

# ARIAS SOCIETY

Assam Rural Infrastructure and Agricultural Services Society

(An Autonomous Body under Govt. of Assam)

Project Coordination Unit (PCU) of the World Bank Financed

**Assam Agribusiness and Rural Transformation Project (APART)**

Agriculture complex, Khanapara, G.S. Road, Guwahati-781022 (Assam, India)

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## ***Draft Indicative Terms of Reference (ToR):***

### **Marketing Specialist- Fisheries for the Operational Project Implementation Unit (OPIU) Directorate of Fisheries, Government of Assam (GoA)**

#### **(A) BACKGROUND AND OBJECTIVES OF THE PROJECT**

1. Government of Assam (GoA), through the Government of India has applied for a loan of US\$200 million from the World Bank (W.B.) for implementation of the Assam Agribusiness and Rural Transformation Project (APART). Assam Rural Infrastructure and Agricultural Services (ARIAS) Society is the apex monitoring and coordinating agency for the project. The project will be implemented by eight line Departments of the GoA, Department of Fisheries including its Directorate being one of them. ARIAS Society in association with Directorate of Fisheries now intends to hire a **Marketing Specialist –Fisheries** to be positioned at the Operational Project Implementation Unit (OPIU) of the Directorate of Fisheries (Meen Bhavan), Guwahati.
2. The development objective of APART is “add value and improve resilience of selected agri value chains focusing on smallholder farmers and agro-entrepreneurs in targeted districts of the State of Assam”.
3. The project will achieve the proposed 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 able to respond to market opportunities and climate variability. To achieve the PDO, the project will adopt a cluster approach both in terms of production (production clusters) and processing (enterprise clusters).
4. There are four components to the project: **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 and Learning.**

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

5. One of the important activities of APART under value chain development is marketing of fish/fish seed and fish products where large numbers of actors in the name of fish and fish seed producers, fishers, aggregators, wholesalers/commission agents, retailers are involved. While the project envisages to commission Common Service Centres (CSCs) under Farmer Producers Organizations (FPOs) for community procurement of fish farming inputs and marketing of produce, for better price recovery and to have a sustainable marketing strategy, technical support in guiding the FPOs/CSCs is essential. It has now been decided to hire a Marketing Specialist-Fisheries to be positioned at OPIU-Fisheries to support in different activities relating to strengthening of FPOs/CSCs in marketing of fish, fish seed and fish products within districts/state/country and even exporting fish/fish products to neighbouring countries
6. *The key responsibilities of the OPIU-Fisheries include:*
  - a. Implementation of the concerned project sub-component and overseeing & monitoring the implementation of the Commissionerate specific activities through their district/field level offices and identifying corrective actions;

- b. Preparation of the Annual Work Plan, consistent with the Project Development Objective and Project Appraisal Document (PAD);
- c. Management, co-ordination and technical support for implementation of sub-project activities
- d. Preparation of progress reports, including QPRs and Utilization Certificates for the funds released
- e. Managing the service providers and external experts relating to the OPIU for implementation of project activities
- f. Planning and design of innovative sub-projects
- g. Documenting and disseminating the success stories and lessons learnt from the successful projects interventions
- h. Arranging for trainings, workshops on effective implementation of the Project activities
- i. Developing close linkages and network among the different project stakeholder agencies
- j. Submitting Sanction and Fund Release proposals to the PCU
- k. Overall procurement planning, implementation, procurement oversight and supervision and responsible for meeting project's compliance with procurement methods / procedures as agreed with W. Bank;
- l. Providing monthly reports to the PCU as per the format to be made available by the ARIAS Society;
- m. Collecting updated data on the input/output indicators and consolidating and analyzing the data provided by District officers;
- n. Responsible for preparing, implementing and monitoring the OPIU annual action plans;
- o. Responsible for monitoring of the implementation of the individual activities of the sub-component within the purview of the respective departments; recommending personnel from Directorate for training and capacity building programs under APART

**7. Towards this (Para 6 above), Horticulture Specialist will-**

- a. Support the Directorate of Fisheries (DoF) Operational Project Implementation Unit (O-PIU) in implementing sub-component C-1.4 on Fisheries
- b. Liaise with WorldFish (likely to be project implementing partner) on fish/fish seed marketing related activities under the Fishery sub-component,
- c. Support DoF and PWRD in preparing designs of fish markets to be developed under APART,
- d. Undertake surveys of fish markets in project districts particularly to support the market led extension and production under component C-1 of the project,
- e. Undertake fish/ fish seed market surveys in rural and urban areas to understand fish / fish seed marketing functions and analyse scope of its improvement,
- f. Maintain close liaison with District Fisheries teams in carrying out sectoral interventions under APART
- g. Work out and devise alternative/innovative marketing channels for fish/fish seed/ fish products within the state/country as well as for export markets
- h. Identify the constraints in fish/fish seed/fish products marketing with special reference to APART districts and suggest remedies to overcome the same,
- i. Design marketing collaterals for marketing of fish/fish seed and fish products as well as for market led extension programs,
- j. Train the DoF and District Fishery teams under the project on fish/fish seed/fish products marketing and related issues,
- k. Document the success stories, innovative models, best practices in fish/fish seed/fish products marketing and disseminate them at various relevant forums
- l. Liaising with various service providers in the project like Market Intelligence Cell (MIC), Enterprise Development and Promotion Facility (EDPF), FPO service providers, providing them with relevant information, establishing synergies with them and also ensuring that there is no duplicity of work.
- m. Any other task(s) assigned by the Director of Fisheries.
- n. **Travel Requirements: Marketing Specialist-Fisheries** will take up field-visits and tours to the project sites with the approval of Director of Fisheries. Occasional out of state visits may also be required as directed.

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

8. **Educational Qualifications:** Bachelor of Agriculture or allied science (preference will be given to Bachelor of Fisheries Science) followed by Master degree/ Post Graduate Diploma (min two years duration) in Agribusiness or Agricultural Marketing or a closely related field from any Govt. recognized University/Institutions.
9. **Working Experience:** At least five years of professional experience in Agricultural marketing including handling fish as a commodity for marketing.
10. **Computer Skills:** Marketing Specialist-Fisheries 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.
11. **Language:** Fluency in English and Hindi
12. **Age:** Age of the candidate should not be more than 45 years as on 1<sup>st</sup> October, 2017
13. **Desirable:**
  - a. Experience of providing technical support to and capacity building of organizations with strong analytical skills and the ability to synthesize complex concepts and to communicate them effectively,
  - b. Ability to work effectively in teams as well as independently
  - c. Knowledge of Assamese and/or Bengali
  - d. Good communication and inter-personal skills; the candidate must show initiative, synthesis, organization and personal dynamism and self-motivated, as well as capacity to work with teams and prepare adequate planning and activity reports

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

14. The tenure of **Marketing Specialist-Fisheries** is intended for entire duration of the project and co-terminus with the project period of APART. However, continuity of **Marketing Specialist-Fisheries** beyond one (1) year from the date of signing the agreement will depend upon his/her performance.
15. The contract with **Marketing Specialist-Fisheries** 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.
16. The **Marketing Specialist-Fisheries** shall not assign or sub-contract, *in whole or in part*, his/her obligations except with the Reporting Officer's prior written consent. The **Marketing Specialist-Fisheries** will have to serve the project on full time basis. He/she will provide services from the Directorate of Fisheries, Meen Bhavan, Guwahati

**(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 monthly remuneration of the **Marketing Specialist-Fisheries** will be determined and mutually agreed, which would be in the range of **Rs. 6.60 lakhs to Rs. 10.80 lakhs per year**. This annual rate shall be inclusive of all taxes, health/service related insurance, all allowances, 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 04 years of experience in Agricultural marketing including handling fish as a commodity for marketing, 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 Guwahati will be reimbursed as per prevailing project rules.
19. The remuneration will be given in equal monthly instalments and the performance-linked-incentive will be given quarterly based on the performance and achievement against the mutually agreed deliverables by the **Marketing Specialist-Fisheries**. Taxes as applicable shall be dealt with as per applicable laws.
20. The provisions of leave would be as per prevailing project rules.

**(F) REPORTING AND PERFORMANCE REVIEW**

21. The **Marketing Specialist-Fisheries** will report to the **Director-Fisheries**. The performance of the **Marketing Specialist-Fisheries** will be reviewed by the **Director-Fisheries** and a consolidated quarterly report shall be submitted to the ARIAS Society for placing before the Chairman, GB, ARIAS Society & Agriculture Production Commissioner

**(G) FACILITIES TO BE PROVIDED TO THE MARKETING SPECIALIST-FISHERIES**

22. Access to all the required documents, correspondence, and any other information associated with the project and as deemed necessary. The **Marketing Specialist-Fisheries** will be provided with one office cubicle/workstation along with computer, printer, computer/office consumables, and internet access. *The Marketing Specialist-Fisheries however will not be provided with any clerical assistance.*

***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.***