches and convert potential leads at branches to actual business. • Identify Institutes / Organisations / Agencies / NGOs / Academia / Dealers to partner in the operating area for sourcing of business. • Identify various opportunities for on-lending / co-origination as well as appointment / empanelment of DSAs for business sourcing. • Liaison with the local Government bodies like SLBC, Agriculture, Fisheries, Horticulture, Animal husbandry, irrigation, Cooperative, Tribal/Rural development, Industries / MSME Department etc. for sourcing quality proposals under Agriculture portfolio. • Formulate Area Specific Schemes, new products, feedback/ modifications of existing products to match with the market trends. • Lead and monitor the team of junior marketing officers for an efficient roll out of marketing strategy and maintain continuous flow of leads to Location/ Zone wise. • Sourcing / marketing/exploring opportunities for canvassing high value agriculture loan leads from network branches and alternate channels as well including sourcing business from market through Tie Ups, Partnerships and liasioning with various departments , service providers and agencies. • Ensure generation of leads and sourcing of fresh business for CAMP. • Develop and implement a Target Market Approach for CAMP considering the potential available, customers, activities to be targeted, new developments taking place in agriculture sector and overall the business generation from all these. 				
Educational Qualification	<p>4 year Degree (graduation) in Agriculture/ Horticulture/Animal Husbandry/Veterinary Science/ Dairy Science/ Fishery Science/ Pisciculture/ Agri. Marketing & Cooperation/ Co-operation & Banking/ Agro-Forestry/Forestry/Agricultural Biotechnology/ Food Science/ Agriculture Business Management/Food Technology/ Dairy Technology/ Agricultural Engineering/ Sericulture from University recognised by the Govt. Of India./Govt. bodies/AICTE and</p> <p>2 years full time Post Graduate Degree /Diploma in any of below mentioned specialisation:</p> <ol style="list-style-type: none"> 1. MBA - Rural Management 2. Post Graduate Diploma in Rural Management 3. MBA - Agri Business Management 4. MBA - Agri-Business & Rural Development 5. Post Graduate Diploma in Management : Food Processing and Business Management 6. Post Graduate Diploma in Management : Agricultural Export & Business Management 7. Post Graduate Diploma in Agribusiness and plantation management program 8. Post Graduate Diploma in Forest Management 9. Post Graduate Diploma in Agri Business Management (PGDM-ABM) 				
Minimum Experience	Minimum 03 Years of experience in marketing and generating lead in Agriculture and Allied Industries business in BFSI Sector				
CTC offered	<p>Remuneration will be offered based on candidate's qualifications, experience, overall suitability, last drawn salary of the candidate, subject to a maximum as under:</p> <table border="1" data-bbox="331 1872 855 1944"> <tr> <td data-bbox="331 1872 603 1910">Metro Cities*</td> <td data-bbox="603 1872 855 1910">Rs. 18 lakhs p.a</td> </tr> <tr> <td data-bbox="331 1910 603 1944">Non-Metro Cities</td> <td data-bbox="603 1910 855 1944">Rs. 15 lakhs p.a</td> </tr> </table> <p>*Mumbai, New Delhi, Chennai, Kolkata, Bangalore, Hyderabad & Ahmedabad</p> <p>The above limits are inclusive of Fixed and Variable pay and the selected candidates shall be eligible for increment on yearly basis, as per the policy of the Bank revised from time to time.</p>	Metro Cities*	Rs. 18 lakhs p.a	Non-Metro Cities	Rs. 15 lakhs p.a
Metro Cities*	Rs. 18 lakhs p.a				
Non-Metro Cities	Rs. 15 lakhs p.a				

Location of posting	For the Zone mentioned in Sl.No. 3 (covering the state of Karnataka), Sl.No. 5 (covering the state of Gujarat) and Sl.No. 9 (covering the states of UP/Uttarakand), and though applications are invited for a particular Zone, the selected candidate is liable to be posted to other Zone/s (as per detailed advertisement) within the respective state/s, as per the administrative requirement of the Bank.
Nature of Engagement	Contractual Engagement for a period of 5 years, with periodic performance review. The term of engagement may be extended at the option of the Bank.
Age	Min. 25 years – Max. 40 Years
To Apply	Interested candidates are advised to visit the Bank's website www.bankofbaroda.co.in (Career Page→ Current Opportunities section) for further details or you may follow the following link for applying for the said post: https://www.bankofbaroda.in/career/current-opportunities/agriculture-marketing-officer-for-centre-for-agri-finance-marketing-and-processing-camp The last date of submission of the application is 26.04.2022 (23:59 hours) .
Eligibility Criteria to be met as on	01.01.2022
All other Terms & Conditions as per Advertisement dated 07.01.2022 shall remain unchanged	