

TERMS OF REFERENCE

For hiring of “Milk Procurement Field Supervisor” for carrying out Village Based Milk Procurement System (VBMPS) activities under the World Bank financed Assam Agribusiness and Rural Transformation Project (APART) .

Project background:

1. The Government of Assam (GoA) through Government of India (GoI) has received/obtained a loan from the World Bank for the Assam Agribusiness and Rural Transformation Project (APART). Assam Rural Infrastructure and Agricultural Services (ARIAS) Society is the apex coordinating and monitoring agency for APART while West Assam Milk producers Cooperative Union Limited (WAMUL) is the implementing agency for the activities under “Formal Dairy Sector” in the project. WAMUL now intends to engage **Milk Procurement Field supervisor** on contractual basis towards implementation of the APART project.
2. The development objective of APART is “add value and improve resilience of selected agri value chains focusing on smallholder farmers and agro-entrepreneurs in targeted districts of the State of Assam”
3. There are four components to the project: **The first component (A)** 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 (B)** 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(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** 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 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 a cluster approach both in terms of production (production clusters) and processing (enterprise clusters)

WAMUL’s Role

5. WAMUL will be the implementing agency for the **Third Component C - and sub-component - C.1.3.1 - Milk value chain :Formal sector** .The focus of this value chain is productivity enhancement by organising farmers into Milk Producers Institutions (MPIs) that eventually will get registered as Dairy Cooperative Societies (DCS) and genetic upgradation of Non-descript cows using Artificial insemination , improved feeding through Fodder production demonstration, etc. The project will also install Bulk Milk Coolers (BMCs) for handling increased volume of raw milk procurement and maintaining the quality till it is transported to the Processing plant. Solar powered data processor based milk collection units (DPMCU) will be installed at each DCS to ensure transparency in milk reception, weight measurement and quality testing for making producers payments. The project will be leveraging the liquid milk processing and product manufacturing capacity of WAMUL.

Scope of Position of Milk Procurement Field Supervisor:

6. WAMUL intends to engage Milk Procurement Field supervisor on contractual basis under the project ,who will be primarily responsible to meet the procurement/DCS/MPI/Membership targets for his allotted area of operation of WAMUL. The Milk procurement Field supervisor will form the important bridge between the Milk producers / MPI/DCS and WAMUL and also provide feedback and attend to the grievances of the Milk producers. He/She will also play a pivotal role in opening up new milk routes and will encourage people to take up Dairying as a livelihood.

The **Milk Procurement Field Supervisor** will be placed in any of the project area under APART and will report to Milk Procurement officer , WAMUL.

Qualifications, Experience, Skills, Age:

7. Essential:

- a) **Educational Qualification:** Graduation in any discipline from a recognized institute/University.
- b) **Experience:** 0-1 year of experience with NGO or village based institution working for livelihood promotion activities (fresher can apply).
- c) **Computer Skills:** Must have basic knowledge of using Internet based applications.
- d) **Language:** Working knowledge in Assamese, Bengali and Hindi (Any two).
- e) **Age:** Age of the candidate should not be more than 30 years as on 1st January, 2018. However, relaxation upto 5 years may be given in case of extraordinary/outstanding candidates.

8. Desirable:

- a) Should have the ability to work effectively in rural areas;
- b) Should be self -motivated and with a passion to serve the people.
- c) Should be able to comprehend and communicate the organizations policies and programmes .
- d) Ability to work independently as well as in teams.

9. Key Job Responsibilities (Indicative):

Milk Procurement Field Supervisor will be responsible for

- a) Ensuring the attainment of the procurement/DCS/MPI/Membership target for his allotted area
- b) Attending milk collection at DCS/MPI level regularly and addressing farmer's grievances
- c) Monitoring the milk transport vehicle so as to check any ill-practice by Driver
- d) Providing Milk union services to farmer's doorsteps
- e) Ensuring timely milk bill payment to producer members and receipt submission to accounts
- f) Ensuring the follow ups as per the directions given by Manager/Dy. Manager/MPO

10. Remuneration, payment terms and leave:

- a) The consolidated remuneration of the Milk Procurement Field Supervisor will be around Rs. 1.8 lakhs per year, depending upon experience , qualification and pay package of last assignment.
- a) The Milk Procurement Field Supervisor will be eligible for paid leaves/Holidays as per the applicable norms/policy of WAMUL.
- b) Provide conveyance allowance and TA/DA for field movement within the operational area as per the eligibility.

11. **Reporting and Performance Review:**

- a) The Milk procurement field Supervisor will report to the Milk procurement officer , WAMUL
- b) Performance will be reviewed as per Key result areas (KRA) . The remuneration may be enhanced on an annual basis as per prevailing rules , which will be performance based

12. **Duration of assignment:**

- a) The contract period of the Milk procurement field Supervisor will be for an initial period of 3 (Three) years,which may be extended on satisfactory performance. However, continuity of the Milk procurement officer beyond 1 (One) year from the date of joining will depend upon his/her performance.