

ARIAS SOCIETY

Assam Rural Infrastructure and Agricultural Services Society

(An Autonomous Body under Govt. of Assam)

Project Coordination Unit (PCU), Proposed World Bank aided Assam Agribusiness and Rural Transformation Project (APART)

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***Draft* Terms of Reference (ToR) for hiring a consultancy agency to conduct a Market Share and Market Size Study of Eri and Muga Silk in Assam & India**

Background:

1. The Government of Assam (GoA) through Government of India (GoI) has applied for a loan from the World Bank (WB) for implementation of Assam Agribusiness and Rural Transformation Project (APART). Assam Rural Infrastructure and Agricultural Services (ARIAS) Society is the main coordinating agency for the project. The project will be implemented by eight line departments of GoA including their directorates/ agencies/ Commissionerates. ARIAS Society in association with the Department of Sericulture, Handloom and Textiles now intends to utilize a part of credit to hire a consultancy agency to conduct a study on “Market players, market share, market size and growth trends of eri and muga silk in Assam & India”
2. **Project Development Objective (PDO):** The Assam Agribusiness and Rural Transformation Project aims to “increase value-added and improve resilience of selected agriculture value chains, focusing on smallholder farmers and agro-entrepreneurs in targeted districts of Assam.”
3. There are four components to the project: **The first 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 SME Investment Fund (iv) establishing stewardship councils. **The second component is Facilitate Agro Cluster Development** with sub-components being- (i) support establishment of Industry Associations (IAs), (ii) supply chain infrastructure support to establish a modern supply chain. **The third component is Fostering Market Led Production and Resilience Enhancement** with sub components being (i) promoting climate resilient technologies and its 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 and Learning.**
4. APART would support, value addition in the production and post-harvest segments of selected agricultural value-chains; facilitate agribusiness investments through inclusive business models that provide opportunities to small farmers as well as stimulate the establishment of new small and medium agribusiness enterprises; and support resilience of agricultural production systems in order to better manage increasing production and commercial risks associated with climate change and marketing of agro produce, in the targeted districts. The project would adopt a cluster strategy within the targeted districts to generate economies of scale; promote vertical and horizontal links between local agricultural enterprises; enable diffusion of innovations; leverage network externalities; and channel public support for services and infrastructure. By adopting a cluster approach, the project would enable all the value chain participants to develop competitive and innovative products that meet market demands rapidly and successfully.
5. Component C is envisioned to enable 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; and (iv) facilitating access to a broad set of financial services and their responsible use by producers. The project 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.

6. ARIAS Society in conjunction with the Department of Sericulture Handloom & Textiles, Govt. of Assam is seeking to hire a consulting firm to conduct a detailed study on “Market players, market share, market size and growth trends of eri and muga silk in Assam & India”. For the countrywide study, four metros i.e. Kolkata, Delhi, Mumbai and Banaglore will be covered, while in Assam five districts will be covered i.e. Lakhimpur, Kamrup, Sivsagar, Jorhat and Sonitpur.

Objective of the Assignment:

7. The purpose of the study is to have an in-depth understanding on the current status of Silk market especially of Eri and Muga silk including the market size, different market players involved, and the growth and demand trend of these two silk varieties.

Scope of the Assignment & Tasks to be carried out by the consultant:

8. The broad scope of the assignment would include analyzing the secondary sources of information and generate additional primary data through surveys, interviews with stakeholders involved in the Silk value chain including silk markets. In particular, the study should include the following:
 - a. **Assessment of the Market- Market size and Market players, including but not limited to:** current size of the market (Domestic, National and International) both in terms of value and volume, various players involved in the trade (producers, middleman, retailers, exporters etc), various forms of Silk available in the market (cocoon, yarn, fabric) and their value and Point of Sale (POS) etc.
 - b. **Demand and growth trends of Muga and Eri Silk:** Trends of demand and growth of Muga and Eri Silk in the global arena and forecast of the market for next five years.
 - c. **Scope of creation/development of alternative and innovative Market Channels:** Market potential and requirement of any upgradation/creation of available marketing infrastructure including ARTFED, AGMC and any other leading players in the trade. Scope for creation of new marketing channels at various levels may also be assessed.

Reports:

9. **Inception Report:** The consultant is required to submit his inception report within **3 (three)** working days from the date of contract agreement. It is expected that the consultant will mobilize their resources within **5 (five)** days from the date of contract agreement. The report shall cover the following:
 - a. Project preparation
 - b. Detailed methodology to meet the requirement of the T.O.R. including number of teams to be mobilized for deployment, scheduling of various activities to be carried out for completion of different stages of the assignment within the stipulated time schedule.
 - c. Task assignment and work schedule.
 - d. Work programme
 - e. Proforma for data collection
 - f. Key personnel to be employed
 - g. Time frame for submission of various reports
 - h. The consultant shall carryout the modification if required in the inception report based on the client’s observations and comments. The approval to the inception report will be given by the client within **3 (three)** working days of its submission with desired changes incorporated.
10. **Interim Report:** One interim progress report showing the progress of the assignment in detail as per schedule shown below shall also be submitted.

11. **Final Report:** The consultant shall submit a draft report as per schedule shown below. Comments of the ARIAS Society on the draft report based on discussions with the consultants would be given within **3 (three)** working days of its receipt. The consultant shall incorporate modifications as required in the draft report and submit within the time limit specified below.

Schedule for submission of Reports & Payments

12. The consultant shall furnish to the client, the following reports in soft and hard copy. All documents shall be in English.

Sl	Report Type	Number of Copies	Schedule from the date of agreement	Payment
1	Inception report	3 copies	Within 3 days	10 % of the contract price
2	Interim Progress Report	3 copies	Within 45 days	20% of the contract price
3	Draft report	3 copies	Within 75 days	40% of the contract price
4	Final report	5 copies	Within 90 days	30% of the contract price

Note:

- Reports are to be furnished in hard copies along with soft copies in pdf as well as in MS Office applications. Consultant will be required to make a power-point-presentation, indicating summary of activities, findings, recommendations, constraints, etc after submission of each report at mutually agreed time & dates.
- Review Committee:** All reports will be examined and approved by a committee comprising of members as deemed suitable by the ARIAS Society, with State Project Director as the Chairman and Directors Handloom & Sericulture as members.

Key professionals whose CV will be evaluated:

Sl	Designation	Qualifications and Experiences
1	Team Leader	A PG in Economics/ Commerce /MBA with minimum of 15 years experiences in Agribusiness Management. Experience of working in world bank project is desirable.
2	Market specialist	PG in Economics/ Commerce /MBA with minimum of 10 years experiences in marketing including marketing of handloom and textile products. Experience of working in world bank project is desirable.
3	H&T Specialist	Degree in Handloom/Textiles Technology with minimum 5 years of Experience in textile merchandising or Diploma in Handloom or Textile Technology with 10 years of experiences in the relevant field including 5 years of experience in textile merchandising. Retired person from any Govt. organization in the relevant field also may be considered.

Services and facilities to be provided by the Client:

- The Client shall not provide any services and/or facilities (logistic support such as staff housing, office space, communication facilities, etc.) to the consultant during the study.
- The consultants will have to arrange for all the facilities/services required to carry out the assigned work and they should take note of this in submitting the financial proposal cost.
- Necessary coordination from Handloom & Textiles Department, Assam will be ensured by the client.
