



Job Specification for Project Associate

Number of Vacancies - 02

Location – Amarpur, Dindori, Madhya Pradesh and Dewas – Madhya Pradesh

Job Description: The position will be responsible for strengthening farmer institutions, particularly **Farmer Producer Organizations (FPOs)/farmer collectives**, and supporting agriculture-based livelihood interventions through value-chain development, market linkage, enterprise development, and institutional strengthening.

The role requires strong field engagement with farmers and farmer institutions, along with the ability to build partnerships with government departments, technical institutions, market actors, and other stakeholders to develop sustainable and scalable agriculture-based enterprises.

Key Responsibilities:

1. FPO Development & Farmer Institution Strengthening

- Support the development, strengthening, and effective management of FPOs and farmer collectives.
- Facilitate institution-building processes, including governance, leadership development, member engagement, and strengthening of internal systems and processes.
- Work closely with farmers and FPO members to understand their needs and facilitate collective solutions.
- Support FPOs in developing sustainable business models, improving member services, and strengthening their financial and operational sustainability.
- Facilitate regular meetings, consultations, and capacity-building activities with farmer institutions.
- Strengthen linkages between FPOs, Women's Economic Groups (WEGs), farmer groups, village institutions, and other community-based organizations.

2. Agriculture Value Chain, Market Linkage & Enterprise Development

- Strengthen agriculture value chains covering production, aggregation, processing, value addition, market linkage, and marketing.
- Identify opportunities for improving farmer incomes through better market access, value addition, collective marketing, and enterprise development.
- Facilitate local agriculture-based enterprise development using available local resources and opportunities.
- Support enterprises and farmer collectives in developing viable business models and moving towards profitability, sustainability, and scale.
- Facilitate market linkages with buyers, traders, processors, retailers, institutions, and other relevant market actors.
- Support improvement in product quality, packaging, branding, pricing, and marketing strategies.
- Specifically support the operations and promotion of oil extraction unit products, including packaging, product promotion, sales tracking, stock management, and maintaining simple sales records at village and block levels.

3. Program Implementation & Field Engagement

- Lead/support day-to-day field implementation of agriculture and livelihood interventions and ensure timely achievement of planned outputs.
- Work directly with farmers, FPOs, WEGs, field animators, and village institutions to implement project activities.



- Facilitate community mobilization, farmer meetings, awareness activities, exposure visits, and other field-level interventions.
- Identify implementation challenges and work with the team and relevant stakeholders to develop practical solutions.
- Ensure that interventions are responsive to local agriculture, market, and farmer needs.

4. Training & Capacity Building

- Identify capacity-building needs of farmers, FPOs, WEGs, and community institutions.
- Organize and facilitate training on FPO management, agriculture value chains, enterprise development, value addition, business development, market linkage, and marketing.
- Support the development of simple training materials, modules, and communication materials.
- Facilitate exposure and learning opportunities for farmers and FPO representatives.
- Provide ongoing handholding and mentoring support to farmer institutions and enterprises.

5. Stakeholder Coordination & Partnerships

- Develop and maintain strong relationships with government departments, agricultural research institutions, financial institutions, market actors, NGOs, private sector organizations, and other relevant stakeholders.
- Coordinate with government schemes and programs to facilitate access to relevant services and opportunities for farmers and FPOs.
- Establish and strengthen partnerships that can support technology, technical assistance, finance, inputs, market access, and capacity building.
- Collaborate with market stakeholders to establish sustainable supply chains and commercially viable business models for farmers.
- Identify potential funding and partnership opportunities and contribute to the development of proposals related to agriculture, FPOs, value chains, and farmer livelihoods.

6. Reporting, MIS & Documentation

- Maintain updated data on farmers, FPOs, farmer institutions, enterprises, market linkages, and project activities.
- Track progress against agreed targets and outcomes.
- Prepare monthly progress reports, activity reports, case studies, success stories, and other project documentation.
- Support timely MIS entry and ensure accuracy and completeness of field-level information.
- Document learnings, innovations, challenges, and good practices for internal learning and program improvement.

Desired Qualifications & Skills:

- Bachelor's/Master's degree in any discipline (Agriculture, Rural Development, Social Work preferred/Marketing).
- Relevant experience in **FPO development and management**, farmer collectives, or institution building.
- Demonstrated experience in strengthening and managing **farmer institutions/community-based organizations**.
- Knowledge of value chain activities and rural enterprise operations.
- Basic understanding of FPO compliance and legal requirements.
- Good communication and mobilization skills.
- Computer literacy (MS Word, Excel).
- Willingness to travel to rural locations.



Compensation: INR 4,20,000 to INR 4,80,000 per annum

How to Apply:

Please share your updated CV to hr@udyogini.org along with a cover letter by September 10, 2026. Shortlisted candidates will be contacted for an interview.

Do not forget to mention the name of the position in the subject line along with the location in your mail.