

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)

Agricultural Marketing Specialist (AMS)

(A) Background and Objectives of the Project

1. Government of Assam (GoA) has applied for a loan from the World Bank to implement the Assam Agribusiness & Rural Transformation Project (APART). ARIAS Society is the apex coordinating and monitoring agency for the project. The project will be implemented by eight line Departments of GoA and their Directorates/Commissionerates/Agencies. The eight line Departments involved in the project are (i) Agriculture, (ii) Industries and Commerce, (iii) Animal Husbandry and Veterinary, (iv) Cooperation, (v) Fisheries, (vi) Handloom, Textiles and Sericulture, (vii) Public Works, Roads and (viii) Panchayat and Rural Development. ARIAS Society now intends to hire an **Agricultural Marketing Specialist (AMS)** for Assam State Agricultural Marketing Board (ASAMB) to oversee the Market Modernization & Improvement Program and Market Intelligence Cell (MIC) being set up under APART.
2. The Project Development Objective (PDO) is - "add value and improve resilience in the production and processing of selected agricultural commodities, focusing on small holder farmers and agro-entrepreneurs in targeted districts of the State of Assam".
3. 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 supply chain; improved information communication technologies (ICT) based farm information and intelligence services, and alternative marketing channels; and (iii) improving producer's access to knowledge, technologies & infrastructure so that they are able to respond to market opportunities & climate variability.
4. Project interventions are tentatively planned to be carried out in the following 16 undivided (as of 1st April 2016) Districts: Sivasagar, Jorhat, Golaghat, Karbi-Anglong, Nagaon, Morigaon, Kamrup, Cachar, Goalpara, Dhubri, Kokrajhar, Barpeta, Nalbari, Darrang, Sonitpur and Lakhimpur. Further, the following commodity groups have been prioritized for the project interventions: (i) Cereals (Rice, Maize), (ii) Pulses, (iii) Spices and Condiments (Ginger, Turmeric, Mustard), (iv) Fruit and Vegetables (including banana and potato), (v) Livestock and Fisheries (Pork, Milk, Fish) and (vi) Specialty commodities Silk (eri and muga).
5. 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 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 infrastructure support to establish a modern supply chain. **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

6. **AMS** will be responsible for (i) effective implementation of the wholesale agri Markets Modernization and Improvement Program (MMIP) being undertaken under APART. A total of 75 markets are being modernized and improved. Out of these 75 markets, 10 are Regulated Market Committee (RMC) run markets and rest 65 are the markets run by local bodies. With regards to commodity-wise classification, 15 are piggery markets, 20 are fish markets and remaining 40 are agri-horti markets. (ii) Additionally, AMS would also be responsible for effective implementation of the market intelligence program being implemented by Assam State Agricultural Marketing Board. The project would be hiring a Technical Assistance (TA) consulting firm to support the Market Intelligence Cell (MIC) being set up at ASAMB.
7. ***The key job responsibilities include but not limited to the following***
 - a. AMS will oversee the implementation of APART activity on (i) Market Modernization & Improvement under the sub-component on supply chain infrastructure support and (ii) Market Intelligence Cell (under the sub-component on facilitating market linkages through market intelligence and product aggregation) being implemented by the Assam State Agricultural Marketing Board (ASAMB).
 - b. AMS will carry out the first level vetting of the design, DPR, feasibility study etc submitted by the architecture firm engaged by the project for wholesale agri Markets Modernization and Improvement Program (MMIP). AMS will also facilitate in providing necessary data/information to the architecture firm from ASAMB/RMCs and concerned local bodies/P&RD (for rural haats). In addition, AMS will make necessary field visits and submit the necessary feedback to Nodal Officer-APART, ASAMB and CEO, ASAMB. AMS may also be involved in the construction supervision of markets along with the team of Civil Engineers to provide necessary technical inputs, if deemed fit by the CEO, ASAMB.
 - c. AMS will be instrumental in setting up of the Market Intelligence Cell (MIC) and will lead the operations of MIC. AMS will provide necessary support and oversee the working of Technical Assistance (TA) Agency hired by the project to support the MIC in its price forecasting agenda. The AMS will carry out the first level vetting of the studies, reports, survey findings etc, submitted by the TA Agency and provide necessary feedback to the Nodal Officer, APART- ASAMB and CEO, ASAMB.
 - d. AMS will also be first touch point for and provide necessary support in terms of data, information to the international agency being hired by the project for implementing its interventions on agro logistics and supply chain management. AMS will oversee the working of this international agency and ensure that the program is being implemented as per the plan and will also do first level vetting of the studies, reports, survey findings etc, submitted by the International Agency and provide necessary feedback to the Nodal Officer, APART- ASAMB and CEO, ASAMB.
 - e. AMS will provide necessary support to the Assam State Warehousing Corporation (ASWC) in designating its select warehouses as markets. AMS will also support the collateral management agency hired by ASWC for its warehouse interventions, with necessary inputs for the purpose. Note: The State is coming up with its new Assam Agricultural Produce and Livestock Marketing (Promotion and Facilitation) Act 2017 with necessary provisions in place for warehouses to be designated as markets.
 - f. AMS will support the ASAMB and State Government in its agricultural marketing policy reform agenda. The AMS may be involved in formulating the rules to the above-mentioned Act. In addition, AMS will channelize necessary feedback from markets and stakeholders to the GoA for necessary policy changes.
 - g. AMS may be required to support ASAMB and Directorate of Agriculture, GoA in setting up a Directorate of Agricultural Marketing (DAM). The task may involve studying the working of DAM in other states and making

a blue print for DAM in Assam taking the feasible best practices from other states, necessary documentation, approvals, drafting notifications etc and formulating the byelaws of the Directorate.

- h. AMS will support the MIC in ensuring that the price forecasts made by the TA Agency are made timely following the right/best suited models and take into account the necessary factors responsible. If required, the corrective measures are taken timely.
- i. AMS will support ASAMB in preparing various information/intelligence dissemination products like alerts, outlook reports, announcements, SMS, MMS, Voice Messages, emails, bulletins etc for various stakeholders.
- j. AMS will support ASAMB in disseminating the market information and intelligence, including the price forecasts to the concerned stakeholders in the value chains, timely and effectively. It will be ensured that the stakeholders are provided with a wide array of choices in terms of channels for accessing market information and intelligence.
- k. AMS will support ASAMB with strategic inputs on how to make the MIC sustainable in the long run (after project support ceases)
- l. Training & capacity building of ASAMB & project staff, both at State & District level & facilitating cross learning across teams
- m. Documentation of success stories, case studies and best practices in agricultural marketing and disseminating to the concerned stakeholders
- n. Representing ASAMB/APART at various forums eg. seminars, symposia, conferences & Govt. meetings etc.
- o. Any other task assigned by the Nodal Officer-ASAMB, APART/ CEO, ASAMB.
- p. **Travel Requirements:** AMS will take up field visits/tours to the project locations with the approval of CEO, ASAMB. Occasional out of state visits may also be required as directed.

(C) QUALIFICATIONS, EXPERIENCE, AGE ETC

- 8. **Essential Educational Qualifications:** A Bachelors degree in Agriculture or Allied Sciences followed by Master degree/ Post Graduate Diploma (min two years duration) in Agribusiness/ Agricultural Marketing and Cooperation or a closely related field from any Govt. recognized University/Institutions.
- 9. **Desirable Qualification:** Diploma or a short term course in Agro Logistics and Supply Chain Management and/or Commodity Trading or a closely related field.
- 10. **Essential Experience:** At least seven years experience in agricultural marketing in a private or public sector organization.
- 11. **Desirable Experience:** Planning, designing, supervising construction of wholesale agricultural markets, command on agricultural marketing policy framework of different states, experience of working on econometric models, price forecasting, particularly w.r.t. agriculture markets data, experience of supervising/ administering market research surveys, training of field surveyors/enumerators etc., strong analytical skills, hands-on experience of working on/in electronic agricultural markets and commodity markets.
- 12. **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
- 13. **Language:** Fluency in English and Hindi. Knowledge of Assamese and/or Bengali is desirable.

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

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

15. *The contract period of the AMS is intended for entire duration of the project.* However, continuity of the AMS beyond one (1) year from the date of joining the service as AMS, shall depend upon his/her performance.
16. The contract with **AMS** 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/ ASAMB/ 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/ASAMB or the Government of Assam shall not undertake any responsibility for subsequent deployment of the consultant.
17. The **AMS** shall not assign or sub-contract, *in whole or in part*, his/her obligations except with the Reporting Officer's prior written consent. The **AMS** will have to serve the project on full time basis. He/she will provide services from the ASAMB, Ulubari, Guwahati.

(E) REMUNERATION, PAYMENT TERMS & LEAVE

18. Depending on the qualifications, experience, competency, and also the remuneration/pay package of the last assignment, the consolidated fixed monthly remuneration of the AMS will be determined and mutually agreed, which could 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

If suitable candidates with above mentioned experience are not available, then candidates with minimum 05 years of professional experience in Agricultural Marketing in private/public sector organizations may be considered for interviews/ tests at a lower remuneration package to be decided through mutual agreement between with the candidate.

19. Travelling, Boarding & Lodging expenses for approved official tours outside Guwahati will be reimbursed as per prevailing project rules.
20. 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 **AMS**. Taxes as applicable shall be dealt with as per applicable laws
21. The provisions of leave would be as per prevailing project rules.

(F) REPORTING AND PERFORMANCE REVIEW

22. The **AMS** will work in close coordination with Nodal Officer-APART, ASAMB and will report to the CEO-ASAMB on a day to day basis. The quality of service and performance of the **AMS** will be reviewed by CEO-ASAMB 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 AMS

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