



ARIAS SOCIETY

Assam Rural Infrastructure and Agricultural Services Society (ARIASS)

(An Autonomous Body of the Govt. of Assam)

Project Coordination Unit (PCU) of the World Bank Financed

Assam Agribusiness and Rural Transformation Project (APART)

Agriculture complex, Khanapara, G.S. Road, Guwahati-781022 (Assam, India)

Tel: +91 361-2332125; Fax: +91 361-2332564; website: www.arias.in; email spd@arias.in

Draft Terms of Reference (ToR)
For Knowledge Management and Documentation Experts (KMDEs) to be positioned in the
Directorate of Agriculture

(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 in targeted districts of Assam”. 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 while the Directorate of Agriculture is an important Operational Project Implementation Unit (OPIU) of the project under the Department of Agriculture, GoA. The ARIAS Society now wishes to hire **two Knowledge Management & Documentation Experts (KMDEs)** out of the loan proceeds to be positioned in the Directorate of Agriculture at Guwahati under APART 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 project is being implemented in 16 districts¹ (undivided as of 1st April, 2016) of Assam.
3. There are four components of APART: **Component A 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. **Component B is Facilitating Agro Cluster Development** with subcomponents being- (i) support establishment of cluster level Industry Associations (IAs), (ii) supply chain support. **Component C 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. **Component D 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.

(B) OBJECTIVES OF THE ASSIGNMENT & SCOPE

5. The **KMDE** will report to the **Director, Agriculture** and will support the concerned Directorate in meeting

¹ Nagaon, Sonitpur, Barpeta, Karbi Anglong, Kamrup, Dhubri, Golaghat, Kokrajhar, Lakhimpur, Darrang, Cachar, Sivasagar, Jorhat, Goalpara, Morigaon and Nalbari

the objectives of the Project as per Project Implementation Plan (PIP), Annual Work Plans (AWPs) and other Project documents. In particular the responsibilities of the **KMDEs** include the following:

- a) **KMDEs** will lead the Directorate's initiatives in knowledge management, documentation, dissemination etc related to APART.
- b) **KMDEs** will work in close coordination with consultancy service providers hired by the project for Central IEC Campaign and will provide their inputs on development of knowledge materials to be disseminated to the project stakeholders.
- c) Liaise and coordinate with the District Agriculture/ATMA Offices in the Project districts on matters pertaining to knowledge management and documentation.
- d) Managing the technical content including videos, photographs, news items, success stories, updates etc. on Directorate's website, particularly with respect to APART. In addition, the **KMDEs** will ensure a good presence of APART's commendable initiatives particularly in agri-horti crop related aspects on social media pages like facebook, twitter, youtube etc.
- e) Preparing press notes, media releases, news articles etc for various print and electronic media for important events, achievements of the Project.
- f) **Liaising and Coordination with international agencies/ CG Centres:** The project engaged the services of International agencies/ Consultative Group on International Agricultural Research (CGIAR) centres for technical assistance in various value chains e.g. International Rice Research Institute (IRRI), International Potato Centre (CIP) and World Vegetable Centre (WVC). Further, the project is in the process of hiring an international agency for technical support in agro logistics and supply chain management. KMDE shall liaise and coordinate with the international agencies/ CGIAR Centres in the Project particularly from a knowledge management and documentation perspective.
- g) Collating and managing the field data on crop demonstrations, trainings, exposure visits, buyer sellers meets, financial literacy camps, major achievements, shortfalls etc in an easily retrievable format and making available as and when required by Project Authorities.
- h) Taking lead in organizing Project orientation/ induction trainings for newly recruited staff, workshops, seminars etc with the support of technical and senior project officials.
- i) Organizing communication skill training workshop for the stakeholders as required. Also, participate in workshops and learning/exchange forums as needed and represent APART at such forums.
- j) Proof reading, editing project reports, proposals, handouts and other such material intended for external stakeholders.
- k) Facilitate selection of suitable cost-effective media channels for dissemination of knowledge materials to the project stakeholders.
- l) Providing information to the project Monitoring and Evaluation (M&E) Agency as necessary.
- m) Documenting success stories, best practices, innovative models emerging from project interventions and disseminating these at relevant forums;
- n) Any other related task assigned by the Director, Agriculture.
- o) **Travel Requirements:** The **KMDEs** may be required to undertake field-visits and tours to project sites, concerned central & state ministries, deptts. & agencies with the approval of the reporting officer.

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

6. **Educational Qualifications:** The **KMDE** should hold a Post Graduate Degree/Diploma of minimum two years duration in Mass Communication/ Corporate Communication/Media Studies/ Journalism/Social Science/ English or a closely related field from a recognized institute/University.
7. **Working Experience:** **KMDE** must possess at least two years professional experience in designing outreach programs, promotional materials, marketing collaterals, press notes, media releases, content drafting/ writing, blog writing, arranging press conference, developing corporate communication strategies, media liaison, publicity management, etc. Experience in working with local media is desirable.
8. **Computer Skills & Language:** The **KMDE** must have proficiency in the use of Internet based applications, Graphics, MS Word, MS Excel and MS Power Point, MS Publisher and other related applications.
9. **Language:** Fluency in English & Hindi. Candidates with knowledge of local language will be preferred.
10. **Age:** Age of the candidate should not be more than **50 years as on 1st January, 2019.**

(D) DURATION OF CONTRACT, NOTICE PERIOD ETC.

11. The tenure of **KMDEs** is intended for the entire duration of APART and co-terminus with the project period of APART. However, continuity of the **KMDE** beyond one (1) year from the date of signing the agreement

will depend upon his/her performance. The decision of the Director, Agriculture shall be final and binding in this regard. The contract management shall be done as per the prevailing project rules.

12. The contract with **KMDE** 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/Department of Agriculture/ Directorate of Agriculture. 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/Department of Agriculture/ Directorate of Agriculture shall not undertake any responsibility for subsequent deployment of the incumbent.
13. The **KMDE** shall not assign or sub-contract, *in whole or in part*, his/her obligations to perform under this Contract, except with the reporting officer's prior written consent. The **KMDE** will have to serve the assigned office on full time basis under overall command of Director, Agriculture and provide services from the Directorate office. The resignation/termination shall be as per prevailing project rules.

(E) REMUNERATION, PAYMENT TERMS AND LEAVE ETC.

14. Depending on the qualifications, experience, competencies, recent remuneration, etc. of the candidate, the consolidated annual Cost to Project (CTP) for the **KMDE** will be in the range between **Rs.6.00 lakh** to **Rs.12.00 lakh** per year. However, in case the selected candidate's current remuneration or CTC with 30% enhancement comes below Rs.6.00 lakh/year, the lower remuneration will be offered. The annual CTP shall be inclusive of remuneration, performance-linked-incentive, communication allowance, health/service related allowance, all taxes, cost of accommodation and food at Guwahati, conveyance to attend the Directorate office, etc. The CTP may be enhanced on an Annual Basis, based on **KMDE's** performance and prevailing project rules.
15. 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 **KMDE**. Taxes as applicable shall be dealt with as per applicable laws.
16. Travelling, Boarding, Lodging and Food expenses for approved official tours outside Guwahati will be reimbursed as per the prevailing project rules.
17. The provisions of leave would be as per prevailing project rules.
18. 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 **KMDE** by the Project.

(E) REPORTING AND PERFORMANCE REVIEW

19. The **KMDE** will report to the Director, Agriculture on a day-to-day basis as the case may be. Quarterly/Half yearly/Annual performance review will be done by the Reporting officer.

(F) FACILITIES TO BE PROVIDED TO KMDEs

20. The **KMDEs** will be given access to all documents, reports, correspondence, contacts available with the Directorate and any other information as deemed necessary for smooth accomplishments of tasks assigned. The **KMDE** will be provided with one office cubicle/workstation in the Directorate along with computer, printer, computer/office consumables, and internet access. *The **KMDE** however will not be provided with any clerical assistance.*

Note: This is a draft ToR and the Director, Agriculture/SPD, ARIAS Society reserves the right to change, update or modify this ToR at any stage till recruitment process is completed.
