

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 & Rural Transformation Project (APART)

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

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Draft Indicative Terms of Reference (ToR) **Private Sector Development Specialist (PSDS)**

(A) BACKGROUND AND OBJECTIVES OF THE PROJECT

1. The Government of Assam (GoA) through Government of India (GoI) has applied for a loan from the World Bank for the Assam Agribusiness and Rural Transformation Project (APART). The Project will be implemented by Assam Rural Infrastructure and Agricultural Service (ARIAS) Society. ARIAS Society now intends to apply a portion of this loan for engagement of a **Private Sector Development Specialist (PSDS)** on contractual basis.
2. The Project Development Objective (PDO) of APART is “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 to 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 an Agribusiness Enterprise Development and Promotion Facility (EDPF) (iii) Agribusiness Investment Fund (AIF) support (iv) establishing sector stewardship councils. **The second component is Facilitating Agro Cluster Development** with subcomponents 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.**
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.

(B) OBJECTIVES OF THE ASSIGNMENT & SCOPE

5. The **Private Sector Development Specialist (PSDS)** will provide support to the project on engaging private sector, directly reporting to the State Project Director (SPD). **PSDS** will lead the private sector development agenda along with development of public-private partnership initiatives and activities. Towards this, the **PSDS** will spearhead the activities through (i) building the knowledge & analytics around Private Sector Development (ii) designing a strategy to foster new partnerships between relevant public & private entities (iii) direct support to APART project activities and interventions. The **PSDS** will provide technical expertise on various private sector development issues, such as sector or industry-specific policies and growth, as well as spatial growth and investment strategies; entrepreneurship and SME development. Also, **PSDS** will represent APART on public-private sector issues at technical, policy and strategic planning meetings, including meetings with Government of Assam/India and Industry Associations and other similar forums both at national and state level.

6. Key Job Responsibilities include:

- a) Identify, assess, and recommend potential private sector partners and partnership opportunities for the project;
- b) Leverage existing networks to collaborate and foster partnerships for the design, formalization, and management of innovative public-private partnerships;
- c) Provide technical assistance to project stakeholders regarding investment promotion and facilitation efforts in identified sectors and geographies by aligning with government priorities;
- d) Support the project in conducting the pre-requisite research and analytics such as sector scan and prioritization exercise, investment attractiveness study, investment climate assessment, amongst others;
- e) Carrying out a SWOT analysis of priority sectors and suggesting strategies to build on the strengths and eliminate weaknesses while converting potential investment opportunities into actual investments in the state;
- f) Facilitating the project in designing systems and tools in order to maintain a robust database of enterprises and investors in priority sectors;
- g) Lead the policy discussions between public and private entities. Understand investors' objectives in each target sector or sub-sector and hurdles being faced by them in making new investments in the state and bringing to the notice of concerned department of Government of Assam for required actions on a priority basis;
- h) Maintain close coordination with leading Investment Promotion Agencies (IPAs) in the country and adopting best practices in the field;
- i) Proactively seek out and tap opportunities of attracting foreign investments in Assam through marketing Assam's potential to investors and then working with interested investors to convert that interest into actual investment decisions in collaboration with various Govt. Departments, particularly Department of Industries & Commerce;
- j) Direct, coordinate and/or participate in identifying, appraising and negotiating opportunities for creation of an enabling environment for private sector development.
- k) Design and implement outreach activities in priority sectors to attract investors from outside to Assam through events like investment summits, road-shows, one to one contacts, visiting the potential leads and making presentations etc
- l) Direct, coordinate and/or facilitate the preparation of policies, guidelines and reports on issues concerning the business environment in the state.
- m) Represent APART and Government of Assam in coordination meetings, colloquia, regional or international seminars and conferences in areas relevant to the APART/IPA;
- n) Ensure timely submission of reports pertaining to PSD Initiatives to the World Bank and other internal stakeholders on a regular basis;
- o) Any other related task as assigned by the State Project Director (SPD), ARIAS Society.
- p) **Travel Requirements:** The PSDS will be required to undertake field-visits and tours to the project sites with the approval of SPD. Occasional out of state visits may also be required as directed by the SPD.

(C) QUALIFICATIONS, EXPERIENCE, AND AGE ETC.

- 6. **Educational Qualification:** Master degree/ Post Graduate Diploma (min two years duration) in Business Administration/ Economics/ Finance or a closely related field from any Govt. recognized University/Institutions.
- 7. **Working Experience:** Minimum **11 years** experience in private sector development and facilitation of public-private partnerships, preferably in the developing country context, facilitating planning, and/or policy support to state/central Govt. in private sector development, advising or working directly with the private sector in

agribusiness/other sector development and/or investments; The candidate must have in-depth knowledge in investment climate and business regulation reform, strong theoretical base in the investment climate/private sector development area, combining a broad grasp of relevant theory and principles;

8. **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.
9. **Language:** High level of fluency in English and Hindi.
10. **Desirable Qualifications, Experience, Skills etc:**
 - a) Ability to collaborate with a wide variety of stakeholders and partners within and outside Government and also advocate for private sector development
 - b) Established leadership skills ensuring that the team stays organized and focused, and actively seeks and considers diverse ideas and approaches
 - c) Access to broader network of private sector experts, leaders and investors
 - d) Experience of working in North East India
 - e) Experience of facilitating public private partnerships in Agribusiness sector
11. Knowledge of Assamese and/or Bengali
12. **Age:** Age of the candidate should not be more than 50 years as on 1st October, 2017.

(D) DURATION OF CONTRACT, NOTICE PERIOD ETC.

13. The tenure of **PSDS** is intended for entire duration of the project and co-terminus with the project period of APART. However, continuity of the **PSDS** beyond one (1) year from the date of signing the agreement will depend upon his/her performance. The decision of the SPD will be final and binding in this regard. The contract management shall be as per HR Policy of ARIAS Society.
14. The contract with **PSDS** 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 **PSDS** shall not assign or sub-contract, *in whole or in part*, his obligations to perform under this Contract, except with the SPD's prior written consent. The **PSDS** will have to serve the ARIAS Society on full time basis under overall command of State Project Director, ARIAS Society and provide services from the PCU at Khanapara, Guwahati. The resignation/termination shall be as per HR Policy of the ARIAS Society.

(E) REMUNERATION, PAYMENT TERMS AND LEAVE ETC.

16. Depending on the qualifications, experience, competency, and also the remuneration of the last assignment, the consolidated fixed monthly remuneration of the **PSDS** will be determined and mutually agreed. The annual compensation could be in the range between **Rs. 18.00 lakh to Rs. 25.80 lakh 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 PCU, etc. Taxes as applicable will be dealt with, as per applicable laws. The remuneration will be enhanced on an Annual Basis, based on the HR Policy of the ARIAS Society.

If suitable candidates with above mentioned experience are not available, then candidates with minimum 07 years of experience in the field of private sector development and facilitation of public-private partnerships, preferably in the developing country context, facilitating planning, and/or policy support to state/central Govt in private sector development, advising or working directly with the private sector in agribusiness/other sector development and/or investments with in-depth knowledge in investment climate and business regulation reform, strong theoretical base in the investment climate/private sector development may be considered for the interview/tests at a lower remuneration package to be decided through mutual agreement between the ARIAS Society and the candidate.

17. Travelling, Boarding & Lodging expenses for approved official tours outside Guwahati will be reimbursed as per HR Policy of ARIAS Society.
18. The provisions of leave would be as per HR Policy of ARIAS Society.
19. No house rent allowance or any other allowance shall be paid by the PCU. No other payment whatsoever (except reimbursement of official travelling expenses) shall be paid, except as agreed with the **PSDS** by the SPD, ARIAS Society.

(F) REPORTING AND PERFORMANCE REVIEW

20. The **PSDS** will report to the SPD, ARIAS Society. In the absence of SPD, he/she will report to Deputy Project Director (DPD). Annual performance review will be done as per the HR Policy of the ARIAS Society.

(G) FACILITIES TO BE PROVIDED BY THE PCU

21. Access to all the required documents, correspondence, and any other information associated with the project and as deemed necessary. The **PSDS** will be provided with one office cubicle/workstation in the PCU along with computer, printer, computer/office consumables, and internet access. *The **PSDS** 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.