



DIRECTORATE OF HORTICULTURE, DEPARTMENT OF AGRICULTURE, BIHAR



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Ref. No. :

/Hort., Patna, Date :

December, 2025

Subject : Call for Applications for Nomination as member of National Makhana Board (NMB)

1) Background

The Government of India has constituted the National Makhana Board (NMB) to improve production, processing, value addition, marketing and export promotion of makhana. As part of the nomination process, Directorate of Horticulture, Department of Agriculture, Bihar has been entrusted with the responsibility to recommend a transparent panel of qualified, filtered and eligible stakeholders to GoI. Final nomination rests with GoI.

Category: Value-chain member (branding/market development) - recommended as sector expert; final nomination at GoI discretion

2) Eligibility Criteria

Eligibility requirement	Evidence/verification
Minimum 5 years professional experience in marketing/branding/market development of agri/food products (preferably makhana).	Self-declaration + documentary proof as listed in Section 4
Demonstrated work with producer organisations/food businesses on market linkage or brand building.	Self-declaration + documentary proof as listed in Section 4
No conflict-of-interest that compromises impartiality (full disclosure of clients and financial interests).	Self-declaration + documentary proof as listed in Section 4
Clean legal record; not debarred/blacklisted; consent to background verification.	Self-declaration + documentary proof as listed in Section 4
Ability to contribute nationally (multi-state market exposure) and participate in meetings/committees.	Self-declaration + documentary proof as listed in Section 4
Commitment to ethical communication (no misleading health claims) and compliance with FSSAI advertising norms.	Self-declaration + documentary proof as listed in Section 4

3) Preferable

- (i) Experience with export marketing, e-commerce growth, and modern retail negotiations.
- (ii) Evidence of campaigns that increased farmer share/value addition (case studies).
- (iii) Knowledge of GI branding, quality grades, and traceability storytelling.
- (iv) Network with APEDA, retail associations, and digital marketplaces.
- (v) Experience building market information systems and demand forecasting.

4) Documents Required

- (i) Resume/CV and portfolio of campaigns/brands/projects (links/screenshots).
- (ii) Proof of engagement contracts/work orders (redacted allowed) and 2 client references.
- (iii) KYC (Aadhaar/PAN) and business registration (if consultant/agency).

- (iv) Declaration of clients/financial interests in makhana value chain and CoI statement.
- (v) One-page concept note: '3-year market and brand roadmap for makhana' (max 800 words).
- (vi) Declarations/undertakings (non-lobbying, authenticity, consent to verification).

LEAKAGE-PROOF / ANTI-BOGUS MEASURES

- (i) Only direct applications (no agent/representative). One applicant = one application for this category.
- (ii) Applications will be cross-verified using official portals/records (land records, MCA, GSTN, DGFT-IEC, FSSAI etc., as applicable).
- (iii) Physical verification/site visit and telephonic reference checks may be conducted without prior notice.
- (iv) Any false/forged document or misrepresentation will lead to rejection and may invite legal action and debarment from future empanelment.
- (v) Applicants must sign Conflict-of-Interest and Non-lobbying declarations; related-party interests must be disclosed.

5) How to Apply

- (i) Submit the filled Annexure-I application form along with self-attested copies of documents (Section 4).
- (ii) Submission mode (choose one and strike off the other): (a) Hard copy at [Address] OR (b) Email to [email] with subject: 'NMB Application - Marketing'.
- (iii) Provide a single PDF file (max 10 MB) for email submissions; name the file as: <Category>_<ApplicantName>_<Mobile>.pdf.
- (iv) For any query, contact: Smt. Ruby Kumari, Deputy Director Horticulture, Mobile: 9031643115.

6) Scrutiny & Recommendation Process

- (i) Stage 1: Document completeness and eligibility screening (non-negotiable criteria).
- (ii) Stage 2: Desk verification of claims using official databases/records and financial/compliance documents.
- (iii) Stage 3: Field verification/site visit (where applicable) and stakeholder reference checks.
- (iv) Stage 4: Screening Committee scoring and preparation of category-wise panel, a panel of 3 names across each stakeholders position will be forwarded to GoI.
- (v) Stage 5: GoI/NMB will select and nominate members as per notified composition; this office has no role in final selection.

7) Important Notes

- (i) Incomplete applications will be rejected without notice.
- (ii) This is not a job or financial grant; it is a call for recommending names for nomination.
- (iii) Submission of application does not confer any right to be nominated.
- (iv) Applicants should be ready to attend meetings in Delhi/Bihar as and when called, as per GoI norms.

ANNEXURE-I: APPLICATION FORM (MARKETING)

National Makhana Board (NMB) - Stakeholder Nomination Recommendation Panel

A) Applicant Details

2. Category	Marketing
3. Address (with District/State/Pin)	
4. Mobile & Email	
5. Unique IDs (as applicable)	Aadhaar: _____ PAN: _____ GSTIN: _____ IEC: _____ FSSAI: _____
6. Years of relevant makhana experience	
7. Brief profile (max 150 words)	
8. Key contribution to makhana sector (max 5 points)	
9. Any conflict-of-interest to disclose (Yes/No). If Yes, details	
10. Two references (name, organisation, mobile)	

B) Category-specific Information (attach sheets if needed)

Provide the following evidence summary in 5-8 bullet points (attach 1 additional page, maximum, if required):

- (i) Production/operations scale
- (ii) Market reach
- (iii) Compliance and certifications
- (iv) Linkages with farmers/FPOs
- (v) Capacity-building or sector leadership
- (vi) Any awards/recognition

C) Declarations (Mandatory)

1. I/We declare that the information furnished is true and complete. I/We understand that false information/forged documents will lead to rejection and legal action.
2. I/We consent to verification of records, including field/site verification and reference checks.
3. I/We disclose that I/We have the following related-party interests in the makhana value chain (if any):
_____.
4. I/We undertake not to canvass/lobby for nomination and will maintain the dignity of the process.

Place: _____ Date: _____

Signature (Applicant/Authorised Signatory) with Seal: _____