



## REVIVING GREEN REVOLUTION CELL

(ASSOCIATE ORGANISATION OF TATA TRUSTS)  
COMMUNICATION CENTRE BUILDING  
PAU CAMPUS, LUDHIANA

**Post: Communications Specialist**

**Organization: Reviving the Green Revolution Cell**

**Location: Ludhiana**

**Last Date: April 15, 2024**

**Background:** The Tata Trusts conceptualized the Reviving Green Revolution Initiative in 2002, to support diversification in agriculture in Punjab and Tamil Nadu with an aim to attain sustainability of agricultural production and to enhance income of rural communities. A centralized body in the form of Reviving Green Revolution (RGR) Cell was established in Ludhiana, Punjab. The RGR initiative heavily depends upon public and private agricultural institutions for development, validation and popularization of area specific technologies, which have an apparent potential for impact on the livelihoods of rural populations. Further, it works in close coordination with the Punjab Agricultural University (PAU), Ludhiana, Tamil Nadu Agricultural University (TNAU), Coimbatore, Department of Agriculture (DoA) and the state Governments of Punjab (GoP) and Tamil Nadu (TN), which have been instrumental in up scaling the dissemination of technologies and package of practices developed by PAU, Chandigarh and TNAU, Coimbatore.

### **Promoting Regenerative and No-Burn Agriculture Project (PRANA Project)**

The Nature Conservancy, a global conservation organization, working in collaboration and partnership, is building on existing projects designed to eliminate the practice of crop residue burning in Punjab. This area is among the most productive rice and wheat growing areas in South Asia. The traditional practice for farmers in this region is to burn rice crop residue before preparing fields for wheat planting with approximately 2 million hectares burned annually in northwest India.

Seasonal burning and ploughing, however, emit carbon dioxide, methane and nitrous oxide while creating nearly half of Delhi's air pollution on some days. The practice contributes to the climate crisis, endangers human health, and reduces soil fertility and hydrology. TNC has been successful in securing a significant grant from an international foundation for the Promoting Regenerative and No-burn Agriculture (PRANA) project in northwest India. The expected outcomes for the successful delivery of the project over four years are as follows:

1. Elimination of burning on 1 million hectares of cropland
2. At least 250,000 farmers adopt zero-burn cropping systems
3. At least 6 million tonnes of CO<sub>2</sub>e emissions mitigated
4. 500 billion litres of water saved from enhanced soil health and better agronomic practices
5. A pilot financial instrument that incentivizes farmers to adopt no-burn practices to reduce greenhouse gas emissions

### **Overview:**

The Reviving Green Revolution Cell is seeking an experienced and dynamic Communication Specialist to lead Behavioural Change Communications (BCC) efforts in Punjab under PRANA project. The Communication Specialist will be responsible for designing, implementing and monitoring effective communication strategies and campaigns that

promote regenerative agriculture practices among farmers and stakeholders. The ideal candidate will have excellent communication skills, strong project management experience, and a passion for sustainable agriculture.

**Key Responsibilities:**

- Develop and implement a comprehensive BCC strategy that promotes regenerative agriculture practices in Punjab, India
- Create, manage and deliver communication campaigns, tools, and materials that engage and motivate farmers, community leaders and other stakeholders
- Work closely with program team and external stakeholders to identify and address communication gaps and challenges in the adoption of regenerative agriculture practices
- Establish and maintain strong relationships with media outlets, influencers, and community-based organizations to amplify the program's messages and impact
- Monitor and evaluate the effectiveness of the program's communication strategies and campaigns, and use data to improve and adjust future initiatives
- Prepare regular reports on the program's communication activities and results for internal and external stakeholders
- Organize and manage on-ground events, including street plays, school outreach programmes, intensive short-term outreach campaigns, media workshops, and press conferences
- Develop robust media strategy to garner consistent coverage of project activities

**Qualifications:**

- Master's degree in Communication / Marketing / Journalism / Public relations or related field.
- At least 2 years of experience in developing and executing communications strategies and campaigns in the agriculture, sustainability or environmental sectors.
- Strong project management skills, including the ability to plan, organize, and manage multiple initiatives simultaneously.
- Excellent verbal and written communication skills, including experience in developing compelling content for a range of audiences.
- Experience in building and maintaining relationships with media outlets, influencers, and community-based organizations.
- Proven ability to work collaboratively with diverse teams and stakeholders.
- Passion for sustainable agriculture and a commitment to social and environmental impact.

**Emoluments**

The position carries a Salary of Rs. 60,000 per month (CTC) + Travel expenses on actual basis.

If you are an innovative and results-oriented communication professional with a passion for regenerative agriculture and sustainable development, we encourage you to apply for this exciting opportunity. Applicants should submit their curriculum vitae to [career@rgrcell.org](mailto:career@rgrcell.org). Only short-listed applicants shall be acknowledged. More details of the organization is available on the website [www.rgrcell.org](http://www.rgrcell.org).

Executive Director  
Reviving Green Revolution Cell