

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)

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Draft Indicative Terms of Reference (ToR)

Agri Business Specialist (ABS)- Operational Project Implementation Unit (OPIU): Commissionerate of Industries and Commerce (I&C), Govt. of Assam

(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 Commissionerate of Industries and Commerce is one of the major implementing agencies in the project. For this purpose, an Operational Project Implementation Unit (OPIU) has been set up at the Commissionerate of Industries and Commerce. ARIAS Society in association with Commissionerate of Industries & Commerce now intends to apply a portion of this loan for engagement of a **Agri Business Specialist (ABS) to be placed in the Operational Project Implementation Unit (OPIU) at the Commissionerate of Industries & Commerce (I&C), GoA, Bamunimaidam, Guwahati**, on contractual basis, hereinafter referred as **ABS-OPIU (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 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**.
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-OPIU (I&C)** will be placed in the Commissionerate of Industries and Commerce and will support the Commissionerate 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-OPIU (I&C)** will have to liaise with respective District Industries and Commerce Centres (DICC) in the project districts in planning and implementation of the project activities w.r.t. to industry components/sub-components. **ABS-OPIU (I&C)** will be an important link between the Department of Industries and Commerce (at Secretariat, Dispur), DICC and Project Coordination Unit (PCU) at ARIAS Society in effectively carrying out the project activities planned under industry components.
6. *The key roles of the OPIU (I&C) include the following:*
 - a. Implementation of the concerned project 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 Commissionerate for training and capacity building programs under APART

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

- a. Work closely with the District Industries and Commerce Centres (DICC)s under Commissionerate of Industries and Commerce in the project districts, and Agricultural Technology Management Agency (ATMA) in planning and implementation of project activities like agri enterprise cluster development, post-harvest management, Common Service Centres (CSCs) by Farmer Producer Organizations (FPOs), and Common Facilities by Industry Associations, value chain development activities and Agribusiness Investment Fund (AIF).
- b. Work closely with the PCU, ARIAS Society team including the Agri Business Specialist and Market Analyst and support technically in taking forward the interventions planned under the project
- c. Assess and document the performance of local sub-sector and industries involved in the value chain of the commodities (e.g., agri- entrepreneurs producing/servicing 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. Devise ways and means on how DICC)s in the project districts can connect to and benefit from the Enterprise Development and Promotion Facility (EDPF) being set up under APART, like scouting of needy agri-preneurs and directing them to EDPF for incubation support
- e. Conduct training for the project team and also need based short term inductions trainings to service providers' teams as necessary
- f. Carry out a SWOT analysis of identified agri enterprise clusters in the project districts, product and market segmentation for the clusters, gap analysis, competitive positioning (of the clusters) analysis and work on opportunities for institutional collaborations
- g. Providing data/information required for the project Management Information System (MIS)
- h. Undertake field-visits and tours as per the project requirements, with prior approval of the Commissioner of Industries and Commerce/SPD, ARIAS Society as the case may be.

- i. Any other related task as assigned by the Commissioner of Industries and Commerce, Assam or Nodal Officer- APART (Industries and Commerce)
- j. Knowledge Dissemination
 - i) Preparation of knowledge materials and products linked to Agribusiness Enterprise Clusters and their Value Chain Development in the project, ABIP and AIF.
 - ii) Documentation and dissemination of case studies, success stories and innovative agribusiness models from agribusiness enterprise clusters
 - iii) Dissemination of best practices and promoting cross learning across clusters, districts and states
 - iv) Participate in workshops and learning/exchange forums as needed
 - v) Any other task assigned by the Commissioner of Industries and Commerce
 - vi) Travel Requirements: **ABS-OPIU (I&C)** will take up field visits/tours to the project locations with the approval of Commissioner, I&C. Occasional out of state visits may also be required as directed.

(C) QUALIFICATIONS, EXPERIENCE, AGE ETC

8. Essential:

- a. **Educational Qualification:** **ABS-OPIU (I&C)** must be a Post-Graduate in Agribusiness/ Agribusiness Management /Agricultural Marketing & Cooperation/ Agribusiness Economics or a closely related field from any recognized university/ approved Institutions.
- b. **Working Experience:** **ABS-OPIU (I&C)** must have at least seven 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.
- c. **Computer Skills:** **ABS-OPIU (I&C)** 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.
- d. **Language:** Fluency in English and Hindi
- e. **Age:** Age of the candidate should not be more than 45 years as on 1st October, 2017.

9. Desirable:

- a. Experience of providing technical support to & capacity building of enterprises 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.

- 10. The tenure of **ABS-OPIU (I&C)** is intended for entire duration of the project and co-terminus with the project period of APART. However, continuity of the **ABS-OPIU (I&C)** beyond one (1) year from the date of signing the agreement will depend upon his/her performance.
- 11. The contract with **ABS-OPIU (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.

12. The **ABS-OPIU (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-OPIU (I&C)** will have to serve the project on full time basis. He/she will provide services from the Commissionerate of Industries and Commerce, Bamunimaidam, Guwahati.

(E) REMUNERATION, PAYMENT TERMS AND LEAVE

13. Depending on the qualifications, experience, competency, and also the remuneration/pay package of the last assignment, the consolidated fixed monthly remuneration of the ABS will be determined and mutually agreed, which would be in the range of **Rs. 11.40 lakhs to Rs. 19.20 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 05 years of 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.

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

(F) REPORTING AND PERFORMANCE REVIEW

17. The **ABS-OPIU (I&C)** will report to the Commissioner, Industries & Commerce. The performance of the **ABS-OPIU (I&C)** will be reviewed by the Commissioner, Industries & 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 THE ABS-OPIU (I&C)

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