

**Draft Indicative Terms of Reference (ToR) Sector Expert Agribusiness & Marketing (SEAM) for Agricultural Policy Unit under the World Bank financed Assam Agribusiness and Rural Transformation Project (APART)**

**(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 Assam Rural Infrastructure and Agricultural Services (ARIAS) Society is the apex coordinating and monitoring agency at state level for the Project. An Agricultural Policy Unit is being set up under APART in consultation with the World Bank. The Agricultural Policy Unit will work towards enhancing the state level institutional capacity in terms of Policy review, implementation, amendments, and formulation of new policies. The Unit will also be helpful in translating national policies to the state level implementation strategies. The said Policy Unit will also support in effectively organizing the existing State capacity to be more dynamic and result oriented. ARIAS Society now intends to hire six positions for the said Agricultural Policy Unit to be set up under APART. One of the positions is **Sector Expert- Agribusiness & Marketing (SEAM)**. The following are the draft indicative terms and conditions for engagement of the SEAM.
2. The development objective of APART is “*add value and improve resilience of selected agricultural 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 an Agribusiness Enterprise Development and Promotion Facility (EDPF) (iii) Agribusiness Investment Fund (AIF) support (iv) establishing stewardship council. **The second component-B is Facilitating Agro Cluster Development** with subcomponents 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 and 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 change; (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 better able to respond to market opportunities and climate variability.
5. **The sub-component A-4** of the Project will support the setting up, and establishment of stewardship council in select value chains. The Stewardship Council will act as a platform for engaging industry leaders and stakeholders of the given value chain to act in concert to develop

and implement sustainable strategies for their value chain. The aim is to strengthen information, coordination and linkages in the targeted value chains and institute a sustainable mechanism for effective public-private sector dialogue. It is expected that the Stewardship Council, will identify constraints (policy, institutional, etc.) and workforce development, skill gaps that are needed to be bridged to raise productivity and competitiveness of the respective value chain. Activities to be funded among others, include: (i) preparation of detailed action plans and, feasibility studies, for sustainable growth of the identified value chains, (ii) providing technical assistance to develop a market based vision and strategic action plan for each value chain, and (iii) providing need based matching grants (Sector Stewardships Council Grants) on the basis of business plans prepared by them.

## **(B) OBJECTIVES OF THE ASSIGNMENT AND SCOPE**

6. The scope of position for **Sector Expert- Agribusiness & Marketing (SEAM)** as a part of the Agricultural Policy Unit mainly involves supporting the Head of the Unit cum Sr Policy Advisor with agribusiness and marketing inputs, value chain aspects, agro logistics and supply chain management etc.
7. *The key job responsibilities of Sector Expert- Agribusiness & Marketing (SEEM) include*
  - a) Sector Expert- Agribusiness & Marketing (SEEM) will support the Head of the Policy Unit with expert inputs with respect to policies in **the broad area of Agribusiness and Agricultural Marketing.**
  - b) To study the **Agribusiness and Agricultural Marketing** scenario of the State and performing a gap analysis and coming up with proposals on policy changes, new policies required and putting up the same for consideration of Head of Policy Unit cum Sr Policy Advisor for further placing before the appropriate Govt authorities as deemed fit.
  - c) Carrying out **stakeholders meetings and survey of value chain players** for an assessment of the trends in Agribusiness and Agricultural Marketing in the State.
  - d) Studying the **agro logistics and supply chain management** of key Agri and allied commodities in the State, analysis of gap areas and making suggestions for plugging these gaps to the Head of the Policy Unit for further consideration.
  - e) Compiling a database of existing Policies/ Laws/ Acts pertaining to broad area of **Agribusiness and Agricultural Marketing**, their preliminary analysis, preparing summaries and also an assessment of the clauses/ parts which may be subjected to revision and putting up the same to Head of Policy Unit.
  - f) Reviewing the drafts of Policies pertaining to Agribusiness and Agricultural Marketing which are in the process of being finalized and making suggestions for improvement.
  - g) Arranging meetings/ discussions/ seminars and other such events on policy review/ analysis and stakeholder feedback in the broad area of **Agribusiness and Agricultural Marketing.**
  - h) Identification of sectoral strategic interventions required in the **Agribusiness and Agricultural Marketing** at State level in consultation with sector stakeholders and value chain players and placing the same before Head of Policy Unit for further considerations.
  - i) Working closely with the Consulting Agency engaged in the sub-component A-4 of the Project and also the Commissionerate of Industries and Commerce on a day to day basis.
  - j) **Travel Requirements:** Head of the Unit cum Sr. Policy advisor will take up field visits/tours to the project locations, District Offices etc with the approval of Reporting Officer. Occasional out of state visits may also be required as directed.

## **(C) MINIMUM ESSENTIAL QUALIFICATIONS, EXPERIENCE, AGE ETC.**

8. **Educational Qualification:** At least a Masters/ PG Diploma (minimum two years duration) in Agribusiness/ Agribusiness Management/ Agricultural Marketing/ Agricultural Economics.

9. **Working Experience:** At least 10 years of experience in preparation of agricultural policy related documents in the **Agribusiness and Agricultural Marketing area**. A demonstrated ability to work with senior government officials and to clarify and explain complex policy issues in the area of **Agribusiness and Agricultural Marketing area** in an appropriate manner.
10. **Computer Skills:** Must have proficiency in the use of Internet based applications, Graphics, MS Word, MS Excel and MS Power Point and other related applications.
11. **Language:** Fluency in English and Hindi
12. **Age:** Age of the candidate should not be more than **50** years as on **1<sup>st</sup> July, 2021**.
13. **Desirable:**
  - a) Experience of working in North Eastern Region;
  - b) Fluency in Assamese/Bengali,/Bodo and other local languages;

**(D) DURATION OF THE CONTRACT, NOTICE PERIOD ETC**

14. The tenure of the **Sector Expert- Agribusiness & Marketing (SEAM)** is intended for entire remaining duration of the project and co-terminus with the project i.e. September 2024. However, continuity of the **Sector Expert- Agribusiness & Marketing (SEAM)** beyond **eleven (11) months** from the date of signing the contract agreement and joining the position, will depend upon his/her performance. The assignment is purely contractual in nature. The contract with **Sector Expert- Agribusiness & Marketing (SEAM)** 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/PCU/ ARIAS Society. The PCU/ARIAS Society or the Government of Assam shall not undertake any responsibility for subsequent deployment of the Consultant.
15. The **Sector Expert- Agribusiness & Marketing (SEAM)** shall not assign or sub-contract, *in whole or in part*, his/her obligations except with the Reporting Officer's prior written consent. The **Sector Expert- Agribusiness & Marketing (SEAM)** will have to serve the project on full time basis. He/she will provide services from the office of ARIAS Society, Khanapara, Guwahati.

**(E) REMUNERATION, PAYMENT TERMS & LEAVE**

16. Depending on the qualifications, experience, competency, and also the remuneration/pay package of the last assignment, the consolidated fixed remuneration of the **Sector Expert- Agribusiness & Marketing (SEAM)** will be determined and mutually agreed, which could be in the range of Rs 11.40 lakhs to Rs 19.20 lakhs per annum or as admissible under HR Policy of ARIAS Society; initial period of engagement will be three years. Final package will be based on negotiation with the selected incumbent.
17. Travelling, Boarding & Lodging expenses for approved official tours outside HQ will be reimbursed as per prevailing Project rules.
18. The remuneration will be given in equal monthly installments and the performance-linked-incentive will be provided quarterly based on the performance and achievement against the mutually agreed deliverables by the **Sector Expert- Agribusiness & Marketing (SEAM)**. Taxes as applicable shall be dealt with as per applicable laws.
19. The provisions of leave would be as per HR Policy of ARIAS Society.

**(F) REPORTING AND PERFORMANCE REVIEW**

20. The **Sector Expert- Agribusiness & Marketing (SEAM)** will report to the Head of the Unit cum Sr Policy Advisor. The performance of the **Sector Expert- Agribusiness & Marketing (SEAM)** will be reviewed accordingly on quarterly basis.

**(G) FACILITIES TO BE PROVIDED**

21. Access to all the required documents, correspondence, and any other information associated with the project, as deemed necessary and shared office space at ARIAS Society, Guwahati, along with necessary facilities like computer, printer, scanner, internet connectivity etc.

**Notes:**

- 1. This is a draft ToR and the Project reserves the right to modify the ToR, including increasing or reducing the number of positions or scrapping all the positions any time before the recruitment process is completed.*
- 2. ARIAS Society is an equal opportunity employer and strongly encourages women candidates to apply.*

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