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Bhutan Livestock Development Corporation Limited
Corporate Head Office
Thimphu: Bhutan
“Inspiring the growth of livestock entrepreneurs”



Term of Reference for General Manager

1. Background

Bhutan Livestock Development Corporation Limited (BLDCL) is a key player in the Bhutanese livestock sector, focusing on sustainable production, value addition, and livestock product marketing. The Company aims to enhance food security, promote rural livelihoods, and contribute to the national economy. To achieve these goals, the BLDCL seeks a dynamic and experienced General Manager to lead its operations, drive production efficiency and expand market reach for its products.

2. Objectives of the Role

The General Manager will be responsible for:

- Overseeing the production and operational activities of BLDCL’s farms.
- Develop and implement strategies for aggregation of meat, marketing of farm produce and value-added products
- Ensure sustainable growth, profitability and operational efficiency
- Strengthen BLDCL’s market presence and fostering partnership with stakeholders

3. Key Responsibilities

A. Production Management

- Develop and implement strategic plans to achieve BLDCL’s mission and objectives
- Align operational activities with national livestock development policies and corporate goals
- Provide leadership to the management team and foster a culture of innovation and accountability
- Oversee the management of livestock farms, ensuring optimal production efficiency and animal welfare
- Ensure the farms and processing unit maintain compliance with environmental regulations, health and safety standards
- Implement best practices in livestock farming, feed management and disease control
- Monitor production targets and ensure timely delivery of high-quality products

B. Marketing and Sales



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- Develop and execute marketing strategies to promote livestock produce from farmers and BLDCL farms and value-added products
- Monitor market trends, consumer demands, and competitor activities to refine product offerings and marketing tactics.
- Guide and coordinate with the sales and distribution team to ensure timely delivery and customer satisfaction
- Identify new market opportunities and expand customer base locally and internationally
- Build and maintain relationships with dealers, vendors, farmers and other stakeholders in the livestock value chain

C. Financial Management

- Prepare and manage the annual budget, ensuring financial sustainability and cost-effectiveness and adherence to financial targets
- Prepare financial reports and projections, working closely with the Finance Division to monitor and manage cash flows
- Monitor financial performance and implement measures to improve profitability
- Ensure compliance with financial regulations and reporting requirements

D. Human Resource Management

- Lead, mentor and motivate a diverse team of professionals to foster culture of collaboration, innovation and excellence
- Develop training programs for staff and farmers to enhance technical skills and operational knowledge to improve the quality standards, efficiency and productivity
- Foster a positive work environment and promote team work and retain top talent

E. Stakeholder Engagement

- Represent BLDCL in meetings, conferences and other forums
- Collaborate with government agencies, private sector, and international organizations
- Address stakeholder concerns and main strong public relations

F. Strategic Planning and Reporting

Collaborate with executive team to develop long term strategies for aggregation, production, marketing and expansion

Ensure alignment of aggregation, farm and marketing goals with the overall mission of BLDCL

Report regularly to the CEO/Board on aggregation, farm performance, sales progress and key issues requiring attention

Prepare annual and operational marketing plans, setting clear objectives, goals and KPIs in line with the Annual Performance Compact.



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G. Compliance and Sustainability

- Ensure compliance with National Laws, regulations and industry standards
- Promote environmentally sustainable practices in all operations
- Implement corporate social responsibility initiatives

4. Qualification and Experience

A. Education

Bachelor's degree in Animal Science, Business Administration or a related field

B. Experience

- Minimum of 10 years' experience in livestock production, agribusiness, or a related field, with at least 3 years in senior management role.
- Proven track record if marketing and sales of agriculture or livestock products
- Experience in financial management, strategic planning and stakeholder management

C. Skills and Competencies

- Strong leadership and decision-making skills
- Excellent communication and interpersonal skills
- Proficiency in data analysis and use of technology in livestock management
- Knowledge of the country's livestock sector and market dynamics

5. Key Performance Indicators

- Achievement of aggregation and production targets for livestock and value-added products
- Growth in sales revenue and market share
- Improvement in operational efficiency and cost management
- Compliance with sustainability and regulatory standards

6. Contract Duration and Remuneration

Contract Duration: 3 years, renewable based on performance

Remuneration:

- Basic Pay: Nu. 38,290-955-57,390 +35% of contract allowances
- Fixed Allowance: Nu. 19,400,



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- LTC: Nu. 1250

7. Application Process

Interested candidates should submit:

- A cover letter outlining their suitability for the role
- A detailed Curriculum Vitae (CV)
- Copies of academic and professional certificates
- Security Clearance
- Audit Clearance
- ACC Clearance
- Contact information for at least three professional references.

Deadline for Application: 15th February 2025

Submit Application to: HRO, BLDCL

8. Evaluation and Selection

- Applicants will be reviewed by a selection committee
- Shortlisted candidates will be invited for interviews and/or presentations
- The final selection will be based on qualification, experience and alignment with BLDCL goals