

File No.9-1/2024-NBB (E-146542)
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture & Farmers Welfare
National Bee Board

‘B’-wing, 2nd floor, Janpath Bhawan
New Delhi

Dated 27th September, 2024

CIRCULAR

Sub.: Engagement of Three (3) Consultants from various fields i.e. Consultant for Beekeeping, Marketing & Post-Harvest Technology in NBB.

National Bee Board (NBB) is a registered society constituted in 1993, notified in the name of Beekeeping Development Board vide notification dated 09.01.1997 with the objectives to promote and coordinate activities involved in beekeeping, provide directions and support to the agencies involved and to the farmers and beekeepers for the promotion of beekeeping industry. Govt. of India (GoI) took NBB in its control w.e.f 13.06.2006 and re-constituted /re-structured under the Chairmanship of Secretary (A&C) with public private participation in June, 2006. The main goal of NBB is overall development of scientific beekeeping in the country by popularizing State of Art technologies relating to nucleus stock production, capacity building and training of bee breeders and beekeepers, production and processing of bee products etc. and to increase the productivity of crops through pollination and increasing the honey productions for enhancing the income of the beekeepers/farmers.

Keeping in view the importance of beekeeping and to achieve the goal of sweet revolution a Central Sector Scheme (CSS) “National Beekeeping & Honey Mission (NBHM)” approved by Govt. of India, launched in 2020 as a part of the Atma Nirbhar Bharat Abhiyan, with an outlay of Rs.500.00 crs. for three years i.e., 2020-21 to 2022-23. The scheme has been extended for further three years, i.e., 2023-24 to 2025-26, with the remaining budget of Rs.370.00 crs. from the allocated budget of Rs.500.00 crs.

In order to achieve its mandate, NBB invites applications from willing and eligible individuals for engagement on contract basis on fixed remuneration of Rs 1,00,000/- (Rs One Lakh only) for a period of one year from the date of engagement which may be extended or curtailed as per the functional need for the following positions.

The details of consultants required from various fields are as under:-

1. Consultant (Beekeeping)

a. Academic Qualification & Experience:

- i. Master's degree in agriculture preferably in entomology / horticulture or allied subject of agriculture disciplines with beekeeping / apiculture as a course subject with at least 60% of marks or first Division or equivalent.

- ii. Minimum of 5 years and above working experience in the field of beekeeping activities.

b. Preference will be given to :

- i. Technical person who have handled Schemes/ Projects in the above subject.
- ii. Those candidates who are holding PHD degree in relevant subject.

c. Duties:

Provide expert guidance on colony management, queen rearing, hive maintenance, and disease control, Support in providing understanding for common bee diseases, advise on best practices for seasonal management, including over-wintering techniques and spring build-up. Design and oversee beekeeping projects, enhance productivity and sustainability, Develop Standard Operating Procedures (SOPs) for beekeeping operations, Monitor project supported by NBB for timelines, deliverables, and budgets to ensure alignment with objectives, Organize and support in hands-on training sessions covering advanced beekeeping techniques, honey harvesting, and hive product diversification, Develop and disseminate training materials, manuals, and guides on beekeeping best practices, Evaluate the effectiveness of training programs and update content based on feedback and new research findings, Participate in field trials and experiments to test new beekeeping methods and potential products, Collaborate with research institutions to stay abreast of the latest developments in apiculture, promote innovative technologies such as automated hive monitoring systems, Develop metrics and Key Performance Indicators (KPIs) to assess the impact of beekeeping projects, Conduct regular field visits to evaluate beekeeping practices and provide technical feedback, Compile and present detailed reports on project progress, challenges, and successes to stakeholders.

2. Consultant (Marketing)

a. Academic Qualification & Experience:

- i. MBA in Agri-business, Agri-Marketing, or Agriculture Economics with at least 55% of marks.
- ii. Minimum of 5 years and above working experience in marketing of agricultural products/honey & other beehive products.

b. Preference will be given to :

- i. Technical person who have handled Schemes/ Projects in the field of agriculture/ projects on beekeeping /honey & other beehive products.

c. Duties:

Develop and execute comprehensive marketing plans to increase the awareness of honey and other bee hive products of beekeeping, market share of honey and other bee hive products, Design and manage marketing campaigns, including digital marketing, social media, trade shows, and public relations efforts, Help with

promotional materials such as brochures, flyers, and advertisements, Monitor and analyse the effectiveness of marketing campaigns using metrics and analytics, Conduct analyses to identify market opportunities and threats, Compile and present market reports to senior management, Use MADHUKRANTI portal to track the progress and support to manage Board's relationships with the stakeholders.

3. Consultant (Post Harvest Technology)

a. Academic Qualification & Experience:

- i. Master's degree in food technology, Agriculture Biotechnology, or Post Harvest Technology with at least 60% marks or first division or equivalent.
- ii. Minimum of 5 years and above working experience in value addition, processing, packaging, storage, and quality control of agricultural products/ honey & other beehive products.

b. Preference will be given to :

- i. Technical person who have handled Schemes/ Projects in the above field/Post-harvest Technology on honey & other beehive products.

c. Duties:

To liaison with research institutes to develop SOPs for honey extraction, filtration, pasteurization, and storage, Work with Industry players to optimise processes for the handling and storage of bee hive products to minimize loss and degradation, To liaison with private players on the methods like dehumidification and controlled atmosphere storage systems, Perform regular inspections to ensure compliance with national and international standards, Utilize analytical tools and techniques such as HPLC, GC-MS, and spectrophotometry for quality assurance, Help the NBB to implement traceability systems to track the source and quality of honey from hive to market in the future, monitor the outcome of the research and its applicability to beekeeping products, to co-ordinate with universities and research institutions on projects relating to post-harvest technology, Support the trainings of beekeepers on the latest post-harvest technologies and quality control measures, Develop and distribute educational materials and technical manuals on post-harvest best practices, Organise the workshops and seminars on value addition and processing techniques, Co-ordinate with food safety regulations and standards agencies such as FSSAI, BIS etc, Keep updated with changes in food safety and quality standards on honey and allied products.

Note:

- i. Each and every Individual listed above will be assigned other relevant duties of the Board as and when required or any work as assigned by Senior Authority.
- ii. The condition of 60% marks or first division or equivalent at Post Graduate Level will be relaxed for the desirable/experienced candidates.

Duration of the engagement: The initial term of contract shall be for a period of one year from the date of engagement and subsequent extension if any shall be decided on case to case basis depending upon requirement and performance.

Remuneration: The amount of monthly consolidated remuneration to consultant shall be of Rs. 1,00,000/- (Rs. One Lakh only) per month and no other allowance will be paid. TA/DA in case of official tours may be paid at par with / as applicable / permissible to Level-11 officer, as per Department of Expenditure.

Age-Limit etc:

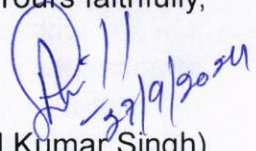
- a. The maximum age limit for the applicant for all categories will be upto 60 years.

Leave: As prescribed in DA&FW's O.M. No. 12034/8/2016-E-I, dated 30.12.2016, as amended from time to time or other instructions of the government on the subject.

Interested and willing persons are requested to apply for the above respective position along with their CV (Bio-data) in duplicate) in the format enclosed at **Annexure-I**. The application (physical copy only) should be submitted to Section Officer, National Bee Board, B-wing, 2nd Floor, Janpath Bhawan, New Delhi on or before 18th October, 2024. The vacancy circular is available on the website www.nbb.in & agriwelfare.gov.in.

The shortlisted candidates would be called for personal discussions in DA&FW, Krishi Bhawan, / NBB Janpath Bhawan, New Delhi. No TA/DA will, however, be paid for attending the personal discussions.

Yours faithfully,


(Anil Kumar Singh)
Section Officer, NBB

Annexure-I
CV Format for application to consultants in NBB
(To be applied separately for each consultant)

Photo

1. Post applied for:
2. Name:
3. Father's Name:
4. Date of Birth:
5. Domicile:
6. Nationality:
7. Postal Address with Post Office code & Police Station:

E-mail ID:

Contact No. (Tel):

Mobile:

8. Permanent address
9. Whether belongs to SC/ST/OBC/PWD
10. Educational Qualifications: (Bachelor Degree and above)

| Sl. | Course/Degree | Subject (Specialization) | University/ Institute | Year of Passing | Division/Class/ Awards/ Distinction | Enclosure of self- attached copies (Yes/No) |
|-----|---------------|-----------------------------|--------------------------|--------------------|---|---|
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11. Work Experience:

| S.No. | Institute | Designation & Period from to | Nature of Work | Enclosure of Self attested copies (Yes/No) |
|-------|-----------|------------------------------|----------------|--|
| | | | | |
| | | | | |

12. Knowledge/Skills

- Exposure to international/national agriculture schemes
- Computer Skills:
- Knowledge of database systems.
- Experience of Leadership and strategic thinking.
- other skills/specializations, if any.

13. Additional Information (If Any).

14. Declaration: This is to certify that, I, _____ (name of applicant), son/daughter/wife of _____, a resident of _____ have no pending administrative /disciplinary and/or criminal case before any court/organization. I, further, certify that I have never been found guilty or convicted of any administrative offence and/or crime. I also certify that all the information given by me is true to the best of my knowledge and believe and if selected and appointed will provide service fulltime and will not be engaged in any other activity.

Date &
Time

(Signature)

Self-attested Check list of information & Declaration

| S.No. | | Yes/No, with reference page Nos in application. |
|-------|---|---|
| 1. | Full Name as per Degree Certificate | |
| 2. | Postal Address with postal PIN & Police Station | |
| 3. | E-mail ID | |
| 4. | Mobile contact | |
| 5. | Education Qualifications as prescribed | |
| 6. | Work Experience as prescribed | |
| 7. | Skills & Knowledge if available | |
| 8. | Self-attested certificate of educational qualifications | |
| 9. | Self-attested document of work experience | |
| 10. | Self-declaration that information provided is true | |