

***Draft Terms of Reference (ToR)***  
**For Fertilizers and Agriculture Marketing Specialist (AMS) (Individual Consultant) to be positioned in the State Project Management Unit (SPMU) under the Assam Millets Mission (AMM) supported by the World Bank financed Assam Agribusiness and Rural Transformation Project (APART)**

**(A) BACKGROUND AND OBJECTIVES**

1. The Government of Assam (GoA) through Government of India (GoI) has received a loan from the World Bank (IBRD: International Bank for Re-construction and Development) for the Assam Agribusiness and Rural Transformation Project (APART). The Project Development Objective (PDO) of APART is to “add value and improve resilience of selected agri value chains focusing on smallholder farmers and agro-entrepreneurs and to advance Assam’s COVID-19 response”. The Assam Rural Infrastructure and Agricultural Services (ARIAS) Society, an autonomous body of the Govt. of Assam, is the apex coordinating and monitoring agency for the Project. ARIAS Society now intends to hire a **Agriculture Marketing Specialist (AMS)** under the recently set up Assam Millets Mission (AMM) to be supported by the APART and to be positioned in the State Project Management Unit (SPMU) for AMM at Guwahati, Assam, as per the terms given hereunder.
2. The APART 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 able to respond to market opportunities and climate variability. To achieve the PDO, the project will adopt clusters (production and enterprise) and value chain approach. *The key interventions under the Assam Millets Mission (AMM) will be initially taken up in 15 priority districts.*
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 an Agribusiness Enterprise Development and Promotion Facility (EDPF) (iii) Agribusiness Investment Fund (AIF) support (iv) establishing 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 & Learning.**
4. Component-C of APART aims at enabling producers of the priority value chains, in the targeted clusters, to take advantage of the rapidly changing market demand, and enhance resilience of agriculture production systems for increasing production and managing risks associated with climate change. This would be achieved by: **(i)** improvements in production technologies and management practices through climate resilient solutions; **(ii)** facilitation of collective-action by producers by supporting the establishment of farmer producer organizations (FPOs); **(iii)** improving value realization at the farm level through improved cleaning, grading and packing of produce through Common Service Centers (CSCs) managed by FPOs; **(iv)** facilitation of market linkages through market information and intelligence; and **(v)** facilitating access to a broad set of financial services and their responsible use by producers. The component will adopt a cluster based value-chain approach for providing support to producers for sustainably increasing their production and productivity; linking the producers with emerging supply chains, modernized wholesale agriculture markets and warehouses, under component B; and facilitating partnership opportunities with strategic and potential anchor and leading firms, supported under Component A.
5. The activities under the AMM will be led by the Directorate of Agriculture and also supported by the Department of Elementary Education (for supply of millets based products to school children under the PM-POSHAN Scheme) and Department of Social Welfare for supply of millets based products under the POSHAN Abhiyan including in *anganwadis*, expecting and lactating women and children in the age group of six months to six years.
6. The setting up and implementation of AMM has been approved by the State Cabinet on 23<sup>rd</sup> May 2022. The key activities planned under the AMM are categorized into five components as shown below:
  - A. Market and nutrition supportive production**
    - a. Technology demonstrations

- b. Minikits distribution
  - c. Seed production & distribution
  - d. Farm machinery
  - e. Cropping system demos with pulses
- B. Post-harvest & value addition side aspects**
- a. Post-harvest demonstrations on drying & quality preservation
  - b. Post-harvest machinery
    - i. Dryers
    - ii. Thresher
    - iii. Pulveriser
    - iv. Value added products making machinery
  - c. Static storage facilities
  - d. Storage bins
  - e. Nutritious millet products development fund
- C. Market linkages**
- a. Millet based FPCs
  - b. CSCs under FPCs (for aggregation, cleaning, grading, drying, processing etc)
  - c. Buyer Seller Meets
  - d. Value Chain Schools (VCSs)
  - e. Product exhibitions
- D. Ensuring better nutrition, healthy & disease free Assam through millets**
- a. Distribution of millets based products in rural areas
    - i. Mobile outlets
    - ii. Awareness creation
    - iii. Supply of millet based products in rural areas
  - b. Millets in mid day meal scheme (through education Deptt- SSA)
    - i. Awareness creation
    - ii. Supply and distribution in schools
  - c. Millets nutrition in expecting & lactating women and children (in collaboration with POSHAN Abhiyan, Deptt of Social Welfare)
    - i. Nutrition camps for women & children (urban and rural areas)
    - ii. Supply to POSHAN Abhiyan (Social Welfare Department)
- E. Administration, operations, training & capacity building,**
- a. Governing Body of the Mission at State level
  - b. PMU at State level
  - c. Millets Mission Cell at Directorate level
  - d. Setting up of District level Millets Cell
  - e. Exposure visits & Trainings
  - f. Millets (& pulses) business conclaves
  - g. Millets Knowledge Bank (MKB)

**(B) OBJECTIVES OF THE ASSIGNMENT & SCOPE**

7. The AMS will report to the **head of the State PMU i.e. Director, Agriculture** and will support the Project in achieving the objectives of Assam Millets Mission. In particular the responsibilities of the **SMA** include the following:
- a) Work closely with the District Agriculture Offices and Krishi Vigyan Kendras at District level and also with the leading institutes/ organizations in the millets sector like International Crop Research Institute for Semi Arid Tropics (ICRISAT) & Indian Institute of Millets Research (IIMR) as well as in agricultural marketing like National Institute of Agricultural Extension Management (MANAGE) and National Institute of Agricultural Marketing (NIAM).
  - b) To study market standards and specification for millets and so also the millets consumption market and provide these standards and specifications to production/ extension side of the Mission so as to ensure market led production of millets.
  - c) To work closely with Post Harvest Specialist towards ensuring quality of millets produce available for marketing and also ascertaining that market standards and specifications are met by the millet farmers.
  - b) To ensure that the millet farmers find wide market with sufficient choices in marketing channels and receive remunerative price for the millet crop produce.
  - c) To work closely with the Department of Elementary Education (PM- POSHAN Scheme) and Department of Social Welfare (POSHAN-Abhiyan) in order to supply millets based products from FPCs to these schemes in a timely and cost effective manner.
  - d) Be instrumental in organizing Buyer Seller Meets (BSMs) and setting up of Value Chain Schools (VCSs) under the Mission.

- e) Contribute to the Millets Knowledge Bank (MKB) on the market side aspects.
- f) To propose organizations/ institutes outside the State for exposure visits cum study tours of the Project & Govt officials as well as farmers on topics related to millets marketing and trade.
- g) Work closely with millets based Farmer Producer Companies (FPCs) for better marketing of their produce.
- h) Documenting success stories, case studies, innovative business models, contributing to APART Newsletters particularly in millets marketing and disseminating at various forums as directed.
- i) Perform any other related task assigned by the Reporting Officer.
- j) **Travel Requirements:** The AMS may be required to undertake field-visits and tours to project sites, concerned central and state ministries, departments and agencies with the approval of the reporting officer.

**(C) ESSENTIAL QUALIFICATIONS, EXPERIENCE, SKILLSET, AND AGE ETC.**

8. **Educational Qualifications:** The AMS should hold a **Masters degree/ diploma (min two years duration) in Agriculture Marketing or Cooperation/ Agribusiness/ Agricultural Economics or a closely related field** from any recognized university/ Institution.
9. **Working Experience:** AMS must possess at least **10 years** of professional experience working in the market development, market linkages and supply chain management in any agri/food products. *Candidates with experience of working on millets/ millets based products will be given preference.*
10. **Computer Skills & Language:** The AMS must have proficiency in the use of Internet based applications, Graphics, MS Word, MS Excel and MS Power Point and other related applications.
11. **Language:** Fluency in English & Hindi. Knowledge of local language would be an added advantage.
12. **Age:** Age of the candidate should not be more than **50 years as on 1<sup>st</sup> July, 2022.** *This condition may be relaxed in case of exceptionally talented candidates, who are otherwise fit to take up the assignment.*

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

13. The tenure of AMS is intended for the entire duration of APART and co-terminus with the project period of APART. However, continuity of the AMS beyond 11 months from the date of signing the agreement will depend upon his/her performance. The decision of the SPD shall be final and binding in this regard. The contract management shall be done as per the project rules.
14. 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/ 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 Govt. of Assam/ PCU/ ARIAS Society shall not undertake any responsibility for subsequent deployment of the incumbent.
15. The AMS shall not assign or sub-contract, *in whole or in part*, his/her obligations to perform under this ToR, except with the reporting officer's prior written consent. The AMS will have to serve the assigned office on full time basis under overall command of **Director, Agriculture** and provide services from State Project Management Unit (SPMU), Directorate of Agriculture, Guwahati. However, during the assignment period AMS may be transferred to any other office of the Project either at HQ (Guwahati) or in the Districts.

**(E) REMUNERATION, PAYMENT TERMS AND LEAVE ETC.**

16. Depending on the qualifications, experience, competencies, recent remuneration, etc. of the candidate, the consolidated annual remuneration for the AMS will be in the range between **Rs. 11.40 lakh to Rs. 19.20 lakh** per year. However, in case the selected candidate's current remuneration with 30% enhancement comes below Rs. 11.40 lakh/year, the lower remuneration will be offered. The annual remuneration will be inclusive of performance-linked-incentive, communication allowance, health/service related allowance, all taxes, cost of accommodation and food at Guwahati, conveyance to attend the office etc. The remuneration may be enhanced on an Annual Basis, as per provisions in the HR policy of ARIAS Society.

*Note: In case suitable candidates with experience as mentioned in para C(9) are not found then candidates with seven years of relevant experience may be considered at a lower remuneration as decided by the SPD.*

17. The remuneration will be given in equal monthly installments and the Performance-Linked-Incentive (PLI) will be given quarterly based on the performance and achievement against the mutually agreed deliverables by the **AMS**. Taxes shall be dealt with as per applicable laws.
18. Travelling, Boarding, Lodging and Food expenses for approved official tours outside official HQ will be reimbursed as per HR Policy of ARIAS Society.
19. The provisions of leave would be as per provisions of HR Policy of ARIAS Society.
20. No house rent allowance or any other allowance shall be paid by the Project. No other payment whatsoever (except reimbursement of official travelling expenses) shall be made, except as agreed with the **AMS** by the Project.

**(E) REPORTING AND PERFORMANCE REVIEW**

21. The **AMS** will report to the Director, Agriculture on a day-to-day basis. Quarterly/Half yearly/Annual performance review will be done by the Reporting officer.

**(F) FACILITIES TO BE PROVIDED**

22. The **AMS** will be given access to documents, reports, correspondence, contacts available with ARIAS Society, OPIUs/ CPIUs and any other information available, as deemed necessary for smooth accomplishments of tasks assigned. The **AMS** will be provided with one office cubicle/workstation in the PCU along with computer, printer, computer/office consumables, and internet access. *The **AMS** however will not be provided with any clerical assistance.*

**Notes:**

1. *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.*
2. *ARIAS Society is an equal opportunity employer and women candidates are strongly encouraged to apply.*

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