



# **PUNJAB PUBLIC SERVICE COMMISSION**

## **JOB DESCRIPTION FOR THE 04 POSTS OF ASSISTANT DIRECTOR MARKETING / ADMINISTRATION (BS-17) IN THE AGRICULTURE DEPARTMENT (SEED CORPORATION OF PUNJAB) (CASE NO.21G2021)**

### **Main Responsibilities and Tasks**

1. Responsible for market research and market promotion in his area of jurisdiction.
2. Liaison with the agencies for the distribution of certified seeds of all crops.
3. Programming, sales and distribution of certified seeds.
4. Selections of the dealers according to the criteria laid down by the Punjab Seed Corporation.
5. Provide effective services and assistance to the dealers for the sale of seed to the Farmers at right place and right time.
6. Collect seed requirements of the farmers for certain crop ahead of showing time.
7. Maintain close contacts with the farmers / growers and with the other departments.
8. Procurement of minor crop seeds in his area as and when desired to do so where Farm Advisory net-work of the Corporation is not functioning.
9. Storage and sale of seeds from the sale points of the Corporation.
10. Ensure that the seed is sold at the PSC's fixed sale rates.
11. Any other duties given by the Superiors.

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