ARIAS SOCIETY

Assam Rural Infrastructure and Agricultural Services Society

(An Autonomous Body under Govt. of Assam)

Project Coordination Unit (PCU), Proposed World Bank aided Assam Agribusiness and Rural Transformation Project (APART)

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Draft TERMS OF REFERENCE (TOR)

For Hiring of a Consultancy Service for Technical Assistance to Stewardship Council in Fishery,
Piggery, Perishables and Spices & Condiments Sectors to be set up for APART

Background

- 1. The Government of Assam (GoA) through Government of India (GoI) has applied for a loan from the World Bank (WB) for implementation of Assam Agribusiness and Rural Transformation Project (APART). Assam Rural Infrastructure and Agricultural Services (ARIAS) Society is the main coordinating agency for the project. The project will be implemented by eight line departments of GoA including their directorates/ agencies/ Commissionerates. ARIAS Society now intends to utilize a part of loan to hire a Consultancy agency for providing "Technical Assistance to Stewardship Council in Fishery, Piggery, Perishables and Spices & Condiments Sectors to be set up under APART" *initially for a period of two years*, extendable to further periods depending upon the performance of the agency and project requirements.
- 2. **Project Development Objective (PDO):** The Assam Agribusiness and Rural Transformation Project aims to "increase value-added and improve resilience of selected agriculture value chains, focusing on smallholder farmers and agro-entrepreneurs in targeted districts of Assam".
- 3. There are four components of the project: The first component 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) Agribusiness Fund Support (iv) establishing stewardship councils. The second component is Facilitate Agro Cluster Development with sub-components being- (i) support establishment of cluster level Industry Associations (IAs), (ii) supply chain infrastructure support to establish a modern supply chain. The third component 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 & product aggregation (iii) Facilitating access to and responsible use of financial services. The fourth component is project Management, Monitoring and Learning.
- 4. APART would support, value addition in the production and post-harvest segments of selected agricultural value-chains; facilitate agribusiness investments through inclusive business models that provide opportunities to small farmers as well as stimulate the establishment of new small and medium agribusiness enterprises; and support resilience of agricultural production systems in order to better manage increasing production and commercial risks associated with climate change and marketing of agro produce, in the targeted districts. The project would adopt a cluster strategy within the targeted districts to generate economies of scale; promote vertical and horizontal links between local agricultural enterprises; enable diffusion of innovations; leverage network externalities; and channel public support for services and infrastructure.
- 5. Component A is envisioned to enhance the pace of enterprise growth and employment in the targeted districts. Stewardship Council would set under this component. This stewardship council will cover four sectors namely (i) Fishery, (ii) Piggery (iii) Perishables (fruits & vegetables) and (iv) spices & condiments. The main objective of this stewardship council will be to act as a platform for engaging industry leaders and stakeholders of the given value chain to act in concert to develop and implement sustainable strategies for their value chain. The aim is to strengthen, information, coordination and linkages in the targeted value chains and institute a sustainable mechanism for effective public-private sector dialogue. It is expected that the council, will identify constraints (policy, institutional, etc.) and workforce development, strategies, skill gaps that are needed to be bridged to raise productivity and competitiveness of the respective value chain.
- 6. ARIAS Society is seeking to hire a consulting firm to provide technical assistance to this multi-sectoral stewardship council mainly in the areas of (i) preparation of detailed action plans and, feasibility studies, for the sustainable growth of the identified value chains, (ii) providing technical assistance to develop a market based

- vision and strategic action plan for each value chain, and (iii) providing need based investment support on the basis of business plans prepared by council for development of each targeted value chain.
- 7. The Project Coordination Unit (PCU) of the ARIAS Society will have the overall responsibility for the Stewardship Council. However, setting up, day to day management and functioning responsibilities of the stewardship council will be shared by the (i) Department of Fisheries for fish value chain (ii) Animal Husbandry and Veterinary Department including Assam Livestock & Poultry Corporation (ALPCo) for Pork value chain (iii) Directorate of Horticulture & Food Processing for Spices and Condiments as well as for perishables (fruits and vegetables). The consulting agency will provide technical support to the council as mentioned above in para 6 and other need based support as required from time to time. The PCU will ensure that this multi-sector stewardship council remains fully aligned to and supportive of the state's economic policies and the objective of enabling agri enterprise development in state; it will oversee the work of consulting agency including approving annual work plans and budgets.

Objective of the Assignment:

- 8. The contracted agency will be responsible for achievement of the following objectives under multi-sector stewardship council set up as a part of APART
 - a. Stakeholder mobilization from all the four value chains i.e. Fishery, Piggery, Perishables (fruits and vegetables), Spices & Condiments;
 - b. Preparation of vision document for the stewardship council;
 - c. Feasibility studies in the four value chains as mentioned above;
 - d. Preparation of business plans for value chain development (implementation to be partly funded under the project as matching grants);
- 9. Apart from the above, the contracted agency will also support the stewardship council in (i) formation and management of a policy dialogue group which would identify policy and regulatory level constraints in the four sectors (ii) organizing sectoral seminars and policy communication seminars and (iii) publications like sectoral reports, policy briefs, newsletters etc.

Scope of Work

- 10. The broad scope of the assignment:
 - a. Supporting GoA through APART with feasible and viable policy recommendations for overall improvement and development of four value chains i.e. (i) Fisheries (ii) Piggery (iii) Perishables (fruits and vegetables) (iv)Spices and Condiments
 - b. Establishing linkages and networks among primary and secondary value chain players for improving efficiency and effectiveness for four value chains mentioned above
 - c. Awareness creation and dissemination on important developments and improvement strategies in the concerned value chains through a series of publications and events.

Activities to be carried out by the Service Provider (SP)

11. The detailed scope of assignment for this contract shall be as under:

Activity Schedule for Main Activities						
Activity -1	Stakeholder mobilization & Diagnostic Reports					
Description	The consultant will mobilize the important stakeholders in the four value chains i.e. (i) Fisheries (ii) Piggery (iii) Perishables (fruits and vegetables) (iv)Spices and Condiments. These stakeholders will represent all segments of the value chains i.e. production, processing, marketing as well as support service providers. The inputs from these stakeholders will feed into sector/value chain diagnostics and will help in identifying the major constraints prevalent across the project in efficient functioning of these value chains. These will form the basis of strategies formed to raise the productivity as well as competitiveness in the value chains.					
Output / Deliverables	Diagnostic report of the four value chains i.e. (i) Fisheries (ii) Piggery (iii) Perishables (fruits and vegetables) (iv)Spices and Condiments under APART districts Timeline: 6 months from the date of agreement signing.					

Activity -2	Preparation of Vis	ion Doc	ument						
Description	The consultant wi	II prepa	re a Visio	n Docui	ment 2030 f	or the f	four sub	-sectors	s i.e. (i) Fisheries
	(ii) Piggery (iii) Perishables (fruits and vegetables) (iv) Spices and Condiments under APART								
	districts. The vision documents will clearly specify the current status of important indicators in								
	the four value chains and the expected status in the year 2030. This document should be in								
	light of the Assam Vision 2030 document and four specific Sustainable Development Goals								
	(SDGs) being addressed through APART i.e.								
	Goal 2 – End hunger, achieve food security and improved nutrition and promote sustainable agriculture,								
	by enhancing income, food security, and nutrition of large number of rural population, where the								
	majority of Assam's poor people reside.								
	Goal 8 – Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all by promoting a broad-based agriculture growth and employment in rural areas, where more than two-third of state's population is employed.								
							ainahle i	ndustrial	lization and foster
	Goal 9 – Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation by rehabilitating and modernizing rural roads, common service centers, agro-processing units and farm structures with enhanced resilience features of flood protection.								
								and redu	ice GHG effects of
	Goal 13 – Take urgent action to combat climate change and its impacts and reduce GHG effects of agriculture production by promoting a wide range of water saving technologies and agricultural practices								
	expanding areas for								
	by enhancing aware and impact reductio		d human a	nd institi	utional capaci	ty on cli	mate cha	inge miti	igation, adaptation,
	The vision docume		t provide	a roadi	man and mil	estone	s at sho	rt term	snans to monitor
	progress. The road		-		=				•
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Output /	• •	nent for	(i) Fishe	ries (ii) F	Piggery (iii) P	erishab	les (frui	ts and v	regetables)
Deliverables	Vision 2030 document for (i) Fisheries (ii) Piggery (iii) Perishables (fruits and vegetables) (iv)Spices and Condiments of Assam								
Democratics	Timeline: 24 Months from date of agreement signing (to be initiated in year-2 of project)								
Activity -3	Feasibility Studies								
	-		on sugg	ested in	iterventions	in diag	nostic re	enorts v	will be conducted
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Output / Deliverables Activity -4 Description	Sectoral feasibility by the consultant techno economic vision document. Through sub-complete duration. Four feasibility stut Timeline: 12 mont B-plans preparation. The consultant abovementioned smodernization of environmentally profiling, raw mat for different scer business, licenser possible sources including financial Sector Year >> Fishery Piggery Perishables Spices &	r studies in the sand so These stoonent dies-on hs from will sectors in their sustainal erial sounarios, I requirem of functionallysis Initial C 2017	four sectorial viability udies will intervent e in each date of a upport n preparabusinesse ble. The urcing, log and requirent, reading inclus. Contract 2018 1 1 1	ors as in lity of the lass of the formation of the formation of the sector ation of es. These sector ation of es. These sector aliver men listic assuding where the last control is a sector ation of es. These sector ations at the est of es. These sector ation of es. These sector ation of es. These sector ations at the est of es. These sector ations at the est of es. These sector ation of es. The est	micated abore the intervent dicate how to dicate how their busines and will capeded for so to dicate the contract and dicate the	ent colors plans should buring clearar investraging clearar 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	mpanies for exp be tecement an variouded 2022 1 1 1 1	sibility side and we ections in an alysis solutions, hnically, assessmental, careded for district governments governments and solutions.	izations in the diversification or operating the ng capital needs, rnment schemes Total 6 6 6

Activity -5	Formation a	nd Manag	ement	of a Po	olicy Dia	logue G	iroup				
Description	The consultant will support the council in the formation and management of a Policy Dialogue										
•	Group which will be multi sectoral in composition with senior level experts from the four										
	sectors comprising of policy makers, academia, researchers, corporates and civil society										
	professionals. The major role of this policy dialogue group will be to act as a think-tank to										
	identify policy and regulatory level constraints in the four focus sectors and convey the same along with strategies to address the constraints to GoA through PCU, APART. It will also focus										
	on sectoral capacity building needs. The group will meet at least once a year. The view-points emerged from these meetings would feed into the policy communication seminars.										
Output /	The group would be formed in the first year of the project. The schedule of meetings of the										
Deliverables	group is mei	ntioned be	low								
	Year	Initial Conti				ntract is ex			1	Total	
		2017	2018	2019			2021	2022	2023		
	Min. No. of meetings	1	1	1	1	1	L	1	1	7	
Activity 6		ninare and	Doline	Comm	unicati	on Comi	narc				
Activity- 6	Sectoral Sen										
Description											eminar each
											and one day
					-						(fruits and
	vegetables)	and (iv) Sp	ices ar	nd Con	diments	. In the	se semir	nars issu	es of co	oncern ir	each of the
	sectors will	be discuss	ed at I	ength a	and suit	able sed	ctor spe	cific stra	itegies v	will be c	arved out to
	address thes	se challeng	es.								
	Anart from	thic the		-ant	ال مادم د	unnart	the ste	ardabi	n	مانانه مد	ranizina ana
	Apart from this, the consultant will also support the stewardship council in organizing one										
	policy communication seminar each year starting from year-2 of the project. In this policy										
	communication seminar view-points emerged from the policy dialogue group meetings will be discussed at length with the value chain stakeholders at large and will be validated. Each policy										
						durati	on and	will be	follow	red by i	elease of a
	compendiun	n of policy									
Output/	Initial contract In case the contract is extended Total							Total			
Deliverables	Year→		2017	2018		9	2020	2021	2022	2023	
	Sectoral semina Policy Commun			1	1		1	1	1	1	6
	Seminar	iication		1	1		1	1	1	1	0
Activity -7	Publications						l	l		<u> </u>	
Description	. 42.134.131.13										
Description	The Consultant will support the Stewardship Council in bringing out publications like (i) sectoral reports in the four focus sectors and (ii) policy briefs. The sectoral reports will focus on the ongoing scenario in the sector at state level, national level and international level and how the challenges and loopholes can be converted into opportunities for overall development of the sector. Specifically, the sectoral report would harp upon sector potential, market size, major										
	· ·	• •					•	•		-	
	1 -					-		_		-	ny), a SWOT
											luencing the
	growth of th	e sector et	tc. Poli	cy brief	s will be	e sent ac	dvisory r	notes for	media	& Gover	nment.
Output /	Years			Initial o	ontract	In	case the	contract	is exten	ded	Total
Deliverables				2017	2018	2018	2019	2020	2021	2022	
	Sectoral Repo				4	4	4	4	4	4	24
	(one in each sector per year)										
	Policy briefs	octor nor · ·	225)		4	4	4	4	4	4	24
	(one in each s	sector per ye	cdi)								

Roles and Responsibilities of the Consultant

- 12. The Roles and Responsibilities of the Consultant will include:
 - a. The Consultant shall work under overall guidance of the State Project Director (SPD), APART, ARIAS Society. The consultant will report regularly the progress of work to SPD through officer incharge Stewardship Council.

- b. **Inception Report:** The Consultant will develop a methodology and work plan for first two years for implementation of the Stewardship Council Program which will be agreed with PCU. The Inception Report containing the methodology and work plan should be presented to PCU within one month from the date of signing Contract Agreement with. The Inception report shall also include:
 - i) Brief Overview of Fishery, Piggery, Perishables and Spices and Condiments in Assam vis-a-vis India
 - ii) Consultant's Detailed Work Plan including GANTT Charts
- c. **Intellectual Property Rights (IPR):** Various studies, documents, surveys, and results that will be created in due course of implementation of Stewardship Council program will be intellectual property of the Project.
- d. **Reporting**: The Consultant shall submit Periodical Reports to PCU, the formats for which shall be developed by the Consultant and agreed upon by PCU. The monthly, quarterly, half yearly, annual, mid-term report, project completion reports (as the case may be) regarding all the activities carried out by the consultant, prepared in coordination with the M&E Agency of the Project, will submitted to the PCU in a timely manner.
- e. **Audit**: The systems developed for Internal & External Audit in APART will cover all the activities of Consultant under Stewardship Council. The Consultant shall submit necessary financial information to the PCU, as & when required by PCU, to address any issues raised in Audit report, in order to prepare Audit Compliance Report/s in time.
- f. Any other instructions of SPD related to the assignment will have to be complied with promptly.

Payment Schedule

13. Payment schedule to the Service Provider shall be as follows

SI.	Mile Stone	Timeline from the date signing of agreement	% of Payment of the contract price
1.	Inception Report	Within 30 days	5%
2.	1 st Half yearly Report against activities completed as per Activity Schedule given above	Within 6 months	15%
3.	1 st Annual Report against activities completed as per Activity Schedule given above	Within 12 months	30%
4.	2 nd Half yearly Report against activities completed as per Activity Schedule given above	Within 18 months	20%
5.	2 nd Annual Report against activities completed as per Activity Schedule given above	Within 24 months	30%
		Total	100%

Period of Service

14. The Consultant's services shall commence with effect from the date of signing of the contract agreement. The assignment initially will be for a period of twenty four (24) months. Subject to satisfactory performance by the Consultant and need of the project as assessed by the State Project Director (SPD), ARIAS Society, the assignment may be extended for further period.

Services to be provided by the Client

- 15. The Client would provide the SP the following:
 - a. Project Appraisal Document (PAD) and Project Implementation Plan (PIP)
 - b. Facilitate access to relevant available data that is required to fulfil the tasks outlined in the ToR
 - c. Ensuring, where appropriate cooperation of concerned line departments for smooth conduct of the assignment

Key Professionals whose CV and qualifications will be evaluated

16. The CVs of following Key Professionals will be evaluated:

SI.	Designation	Desired Qualifications and Experience
1	Team Leader & Agri Policy Specialist	Graduate in Agriculture or allied science with Post Graduation in Agri Business Management (ABM)/ MBA-ABM/ MABM/ PGDBM- Agri Business Management/ PGDABM/ Agricultural Economics from reputed institute/ University with at least 15 years of experience in agri business, writing policy briefs, documenting media strategies, corporate communication etc.
2	Piggery Specialist	Graduate in Veterinary Science with or MBA / PGDBM (Agribusiness) or a closely related field from a recognized University with at least 10 years experience in animal husbandry (preferably piggery sector)
3	Fishery Specialist	Graduate in Fisheries with MBA/ PGDBM (Agribusiness) or a closely related field from a recognized University with at least 10 years experience in Fisheries (preferably inland fisheries) sector
4	Perishables (Fruits & Vegetables) Specialist	Graduate in Agriculture/ Horticulture with MBA/ PGDBM (Agribusiness) or a closely related field from a recognized University/ Institute with around 10 year experience in handling fruits and/ or vegetables at commercial scales
5	Spices and Condiments Specialist	Graduate in Agriculture/ Horticulture with MBA/ PGDBM (Agribusiness) or a closely related field from a recognized University/ Institute with around 10 year experience in handling spices and/ or condiments at commercial scales
