

ARIAS SOCIETY

Assam Rural Infrastructure and Agricultural Services Society

(An Autonomous Body under Govt. of Assam)

Project Coordination Unit (PCU)

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Draft TERMS OF REFERENCE (TOR)

Hiring of a District Enterprise Development Coordinator (DEDC) For Agri enterprise promotion under the World Bank financed Assam Agribusiness and Rural Transformation Project (APART)

(A) PROJECT & ASSIGNMENT BACKGROUND

1. The Government of Assam (GoA) through Government of India (GoI) has received a loan from the World Bank for implementation of Assam Agribusiness and Rural Transformation Project (APART). Assam Rural Infrastructure and Agricultural Services (ARIAS) Society is the apex coordinating and monitoring agency for the project. The project is being implemented by eight line departments of GoA including their Directorates/Agencies/Commissionerates. The project interventions would be taken up in 24 prioritized districts of Assam i.e. Kokrajhar, Barpeta, Nalbari, Darrang, Sonitpur, Biswanath, Goalpara, Nagaon, Hojai, Cachar, Karbi Anglong, West Karbi Anglong, Golaghat, Dhubri, South Salmara, Morigaon, Kamrup, Kamrup Metro Jorhat, Majuli, Sivasagar, Charaideo, Hailakandi and Lakhimpur.
2. **Project Development Objective (PDO):** The Assam Agribusiness and Rural Transformation Project (APART) aims to “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 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 & Learning.
4. APART would support, value addition in the production and post-harvest segments of prioritized agricultural value-chains; facilitate agribusiness investments through inclusive business models that provide opportunities to smallholder farmers as well as stimulate the establishment of new small and medium agribusiness enterprises; and support resilience of agricultural production systems in order to better manage increasing production and commercial risks associated with climate change and marketing of agro produce, in the targeted districts. The project would adopt a cluster and value chain strategy within the targeted districts to generate economies of scale; promote vertical and horizontal links between local agricultural enterprises; enable diffusion of innovations; leverage network externalities; and channel public support for services and infrastructure.
5. Component A is envisioned to enhance the pace of enterprise growth and employment in the targeted districts. The Subcomponent A2, aims to promote an enabling agriculture enterprise ecosystem in the state. Towards this, the project has initiated “*Kshyamata*” Program for promoting Agribusiness Enterprise Development to foster and accelerate growth of agro-processing sector, thereby promoting commercialization of agricultural production, increasing value addition and agricultural incomes. The program will identify growth oriented existing and potential entrepreneurs, who are pursuing business opportunities related to postharvest value addition in agriculture and allied sectors, and provide them with a holistic service offering that accelerates their growth and promotes sustainability. It is expected that program will have a catalytic effect, encouraging a new generation of entrepreneurs to enter, grow, and

advance the industry. The project intends to support 1400 nos. of agri enterprises, both new and existing, through *Kshyamata* program. The program is being implemented in the twelve selected districts of APART namely **Barpeta, Cachar, Goalpara, Golaghat, Jorhat, Karbi Anglong, Kamrup (Metro), Kamrup (Rural), Kokrajhar, Lakhimpur, Nalbari and Sonitpur**

6. APART seeks a highly motivated and entrepreneurial individual for the role of **District Enterprise Development Coordinator (DEDC); one (1) number in each of five districts Barpeta, Golaghat, Karbi Anglong, Kokrajhar and Lakhimpur**. The District Enterprise Development Coordinator will lead the *Kshyamata* program under the APART project at district level.

(A) OBJECTIVES OF THE ASSIGNMENT & SCOPE OF POSITION

7. The **District Enterprise Development Coordinator (DEDC)** will lead the *Kshyamata* Initiative for agri enterprise promotion & development for the district where he/she is posted, taking an active role in design and implementation of training & capacity building programmes, business development support and provision of handholding/ support services to selected enterprises. The DEDC will support the strategy design for the enterprise support component and will be responsible for ensuring the effective planning and implementation of the activities and interventions at district level. The DEDC will report to the General Manager of the District Industries & Commerce Center (GM - DICC) and work under the guidance of Financial Services Specialist (FSS).

8. *Key job responsibilities of the DEDC include:*

- a. Lead the design and planning of *Kshyamata* program at district level for enterprise development and support
- b. Responsible for the prompt and timely delivery of all district specific programmatic activities against all set deadlines
- c. Lead the district team for the implementation of program activities - entrepreneurship trainings and business development support and access to finance for agri enterprises
- d. Draft, monitor and manage activity budgets for entrepreneurship and training components of the project
- e. Develop & manage a network of entrepreneurs, start-ups, mentors, institutions, financial institutions at district level
- f. Identify gaps and lead the design and delivery of business development services for entrepreneurs
- g. Support the design and implementation of the monitoring framework and plan relating to enterprise component of the project
- h. Maintain a digital inventory of entrepreneurs and keep record of the progress of the enterprises and share the report with PCU on a weekly basis.
- i. Develop and leverage industry, academics, investors & institutional network for the benefit of the enterprises
- j. Coordinate with DICC officials and other stakeholders including financial institutions
- k. Ensure smooth partnership and building synergies between department officials at the district level, training partners, stakeholders including bankers, RSETIs, technical institutions, etc.
- l. Maintain regular updates from the entrepreneurs and banks on the progress of the scheme i.e. Interest subsidy, margin money subsidy and repayment of loan, etc. and share the reports in prescribed formats with PCU
- m. Support the program team to provide enterprise specific information as and when needed by the project
- n. **Travel Requirements:** The DEDC will be required to undertake field-visits and tours as per the project requirements

(B) QUALIFICATIONS, EXPERIENCE, AGE ETC.

- Master's Degree in Business Administration (MBA/ PGDBM) with specialization in agribusiness/ entrepreneurship/ rural management/ marketing/ finance with five (5) years of demonstrated experience in promoting entrepreneurship, working in incubation program for handholding of enterprises or small business development programs.

- Demonstrated experience in working with agribusiness, social sector, rural development managing capacity building programmes; would be preferred
- Proactive and entrepreneurial attitude; exploring and developing innovative approaches that appeal to rural and urban/peri-urban youth and women are considered an advantage;
- Excellent networking skills; ability to engage with the public and private sectors;
- Excellent (writing and oral) communication skills, reporting and presentation skills;
- Available for frequent travel in the project areas.

9. **Age:** The candidate shall not be of more than 40 years of age as on 1st July 2022. However, in case of exceptionally talented candidate having wide relevant experience this requirement may be relaxed.

(C) DURATION OF CONTRACT, NOTICE PERIOD ETC.

10. The contract period of the **DEDC** is intended for entire duration of the project i.e. upto 2024. However, continuity of the **DEDC** beyond eleven (11) months will depend upon his/her performance. The **DEDC** will have work for the program on full time basis reporting to GM – DICC and work under the guidance of Financial Services Specialist (FSS).
11. The contract with **DEDC** 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/ DICC/ OPIU Industries/ 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 **DEDC**.
12. The **DEDC** will have to serve the project on full time basis and will be placed in DICC Office Jorhat/Goalpara/Kamrup/Nalbari/ Golaghat/Sonitpur/Cachar with a provision of transfer to any other District. The resignation/termination shall be as per HR Policy of the ARIAS Society.

(D) REMUNERATION

Depending on the qualifications, experience, competency, and also the remuneration/pay package of the last assignment, the consolidated fixed monthly remuneration of the **DEDC** will be determined and mutually agreed, which could be in the range between **Rs. 6.60 Lakh to Rs. 10.80 Lakh per year**. This annual rate shall be inclusive of all taxes, health/service related insurance, all allowances, cost of accommodation and food at place of posting, conveyance to attend the office, etc. The maximum Cost to Project (CTP) for the positions, within the above indicative range, will be fixed based on (i) **upto maximum of 20% hike** on the last drawn remuneration of the selected applicants and (ii) performance in the interview.

13. The remuneration may be enhanced on an Annual Basis, based on the HR Policy of the ARIAS Society

(E) REPORTING AND PERFORMANCE REVIEW

14. The **DEDC** will report to the General Manager of the District Industries Commerce Center (DICC). The District enterprise Coordinator will prepare and submit the Monthly progress report of the tasks accomplished to GM of concerned DICCs. The quality of service and performance of the **DEDC** will be reviewed by the GM on a quarterly basis and the annual performance review will be done as per the HR Policy of the ARIAS Society.

(F) FACILITIES TO BE PROVIDED TO THE DEDC:

15. Access to the required documents, correspondence, contact details and any other information associated with the project and as deemed necessary. The **DEDC** will be provided with one office cubicle/workstation/ shared office space along with computer, printer, computer stationery/office consumables, and internet access.

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.