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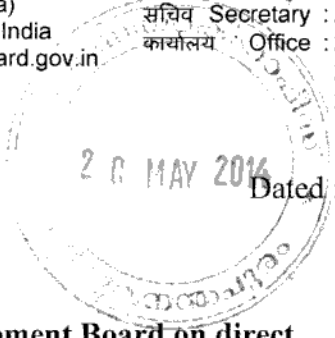
# नारियल विकास बोर्ड

(कृषि मंत्रालय, भारत सरकार), केरा भवन, कोची - 682 011, भारत

## COCONUT DEVELOPMENT BOARD

(Ministry of Agriculture, Government of India)  
Kera Bhavan, SRVHS Road, Kochi - 682 011, India  
Email: cdbkochi@gmail.com, Web: www.coconutboard.gov.in

फैक्स Fax : 91-484-2377902  
टेलिग्राम Telegram: KERABOARD  
दूरभाष Telephones  
अध्यक्ष Chairman : 2375216  
मु.ना.वि.अ. CCDO : 2375999  
निदेशक Director : 2375237  
सचिव Secretary : 2377737  
कार्यालय Office : 2376265  
2376553  
2377267



No.F.897/2014-Admn.

Dated : 15.05.2014

### CIRCULAR

**Sub:- Filling up the vacant posts in the Coconut Development Board on direct recruitment/ deputation basis - reg:-**

Applications are invited from eligible and suitable candidates for filling up the following posts:

| Sl.No. | Name of Post                  | Pay Band and Grade Pay             | No. of Posts  |
|--------|-------------------------------|------------------------------------|---|
| 1.     | Deputy Director (Development) | Rs.15600-39100 + Grade Pay Rs.6600 | 3 Posts - Direct Recruitment - (2 Un Reserved and 1 reserved for OBC) |
| 2.     | Deputy Director (Marketing)   | Rs.15600-39100 + Grade Pay Rs.6600 | 1 Post - Deputation basis   |

**1. Deputy Director (Development) (Rs.15600-39100 + Grade Pay Rs.6600) - 3 posts - Direct Recruitment - (2 Un Reserved and 1 reserved for OBC) (Vacancies are likely to increase.)**

#### **Qualifications and Experience**

- (i) Post Graduate Degree in Horticulture / Agriculture/Plant Sciences (with working experience of plantation tree crops) from a recognized University or equivalent.
- (ii) Seven years experience in a responsible capacity (out of which 5 years experience in Group 'A' post under the Central Government or equivalent) in agriculture development with particular reference to coconut crop.

**Age limit :** Not exceeding 45 years (Relaxable for Government servants and employees of the Coconut Development Board up to 5 years in accordance with the instructions / orders issued by the Central Government. The age is also relaxable for OBC candidates upto 3 years in respect of the post reserved for OBC) as on the last date for receipt of applications.

**Application fee :**Rs.100/- (Rupees One hundred only). SC/ST Candidates are exempted from payment of fee subject to submission of attested copy of the SC/ST certificate issued by the Competent Authority. Women candidates of any category are also exempted from payment of fee.

*Contd...2*

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**General Conditions for the post of Deputy Director (Development)**

Candidates desirous of applying for the above post may send their applications typed on plain paper in the format given below (**Annexure I**) with a passport size photograph affixed thereon along with copies of certificates in support of date of birth, qualifications, experience, caste etc. duly attested by a Gazetted Officer. **Applications complete in all respects together with a Crossed Demand Draft for Rs.100/- towards the prescribed application fee drawn in favour of the Chairman, Coconut Development Board payable at Ernakulam should reach the Chairman, Coconut Development Board, Kera Bhavan, SRV HS Road, Kochi – 682 011 within 45 days from the date of appearance of this advertisement in the Employment News.** Application may be sent either in English or in Hindi.

Candidates working in Central/State Governments, Research Institutions, Public Sector Undertakings, Autonomous Bodies, etc. should apply through proper channel and their applications should be forwarded by the controlling authorities along with Original/attested copies of ACR/APAR for the last 5 years and Vigilance/Integrity Certificates. Incomplete applications/applications received after the due date and applications of serving candidates not forwarded by the controlling authorities will not be entertained. The Chairman, Coconut Development Board reserves the right to reject any or all the applications without assigning any reason(s).

**2. Deputy Director (Marketing) (Rs.15600-39100 + Grade Pay Rs.6600) – 1 post on deputation**

Officers in the Central/State Governments/Indian Council for Agricultural Research/Research institutions under Central /State Governments/Agricultural Universities/Autonomous /Statutory Bodies and Public Sector Undertakings holding-

- (a) (i) analogous post on a regular basis;
- (ii) with 5 years regular service in the Pay Band of Rs.15600-39100 + Grade Pay Rs.5400 or equivalent; or
- (iii) with 8 years regular service in the Pay Band of Rs.9300-34800 + Grade Pay Rs.4600; and
- (b) possessing educational qualifications and experience as under:

**Essential:**

- (i) Post Graduate Degree in Agriculture/Horticulture from recognized University or equivalent.
- (ii) Seven years experience in a responsible capacity (out of which 5 years should be in a Group A post under the Central Government or equivalent) in Marketing/Processing of Agricultural Commodities and in Market Intelligence/Market Surveys and Market Promotion activities.

**Desirable:**

- (i) Experience in Market Development and organizing marketing surveys.
- (ii) Degree or Post Graduate Diploma in Marketing.

[Period of deputation including the period of deputation in any other ex-cadre post held immediately preceding this appointment in the same or some other organization shall ordinarily not exceed 3 years. The maximum age limit for appointment by deputation (including short-term contract) shall be not exceeding 56 years as on the closing date of the receipt of application].

*Note:- Officers in the establishment of the Coconut Development Board shall not be eligible for deputation.*

**Contd...3**

**General Conditions for the post of Deputy Director (Marketing)**

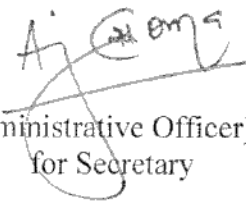
The officers selected on deputation basis will have the option to draw his existing basic pay plus deputation (duty) allowance or to have his pay fixed in the scale of the post in accordance with DoPT OM No.2/8/97-Estt. (Pay-II) dated 11.3.1998, as amended from time to time.

Applications ( in triplicate) in the enclosed proforma (**Annexure II**) should be sent along with complete and upto date ACR/APAR for the last 5 years duly attested by an Officer and Integrity Certificate of eligible officers to Chairman, Coconut Development Board, Kera Bhavan, Kochi-682 011 within 45 days from the date of appearance of the advertisement in the Employment News. In the event of selection, the Officer shall be relieved for reporting in the Board within fifteen days of intimation.

While forwarding the applications it may also be verified and certified that the particulars furnished by the officers are correct and that no Vigilance case is either pending or contemplated against them and no major/minor penalty has been imposed on the Officers during the last 10 years of their service. Applications received after due date or without the CRs, Vigilance Clearance, Integrity certificates or otherwise found incomplete will not be considered.

Application forms (Annexure-I and Annexure-II) can be downloaded from our website [www.coconutboard.nic.in](http://www.coconutboard.nic.in)

Place : Kochi-11  
Date : 15.05.2014

  
(Administrative Officer)  
for Secretary

To:

1. The Commissioner of Agriculture, Directorate of Agriculture, Govt. of Tamil Nadu, Chepauk, Chennai – 600 005.
2. The Secretary to Govt. of Gujarat, Department of Agri. & Co-operation, Govt. of Gujarat, Block No.5, Sachivalaya, Gandhi Nagar, Gujarat – 10.
3. The Secretary to Government of Kerala, Agriculture (NCA) Department, Thiruvananthapuram-695 033.
4. The Director of Agriculture, Government of Kerala, Vikas Bhavan, Thrivananthapuram – 695 033.
5. The Secretary to Govt. of Orissa, Agriculture Department, Bhubaneswar, Orissa-751001.
6. The Director of Horticulture and Soil Conservation, Directorate of Horticulture and Soil Conservation, Deptt. of Agriculture, Govt. of Tripura, Agartala-799 001
7. The Director of Horticulture, Govt. of Assam, Directorate of Horti. & FP, Khanapara, Assam-22.
8. The Director of Horticulture, Govt. of Karnataka, Lalbagh, Bangalore-560027.
9. The Secretary to Government (Horti.), Agri. & Hort. Department, Karnataka Govt. Secretariat, Bangalore.

10. The Principal Secretary to Govt. of Tripura, Department of Agriculture, Agartala, Tripura-799001.
11. The Principal Secretary & Agriculture Production Commissioner, Chattisgarh Shashan, Ministry of Agriculture, Cooperation & Biogas, D.K. Mantralaya, Raipur – 492 001.
12. The Director, Food Processing Industries & Horticulture, 4, Mayukh Bhavan, 4 floor, Salt Lake, Kolkata-700 091.
13. The Administrator, Union Territory of Lakshadweep, Deptt. of Agriculture, Kavaratti-682 555.
14. The Director, Andaman & Nicobar Administration, Directorate of Agriculture, Port Blair – 744 102.
15. The Director of Agriculture, Directorate of Agriculture, Krishi Bhavan, Tonca, Caranzalem - Goa – 403 002.
16. The Agriculture Production Commissioner (APC), Vikas Bhawan, New Secretariat, Bailey Road, Patna-800 015.
17. The Director (Horticulture), Old Secretariat, Barrack No.-13, Patna – 800 015.
18. The Director (Agriculture), Vikas Bhawan, New Secretariat, Bailey Road, Patna – 800015.
19. The Principal Secretary (Horticulture), Govt. of Andhra Pradesh, Room No.262-A, D-Block, 1<sup>st</sup> Floor, Secretariat, Hyderabad (A.P.) -500 022.
20. The Commissioner & Director of Horticulture & Mission Director, Govt. of Andhra Pradesh, Public Gardens, Hyderabad (A.P.) – 500 024.
21. The Director of Agriculture, Directorate of Agriculture, New Light House Road, Vambakeeralayam, Uppalam, Puducherry – 605 001.
22. The Director of Agriculture, Deptt. of Agriculture , Meghalaya, Shillong, Meghalaya, Pin – 794 111.

Endton SB (i) 22136/2014 / hsb

Copy forwarded to IT cell  
official website.

Directorate of Agriculture,  
Thiruvananthapuram,  
Dtd: 20-05-2014 -  
for publishing in the

*(Signature)*  
for Director of Agriculture

S. CYRUS NETTO  
ADMINISTRATIVE ASSISTANT  
DIRECTORATE OF AGRICULTURE  
THIRUVANANTHAPURAM

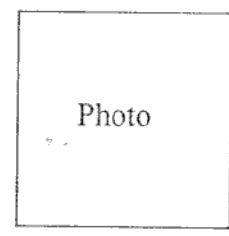
20/05/2014

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Annexure-I

**Proforma for Application**

Application for the post of.....



1. Name (in Block letters)
2. Father's/Husband's name
3. Date of birth (in Christian era)
4. Sex
5. Whether belongs to SC/ST/OBC
6. Are you seeking age relaxation, if so, under which category ?
7. Educational qualifications:

| Examination passed | Board/Institute | Year of passing | Optional subjects | Percentage of marks obtained |
|--------------------|-----------------|-----------------|-------------------|------------------------------|
|                    |                 |                 |                   |                              |
|                    |                 |                 |                   |                              |

8. Details of employment in chronological order:

| Office/Institute/Organization | Post held | From | To | Scale of pay | Nature of duties |
|-------------------------------|-----------|------|----|--------------|------------------|
|                               |           |      |    |              |                  |
|                               |           |      |    |              |                  |

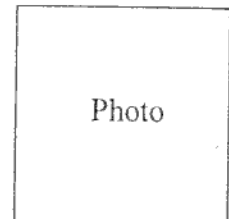
9. Address for communication with contact No.:
10. Permanent address
11. Details of Demand Draft (application fee)
12. Additional information if any

Place :  
Date :

Signature of the applicant

Annexure – II**CURRICULUM VITAE PROFORMA**

1. Name and Address  
(IN BLOCK LETTERS)
2. Date of Birth (In Christian Era)
3. Date of retirement under Central/  
State Govt. Rules
4. Educational Qualifications
5. Whether Educational and other  
qualifications required for the post are satisfied.  
(If any qualification has been treated as  
equivalent to the one prescribed in the rules,  
state the authority for the same)



|           | Qualifications/Experience required | Qualifications/Experience possessed by the officer |
|-----------|------------------------------------|--|
| Essential | (i)                                |  |
|           | (ii)                               |  |
|           | (iii)                              |  |
| Desired   | (i)                                |  |
|           | (ii)                               |  |

6. Please state clearly whether in the light of entries made by you above, you meet the requirements of the post
7. Details of employment, in chronological order (enclose a separate sheet, duly authenticated by your signature, if the space below is insufficient)

| Office/Institution/organization | Post held | From | To | Scale of pay and basic pay | Nature of duties |
|---------------------------------|-----------|------|----|----------------------------|------------------|
|                                 |           |      |    |                            |                  |

8. Nature of present employment, i.e., ad-hoc or temporary or permanent
9. In case the present employment is held on deputation/ contract basis, please state: -
  - (a) The date of initial appointment
  - (b) Period of appointment on deputation/contract
  - (c) Name of the parent office/organization to which you belong

10. Additional details about present employment:  
Please state whether working under:  
(indicate the name of your employer  
against the relevant column)  
(a) Central Government  
(b) State Government  
(c) Autonomous Organizations  
(d) Government Undertakings  
(e) Universities  
(f) Others
11. Please state whether you are working in the same  
Department and are in the feeder grade or  
feeder to feeder grade.
12. Are you in Revised Scale of Pay? If yes, give the  
date from which the revision took place and also  
indicate the pre-revised scale
13. Total emoluments per month now drawn
14. Additional information, if any, which you would  
like to mention in support of your suitability for the  
post. (This among other things may provide  
information with regard to (i) additional academic  
qualifications (ii) professional training and  
(iii) work experience over and above prescribed in  
the vacancy circular/ advertisement) (Note: Enclose  
a separate sheet, if the space is insufficient)
15. Whether belongs to SC/ST/OBC
16. Remarks (The candidate may indicate information  
with regard to (i) Research publications and reports  
and special projects (ii) Awards/ Scholarship / Official  
appreciation (iii) Affiliation with the professional bodies /  
institutions/ societies and (iv) any other information )  
(Note: Enclose a separate sheet, if the space is insufficient)

I have carefully gone through the vacancy circular / advertisement and I am well aware that the Curriculum Vitae duly supported by documents submitted by me will also be assessed by the Selection Committee at the time of selection for the post.

Signature of the Candidate

Date:.....

Address.....

Tel. No.....

Countersigned  
(Employer with seal)