



ASSAM STATE AGRICULTURAL MARKETING BOARD

RAMKRISHNA MISSION ROAD, ULUBARI
GUWAHATI – 781 007

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Draft TERMS OF REFERENCE (TOR)

For Agriculture Marketing Expert (AME) to be positioned in the Market Intelligence Cell (MIC) in Assam State Agricultural Marketing Board (ASAMB) under APART

A. Background & Objectives

1. The Government of Assam (GoA) through Government of India (GoI) has received a loan from the World Bank (WB) for the Assam Agribusiness and Rural Transformation Project (APART). Assam Rural Infrastructure and Agricultural Services (ARIAS) Society is the apex coordinating and monitoring agency for the project. APART is being implemented by eight line Departments of GoA including their Commissionerates/ Directorates/ Agencies. Assam State Agricultural Marketing Board (ASAMB) now intends to utilize a part of the loan to hire an **Agriculture Marketing Expert (AME)** for the Market Intelligence Cell (MIC) being set up at ASAMB under sub-component C-2 of APART, to initiate the activities of MIC on a smaller scale, which would be expanded in the longer run.
2. 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”.
3. There are four components of APART: **The first component-A 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) Agribusiness Investment Fund Support (iv) Establishing stewardship councils. **The second component-B is Facilitating Agro Cluster Development** with sub-components being- (i) Support establishment of cluster level Industry Associations (IAs), (ii) Supply chain support. **The third component-C 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 & product aggregation (iii) facilitating access to and responsible use of financial services. **The fourth component-D is project Management, Monitoring and Learning.**
4. The project 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 changes; (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.
5. Sub-component on Market Intelligence will support setting up of a Market Intelligence Cell (MIC) in Assam State Agricultural Marketing Board (ASAMB). The main objectives are to increase information transparency, profitability and market access to the farming community in the project districts. The MIC, will closely work with the Enterprise Development and Promotion Facility (EDPF) and Stewardship Councils under component A, and is expected to provide producers, enterprises and trade intermediaries with relevant information, technical knowledge & market intelligence; and support diversification and intensification of the production, aimed at responding to market demand and climate variability. The overall aim is to create a conducive environment for direct and sustainable commercial relations between producers/FPOs, and buyers of agricultural produce from the targeted value chains.

B. Scope of Market Intelligence Cell (MIC) at ASAMB under APART

6. *Improving the understanding of the supply and the demand of the products in the targeted value chains:* This would include, surveys and diagnostics for identification, characterization and mapping of producers and potential buyers; communication and dissemination campaign to inform all actors in the value chains and other potential stakeholders about the scope and rules of the project through local workshops and mass media outlets. Its aim



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is to ensure that producers and producers' organizations, potential buyers and providers of goods and services become aware of the opportunities presented by the project. Successful initiatives that can be replicated, will be disseminated widely to share knowledge on promising business opportunities; and an online-based information system on markets, prices, and services, technology, affiliated FPOs, etc., will be created, that will be open to all value chain actors.

7. *Connecting the demand and the supply:* This would include, market studies to identify concrete business and market opportunities for FPOs and buyers at the state, national, and regional level. To enhance producers' prospects of establishing viable and durable commercial relations with buyers, the project will support the identification of buyers that have a demonstrated demand for products generated from the targeted value chains; and facilitating the dialogue with stewardship councils to inform the policy reform agenda for the targeted value chains.

C. Indicative Activities of the Market Intelligence Cell

Note: Although a number of activities have been show below, the activities in the beginning would be mainly limited to price data gathering and dissemination (through various media options available) including establishing a database of historical prices and volume data for key commodities

8. *Diagnostic studies, surveys, gap analysis etc:* This would include a diagnostic study for identification, characterization, and mapping of producers and potential buyers of APART commodities. It will also aim at understanding the market intelligence requirements of farmers and other agri value chain players in the targeted districts. Another study would be conducted on business and market opportunities for project FPOs which will explore alternative and innovative marketing channels and opportunities for APART FPOs. A buyers' survey will be conducted with an objective to assess the quantity, quality, seasonality and other specifications of potential buyers of APART FPO/CSC commodities. This database of buyers will be constantly updated.
9. *Price forecasts for APART commodities:* Price forecasts will be made for major non-perishable commodities of APART. The MIC will collect historical data of selected commodities- Area, Production and Yield at international, national and state level, local and national market data on arrivals and prices, Export-Import, Rainfall data, Daily Prices, Futures prices, WPI, MSP etc. This data will be continuously updated. The MIC will apply different forecasting models (based on regression and time series methods) and prepare price forecasts for selected commodities. The forecasts will be disseminated to farmers and other value chain players after harvest and before sowing through suitable media.
10. *Providing related project information, market and weather intelligence:* Relevant project information, daily market prices, weather information, crop advisory, buyers'/ market specifications for agro commodities, etc shall be disseminated to the farmers and others value chain players through suitable mass media like Newspapers, Agri-farm magazines Television, Radio, SMS and Voice mail through mobile phones etc. This will be supplemented by an intensive communication and dissemination campaign.
11. *Training & Capacity building:* The MIC shall train the project staff, farmers and other value chain players in agricultural market intelligence, its dissemination, effective usage, market linkages and value chain concepts etc.

D. Key Job Responsibilities of Agriculture Marketing Expert (AME)

12. *The key job responsibilities of AME include but not limited to the following:*
 - a. AME will anchor the market prices and arrival volume data collection initiative under the MIC through close liaison with the various market controlling authorities and staff through the district teams particularly the District Agriculture Marketing Coordinators, positioned in District ATMA offices.
 - b. Set up, manage and maintain and effective mechanism of commodities prevailing price and volume arrival information to the farmers and other value chain players through optimal media options available.



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- c. Supervise the activity relating to data mining and analytics by the Junior Data Analyst and providing need based training and handholding particularly in the early phase of MIC.
- d. Be instrumental in establishing a database of historical prices and volumes for the key commodities as applicable.
- e. Exploring options for expansion & scaling up of the activities of MIC after the initial phase activities have been streamlined and systems/ processes have been established, taking cues among others from the recommendations of ongoing feasibility study on setting up commodity exchange platforms and its implementation outcome.
- f. Continuous liaison with District Agri Marketing Coordinators (DAMCs) hired under the Project
- g. Facilitating Agricultural markets data analysis using statistical/business analysis tools, software etc.;
- h. Passing on the market standards and specifications for various commodities to the district teams on the production side, extension staff etc.
- i. Documentation of best practices and success stories in agrimarket intelligence
- j. Contributing to training and capacity building sessions for the Project staff on agri market intelligence.
- k. Participation in Conferences, Seminars, Symposia etc on agri market intelligence as required;
- l. Any other task assigned by the Nodal Officer-ASAMB, APART/ CEO, ASAMB.
- m. **Travel Requirements:** AME will take up field visits/tours to the project locations with the approval of CEO, ASAMB/ Nodal Officer-ASAMB, APART. Occasional out of state visits may also be required as directed.

E. Qualification, Experience, Skillset, Age etc:

13. **Essential Educational Qualifications:** At least a Master's degree/ Diploma of minimum two years duration in Agriculture Marketing/ Agriculture Marketing and Cooperation/ Agribusiness/ Agricultural Economics or a closely related field from a recognised institution/University.
14. **Essential Experience:** At least 7 years' relevant experience in agricultural marketing including market intelligence and related activities
15. **Computer Skills:** AME must have proficiency in the use of Internet based applications, Graphics, MS Word, MS Excel and MS Power Point, data analysis, statistical applications etc.
16. **Language:** AME should possess high level of fluency in written and spoken English. Knowledge of local language would be an added advantage.
17. **Age:** Age of the candidate should not be more than **40 years on 1st February 2020**

F. Duration of the contract, notice period etc.

18. The contract period of the AME is intended for entire duration of the project i.e. upto 2024. However, continuity of the AME beyond one(1) year from the date of joining the service shall depend upon his/her performance.
19. The contract with AME 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/ ASAMB/ ARIAS Society. The assignment is purely contractual in nature and shall not, under any circumstance, be extended beyond the APART's closing date. The Government of Assam/ASAMB/ARIAS Society shall not undertake any responsibility for subsequent deployment of the consultant.
20. The AME shall not assign or sub-contract, *in whole or in part*, his/her obligations except with the Reporting Officer's prior written consent. The AME will have to serve the project on full time basis. He/she will provide services from office of ASAMB, Guwahati.



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G. Remuneration and payment terms & leave

21. Depending on the qualifications, experience, competency, and also the remuneration/pay package of the last assignment, the consolidated fixed annual remuneration of the **AME** will be in the range of Rs. **11.40 to 19.20 lakhs**. This remuneration shall be inclusive of Performance Linked Incentive (PLI), all taxes, health/service related insurance, all allowances, cost of food, accommodation and conveyance to attend office etc. The remuneration may be enhanced on an annual basis, based on the prevailing project rules.
22. Travelling, Boarding & Lodging expenses for approved official tours outside the place of posting will be reimbursed as per prevailing project rules.
23. The remuneration will be given in equal monthly instalments and the PLI will be given quarterly based on the performance and achievement against the mutually agreed deliverables by the **AME**. Taxes as applicable shall be dealt with as per applicable laws.
24. The provisions of leave would be as per prevailing project rules.

H. Facilities to be provided:

25. **AME** will be provided access to the required documents, correspondence, and any other information associated with the project and as deemed necessary. **AME** will be provided with one office cubicle/workstation along with computer, printer, computer/office consumables, and internet access. **AME** however will not be provided with any clerical assistance.

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