

ARIAS SOCIETY
Assam Rural Infrastructure and Agricultural Services Society
(An Autonomous Body under Govt. of Assam)
Project Coordination Unit (PCU) of the World Bank Financed
Assam Agribusiness and Rural Transformation Project
(APART):

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Draft Indicative Terms of Reference (ToR)
For District Horticulture Coordinator (DHC)

(A) BACKGROUND AND OBJECTIVES OF THE PROJECT

1. The Government of Assam (GoA) through Government of India (GoI) has received a loan from the World Bank for the 'Assam Agribusiness and Rural Transformation Project (APART)'. The ARIAS Society is the apex coordinating and monitoring agency for APART.
2. The Project Development Objective (PDO) of APART is to "add value and improve resilience of selected agriculture value chains, focusing on smallholder farmers and agro-entrepreneurs in targeted districts of Assam". The project will achieve the proposed PDO by: (i) enabling investments in agri-enterprises, improving the investment environment and investment promotion, facilitating access to finance for agribusiness enterprises, and, where appropriate, pushing for process, regulatory changes; (ii) facilitating the growth of agri enterprise clusters to increase competitiveness, revenue and employment growth; and supporting development of a modern supply chains; and (iii) fostering the development of climate resilient production clusters, and improving producer access to knowledge, technologies, markets, and infrastructure so that they are able to respond to market opportunities and climate variability.
3. The project has four components: The 1st component is Enabling Agri Enterprise Development, with sub components being (i) enhancing state capacity to attract private investments, (ii) setting up of an Enterprise Development and Promotion Facility (EDPF) (iii) setting up of an Agribusiness Investment Fund (AIF) (iv) establishing Stewardship Councils. The 2nd component is Facilitating Agro Cluster Development with sub- components being- (i) support establishment of cluster level Industry Associations (IAs), (ii) supply chain support. The 3rd 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 4th component is Project Management, Monitoring & Learning.
4. The Agriculture Department is one of the major stakeholder Departments of APART and the related project activities would be implemented through Directorate of Agriculture (DoA), **Directorate of Horticulture and Food Processing (DoH&FP)**, Assam State Agricultural Marketing Board (ASAMB) and Assam Agricultural University (AAU) at the State level and Agricultural Technology Management Agency (ATMA) & District Agriculture Offices at District level. At the State level, Operational Project Implementation Units (OPIUs) have been set up in the Directorates/Agencies and at District level, District Level Coordination Committees (DLCCs) have been notified for smooth functioning of the project.
5. The ARIAS Society in conjunction with Directorate of Horticulture & Food Processing (DoH&FP) now intends to hire fifteen (15) District Horticulture Coordinators (DHCs) in 15 project districts¹ (undivided as of 1st April, 2016), purely on contractual basis, and hence the ToR has been framed. While the recruitment process will be undertaken by the State Project Director (SPD), ARIAS Society, the related contract agreement will be signed by the Project Director, ATMA.

(B) OBJECTIVES OF THE ASSIGNMENT AND SCOPE

6. The DHC will support the ATMA and Directorate of Horticulture and Food Processing (DoH&FP) in meeting the objectives of the Project as per the Project Implementation Plan (PIP), Annual Work Plans (AWPs) etc. The scope of the work would include development of Agribusiness sector and value addition of Horticulture commodities selected for APART.

¹ Barpeta, Cachar, Darrang, Goalpara, , Golaghat, Jorhat, Kamrup, Karbi-Anglong, Kokrajhar, Lakhimpur, Morigaon, Nagaon, Nalbari, Sivasagar and Sonitpur,

- 7. The key roles and responsibilities of the DHC include the followings:-**
- a. Act as main coordinating person or touch point between Project Authority at State level and District level regarding execution of all Horticulture related activities/works.
 - b. Support the Project Team in preparation and refinement of District Level Value Chain Action Plan (VCAP) for Horticultural commodities.
 - c. Lead the climate resilient, market led production demonstration initiative for the horti crops under the subcomponent C.1 of the Project.
 - d. Liaise and coordinate with the District Agricultural Technology Management Agencies (ATMAs) under the District Agriculture Office and Krishi Vigyan Kendras (KVKs)/Regional Agricultural Research Stations (RARs) under Assam Agricultural University. Climate resilient, market led productions of horti commodities are mainly being taken up by District ATMAs and KVKs/RARs.
 - e. To ensure that the crop demonstrations are carried out as per the prescribed Package of Practices (PoPs) and Standard Operating Procedures (SoPs). In addition, DHC will also ensure that the beneficiary selection for demonstrations is as per project guidelines and protocols.
 - f. Apart from distribution of agricultural inputs, the project also involves distribution of machines to the farmers/ farmer groups under the project. DHC shall ensure that the purchase (in case of community procurement), distribution and usage of machine is as per the prescribed project guidelines and bring to the notice of project authorities, in case the prescribed project guidelines have not been followed.
 - g. **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 providing technical assistance for potato and vegetable value chains in Horticulture sector, eg. International Potato Centre (CIP) and World Vegetable Centre (WVC). The DHC shall liaise and coordinate with these agencies for smooth conduct of project activities, particularly the crop demonstrations, training and capacity building programme, survey etc. and also support in training curriculum development and knowledge dissemination.
 - h. Provide strategic guidance to the project in the area of agriculture extension. The DHC will ensure that the price forecasts, marketing advisories released by the Market Intelligence Cell (MIC) being set up in the project at Assam State Agricultural Marketing Board (ASAMB) reach the farmers/ farmers groups in a timely manner.
 - i. Ensure that the training and capacity building programs being taken up with respect to crop commodity value chains are updated, as per user needs and follow prescribed project guidelines. DHC may carry out sample checks on such training and capacity building programs
 - j. Will work towards effective technology transfer through crop demonstrations ensuring required adoption rates. The project inter-alia aims at least 3.60 lakhs farmers adopting climate resilient technologies by the end of project.
 - k. Provide the necessary support to the district ATMA and others involved in project in the planning, scheduling and coordination of activities pertaining to agribusiness and value chain development for the Horticulture commodities. This would include, among others:-
 - i. Strategies and operational modalities for the development of alternate marketing channels for the Horticultural commodities.
 - ii. Strategies and operational modalities for the investments in agribusiness, foster backward and forward linkages in the value chain;
 - iii. Closely liaising with the concerned sub office of the Enterprise Development and Promotion Facility (EDPF) being set up under the project and facilitating FPOs, progressive farmers, agri entrepreneurs etc. to benefit from the activities of EDPF. Facilitating creation of need based synergies between project FPOs in the District and concerned Industry Associations
 - l. The DHC will work closely with Public Information and Communications Specialist (PICS) of Project Coordination Unit (PCU) for designing extension materials to be used in project activities particularly for crop related activities.
 - m. Ensure the convergence of APART programmes with various Govt. schemes in agricultural extension and also ensure that there is no duplicity with other schemes/ programs.
 - n. Documenting success stories, case studies, innovative business models and disseminating at various forums as directed.

- o. Any other related task assigned by the State Project Director (SPD), ARIAS Society /Director, Horticulture & Food Processing (DoH&FP) and Project Director (PD), ATMA.
- 8. **Travel Requirements:** The DHC will be required to undertake extensive field-visits and tours as per the project requirements with the approval of the Project Director, ATMA.

(C) QUALIFICATIONS, EXPERIENCE, AGE ETC.

- 9. **Educational Qualifications:** Bachelor's degree in Agriculture/Horticulture from any recognized university/ Institution.
- 10. **Working Experience:** DHC must possess at least three years of professional experience in Horticulture related activities/ Agriculture extension or related activities in any public/private sector organization.
- 11. **Computer Skills:** The DHC must have experience of using Internet based applications, using and working with advanced word processing/spreadsheet including MS Word, MS Excel and MS Power Point and other related applications.
- 12. **Language:** Fluency in English and Hindi and Assamese.
- 13. **Age:** Age of the candidate should not be more than 45 years as on 1st November, 2022. However, at the discretion of SPD, for candidates having exceptional relevant experience and qualification, the age limit may be relaxed.

(D) DURATION OF CONTRACT, NOTICE PERIOD ETC

- 14. The tenure of DHC is intended for entire duration of the project and co-terminus with the project period of APART. However, continuity of the DHC beyond eleven (11) months from the date of signing the agreement and joining the position will depend upon his/her performance. The assignment is purely contractual in nature and shall not, under any circumstance, be extended beyond the APART's closing date, without thereby incurring any liability to the GoA/ PCU/ ARIAS Society/World Bank/Gol etc. The contract with DHC 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 GoA/ PCU/ ARIAS Society/World Bank/Gol etc. The ARIAS Society or the Government of Assam shall not undertake any responsibility for subsequent deployment of the DHC
- 15. The DHC shall not assign or sub-contract, in whole or in part, his/her obligations except with the Reporting Officer's prior written consent and approval by the State Project Director, ARIAS Society. The DHC will have to serve the project on full time basis. He/she will provide services from the respective ATMA at district level.

(E) REMUNERATION AND PAYMENT TERMS AND LEAVE

- 16. Depending on the qualifications, experience, competency, and also the remuneration/pay package of the last assignment, the consolidated fixed remuneration of the DHC will be determined and mutually agreed, which could be in the range of Rs. 4.80 lakh to Rs. 6.00 lakh per year. This annual rate shall inter alia inclusive of all taxes, health/service related allowance, cost of accommodation and food, conveyance to attend the office etc. Taxes as applicable will be dealt with as per applicable laws. The remuneration may be enhanced on an annual basis as per the prevailing project rules.

If suitable candidates with above mentioned experience are not available, then candidates with minimum three

(3) years of experience in the fields indicated above, may be considered for interviews/ tests at a lower remuneration package to be decided through mutual agreement with the candidate.

- 17. Travelling, Boarding & Lodging expenses for approved official tours outside Headquarters will be reimbursed as per prevailing HR rules.
- 18. 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 DHC.. Taxes as applicable shall be dealt with as per applicable laws.
- 19. The provisions of leave would be as per Human Resource Policy of the ARIAS Society.

(F) REPORTING AND PERFORMANCE REVIEW

20. The DHC will report to the Project Director of ATMA of the assigned district on a day-to-day basis. The performance of DHC will be quarterly reviewed by a committee comprising of PD, ATMA, District Nodal Officer, APART & Alternate Nodal Officer (OPIU-Horticulture) as members. The quarterly report shall be submitted by the PD, ATMA to the SPD, ARIAS Society for its final review. The final authority on any issue(s) that may arise during the employment period of the DHC shall be resolved by the State Project Director, ARIAS Society, and the decision taken by the SPD shall prevail.

(G) FACILITIES TO BE PROVIDED

21. Give access to all the required documents, correspondences, and any other information associated with the project and as deemed necessary and shared office space (in the office premises of PD, ATMA), along with necessary facilities like computer, printer, scanner, telephone, internet connectivity etc. (No clerical assistance will be provided).

Note: This is a draft indicative ToR; The SPD, ARIAS Society reserves the right to change, update or modify this ToR at any stage during the recruitment process or at the time of signing of the Contract Agreement.