

Draft Indicative **Terms of Reference (ToR)**
For District Agricultural Marketing Coordinator (DAMC) under ATMA

(A) Background

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 ARIAS Society is the apex coordinating and monitoring agency for APART.
2. The Project Development Objective (PDO) of APART is to "increase value-added and improve resilience of selected agriculture value chains, focusing on smallholder farmers and agro-entrepreneurs in targeted districts of Assam". The project will achieve the proposed PDO by: (i) enabling investments in agri-enterprises, improving the investment environment and investment promotion, facilitating access to finance for agribusiness enterprises, and, where appropriate, pushing for process, regulatory changes; (ii) facilitating the growth of agri enterprise clusters to increase competitiveness, revenue and employment growth; and supporting development of a modern supply chains; and (iii) fostering the development of climate resilient production clusters, and improving producer access to knowledge, technologies, markets, and infrastructure so that they are able to respond to market opportunities and climate variability.
3. The project has four components: *The 1st 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 2nd component is Facilitating Agro Cluster Development* with sub-components being- (i) support establishment of cluster level Industry Associations (IAs), (ii) supply chain support. *The 3rd 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 4th component is Project Management, Monitoring & Learning.*
4. The Agriculture Department is one of the major stakeholder Departments of APART and the related project activities would be implemented through Directorate of Agriculture (DoA), Directorate of Horticulture and Food Processing (DH&FP), Assam State Agricultural Marketing Board (ASAMB) and Assam Agricultural University (AAU) at the State level and Agricultural Technology Management Agency (ATMA) & District Agriculture Offices at District level. At the State level, Operational Project Implementation Units (OPIUs) have been set up in the Directorates/Agencies and at District level, District Level Coordination Committees (DLCCs) have been notified for smooth functioning of the project.
5. The ARIAS Society in conjunction with Directorate of Agriculture now intends to hire fifteen (15) District Agricultural Marketing Coordinators in the project districts¹ (undivided as of 1st April, 2016), purely on contractual basis, and hence the ToR has been framed. While the recruitment process will be undertaken by the State Project Director (SPD), the related contract agreement will be signed by the Project Director, ATMA.

¹ Nagaon, Sonitpur, Barpeta, KarbiAnglong, Kamrup, Dhubri, Golaghat, Kokrajhar, Lakhimpur, Darrang, Cachar, Sivasagar, Jorhat, Goalpara, Morigaon and Nalbari

(B) Objectives of the Assignment and Scope

6. 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 liaison 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.

7. **The key roles of the DAMC include the followings:**

- 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 chain front;
 - 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 or the Director of Agriculture or the State Project Director, ARIAS Society.
- 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 within one segment (or process) of the 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.

8. 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.

9. Travel Requirements: The DAMC will be required to undertake extensive field-visits and tours as per the project requirements with the approval of the Project Director, ATMA.

(C) Qualifications, Experience, Age etc.

10. **Educational Qualifications:** Graduate Degree in Agriculture or allied Science followed by a Post-Graduation in Agribusiness/ Agribusiness Management /Agricultural Marketing & Cooperation/ Agribusiness Economics/ Agricultural Economics/ Rural Management/ Rural Development/ Marketing from any recognized University/ approved Institution.
11. **Working Experience:** At least five (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
12. **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.
13. **Language:** Fluency in English and Hindi. Knowledge of local language will be an added advantage.
14. **Age:** Age of the candidate should not be more than 45 years as on 1st Nov.'2018. *However, at the discretion of SPD, for candidates having exceptional relevant experience and qualification, the age limit may be relaxed.*

(D) DURATION OF CONTRACT, NOTICE PERIOD ETC

15. The tenure of DAMC is intended for entire duration of the project and co-terminus with the project period of APART. However, continuity of the DAMC beyond one (1) year from the date of signing the agreement and joining the position, will depend upon his/her performance. The assignment is purely contractual in nature and shall not, under any circumstance, be extended beyond the APART's closing date, without thereby incurring any liability to the GoA/ PCU/ ARIAS Society/World Bank/GoI etc. 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 GoA/ PCU/ ARIAS Society/World Bank/GoI etc. The ARIAS Society or the Government of Assam shall not undertake any responsibility for subsequent deployment of the DAMC.
16. 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 and approval by the State Project Director, ARIAS Society. The DAMC will have to serve the project on full time basis. He/she will provide services from the respective ATMA at district level.

(E) REMUNERATION AND PAYMENT TERMS AND LEAVE

17. 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 *inter alia* inclusive of all taxes, health/service related allowance, cost of accommodation and food at Guwahati, 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.
If suitable candidates with above mentioned experience are not available, then candidates with minimum four (4) years of experience in the fields indicated above, may be considered for interviews/ tests at a lower remuneration package to be decided through mutual agreement with the candidate.
18. Travelling, Boarding & Lodging expenses for approved official tours outside Headquarters will be reimbursed as per prevailing HR rules.
19. The remuneration will be given in equal monthly installments and the Performance-Linked-Incentive (PLI) 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.
20. The provisions of leave would be as per Human Resource Policy of the ARIAS Society.

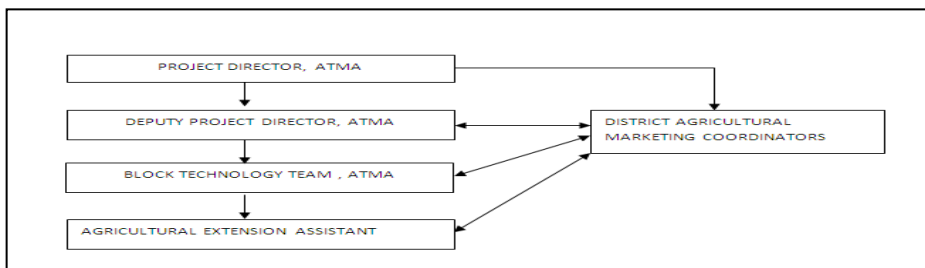
(F) Reporting and Performance Review

21. The DAMC will report to the Project Director of ATMA of the assigned district on a day-to-day basis. The performance of DAMC will be quarterly reviewed by a committee comprising of PD, ATMA, Nodal Officer & Alternate Nodal Officer (OPIU-Agriculture) as members. The quarterly report shall be submitted by the PD, ATMA to the SPD, ARIAS Society for its final review. The final authority on any issue(s) that may arise during the employment period of the DAMC shall be resolved by the State Project Director, ARIAS Society, and the decision taken by the SPD shall prevail.

(G) FACILITIES TO BE PROVIDED

22. Give access to all the required documents, correspondences, 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, telephone, internet connectivity etc. *(No clerical assistance will be provided).*

(H) Typical District Level Operational Unit for Apart



Note: This is a draft indicative ToR; The SPD, ARIAS Society reserves the right to change, update or modify this ToR at any stage during the recruitment process or at the time of signing of the Contract Agreement.