



# नारियल विकास बोर्ड

(कृषि मंत्रालय, भारत सरकार), केरा भवन, कोची - ६८२ ०११, 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.nic.in

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दूरभाष Telephones  
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मु.ना.वि.अ. CCDO : 2375999  
निदेशक Director : 2375237  
सचिव Secretary : 2377737  
कार्यालय Office : 2376265  
2377266  
2377267

Applications are invited for filling up the following posts in the Coconut Development Board on deputation/ direct recruitment basis.

Sl. No	Name of Post	Pay Band and Grade Pay	No. of Posts	Last date for submission of applications
1.	Deputy Director (Marketing)	Rs.15600-39100 + Grade Pay Rs.6600	1 Post – Deputation basis	17 June 2015
2.	Assistant Director	Rs.15600-39100 + Grade Pay Rs.5400	1 Post – Un-reserved (Direct Recruitment)	18 May 2015

## 1. Deputy Director (Mkg.) (Rs.15600 - 39100 + Grade Pay Rs.6600) - 1 post – 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 (Pre-revised scale of pay of Rs.8000-13500) or equivalent; or  
(iii) with 8 years regular service in the Pay Band of Rs.9300-34800 + Grade Pay Rs.4600(Pre-revised scale of pay of Rs.6500-10500); and  
(b) possessing educational qualifications and experience as under :

### Essential:

- (i) Post Graduate Degree in Agriculture / Horticulture from a 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 P.G. 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.]

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

### **General Conditions in respect of Deputy Director (Mkg.)**

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 I**) should be sent along with complete and up-to-date ACR/APAR for the last 5 years duly attested by an Officer and Integrity Certificate of eligible officers to the Chairman, Coconut Development Board, Kera Bhavan, Kochi-682 011 **within 60 days** from the date of appearance of the advertisement in the Employment News. (The first date of publication of this advertisement in the Employment News will be taken into account for calculation of 60 days).

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 APARs, Vigilance Clearance, Integrity or otherwise found incomplete will not be considered.

### **2. Assistant Director (Rs.15600 - 39100 + Grade Pay Rs.5400) - 1 post – Direct Recruitment (Un-reserved)**

#### **Qualifications and Experience**

#### **Essential :**

- (i) Post Graduate Degree in Horticulture / Agriculture/Plant Science (with working experience in plantation tree crops) from a recognized University or equivalent.
- (ii) Six years experience in a responsible capacity in the formulation and implementation of coconut development projects.

**Age limit:** Not exceeding 40 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).

Note:- The crucial date for determining the age-limit shall be the normal closing date for receipt of applications (and not the closing date prescribed for those in Assam, Meghalaya, Arunachal Pradesh, Mizoram, Manipur, Nagaland, Tripura, Sikkim, Ladakh division of Jammu and Kashmir State, Lahual and Spiti district and Pangi Sub Division of Chamba district of Himachal Pradesh, Andaman and Nicobar Islands or Lakshadweep).

**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.

**General Conditions in respect of Assistant Director**

Candidates desirous of applying for the above post may send in their applications typed on plain paper in the format given below (**Annexure II**) with a passport size photograph affixed thereon along with self attested copies of certificates in support of date of birth, qualifications, experience, caste etc. 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, Kochi – 682 011 **within 30 days** from the date of appearance of this advertisement in the Employment News. Application may be sent either in English or in Hindi. (The first date of publication of this advertisement in the Employment News will be taken into account for calculation of 30 days).

Candidates working in Central/State Governments, Research Institutions, Public Sector Undertakings, Autonomous Bodies, etc. should apply through proper channel. Incomplete applications/ applications received after the due date and applications of serving candidates not forwarded by the controlling authorities shall not be entertained. The Chairman, Coconut Development Board reserves the right to reject any or all the applications without assigning any reason(s).

Place : Kochi-11  
Date : 25.03.2015.

(Dr. A.K. Nandi)  
Secretary

**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:.....

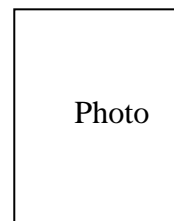
Address.....

Tel. No.....

Countersigned  
(Employer with seal)

**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:

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Examination passed	Board/Institute	Year of passing	Optional subjects	Percentage of marks obtained
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8. Details of employment in chronological order:

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Office/Institute/Organization	Post held	From	To	Scale of pay	Nature of duties
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9. Address for communication with contact No. and e-mail id :
10. Permanent address :
11. Details of Demand Draft (application fee) :
12. Additional information if any :

Place :

Date :

Signature of the applicant