

ARIAS SOCIETY

Assam Rural Infrastructure and Agricultural Services Society

(An Autonomous Body under Govt. of Assam)

Project Coordination Unit (PCU)

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Draft TERMS OF REFERENCE (TOR) for Hiring of a District Enterprise Development Executive (DEDE) for Agri enterprise promotion under the World Bank financed Assam Agribusiness and Rural Transformation Project (APART)

(A) PROJECT & ASSIGNMENT BACKGROUND

1. The Government of Assam (GoA) through Government of India (GoI) has received a loan from the World Bank for implementation of 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. The project is being implemented by eight line departments of GoA including their Directorates/Agencies/Commissionerates. The project interventions would be taken up in 24 prioritized districts of Assam i.e. Kokrajhar, Barpeta, Nalbari, Darrang, Sonitpur, Biswanath, Goalpara, Nagaon, Hojai, Cachar, Karbi Anglong, West Karbi Anglong, Golaghat, Dhubri, South Salmara, Morigaon, Kamrup, Kamrup Metro Jorhat, Majuli, Sivasagar, Charaideo, Hailakandi and Lakhimpur.
2. **Project Development Objective (PDO):** The Assam Agribusiness and Rural Transformation Project (APART) aims 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 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 second component 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 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. APART would support, value addition in the production and post-harvest segments of prioritized agricultural value-chains; facilitate agribusiness investments through inclusive business models that provide opportunities to smallholder 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 and value chain 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.
5. Component A is envisioned to enhance the pace of enterprise growth and employment in the targeted districts. The Subcomponent A2, aims to promote an enabling agriculture enterprise ecosystem in the state. Towards this, the project has initiated “*Kshyamata*” Program for promoting Agribusiness Enterprise Development to foster and accelerate growth of agro-processing sector, thereby promoting commercialization of agricultural production, increasing value addition and agricultural incomes. The program will identify growth oriented existing and potential entrepreneurs, who are pursuing business opportunities related to postharvest value addition in agriculture and allied sectors, and provide them with a holistic service offering that accelerates their growth and promotes sustainability. It is expected that program will have a catalytic effect, encouraging a new generation of entrepreneurs to enter, grow, and advance the industry. The project intends to support 1300 nos. of agro enterprises, both new and existing,

agri enterprises through *Kshyamata* program.

6. APART seeks highly motivated and entrepreneurial individual(s) for the role of **District Enterprise Development Executive (DEDE)**; two (2) numbers in each of seven districts i.e. **Kamrup, Nalbari, Sonitpur, Jorhat, Goalpara, Golaghat & Cachar**. The District Enterprise Development Executive will support implementation of the *Kshyamata* program under the APART project at district level.

(A) OBJECTIVES OF THE ASSIGNMENT & SCOPE OF POSITION

7. The **District Enterprise Development Executive (DEDE)** will support the strategy design for the enterprise support component and will be responsible for ensuring the effective planning and implementation of the activities and interventions at district level. DEDE will report to the **District Enterprise Development Coordinator (DEDC)** of the District where he/she is posted. DEDE will prepare and submit the monthly progress report of the tasks accomplished to the District Enterprise Development Coordinator (DEDC).

8. *Key job responsibilities of the DEDE include:*

- a. Implement capacity building, handholding and need based support to selected enterprises, so that enterprises have the basic capacity needed to engage with the financial institutions.
- b. Develop a systematic database on the entrepreneurial activities as they relate to the overall scope of the project and the identified needs.
- c. Manage the day-to-day interaction with the enterprises. Provide support to entrepreneurs across ideation, acceleration, investment and scale-up stage.
- d. Provide capacity building trainings in coordination with district team including book keeping, accounting, marketing, labeling, packaging, product development, inventory management, business administration etc.
- e. Establish market linkages (forward and backward) for sustainable business development of the enterprises.
- f. Assist enterprises in product development, promotion, packaging and quality improvement.
- g. Support enterprises in certification, registration and membership with agencies, bodies, federations etc for business capacity building and partnerships.
- h. Identify the gaps in knowledge and skills required by agri enterprises and providing appropriate solution/ business related advisory to address the gaps
- i. Conduct and coordinate the training as per pre-approved plan and within time frame and as per the guidelines provided by the project.
- j. Assist entrepreneurs in proposal writing, documentation and leverage from existing schemes as well as relevant linkages with financial institutions
- k. Follow-up with the enterprises, once they have become functional with the project support, to ensure sustainability of their businesses and income streams;
- l. Monitoring of performance of enterprises and project activities. Collecting and updating the MIS related information for the project.
- m. **Travel Requirements:** The DEDE will be required to undertake field-visits and tours as per the project requirements

(B) QUALIFICATIONS & EXPERIENCE, AGE ETC.

- B.Sc in Agriculture or allied sectors/ B.E. or B.Tech in Agriculture/ food technology/ BBA with at least 3 years' experience in agribusiness, food processing sector.
- Experience in entrepreneurship and enterprise Development, counseling for enterprises, conducting training & capacity building programmes and facilitating access to finance and business development, marketing of agri / food products will be and added advantage.
- Entrepreneurial mind- set, including ability to work independently, self- motivated, and propose and implement new initiatives
- Well conversant in use of internet, email, Word, Power Point, Excel is essential.
- Fluency in Assamese, English & Hindi
- Motivated to travel frequently to meet the needs of the program and deliver impact effectively

9. **Age:** The candidate shall not be of more than 35 years of age as on 31st July 2020. However, in case of exceptionally talented candidate having wide relevant experience this requirement may be relaxed.

(C) DURATION OF CONTRACT, NOTICE PERIOD ETC.

10. The contract period of the **DEDE** is intended for entire duration of the project i.e. upto 2024. However, continuity of the **DEDE** beyond eleven (11) months will depend upon his/her performance. The **DEDE** will have to work for the program on full time basis reporting to District Enterprise Development Coordinator (DEDC).
11. The contract with **DEDE** 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/ DICC/ OPIU Industries/ ARIAS Society. The assignment is purely contractual in nature and shall not, under any circumstance, be extended beyond the APART's closing date. The ARIAS Society or the Government of Assam shall not undertake any responsibility for subsequent deployment of the **DEDE**.
12. The **DEDE** will have to serve the project on full time basis and will be placed in DICC Office Jorhat/Goalpara/Kamrup/Nalbari/ Golaghat/Sonitpur/Cachar with a provision of transfer to any other District. The resignation/termination shall be as per HR Policy of the ARIAS Society.

(D) REMUNERATION

Depending on the qualifications, experience, competency, and also the remuneration/pay package of the last assignment, the consolidated fixed monthly remuneration of the DEDE will be determined and mutually agreed, which could be in the range between **Rs. 3.00 Lakh to Rs. 4.20 Lakh per year**. This annual rate shall be inclusive of all taxes, health/service related insurance, all allowances, cost of accommodation and food at place of posting, conveyance to attend the office, etc. The maximum Cost to Project (CTP) for the positions, within the above indicative range, will be fixed based on (i) **upto maximum of 20%** hike on the last drawn remuneration of the selected applicants and (ii) performance in the interview.

13. The remuneration may be enhanced on an Annual Basis, based on the HR Policy of the ARIAS Society

(E) REPORTING AND PERFORMANCE REVIEW

14. District enterprise development executive will report to the **District Enterprise Development Coordinator (DEDC)**. The DEDE will prepare and submit the monthly progress report of the tasks accomplished to the DEDE as well as to the GM of concerned DICCs. The quality of service and performance of the DEDE will be reviewed by the GM on a quarterly basis and the annual performance review will be done as per the HR Policy of the ARIAS Society.

(F) FACILITIES TO BE PROVIDED TO THE DEDE:

15. Access to the required documents, correspondence, contact details and any other information associated with the project and as deemed necessary. **DEDE** will be provided with one office cubicle/workstation/ shared office space along with computer, printer, computer stationery/office consumables, and internet access.

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