

ARIAS SOCIETY
Assam Rural Infrastructure and Agricultural Services Society
(An Autonomous Body under Govt. of Assam)
Project Coordination Unit (PCU)

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Proposed Assam Agribusiness and Rural Transformation Project (APART):
Draft Terms of Reference (ToR) for Private Sector Development Specialist (PSDS)

Project background:

1. The Government of Assam (GoA) through Government of India (GoI) has applied for a credit from the World Bank for the Assam Agribusiness and Rural Transformation Project (APART). The Project will be implemented by Assam Rural Infrastructure and Agricultural Service Society (ARIASS). ARIASS now intends to apply a portion of this credit for engagement of a **Private Sector Development Specialist** on contractual basis.
2. The Project Development Objective (PDO) of APART is “increasing value-added and improve resilience in the production and processing of selected agriculture commodities, focusing on small farmers and agro-entrepreneurs in targeted districts”.
3. There are four components of APART. **The first component is- Support to Agri enterprise Development**, with sub components being (i) enhancing state capacity to attract private investments through Assam Bureau of Investment Promotion (ABIP) and Assam Agribusiness Incubator, (ii) setting up an agri enterprise development fund (iii) sector management through stewardship councils. **The second component is- Farm Market Infrastructure Development** with subcomponents being- (i) facilitating (enterprise) cluster development, (ii) investment support for cluster development (iii) market support. **The third component is Market Led Production and Resilience Enhancement** with sub components being (i) facilitating production cluster development (ii) facilitating access and responsible use of financial services (iv) information and risk management support. **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 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 and infrastructure so that they are able to respond to market opportunities and climate variability.

Scope of Position

5. The Private Sector Development Specialist (PSDS) Consultant will be a member of project management and implementation team. He will provide support to the project on engaging private sector, directly reporting to the State Project Director (SPD). PSDS will lead the private sector development agenda along with development of public-private partnership initiatives and activities. These activities will be led through i. building the knowledge & analytics around PSD ii) designing a strategy to foster new partnerships between relevant public & private entities iii) direct support to APART project activities and interventions. PSDS will provide technical expertise on various private sector development issues, such as sector or industry-specific policies and growth, as well as spatial growth and investment strategies; entrepreneurship and SME development. Also, PSDS will represent APART on public-private sector issues

at technical, policy and strategic planning meetings, including meetings with Government of Assam, Government of India and Industry Associations and other forums both at national and state level.

Qualifications, Experience, Skill Set and Age

6. **Educational Qualification:** The PSDS should hold at least a Masters degree in Business Administration/ Economics/ Finance/ or a closely related field from a recognized university/premier institute.
7. **Working Experience:** The PSDS must have **at least 11 to 15** years of relevant professional experience in the field of private sector development and facilitation of public-private partnerships, preferably in the developing country context. Professional experience focusing on following areas is added advantage
 - a) Private sector development, planning, and/or policy,
 - b) Strategy development and implementation at the regional, country or subnational level,
 - c) Advising or working directly with the private sector in agribusiness/other sector development and/or investments; and
 - d) Support for agribusiness-linked public sector investments at the national or sub-national level
8. *In case sufficient candidates meeting the experience criteria cited above are not available, then candidates with over 07 years of related professional experience may also be considered for interview/tests but they will be offered mid level consultant position at a lesser remuneration.*
9. **Computer Skills:** The PSDS specialist 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.
10. Strong oral presentation/public speaking skills. Fluency in English as well as strong and clear technical writing skills is essential. Additional language skills are a plus, in particular, Assamese & Hindi
11. **Desirable Qualifications and Experience:**
 - a) Ability to collaborate with a wide variety of stakeholders and partners within and outside government and also advocate for private sector development
 - b) Established leadership skills ensuring the team stays organized and focused, and actively seeks and considers diverse ideas and approaches
 - c) Access to broader network of private sector experts, leaders and investors
 - d) Leads in the sharing of best practice, trends, knowledge and lessons learned with stakeholders and partners, articulating ideas verbally and in writing in a clear and compelling way across audiences of varied levels
 - e) Experience of working in North East India
 - f) Experience of facilitating public private partnerships in Agribusiness sector
 - g) Capability to work independently and develop teams
12. **Age:** Age of the candidate should not be more than 50 years as on 1st August, 2016.

Key Job Responsibilities include the following major activities under the project:

13. Identify, assess, and recommend potential private sector partners and partnership opportunities for the project;
14. Leverage existing networks to collaborate and foster partnerships for the design, formalization, and management of innovative public-private partnerships;

15. Provide technical assistance to project stakeholders regarding investment promotion and facilitation efforts in identified sectors and geographies by aligning with government priorities
16. Support the project in conducting the pre-requisite research and analytics such as sector scan and prioritization exercise, investment attractiveness study, investment climate assessment, amongst others.
17. Carrying out a SWOT analysis of priority sectors of the state and suggesting strategies to build on the strengths and eliminate weaknesses while converting potential investment opportunities into actual investments in the state;
18. Facilitate designing systems & tools in order to maintain a robust database of enterprises & investors in priority sectors
19. Lead the policy discussions between public and private entities. Understand investors' objectives in each target sector or sub-sector and hurdles being faced by them in making new investments in the state and bringing to the notice of concerned department of Government of Assam for required actions in a priority basis.
20. Maintain close coordination with leading IPAs in the country and adopting best practices in the field.
21. Proactively seek out and tap opportunities of attracting foreign investments in Assam through marketing Assam's potential to investors and then working with interested investors to convert that interest into actual investment decisions in collaboration with various government departments, particularly Department of Industry and Commerce;
22. Direct, coordinate and/or participate in identifying, appraising and negotiating opportunities for creation of an enabling environment for private sector development.
23. Design and implement outreach activities in priority sectors to attract investors from outside to Assam through events like investment summits, road-shows, one to one contacts, visiting the potential leads and making presentations etc
24. Direct, coordinate and/or facilitate the preparation of policies, guidelines and reports on issues concerning the business environment in the state.
25. Represent APART and Government of Assam in coordination meetings, colloquia, regional or international seminars and conferences in areas relevant to the APART/IPA;
26. Ensure timely submission of deliverables pertaining to PSD Initiatives to the World Bank and other internal stakeholders on a regular basis;
27. Any other related task as assigned by the State Project Director, ARIAS Society.
28. **Travel Requirements:** The PSDS will be required to undertake field-visits and tours as per the project requirements, with prior approval of the SPD.

Duration of assignment:

29. The contract period of the PSDS is intended for entire duration of the project i.e. seven years. However, continuity of the PSDS beyond one (1) year will depend upon his/her performance. The PSDS serve the ARIAS Society on full time basis under the overall guidance of the State Project Director, ARIAS Society and provide services from the Project Coordination Unit (PCU) at Khanapara, Guwahati. The Resignation/Termination shall be as per the HR Policy of the ARIAS Society.

Remuneration, payment terms, leave etc:

30. Depending on the qualifications, experience, competency, and also the remuneration/pay package of the last assignment, the consolidated fixed monthly remuneration of the PSDS will be determined and

mutually agreed, which could be in the range between **Rs. 11.40 lakh to Rs. 25.80 lakh per year**. *However for candidates with outstanding credentials the range may be extended.* If suitable candidates with above mentioned experience are not available, then candidates with minimum 07 years of professional experience may be considered for the interview/tests but they will be offered mid level consultant position at a remuneration ranging from **11.40 lakh to 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 PCU, etc. Taxes as applicable will be dealt with, as per applicable laws. The remuneration will be enhanced on an Annual Basis, based on the HR Policy of the ARIAS Society.

31. Travelling, Boarding & Lodging expenses for approved official tours outside Guwahati will be reimbursed as per HR Policy of ARIAS Society.
32. The PSDS will be eligible for annual paid Leave of 12 (twelve) working days, excluding 2 (two) days of restricted holidays. Leave of absence for more than total 14 (fourteen) working days in a year will be treated as leave without pay. Casual leave of more than 5 working days at a stretch will not be granted to consultant staff. However, in exceptional circumstances, SPD may relax this condition. The PSDS may have to attend office on Sundays and Public holidays to dispose urgent matters or if desired by SPD.

Facilities to be provided by the client: PCU will -

33. Give access to all the required documents, correspondence, and any other information associated with the project as deemed necessary.
34. Provide one office cubicle in the PCU along with computer, printer, computer/office consumables, and internet access. In addition, one laptop computer, along with Internet Data Card (maximum 4 GB per month) may also be provided depending on the intensity of the service, as determined by SPD.
35. Provide conveyance arrangements for official travel within the Guwahati city on pool basis, whenever available and also for field visits, approved by the SPD. The PSDS will have to arrange his/her own conveyance facility for attending the PCU.

Reporting and Performance Review:

36. The PSDS will report to the State Project Director (SPD), ARIAS Society. The quality of service and performance of the PSDS will be reviewed by the SPD on a quarterly basis and the annual performance review will be done as per the HR Policy of the ARIAS Society.

FORMAT FOR SUBMISSION OF CV

1. **Full Name** (In Block Letters):
2. **Gender:**
3. **Nationality** (attach a copy of evidence):
4. **Permanent Postal Address** (attach a copy of evidence):
5. **Police Station:**
6. **Current Address:**
7. **Telephone/ Cell No.:**
8. **Email address:**
9. **Passport No.** (If available) (attach a copy of evidence):
10. **Date of Birth** (attach a copy of evidence):
11. **Current Designation:**
12. **Current Employer's Full Address with contact email and phone number:**
13. **Educational qualification** (attach a copies of evidences):

Paste self
attested Recent
Passport Photo

| Sl. | Examination | Subject | Year of Passing | Name of College | Name Board/ University | Class/ Percentage of marks obtained |
|-----|-----------------|---------|-----------------|-----------------|------------------------|-------------------------------------|
| 1. | Graduation | | | | | |
| 2. | Post graduation | | | | | |
| 3. | Others (if any) | | | | | |

14. **Training details relevant to the position applied** (attach a copy of evidence):

| Sl. | Training Field | Period of Training |
|-----|----------------|--------------------|
| 1. | | |
| 2. | | |
| 3. | | |

15. **Total Experience (in years):**
16. **Experience (in years) in Private Sector Development/PPP Management**
17. **Languages known:**
18. **Computer proficiency:**
19. **Do you have any criminal or corruption charges pending against you?** (If yes furnish details)
20. **Have you ever been arrested, indicted or summoned into court as defendant in a criminal proceeding or convicted, fined or imprisoned for the violation of any law?** (If yes furnish details)
21. **Have you ever been discharged or forced to resign from any position?** (If yes furnish details)
22. **Employment Record (Starting from the latest):**

| | |
|--|------------|
| From: | To: |
| Employer: | |
| Position Held: | |
| Monthly Remuneration (attach copy of the latest salary/remuneration certificate): | |
| Summary of services provided: | |

Add boxes as required

23. **Works/Activities undertaken that best illustrates the experiences in similar position(s) applied for** (clearly showing role played, duration of input, complexity of work undertaken, and core competencies)

| | |
|---------------------------------------|--|
| Name of assignment or project: | |
| Year: | |
| Employer: | |
| Main Features of the project: | |
| Positions held: | |
| Activities performed: | |

Add boxes as required

Declaration: I certify that the statements made by me in this CV are true, complete and correct to the best of my knowledge and belief. Permission is hereby given to the ARIAS Society to make such investigations as are necessary on the information given above. I understand that any misrepresentation or fraudulence or material omission made herein or in any other document requested by ARIAS Society would render dismissal and termination of my candidature/ service/contract apart from other penal action as per the law.

Signature of the Candidate

Attach self attested certificates/testimonials.

IMPORTANT Note: Candidates shall provide CV (not more than 8 pages) strictly as per the above format, along with self attested copies of testimonials/certificates (not more than 12 pages), evidencing that he/she is qualified to perform the services. **The complete CV along with certificates/testimonials shall not be more than 20 (twenty) pages or else CV may not be considered.**