



ASSAM STATE AGRICULTURAL MARKETING BOARD

RAMKRISHNA MISSION ROAD, ULUBARI
GUWAHATI – 781 007

Cell phones: +91 7086047913 (Nodal Officer, OPIU-APART) ; +91 7086082484, +91 7086082499 (Alternate Nodal Officers, OPIU-APART)

***Draft* TERMS OF REFERENCE (TOR)**

For Junior Data Analyst 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. As a part of the Project interventions, an Agri Market Intelligence Cell (MIC) is being set up at the Assam State Agricultural Marketing Board (ASAMB). To initiate the activities of the MIC, it has been decided to hire a two member team i.e. an Agri Marketing Expert and a Junior Data Analyst. The Board now intends to utilize a part of the loan to hire among others, a **Junior Data Analyst (mainly to support the Agri Marketing Expert)** for the Market Intelligence Cell (MIC) being set up at ASAMB under sub-component C-2 of APART.
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 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 a 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 Council under component A, and is expected to provide producers, enterprises and trade intermediaries with relevant information, technical knowledge, and market intelligence; and support diversification and intensification of the



ASSAM STATE AGRICULTURAL MARKETING BOARD

RAMKRISHNA MISSION ROAD, ULUBARI
GUWAHATI – 781 007

Cell phones: +91 7086047913 (Nodal Officer, OPIU-APART) ; +91 7086082484, +91 7086082499 (Alternate Nodal Officers, OPIU-APART)

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 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 council 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



ASSAM STATE AGRICULTURAL MARKETING BOARD

RAMKRISHNA MISSION ROAD, ULUBARI
GUWAHATI – 781 007

Cell phones: +91 7086047913 (Nodal Officer, OPIU-APART) ; +91 7086082484, +91 7086082499 (Alternate Nodal Officers, OPIU-APART)

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 Junior Data Analyst

12. *The major responsibility of the Junior Data Analyst will be to support the Agri Marketing Expert in setting up and implementing the activities of the MIC under APART. The key activities to be performed by Junior Data Analyst include, but not limited to the following:*

- a. To understand the current methods of price and volume data collection and reporting by the Market Committees and concerned authorities of the rural haats, and make improvements by introducing soft and hard interventions to ensure timeliness, reliability and accuracy;
- b. To set up and execute a mechanism for collection of price and arrival volumes information of APART crop commodities in the agri wholesale rural periodic markets, involving district teams of the Project.
- c. Collection of historical wholesale price and volume data of Project's agri commodities from Regulated markets and rural haats (wherever available)
- d. To store the data collected as a repository, and data products, after relevant analysis, in a scientific way and ensure it is secure and easy to retrieve & disseminate whenever required;
- e. Data mining & analytics: Junior Data Analyst will scan pre-existing data bases from online and off line sources in order to generate useful market related information for dissemination to the agri value chain players through applicable statistical analysis.
- f. To devise effective ways and means for disseminating data and data products of MIC by different media including TV, radio, mobile phones, websites, other service providers, etc. through bulletins, alerts, announcements, voice and text messages, whats app, emails, reports etc.;
- g. To arrange for displaying content on electronic boards/ price ticker boards located in Markets and other relevant public places;
- h. To work in close liaison with the Agri Marketing Specialist (AMS), ASAMB at Project HQ level and District Agri Marketing Coordinators (DAMCs) at District level
- i. Any other task assigned by the Nodal Officer-ASAMB, APART/ CEO, ASAMB.
- j. **Travel Requirements: Junior Data Analyst** 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. Essential Qualification, Experience, Skillset, Age etc:

13. **Essential Educational Qualifications:** Masters in Statistics/ Agri Statistics/ Economics/ Agricultural Economics or a closely related field.
14. **Essential Experience:** At least **four (4) years'** experience in the domain



ASSAM STATE AGRICULTURAL MARKETING BOARD

RAMKRISHNA MISSION ROAD, ULUBARI
GUWAHATI – 781 007

Cell phones: +91 7086047913 (Nodal Officer, OPIU-APART) ; +91 7086082484, +91 7086082499 (Alternate Nodal Officers, OPIU-APART)

15. **Computer Skills:** Proficiency in the use of Internet based applications, Graphics, MS Word, MS Excel and MS Power Point, advanced statistical tools, excellent data mining & analytical skills and other related applications.
16. **Language:** should have fluency in English & Assamese language.
17. **Age:** Age of the candidate should not be more than **35 years on 1st of June, 2020**

F. Duration of the contract, notice period etc.

18. The contract period of the **Junior Data Analyst** is intended for entire duration of the project i.e. upto 2024. However, continuity of the **Junior Data Analyst** beyond **eleven (11)** months from the date of joining the service shall depend upon his/her performance.
19. The contract with **Junior Data Analyst** 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 **Junior Data Analyst** shall not assign or sub-contract, *in whole or in part*, his/her obligations except with the Reporting Officer's prior written consent. The **Junior Data Analyst** will have to serve the project on full time basis. He/she will normally provide services from the ASAMB, Guwahati.

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 **Junior Data Analyst** will be in the range of Rs. **6.60 to 10.80 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 the office at Guwahati. 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 **Junior Data Analyst**. 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. **Junior Data Analyst** will be provided access to the required documents, correspondence, and any other information associated with the project and as deemed necessary. **Junior Data Analyst** will be provided with one office cubicle along with computer, printer, computer/office consumables, and internet access. **Junior Data Analyst** *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.

E-mail: ceo.asamb@gmail.com ; asambopiu@gmail.com



web.: <http://asamb.assam.gov.in> ; <http://asamb.in>

ASSAM STATE AGRICULTURAL MARKETING BOARD

RAMKRISHNA MISSION ROAD, ULUBARI
GUWAHATI – 781 007

Cell phones: +91 7086047913 (Nodal Officer, OPIU-APART) ; +91 7086082484, +91 7086082499 (Alternate Nodal Officers, OPIU-APART)



ASSAM STATE AGRICULTURAL MARKETING BOARD

RAMKRISHNA MISSION ROAD, ULUBARI
GUWAHATI – 781 007

Cell phones: +91 7086047913 (Nodal Officer, OPIU-APART) ; +91 7086082484, +91 7086082499 (Alternate Nodal Officers, OPIU-APART)

Annexure-1

Proforma for Quarterly Performance Appraisal (QPA) for grant of Project Allowance/Project Linked Incentive to the employees of APART and also for allowing enhanced CTP to the contractual consultants / staff

PART-A: (Information from Sl. 1 to Sl.5 is to be filled up by employee concerned)		
1.	Name of the Employee	:
2.	Position/ Designation	:
3.	Period of reporting (For the quarter)	:
4.	Supervising Officer of the employee	:
5.	Works assignments/deliverables and achievement during the period (50% of Project Allowance/Performance Linked Incentive will be linked to 'a' and 'b' below:	
	(a) Target/entrusted works assignments/deliverables during the reporting period (to be intimated to the supervising officer ahead of every quarter through email):	
	(b) Achievements against 'a' above:	
	Date:	Signature of employee
PART-B: (Assessment to be recorded by Supervising Officer for Sl. 6 to Sl.8)		
6.	Name of the Supervising Officer	
7.	Assessment of Conduct(50% of the Project Allowance/Performance Linked Incentive shall be based on this assessment):	
	i) Discipline	(points out of 5) :
	ii) Punctuality in attendance	(points out of 5) :
	iii) Behavior	(points out of 5) :
	iv) Integrity	(points out of 8) :
	v) Proactiveness	(points out of 9) :
	vi) Competency	(points out of 9) :
	vii) Efficiency	(points out of 9) :



ASSAM STATE AGRICULTURAL MARKETING BOARD

RAMKRISHNA MISSION ROAD, ULUBARI

GUWAHATI – 781 007

Cell phones: +91 7086047913 (Nodal Officer, OPIU-APART) ; +91 7086082484, +91 7086082499 (Alternate Nodal Officers, OPIU-APART)

	Total score	50 points	:
8.	Performance grading based on Sl. 5 above out of total 50 points		:
9.	Total Score out of 100 points (Sl.5 + Sl.8)		:
			<u>In case the total awarded score is less than 85%, the Supervising Officer is to provide explanation below:</u>
10.	<i>Protocol for payment of Performance Project Allowance / Performance Linked Incentive:</i>		
	'Outstanding' i.e. consultant/staff who get 95% or above score in the Quarterly Performance Appraisal will get 100% of the Project Allowance/Project Linked Incentive.		
	'Very good' i.e. consultant/staff who get 90% to 94.99% score in the Quarterly Performance Appraisal will get 95% of the Project Allowance/Project Linked Incentive.		
	'Good' i.e. consultant/staff who get 85% to 89.99% score in the Quarterly Performance Appraisal will get 90% of the Project Allowance/Project Linked Incentive.		
	'Average' i.e. consultant/staff who get 70% to 84.99% score in the Quarterly Performance Appraisal will get 85% of the Project Allowance/Project Linked Incentive.		
	'Poor' i.e. consultant/staff who get less than 70% score in the Quarterly Performance Appraisal will not be eligible for Project Allowance/Project Linked Incentive.		
	Date:	Signature of the Supervising Officer	
11.	Decision of the accepting authority (Head of Office): <i>(Head of Office reserves the right to overrule/modify the score given by the Supervising Officer)</i>		
	Date:	Signature of Head of Office	