



GOVERNMENT OF ASSAM

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ASSAM STATE AGRICULTURAL MARKETING BOARD

RAMKRISHNA MISSION ROAD, ULUBARI, GUWAHATI – 781 007

Draft Terms of Reference (ToR)

For Fertilizers Supply Chain Specialist (FSCS) (Individual Consultant) to be positioned in the Assam State Agricultural Marketing Board (ASAMB)

(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 to advance Assam’s COVID-19 response”. Assam State Agricultural Marketing Board (ASAMB) has been notified as the wholesaler of urea in the State and accordingly, a Fertilizer Cell has been established in ASAMB. Under, APART, an Operational Project Implementation Unit (OPIU) has been set up at the ASAMB. Now, the ASAMB intends to hire a **Fertilizer supply chain Specialist** under APART (hereinafter referred as **FSCS**) as Individual Consultant out of the loan proceeds, to be positioned in the Fertilizer Cell of ASAMB, 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. 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.**
3. Recently, a comprehensive Standard Operating Procedure (SOP) for Fertilizer (Urea) has been published by the Govt. of Assam.
4. The Assam State Agricultural Marketing Board (ASAMB) has been notified as sole wholesaler of urea in Assam, vide Govt. Notification No. Agri/Fert/C&F/627/2021-22/31, dated 01.06.2022.
5. Being sole wholesaler of urea in Assam, the ASAMB will perform activities related to logistics, supply chain and distribution of urea to retailers in Assam.
6. APART is supporting the ASAMB to set up a ‘Fertilizer Cell’ with qualified and experienced manpower for efficient and smooth execution of wholesaling of urea in Assam.

(B) OBJECTIVES OF THE ASSIGNMENT & SCOPE

7. The **FSCS** will report to the **Chief Executive Officer (CEO), ASAMB** and will support the Fertilizer Cell in achieving its objectives as per the Standard Operating Procedure (SOP) for Fertilizer (Urea) published by the Govt. of Assam. In particular the responsibilities of the **FSCS** include the following:
 - a) Work with the **fertilizer cell** in the ASAMB and contribute towards **timely and adequate availability of urea** in the districts, well before sowing/ planting season.
 - b) Prepare week/month wise fertilizer allotment/distribution/consumption plan in coordination with fertilizer supplying companies and District Agricultural Officers (DAOs)



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- c) Accompanying the ASAMB team for random inspection visits to fertilizers retailers.
 - d) Work closely with the **DoA/Assam Agricultural University** (including its network of Krishi Vigyan Kendras/ Regional Agricultural Research Stations/ Horticulture Research Station) for training and capacity building of the stakeholders.
 - e) Supporting the ASAMB team in obtaining fertilizer license/other relevant documents as required.
 - f) To liaise with Department of Chemicals and Fertilizers, Department of Agriculture, Cooperation and Farmers Welfare, Government of India for resolving any issues relating to fertilizers (urea) in State as well as APART in consultation with the Fertilizer Cell at ASAMB.
 - g) Maintain close liaison with local railway authorities (North East Frontier Railways) regarding arrival and placement of rakes, so also the required facilities at the rake points.
 - h) Database management: Keeping a record of urea arrivals in the State and distributed including key retailers and by segment i.e. tea & non tea, season-wise, month-wise etc
 - i) Suggest ways and means to improve urea procurement, distribution, reach, availability, marketing, quality control etc in the State.
 - j) Study fertilizer supply chains from other States and lay out which best practices could be applied to Assam within the purview of applicable regulations and determine how current practices could be better aligned with current national best practices to make Assam urea sub-sector even more competitive.
 - k) Identify trouble spots or bottlenecks that are inhibiting efficient urea distribution, sales and availability to the farmers and recommending actionable remedies thereof.
 - l) To study the current and expected fertilizer scenario for next few years and suggest a road map for ASAMB with respect to urea taking into consideration the possible opportunities and risks that might be entailed in implementing this roadmap.
 - m) To explore and advise on the alternative distribution channels for urea e.g. Farmer Producer Companies (FPCs) as retailers, Primary Agricultural Cooperative Societies, Other Farmers' Cooperatives etc with cons and pros in each case.
 - n) To recommend a mechanism of fertilizer (particularly urea) knowledge & database management which is perpetual and independent of events like super-annuation, transfer, deputation of officials handling the key responsibilities related to fertilizer (urea) wholesaling/ distribution and accordingly advise on a system of succession planning.
 - o) Assist the Board in establishing a results-based monitoring and evaluation system that tracks, in a timely manner, improvements in fertilizer (urea) supply chain on a regular basis and ensuring consistency for the services provided to relevant fertilizer (urea) supply chain stakeholders.
 - p) Work closely with the team of ASAMB, Fertilizer Cell including APART staff like MIS Expert, Finance and Accounts Expert etc.
 - q) Documenting success stories, case studies, innovative business models, contributing to APART Newsletters and disseminating at various forums as directed.
 - r) Perform any other related task assigned by the CEO.
- s) **Travel Requirements:** The **FSCS** 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) QUALIFICATIONS, EXPERIENCE, SKILLSET, AND AGE ETC.

6. **Educational Qualifications:** The **FSCS** should hold a **Masters degree or Bachelor's degree plus 2 years diploma in Agriculture preferably in Soil Science/ Agricultural Chemistry/ Agronomy or Logistics & Supply Chain Management/Information Technology (IT) or a closely related field** from any recognized university/ Institution.
7. **Working Experience:** **FSCS** must possess **7 to 10 years** of professional experience working in the fertilizers sector in any public/ private sector organization.
8. **Computer Skills & Language:** The **FSCS** must have proficiency in the use of Internet based applications,



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Graphics, MS Word, MS Excel and MS Power Point and other related applications.

9. **Language:** Fluency in English & Hindi. Knowledge of local language would be an added advantage.
10. **Age:** Age of the candidate should not be more than **50 years as on 1st July, 2022**. However, in case of exceptionally talented candidates, this condition may be relaxed by SPD, ARIAS Society.

(D) DURATION OF CONTRACT, NOTICE PERIOD ETC.

11. The tenure of **FSCS** is intended for the entire duration of APART and co-terminus with the project period of APART i.e. upto September, 2024. However, continuity of the **FSCS** beyond 11 months from the date of signing the agreement will depend upon his/her performance. The decision of the CEO shall be final and binding in this regard. The contract management shall be done as per the Project rules.
12. The contract with **FSCS** 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/ ASAMB/ ARIAS Society shall not undertake any responsibility for subsequent deployment of the incumbent.
13. The **FSCS** 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 **FSCS** will have to serve the assigned office on full time basis under overall command of CEO, ASAMB and provide services from ASAMB. However, during the assignment period **FSCS** 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.

14. Depending on the qualifications, experience, competencies, recent remuneration, etc. of the candidate, the consolidated annual remuneration for the **FSCS** will be in the range between **Rs. 11.40 to Rs. 19.20 lakh** per year. 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(7) are not found then candidates with lower years of relevant experience may be considered at a lower remuneration as decided by the CEO.*

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. Taxes 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 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 **FSCS** by the Project.

(E) REPORTING AND PERFORMANCE REVIEW

19. The **FSCS** will report to the Chief Executive Officer (CEO), Assam State Agricultural Marketing Board (ASAMB) on a day-to-day basis. Quarterly/Half yearly/Annual performance review will be done by the Reporting officer.



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(F) **FACILITIES TO BE PROVIDED TO FSCS**

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

Notes:

1. *This is a draft ToR and CEO, ASAMB 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.*
