

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)

Agri Business Specialist (ABS)-Core Project Implementation Unit (CPIU): Industries & Commerce Department

(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). Assam Rural Infrastructure and Agricultural Services (ARIAS) Society is the apex coordinating and monitoring agency for APART while Department of Industries and Commerce is one of the major implementing Departments in APART. For this purpose, a Core Project Implementation Unit (CPIU) has been set up at the Department of Industries and Commerce at Secretariat, Dispur. ARIAS Society in association with Department of Industries and Commerce now intends to apply a portion of this loan for engagement of an **Agri Business Specialist (ABS) to be placed in the Core Project Implementation Unit (CPIU) at the Department of Industries & Commerce (I&C), Government of Assam**, on contractual basis, hereinafter referred as **ABS-CPIU (I&C)**.
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. There are four components of 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 (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**.
4. 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).

(B) OBJECTIVES OF THE ASSIGNMENT AND SCOPE

5. The **ABS-CPIU (I&C)** will be placed in the Department of Industries and Commerce at Secretariat, Dispur and will support the Department in project components A-1 (Enhancing state capacity to attract private investments), A-3 (Setting up of an Agribusiness Investment Fund) and B-1 (Support establishment of cluster level industry associations). **ABS-CPIU (I&C)** will be an important link between the Department of Industries and Commerce (at Secretariat, Dispur) and Commissionerate of Industries & Commerce and Project Coordination Unit (PCU) at ARIAS Society in effectively carrying out the project activities planned under industry components/sub-components.
6. *The role of CPIU Industries & Commerce includes the following:*
 - a. Coordination and linkages at/from secretariat level with the operational PIUs and the PCU;

- b. Extend close cooperation to the PCU of ARIAS Society;
- c. Endorse the Annual Work Plan (AWP) prepared by the concerned OPIUs and send to the PCU for approval by the ARIAS Society;
- d. Ensure that there is no duplicity with other schemes;
- e. Ensure that there is no conflict in implementation modalities of other similar schemes vis-à-vis that of APART;
- f. Facilitate convergence of other schemes with APART wherever possible;
- g. Will review the project implementation (including Physical & financial) on monthly basis linked to the AWP (before 10th of every month);
- (i) The CPIU, if required, may hold review meetings through video conferencing facilities of the NIC at the Secretariat and District level;
- (ii) The CPIU will forward the minutes of the monthly meeting to the PCU for needful;
- h. Take corrective measures for removal of impediments and for expediting progress
- i. Liaise with the DLCC/DCs for removal of any hindrance during execution of the project
- j. Validate the physical progress reports and send the same to PCU for triangulation.

7. Towards this (para-6 above), the ABS-CPIU (I&C) will -

- a. Assist the Department of Industries and Commerce (in the Secretariat, Dispur) on strategic and policy matters with respect to APART components on investment promotion agency, Agribusiness Investment Fund (AIF) and (agri) enterprise cluster development.
- b. Collate information on progress of project activities from the Nodal Officer OPIU- (I&C) at the Commissionerate of Industries and Commerce and apprise the Additional Chief Secretary, Commissioner & Secretary and other senior officers in the Department.
- c. Advise the Department of Industries and Commerce on suitable corrective measures to be taken when the implementation progress is not as per the plan and ensure that the APART team at Commissionerate is properly communicated to carry out the corrective actions and accordingly the information also percolates to the District level.
- d. Expedite the matters referred to the Department from the Commissionerate with respect to APART
- e. Appraise the progress of work of ABIP Technical Assistance Agency to Additional Chief Secretary, Commissioner & Secretary and other senior officers of the Department at Secretariat and will also communicate any mid course corrective actions to be taken by ABIP.
- f. Advise the Department of Industries and Commerce on ways and means of attracting external private investments into the State particularly in Agribusiness sector and also make suitable action plans to realize the same.
- g. Be instrumental in organizing events like investment summits, roadshows, industry/agribusiness seminars, symposia etc
- h. Assist the state Government on speedy clearances of high end investment proposals and be instrumental in ensuing effective implementation of ease of doing business
- i. Work out an action plan on investor targeting, approaching external investors, making investor pitches and converting *interest to invest* into *decision to invest*.
- j. Advise the State Government on effective working of single window agency with respect to agribusiness investments
- k. Any other task assigned by the Additional Chief Secretary, Department of I&C.

1. **Travel Requirements: ABS-CPIU (I&C)** will take up field visits/tours to the project locations with the approval of Additional Chief Secretary, Department of I&C. Occasional out of state visits may also be required as directed.

(C) QUALIFICATIONS, EXPERIENCE, AGE ETC

8. Essential:

- a. **Educational Qualification:** Master degree/ Post Graduate Diploma (min two years duration) in Agribusiness/ Agribusiness Management /Agricultural Marketing & Cooperation/ Agribusiness Economics or a closely related field from any Govt. recognized University/Institutions.
- b. **Working Experience:** At least 7 years of professional experience in Agricultural Marketing, Agribusiness, and Value Chain Development, Entrepreneurship Promotion, Cluster Development, Investment Promotion, facilitating ease of doing business, funding mobilization to agro entrepreneurs, experience of managing investment funds and venture capital or related activities.
- c. **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
- d. **Language:** Fluency in English and Hindi

9. **Age:** Age of the candidate should not be more than 45 years as on 1st October, 2017.

10. 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. Good communication and inter-personal skills; the candidate must show initiative, synthesis, organization and personal dynamism and be self-motivated.
- d. Knowledge of Assamese and/or Bengali

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

11. The tenure of **ABS-CPIU (I&C)** is intended for entire duration of the project and co-terminus with the project period of APART. However, continuity of the **ABS-CPIU (I&C)** beyond one (1) year from the date of signing the agreement will depend upon his/her performance.
12. The contract with **ABS-CPIU (I&C)** 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.
13. The **ABS-CPIU (I&C)** shall not assign or sub-contract, *in whole or in part*, his/her obligations except with the Reporting Officer's prior written consent. The **ABS-CPIU (I&C)** will have to serve the project on full time basis. He/she will provide services from the Department of Industries and Commerce, Secretariat, Govt. of Assam, Dispur, Guwahati.

(E) REMUNERATION, PAYMENT TERMS AND LEAVE

14. Depending on the qualifications, experience, competency, and also the remuneration/pay package of the last assignment, the consolidated fixed monthly remuneration of the **ABS-CPIU (I&C)** will be determined and mutually agreed, which would be in the range of **Rs. 11.40 lakh to Rs. 19.20 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 office etc. Taxes as applicable will be dealt with as per applicable laws. The remuneration may be enhanced on an annual basis, as per prevailing project rules.

If suitable candidates with above mentioned experience are not available, then candidates with minimum 05 years experience in Agricultural Marketing, Agribusiness, and Value Chain Development, Entrepreneurship Promotion,

Cluster Development, Investment Promotion, facilitating ease of doing business, funding mobilization to agro entrepreneurs, experience of managing investment funds and venture capital or related activities, may be considered for interviews/ tests at a lower remuneration package to be decided through mutual agreement with the candidate.

15. Travelling, Boarding & Lodging expenses for approved official tours outside Guwahati will be reimbursed as per prevailing project rules.
16. 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 **ABS-CPIU (I&C)**. Taxes as applicable shall be dealt with as per applicable laws.
17. The provisions of leave would be as per prevailing project rules.

(F) REPORTING AND PERFORMANCE REVIEW

18. The **ABS-CPIU (I&C)** will report to the Additional Chief Secretary to the GoA, Department of Industries & Commerce. The performance of the **ABS-CPIU (I&C)** will be reviewed by Additional Chief Secretary to the GoA, Industries and Commerce 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 ABS-CPIU (I&C)

19. Access to all the required documents, correspondence, and any other information associated with the project and as deemed necessary. The **ABS-CPIU (I&C)** will be provided with one office cubicle/workstation along with computer, printer, computer/office consumables, and internet access. *The ABS-CPIU (I&C) 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.