

***Draft Terms of Reference (ToR)***  
**For Millets Marketing Experts (MMEs) (15 Nos.) to be positioned in the District Agriculture Offices under Assam Millets Mission (AMM) supported by the World Bank financed Assam Agribusiness & 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 **15 Millets Marketing Experts (MMEs)** under the Assam Millets Mission (AMM) supported by the World Bank financed Assam Agribusiness and Rural Transformation Project (APART) upto September 2024, as Individual Consultants out of the loan proceeds of APART, to be positioned in 15<sup>1</sup> District Agricultural Offices.
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 **(iv)** supporting the State Health Society (SHS) in addressing the COVID-19 challenge. To achieve the PDO, the project is adopting clusters (production and enterprise) and value chain approach.
3. There are four components of APART: **The first 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. **The second component-B is Facilitating Agro Cluster Development** with subcomponents being- **(i)** support establishment of cluster level Industry Associations (IAs), **(ii)** supply chain support. **The third 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. **The fourth 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 Farmer Producer Companies (FPCs); **(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 adopts 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.

---

<sup>1</sup> Nagaon, Bongaigaon, Dhubri, Morigaon, Barpeta, Tinsukia, Kokrajhar, Baksa, Goalpara, K. Anglong, Kamrup (R), Sonitpur, Jorhat, Golaghat and Udalguri

5. Setting up and implementation of **Assam Millets Mission (AMM)** has been cleared by the State Cabinet on 23<sup>rd</sup> May 2022 for a period of seven years from 2022 to 2029. The activities under the Mission will be funded by APART for first two years and partly in the third year. From fourth year onwards, the Mission activities will be funded by State Govt and with the support of Govt of India schemes. Recruitment of **Millets Marketing Experts (MMEs)** at District level is being taken up under the Assam Millets Mission (AMM).

6. The key activities under the Assam Millets Mission are as follows:

**Component-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

**Component-B: Post-harvest & value addition side aspects**

- a. Post-harvest demonstrations on drying & quality preservation
- b. Post-harvest machinery : Dryers, Thresher, Pulveriser, Value added products making machinery
- c. Static storage facilities
- d. Storage bins
- e. Nutritious millet products development fund

**Component-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

**Component-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)
  - (iv) Nutrition camps for women & children (urban and rural areas)
  - (v) Supply to POSHAN Abhiyan (Social Welfare Department)

**Component-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 OF WORK**

7. The **MME** will report to the **District Agriculture Officer cum, PD ATMA of the concerned District** and will support the District level activities under the Assam Millets Mission (AMM). In particular the responsibilities of the **MME** include the following:

- a) Work closely with the **Directorate of Agriculture & State Project Management Unit (SPMU) for AMM** with regards to implementation of the District level activities under the Assam Millets Mission (AMM), particularly in post harvest and market linkages segment as directions received and as per provisions of the approved Annual Work Plan (AWP).
- b) Contribute to market linkages of millets based FPCs including aggregation, pooling, primary and secondary processing of millets produce at Common Service Centres (CSCs), negotiations with large buyers, traders, processors etc and ensuring a remunerative price to the millet farmers under the program.
- c) Training and capacity building of the farmers on establishing market linkages for millets and millet

based products and also staff at the District level. Reaching out leading millets marketing, value addition and processing initiatives in other districts and States arranging for exposure visits, study tours etc for the staff and beneficiary farmers.

- d) *Data collection, compilation and submission to Mission HQ:* The **MME** shall collect the data relating to market linkages, value addition and processing, price premium received by millet farmers through mission interventions, buyer seller meets, value chain schools etc.
- e) Advising on the standards and specifications of millets post harvest and processing machinery and support in procurement of the same at District level by FPCs through approved procurement procedures of World Bank for APART.
- f) Be instrumental in organizing of buyer seller meets at district level and so also value chain schools
- g) Support to conduct of product exhibitions with active participation of millets based FPCs and also ensuring marketing tie up during such product exhibitions.
- h) Documenting success stories, innovative business models etc in the millets value chain at the district level and disseminating the same through APART Newsletter *Krishi Rupantar* and other channels.
- i) **Travel Requirements:** The **MME** may be required to undertake field-visits and tours to project sites, FPCs, concerned Central and State ministries, Departments, Agencies, Institutes with the approval of the reporting officer.

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

6. **Educational Qualifications:** The **MME** should hold a Masters/ PG Diploma (minimum two years duration) in Agribusiness, Agricultural Marketing, Agricultural Economics or a closely related field from any recognized University/ Institution.
7. **Working Experience:** The **MME** must possess at least five years experience in agricultural (output) marketing preferably millets/ cereals or other non perishable products.
8. **Computer Skills & Language:** The **MME** must have proficiency in the use of Internet based applications, Graphics, MS Word, MS Excel and MS Power Point and other related applications.
9. **Language:** Fluency in English and Assamese. Knowledge of Hindi and other local languages will be an added advantage
10. **Age:** Age of the **candidate** should not be more than **45 years as on 1<sup>st</sup> July, 2022**. In case of exceptionally talented candidates, this condition may be relaxed at the discretion of SPD.

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

11. The tenure of **MME** is intended for the entire duration of APART and co-terminus with the project period of APART i.e. Sep. 2024. However, continuity of the **MME** 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.
12. The contract with **MME** 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.
13. The **MME** 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 **MME** will have to serve the assigned office on full time basis under overall command of District Agriculture Officer (DAO) cum PD ATMA and provide services normally from the Office of DAO cum PD ATMA .

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

14. Depending on *the qualifications, experience, competencies, recent remuneration, etc.* of the candidate, the consolidated annual remuneration for the **MME** will be in the range between **Rs. 6.60 lakh- Rs 10.80 lakh** per year. *In case the selected candidate's current remuneration with 30% enhancement comes below Rs. 6.60 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 allotted District HQ, 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.

15. The remuneration will be given in equal monthly instalments and the Performance-Linked-Incentive (PLI) will be given quarterly by the PD-ATMA cum DOA based on the performance and achievement against the mutually agreed deliverables by the **MME**. Taxes shall be dealt with as per applicable laws.
16. Travelling, Boarding, Lodging and Food expenses for approved official tours outside HQ will be reimbursed as per HR Policy of ARIAS Society.
17. The provisions of leave would be as per provisions of HR Policy of ARIAS Society.
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 **MME** by the Project.

**(F) FACILITIES TO BE PROVIDED**

19. The **MME** will be given access to all documents, reports, correspondence, contacts available with Project, District ATMA Office, OPIU-Agriculture and any other information available, as deemed necessary for smooth accomplishments of tasks assigned. The **MME** will be provided with shared office space/workstation in the District ATMA Office, along with computer, printer, computer/office consumables, and internet access. *The **MME** 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. Women and Persons with Disability (PwD) are encouraged to apply.*

\*\*\*\*\*