

TERMS OF REFERENCE

For hiring of Milk Procurement Officer (Lady) for “Village Based Milk Procurement System” (VBMP) 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 officer (Female)** 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 Officer

6. WAMUL intends to engage Milk Procurement Officer on contractual basis under the project ,who will be primarily responsible to meet the procurement/MPI/Members targets as planned for the area of operation of WAMUL, encourage more female participation in dairying. The Milk procurement officer will be an important link between the Milk producers and WAMUL and promotion of the organizational activities.

She will be placed at WAMUL HO, Guwahati and will report to Group Head, P&I Section WAMUL.

Qualification ,Experience , Skills , Age

7. Essentials :

- a) **Educational Qualification:** PGDM – Rural Management/ PGD – Development Management/ MBA (Rural Management)/ MSW from a recognized institute/University.
- b) **Working experience:** Minimum 2 years of working experience preferably in livelihood sector with a NGO/ Village based Institution. Experience in village based extension activities will be an added advantage.
- c) **Computer Skills:** 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.
- d) **Language:** Fluency in Assamese, Hindi and English.
- 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) Experience of providing capacity building for village based institution and dairy farmers. Should be a good motivator with exceptional communication skills.
- b) Ability to work effectively in teams as well as independently;
- c) Should have experience of working in rural environment.
- d) Ability to travel extensively.

9. Key Job Responsibilities (Indicative):

Milk Procurement Officer will be responsible for

- a) Primarily responsible to meet the procurement/MPI/Members targets as planned for the area of operation of WAMUL.
- b) Conducting training programme awareness camps at village for increasing women participation in dairying.
- c) Maintenance of milk routes, guiding the supervisor's activities and its monitoring.
- d) Ensuring that proper weighing , testing and chilling activities are carried out at all the BMC centres of WAMUL. Proper record maintenance at all the BMC centres of WAMUL.
- e) Ensuring quality of the collected and supplied milk from the procurement area of WAMUL.
- f) Monitoring the collection and testing activities at all the BMC centres and supervising the BMC staffs.

- g) Attending milk collection on regular basis at MPI/DCS level and resolving farmer's grievances.
- h) Ensuring that the daily milk collection data is received by the billing section at head office for timely preparation of milk bill.
- i) Organising village level awareness programmes with the dairy farmers regarding the benefits of an organised milk collection system.
- j) Preparation of training calendar for the milk producers, Milk procurement officers, Milk Procurement Field Supervisors and sharing the same with ERDTC, Siliguri and NDDDB, Anand for booking the training slot.
- k) Budget calculation for the training and extension materials.
- l) Preparation of extension material in local language.
- m) Coordinating with field supervisors for conducting various training programmes at village level.
- n) Arranging farmer's meet, animal health camp and other services with the help of Manager/Dy. Manager procurement.
- o) Identification and appointment of MPI *sahayaks*, Local Resource Persons (LRPs) and other village functionaries as and when need arises.

10. Remuneration, payment terms and leave:

- a) The consolidated remuneration of the Milk Procurement Officer will be around Rs. 3.0 lakhs per year, depending upon experience , qualification and pay package of last assignment.
- b) The Milk Procurement Officer will be eligible for paid leaves/Holidays as per the applicable norms/policy of WAMUL.
- c) For any authorized tour within the operational area , she will be paid TA/DA as per norms/policy of WAMUL .

11. Reporting and Performance Review:

- a) The Milk Procurement Officer will report to the Group Head, P&I Section , 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 Officer will be for an initial period of 3(three) years, which maybe extended on satisfactory performance. Continuity of the Milk Procurement Officer beyond 1 (One) year from the date of joining will also depend upon her performance.