



ARIAS SOCIETY

Assam Rural Infrastructure and Agricultural Services Society (ARIASS)

(An Autonomous Body of the Govt. of Assam)

Project Coordination Unit (PCU) of the World Bank Financed

Assam Agribusiness and Rural Transformation Project (APART)

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Draft Terms of Reference (ToR)
For Agri Business Experts (ABEs) to be positioned in the Directorate of Agriculture

(A) BACKGROUND AND OBJECTIVES

1. The Government of Assam (GoA) through Government of India (GoI) has received a loan from the World Bank (IBRD: International Bank for Re-construction and Development) for the Assam Agribusiness and Rural Transformation Project (APART). The Project Development Objective (PDO) of APART is to “add value and improve resilience of selected agri value chains focusing on smallholder farmers and agro-entrepreneurs in targeted districts of Assam”. The Assam Rural Infrastructure and Agricultural Services (ARIAS) Society, an autonomous body of the Govt. of Assam, is the apex coordinating and monitoring agency for the Project while the Directorate of Agriculture is an important Operational Project Implementation Unit (OPIU) of the project under the Department of Agriculture, GoA. ARIAS Society now wishes to hire two Agri Business Experts out of the loan proceeds to be positioned in the Directorate of Agriculture at Guwahati under APART as per the terms given hereunder.
2. The APART will achieve the PDO by: (i) promoting investments in agri-enterprises, reducing the business and transaction costs, facilitating access to finance for agribusiness entrepreneurs, and, where appropriate, push for process, regulatory and/or policy change; (ii) supporting the development of a modern agri supply chain; improved information communication technologies (ICT) based farm information and intelligence services, and alternative marketing channels; and (iii) improving producers’ access to knowledge, technologies and infrastructure so that they are able to respond to market opportunities and climate variability. To achieve the PDO, the project will adopt clusters (production and enterprise) and value chain approach. The project is being implemented in 16 districts¹ (undivided as of 1st April, 2016) of Assam.
3. There are four components of APART: **The first component is Enabling Agri Enterprise Development**, with sub components being (i) enhancing state capacity to attract private investments, (ii) Setting up an Agribusiness Enterprise Development and Promotion Facility (EDPF) (iii) Agribusiness Investment Fund (AIF) support (iv) establishing stewardship councils. **The second component is Facilitating Agro Cluster Development** with subcomponents being- (i) support establishment of cluster level Industry Associations (IAs), (ii) supply chain support. **The third component is Fostering Market Led Production and Resilience Enhancement** with sub components being (i) promoting climate resilient technologies and their adoption (ii) facilitating market linkages through market intelligence and product aggregation (iii) facilitating access to and responsible use of financial services. **The fourth component is project Management, Monitoring & Learning.**
4. Component-C of APART aims at enabling producers of the priority value chains, in the targeted clusters, to take advantage of the rapidly changing market demand, and enhance resilience of agriculture production systems for increasing production and managing risks associated with climate change. This would be achieved by: (i) improvements in production technologies and management practices through climate resilient solutions; (ii) facilitation of collective-action by producers by supporting the establishment of farmer producer organizations (FPOs); (iii) improving value realization at the farm level through improved cleaning, grading and packing of produce through Common Service Centers (CSCs) managed by FPOs; (iv) facilitation of market linkages through market information and intelligence; and (v) facilitating access to a broad set of financial services and their responsible use by producers. The component will adopt a cluster based value-chain approach for providing support to producers for sustainably increasing their production and productivity; linking the producers with emerging supply chains, modernized wholesale agriculture markets and warehouses, under component B; and facilitating partnership opportunities with strategic and potential anchor and leading firms, supported under Component A.

(B) OBJECTIVES OF THE ASSIGNMENT & SCOPE

5. The **ABE** will report to the **Director, Agriculture** and will support the Directorate in meeting the objectives of the Project as per Project Implementation Plan (PIP), Annual Work Plans (AWPs). In particular the responsibilities of the **ABEs** include the following:
- a) Liaise and coordinate with the District Agriculture Marketing Coordinators (DAMCs) and District Horticulture Coordinators (DHCs) as the case may be for smooth implementation of the project activities at District level.
 - b) **ABEs** will lead the Farmer Producer Organization (FPO) initiative of the project at State level. They will coordinate closely with the FPO service provider hired by the project to ensure smooth implementation of the FPO sub-component of APART.
 - c) **Support on alternative marketing of agri/horti produce including by FPCs:** At present most of the wholesale trade in fresh/raw agri- horti commodities happens through weekly rural haats, farm gate sales and through regulated markets. The **ABEs** would support the Directorates of Agriculture and Horticulture as the case may be in devising and implementing the strategies on providing alternative marketing channels to FPCs and other farmer groups, as well as individual farmers in the project in accessing alternative marketing channels for their produce targeted at better realization.
 - d) **Liaising and Coordination with international agencies/ CG Centres:** The project engaged the services of International agencies/ Consultative Group on International Agricultural Research (CGIAR) centres for technical assistance in various value chains eg. International Rice Research Institute (IRRI), International Potato Centre (CIP) and World Vegetable Centre (WVC). The **ABEs** shall liaise and coordinate with these agencies for smooth conduct of project activities, particularly from an agri business view point. In addition, Assam Agricultural University is also an implementing partner in the project and carries out the project activities through a network of Krishi Vigyan Kendra (KVKs), Regional Agricultural Research Stations (RARSS) etc. The **ABEs** will closely coordinate with AAU & its stations on project activities.
 - e) Provide strategic guidance to the project in the area of agribusiness and value chain development including identification of focus areas for intervention; and identifying and addressing the needs that are emerging from high value agriculture (including horticulture) of the state.
 - f) Coordinate and work closely with the other components and sub-components of the project i.e. A-1 (Enhancing state capacity to attract private investments- in the agribusiness sector of the State), A-2 (Enterprise Development and Promotion Facility), A-3 (Agribusiness Investment Fund), A-4 (Stewardship Councils), B-1 (Enterprise Clusters), B-2(particularly markets and warehouses including the electronic negotiable warehouse receipt system).
 - g) The **ABEs** shall also maintain close coordination with the Market Intelligence Cell (MIC) being set up in the Assam State Agricultural Marketing Board (ASAMB) under the Project. **ABEs** shall help in better dissemination of market/weather advisories and forecasts etc to farmers and other value chain players as well as their market information and intelligence need assessment under the Project.
 - h) Maintain close coordination and liaison with the leading agribusiness industries/ entrepreneurs including food processors of the State and exploring opportunities for their linkages in the project particularly with the FPOs and Common Service Centres (aggregation and primary processing hubs) being set up by the FPOs, for bulk buying of agri produce, raw material for processing etc.
 - i) Establish linkages with support services providers to APART value chains like banks & other financial institutions, transporters, freight operators, warehouse/ cold store owners, packaging material suppliers, service providers etc.
 - j) Working closely with the Project consultants eg. CSC/FPO service provider, agency hired under the access to and responsible use of financial services sub-component, EDPF, Agribusiness Investment Fund Manager, Technical Assistance firm for Assam Bureau of Investment Promotion (ABIP), Cluster Development Technical Agency (CDTA), M&E Agency etc.
 - k) To liaise with various ministries, departments of Government of India and GoA for leveraging and convergence with various Govt. schemes with that of APART and also ensure that there is no duplicity with other schemes/ programs.
 - l) **Training and Capacity Building:** **ABEs** shall provide need based training in the broad area of agribusiness management to the project staff, service provider staff at both state and district level. They will also be instrumental in preparation of training materials/ modules etc and updating the same as per requirement.
 - m) To work in close coordination and guidance/advisory of the Project Coordination Unit (PCU) of ARIAS

- Society and be in touch with ARIAS Society experts on project matters concerning agribusiness.
- n) Documenting success stories, case studies, innovative business models and disseminating at various forums as directed.
 - o) Any other related task assigned by the Director-Agriculture as the case may be.
 - p) **Travel Requirements:** The **ABEs** may be required to undertake field-visits and tours to project sites, concerned central and state ministries, departments and agencies with the approval of the reporting officer.

(C) QUALIFICATIONS, EXPERIENCE, SKILLSET, AND AGE ETC.

6. **Educational Qualifications:** The **ABE** should hold a **Bachelors degree in Agriculture/Horticulture followed by a Post-Graduate diploma/ degree (of minimum two years duration)** in Business Administration/ Marketing/ Agribusiness/ Economics or a closely related field from any recognized university/ Institution.
7. **Working Experience:** **ABE** must possess at least **(5) five years** of professional experience in Agri Business Management/ Agricultural Marketing/ Agri Value Chain Development/ Agri enterprise development or similar activities in any public/private sector organization.
8. **Computer Skills & Language:** The **ABE** must have proficiency in the use of Internet based applications, Graphics, MS Word, MS Excel and MS Power Point and other related applications.
9. **Language:** Fluency in English & Hindi. Candidates with knowledge of local language will be preferred.
10. **Age:** Age of the candidate should not be more than **45 years as on 1st June, 2022.**

(D) DURATION OF CONTRACT, NOTICE PERIOD ETC.

11. The tenure of **ABEs** is intended for the entire duration of APART and co-terminus with the project period of APART. However, continuity of the **ABE** beyond eleven month (11) from the date of signing the agreement will depend upon his/her performance. The decision of the Director, Agriculture shall be final and binding in this regard as the case may be. The contract management shall be done as per the prevailing project rules.
12. The contract with **ABE** may be terminated by either side at any point of time during the contractual period by serving a 30 days' notice without assigning any reason and without thereby incurring any liability to the Govt. of Assam/ PCU/ ARIAS Society/Department of Agriculture/ Directorate of Agriculture. The assignment is purely contractual in nature and shall not, under any circumstance, be extended beyond the APART's closing date. The Govt. of Assam/ PCU/ ARIAS Society/Department of Agriculture/ Directorate of Agriculture shall not undertake any responsibility for subsequent deployment of the incumbent.
13. The **ABE** shall not assign or sub-contract, *in whole or in part*, his/her obligations to perform under this ToR, except with the reporting officer's prior written consent. The **ABE** will have to serve the assigned office on full time basis under overall command of Director- Agriculture and provide services from the concerned Directorate's office. The resignation/termination shall be as per prevailing project rules.

(E) REMUNERATION, PAYMENT TERMS AND LEAVE ETC.

14. Depending on the qualifications, experience, competencies, recent remuneration, etc. of the candidate, the consolidated annual Cost to Project (CTP) for the **ABE** will be in the range between **Rs.6.60 lakh to Rs.12.00 lakh** per year. However, in case the selected candidate's current remuneration or CTC with 30% enhancement comes below Rs.6.00 lakh/year, the lower remuneration will be offered. The annual CTP shall be inclusive of remuneration, performance-linked-incentive, communication allowance, health/service related allowance, all taxes, cost of accommodation and food at Guwahati, conveyance to attend the Directorate office, etc. The CTP may be enhanced on an Annual Basis, based on **ABE's** performance and prevailing project rules.
15. The remuneration will be given in equal monthly installments and the Performance-Linked-Incentive (PLI) will be given quarterly based on the performance and achievement against the mutually agreed deliverables by the **ABE**. Taxes as applicable shall be dealt with as per applicable laws.
16. Travelling, Boarding, Lodging and Food expenses for approved official tours outside Guwahati will be reimbursed as per the prevailing project rules.
17. The provisions of leave would be as per prevailing project rules.

18. No house rent allowance or any other allowance shall be paid by the Project. No other payment whatsoever (except reimbursement of official travelling expenses) shall be made, except as agreed with the **ABE** by the Project.

(E) REPORTING AND PERFORMANCE REVIEW

19. The **ABE** will report to the Director- Agriculture on a day-to-day basis. Quarterly/Half yearly/Annual performance review will be done by the Reporting officer.

(F) FACILITIES TO BE PROVIDED TO ABES

20. The **ABEs** will be given access to all documents, reports, correspondence, contacts available with the concerned Directorate and any other information as deemed necessary for smooth accomplishments of tasks assigned. The **ABE** will be provided with one office cubicle/workstation in the Directorate along with computer, printer, computer/office consumables, and internet access. *The **ABE** however will not be provided with any clerical assistance.*

Note: *This is a draft ToR and the Director, Agriculture/SPD, ARIAS Society reserves the right to change, update or modify this ToR at any stage till recruitment process is completed.*
