

**ARIAS SOCIETY**  
**Assam Rural Infrastructure and Agricultural Services Society**  
*(An Autonomous Body of Govt. of Assam)*  
Project Coordination Unit (PCU) of the World Bank Financed  
Assam Agribusiness and Rural Transformation Project (APART)  
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***Draft Indicative Terms of Reference (ToR)***

**District Agricultural Marketing Coordinator (DAMC) under ATMA**

**(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). Assam Rural Infrastructure and Agricultural Services (ARIAS) Society is the apex coordinating and monitoring agency for APART. ARIAS Society in association with Directorate of Agriculture now intends to hire 12 District Agricultural Marketing Coordinators for 12 (undivided as of 1<sup>st</sup> April, 2016) project Districts, purely on contractual basis under APART.
2. The development objective of the project is “to add value and improve resilience of selected agri value chains focusing on smallholder farmers and agro-entrepreneurs in the targeted districts of Assam”.
3. There are four components of the 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 (iv) establishing stewardship councils. **The second component is Facilitating Agro Cluster Development** with sub- components being- (i) support establishment of 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 and Learning.**
4. The project will achieve the PDO by: **(i)** improving producer’s access to knowledge and climate resilient production technologies so that producers are able to respond to climate changes and climate variability and emerging market opportunities.; **(ii)** promoting investments in agribusiness, fostering backward and forward linkages in the value chains for Agriculture, horticulture, livestock and allied products, facilitating access to finance for agribusiness entrepreneurs, and, where appropriate, push for process, regulatory and/or policy change; and **(iii)** supporting the development of an improved platform for market-related information and intelligence, alternative market channels, piloting electronic Negotiable Warehouse Receipts (ENWRs) for Agriculture commodities and improved services provided by modernizing the promising agricultural wholesale markets.

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

5. The scope of work would include, development of agribusiness and agri value chains at cluster level, assisting ATMA and other District level project staff in providing market oriented services to farmers and other value chain players, be instrumental in dissemination of agricultural market intelligence through close liaising with Market Intelligence Cell (being set up in the project) and Assam State Agricultural Marketing Board and so also obtaining market specifications/customer preferences of agro commodities and disseminating them to extension staff, FPOs, individual farmers and other value chain players.
6. ***The key job responsibilities of the DAMC include:***
  - a. Provide strategic guidance to the project in the area of agribusiness and value chain development including identification of focus areas for intervention; and identifying and developing the needs that are emerging from high value horticulture/ agriculture and allied sectors of the state;
  - b. Provide the strategic guidance to the district ATMA and others involved in project in the planning, scheduling and coordination of activities pertaining to agribusiness and value chain development for the project. This would include, among others-
    - i. Strategies and operational modalities for the development of alternate marketing channels in the project

locations, including; costing; institutional requirements etc.

- ii. Strategies and operational modalities for the investments in agribusiness, foster backward and forward linkages in the value chain;
  - iii. Closely liaising with the concerned sub office of the Enterprise Development and Promotion Facility (EDPF) being set up under the project and facilitating FPOs, progressive farmers, agri entrepreneurs etc. to benefit from the activities of EDPF. Facilitating creation of need based synergies between project FPOs in the District and concerned Industry Associations
  - iv. Finding new markets including large buyers/traders etc for produce from FPOs, providing market signals, information on market specifications, standards of agricultural produce to FPOs, and ATMA team
  - v. Liaising closely with the staff of international agencies involved in the project particularly that on the agro logistics and supply chainfront
  - vi. Ensuring that the information and intelligence disseminated by the Market Intelligence Cell set up under Assam State Agricultural Marketing Board (ASAMB) reaches its intended recipients i.e. farmer groups, FPO members, individual farmers and other value chain players. DAMC would be in close contact with the Regulated Market Committee of the area and disseminate information on its initiatives to farmers/farmer groups
  - vii. DAMC would keep a track of latest status of schemes related to agricultural marketing brought by central and state governments and disseminating information to intended prospects in the value chain including pre- requisites and procedure of application, follow up contact agency etc
  - viii. DAMC would play a key role in organizing buyer seller meets both by Agri Department as well as EDPF. DAMC would maintain and continuously update database of large buyers, their seasonal demands, trends etc and disseminate the same to FPOs and needy individual farmers
  - ix. Facilitating contract farming by interested farmers for high value crops, processing varieties of crops, maintaining close liaison with contract farming sponsors and also assisting them with necessary paperwork at District level Government offices on need basis
  - x. Dissemination of information on benefits to farming community by selling through organized markets, farmer consumer markets in case of fruits & vegetables, special commodity markets etc, if feasible
  - xi. Supporting ATMA team in preparation of District level Value Chain Development Plans(VCDPs)
  - xii. Liaising with financial institutions, agri insurance companies, commodity trading companies, warehouse managers active in the District and dissemination of information on their offerings relevant to the farmers in the District
  - xiii. Providing inputs in the content for demonstrations in cases where a marketable/market specified quality can be attained by altering the cultivation practices
  - xiv. Contributing on need basis to market development activity under the sub-component on supply chain support.
  - xv. Prepare framework for the demand-driven investment proposals by producers, producer organizations and other value chain participants
  - xvi. Any other task assigned by the Reporting Officer.
- c. Assess and document the performance of local sub-sector and industries involved in the value chains of the project commodities (e.g., farmers and producers of final and intermediate goods, such as processors, input suppliers, freight forwarders, transporters, and so on), based on existing documents, secondary research and field visits.
  - d. Identify actions that can be taken up by value chain participants to improve productivity, efficiency, expand their market share, reduce costs, increase competitiveness, and add value along the product value chain and this would include–
    - i. Provide estimates of cost, time, and added value of sourcing, transforming, and delivering raw materials from one segment (or process) of the value chain to another.

- ii. Benchmark the indicators in the value chains in the production and delivery of similar products.
- iii. Identify key segments and activities within the chain where performance lags behind those of competing sectors.
- iv. Prioritize segments and activities in the chain where poor performance or inefficiencies severely undermine the competitiveness of the entire value chain.
- v. Conduct training to the project team and the service provider's teams on consultations, identification of value chains, and development of value chain proposals.
- vi. Lessons learned and best practices/success stories concerning value chain activities are to be documented and disseminated to relevant stakeholders / value chain participants.
- vii. Providing need based information to the District Level Coordination Committee (DLCC) as applicable
- viii. Liaise and coordinate with relevant private sector participants (e.g. processors, exporters, banks etc.,) who would be potentially interested in the development of value chains in the project area and also with other projects in the state /country
- e. **Knowledge Dissemination:**
  - i. Preparation of knowledge materials and products linked to Agricultural Marketing, Agribusiness Development and Value Chain Development in the project
  - ii. Dissemination of best practices and cross learning across states
  - iii. Participate in workshops and learning/exchange forums as needed
  - f. **Travel Requirements:** The DAMC will be required to undertake extensive field-visits and tours as per the project requirements

**(C) QUALIFICATIONS, EXPERIENCE, AGE ETC.**

- 7. **Educational Qualifications:** Graduate Degree in Agriculture or allied Science from any recognized University/ approved Institution.
- 8. **Working Experience:** At least **5 years** of professional experience in Agricultural Marketing, Agribusiness and Value Chain Development, specifically in the development of market linkages and working experience in the establishment of Agriculture & Horticulture based institutions and operations of marketing enterprises by farmer organizations, agri-entrepreneurs etc. In case, sufficient candidates with 5 years of experience in the field cited above are not available, the Interview Panel may allow candidates having 3 years of experience to appear before the Interview Panel.
- 9. **Computer Skills:** The DAMC must have experience of using Internet based applications, using and working with advanced word processing/spreadsheet including MS Word, MS Excel and MS Power Point and other related applications.
- 10. **Language:** Fluency in English and candidate with local language will be given preference.
- 11. **Age:** Age of the candidate should not be more than **45 years as on 1<sup>st</sup> July, 2021.**
- 12. **Desirable:**
  - a. Experience of working in project(s) funded by any international/national organization and/or any international/national NGO institution and/or experience of working in private sector agribusiness companies;
  - b. Experience of providing technical support to and capacity building of agribusiness/ farmer producer organizations with strong analytical skills, and ability to synthesize complex concepts and to communicate them effectively;
  - c. Ability to work effectively in teams as well as independently;
  - d. Good communication and presentation skills; the candidate must show initiative, synthesis, organization and personal dynamism, should be able to independently prepare market reports, marketing plans etc;
  - e. Experience of working in multi stakeholder environment and multi-tasking;
  - f. Fluency in Assamese, Bengali, Bodo and other local languages;

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

- 13. The contract period of the **DAMC** is intended for entire duration of the Project i.e. up to 2024. However, continuity of **DAMC** beyond eleven (11) months will depend upon his/ her performance. The **DAMC** will have to serve the Project on full time basis reporting to the Project Director- District ATMA cum District Agriculture Officer (DAO).
- 14. The contract with **DAMC** 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 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 consultant.
- 15. The **DAMC** shall not assign or sub-contract, *in whole or in part*, his/her obligations except with the Reporting Officer's prior written consent. The **DAMC** will have to serve the project on full time basis. He/she will provide services from the office of Project Director, ATMA.

**(E) REMUNERATION AND PAYMENT TERMS AND LEAVE**

- 16. Depending on the qualifications, experience, competency, and also the remuneration/pay package of the last assignment, the consolidated fixed remuneration of the **DAMC** will be determined and mutually agreed, which could be in the range of **Rs. 6.60 Lakh to Rs. 10.80 Lakh per year**. This annual rate shall be inclusive of all taxes, health/service related insurance, all allowances, cost of accommodation and food, conveyance to attend the office etc. Taxes as applicable will be dealt with as per applicable laws. The remuneration may be enhanced on an annual basis as per the prevailing project rules. 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

*If suitable candidates with above mentioned experience are not available, then candidates with minimum 03 years of experience in Agricultural Marketing, Agribusiness and Value Chain Development, specifically in the development of market linkages and working experience in the establishment of Agriculture & Horticulture based institutions and operations of marketing enterprises by farmer organizations, agri entrepreneurs etc, may be considered for interviews/ tests **at a lower remuneration package** to be decided through mutual agreement with the candidate.*

- 17. Travelling, Boarding & Lodging expenses for approved official tours outside HQ/place of posting 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 given quarterly based on the performance and achievement against the mutually agreed deliverables by the **DAMC**. Taxes as applicable shall be dealt with as per applicable laws
- 19. The provisions of leave would be as per prevailing project rules.

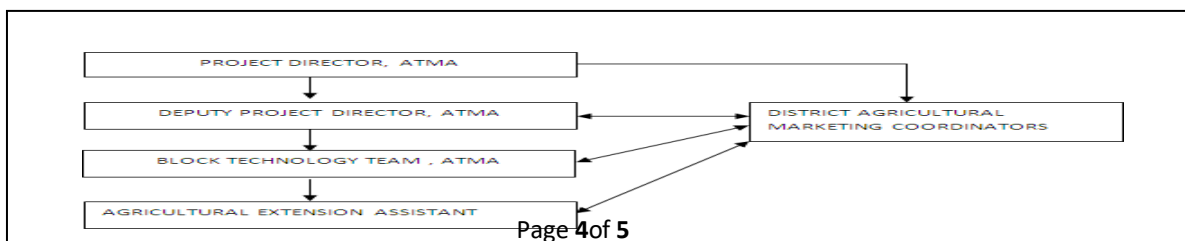
**(F) REPORTING AND PERFORMANCE REVIEW**

- 20. The **DAMC** will report to the Project Director of ATMA of the assigned district on day to day basis and a consolidated quarterly report shall be submitted to the ARIAS Society for further processing.

**(G) FACILITIES TO BE PROVIDED**

- 21. Access to all the required documents, correspondence, and any other information associated with the project and as deemed necessary and shared office space (in the office premises of PD, ATMA), along with necessary facilities like computer, printer, scanner, internet connectivity etc.

**(H) TYPICAL DISTRICT LEVEL OPERATIONAL UNIT FOR APART IN RELATION TO DAMC**



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