

Draft TERMS OF REFERENCE (TOR)
For Data Analyst to be positioned in the PCU in ARIAS Society under APART

A. Background & Objectives

The Government of Assam (GoA) through Government of India (GoI) has received a credit from the World Bank for the Assam Agribusiness and Rural Transformation Project (APART). The Assam Rural Infrastructure and Agricultural Service Society (ARIASS) now intends to apply a portion of this credit for engagement of Data Analyst (DA) on contractual basis.

The development objective of APART is “increasing value-added and improve resilience in the production and processing of selected agriculture commodities, focusing on small farmers and agro entrepreneurs in targeted districts”.

There are four components to the APART. The first component is Support to Agri enterprise Development, with sub components being (i) enhancing state capacity to attract private investments, (ii) setting up of an enterprise challenge fund and Assam Venture Capital fund and (iii) setting up of sector management companies. These components are Farm Market Infrastructure Development with subcomponents being- (i) facilitating cluster development, (ii) supply chain support (iii) market support. The third component is Market Led Production and Resilience Enhancement with sub components being (i) market led climate resilient extension support (ii) information and risk management support. The fourth component is project Management, Monitoring and Learning.

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 agri business entrepreneurs, and, where appropriate, push for process, regulatory and/or policy change; (ii) supporting the development of a modern supply chain; improved information communication technologies (ICT) based farm information and intelligence services, and alternative marketing channels; and (iii) improving producer's access to knowledge, technologies and infrastructure so that they are able to respond to market opportunities and climate variability.

OBJECTIVES OF THE ASSIGNMENT & SCOPE OF WORK

1. Improving the understanding of the supply and the demand of the products in the targeted value chains: This would include, surveys and diagnostics for identification, characterization and mapping of producers and potential buyers; communication and dissemination campaign to inform all actors in the value chains and other potential stakeholders about the scope and rules of the project through local workshops and mass media outlets. Its aim is to ensure that producers and producers' organizations, potential buyers and providers of goods and services become aware of the opportunities presented by the project. Successful initiatives that can be replicated, will be disseminated widely to share knowledge on promising business opportunities; and an online-based information system on markets, prices, and services, technology, affiliated FPOs, etc., will be created, that will be open to all value chain actors.
2. Connecting the demand and the supply: This would include, market studies to identify concrete business and market opportunities for FPOs and buyers at the state, national, and regional level. To enhance producers' prospects of establishing viable and durable commercial relations with buyers, the project will support the identification of buyers that have a demonstrated demand for products generated from the targeted value chains; and facilitating the dialogue with stewardship council to inform the policy reform agenda for the targeted value chains.
3. Diagnostic studies, surveys, gap analysis etc: This would include a diagnostic study for identification,

characterization, and mapping of producers and potential buyers of APART commodities. It will also aim at understanding the market intelligence requirements of farmers and other agri value chain players in the targeted districts. An other study would be conducted on business and market opportunities for project FPOs which will explore alternative and innovative marketing channels and opportunities for APART FPOs. A buyers' survey will be conducted with an objective to assess the quantity, quality, seasonality and other specification so potential buyers of APART FPO/CSC commodities. This data base of buyers will be constantly updated.

4. Price fore casts for APART commodities: Price for ecasts will be made form major non-perishable commodities of APART. The Agricultural Market Intelligence Unit (AMIU), AAU Jorhat will collect historical data of selected commodities- Area, Production and Yield at international, national and state level, local and national market data on arrivals and prices, Export-Import, Rainfall data, Daily Prices, Futures prices, WPI, MSP etc. This data will be continuously updated. The Agricultural Market Intelligence Unit (AMIU), AAU Jorhat will apply different forecasting models (based on regression and time series methods) and prepare price forecasts for selected commodities. The forecasts will be disseminated to farmers and other value chain players after harvest and before so wing through suitable media.
5. Providing related project information, market and weather intelligence: Relevant project information, daily market prices, weather information, crop advisory, buyers' / market specifications for agro commodities, etc shall be disseminated to the farmers and others value chain players through suitable mass media like Newspapers, Agri-farm magazines Television, Radio, SMS and Voice mail through mobile phones etc. This will be supplemented by an intensive communication and dissemination campaign.
6. Training & Capacity building: The DA shall train the project staff, farmers and other value chain players in agricultural market intelligence, its dissemination, effective usage, market linkages and value chain concepts etc.

B. Key Job Responsibilities of Data Analyst

The major responsibility of the Data Analyst will be to support the Agri Marketing Specialist in setting up and implementing the activities under APART. The key activities to be performed by **Data Analyst** include, but not limited to the following:

- a. To understand the current methods of price and volume data collection and reporting by the Market Committees and concerned authorities of the rural haats, and make improvements by introducing of standard intervention to ensure time liness, reliability and accuracy;
- b. To set up and execute a mechanism for collection of price and arrival volumes information of APART crop commodities in the agri wholesale rural periodic markets, involving district teams of the Project.
- c. Collection of historical whole sale price and volume data of Project's agri commodities from Regulated markets and rural haats (wherever available)
- d. To store the data collected as a repository, and data products, after relevant analysis, in a scientific way and ensure it is secure and easy to retrieve & disseminate when ever required;
- e. Data mining & analytics: Data Analyst will scan pre-existing data bases from online and off line sources in order to generate useful market related information for dissemination to the agri value chain players through applicable statistical analysis.
- f. To devise effective ways and means for disseminating data and data products of Agricultural Market Intelligence Unit (AMIU), AAU Jorhat by different media including TV, radio, mobile phones, websites, other service providers, etc. through bulletins, alerts, announcements, voice and text messages, whatsapp, emails, reports etc.;
- g. To arrange for displaying content on electronic boards/ price ticker boards located in Markets and other relevant public places;
- h. To work in close liaison with the Agri Marketing Specialist (AMS), at PCU and District Agri

Marketing Coordinators (DAMCs) at District level

- i. Any other task assigned by the Agri Marketing Specialist, APART/SPD,ARIASociety.
- j. **Travel Requirements: Data Analyst** will take up field visits/tours to the project locations with the approval of SPD, ARIASociety. Occasional out of state visits may also be required as directed.

C. Essential Qualification, Experience, Skillset, Age etc:

Essential Educational Qualifications: Master in Statistics/Economics from any recognized university. Should have good skills on Data administration, data management, and computer and information technology.

Working Experience: The candidate must have at least 5 years of experience from the date of passing his/her required educational qualification in Data Analysis of projects for any public or private sector organization. In case, sufficient candidates with 5 years of experience in the field cited above are not available, the interview panel may allow candidates having less than 5 years of experience to appear before the interview panel and if selected they will be hired at a lower remuneration.

Computer Skills: Proficiency in the use of Internet based applications, Graphics, MS Word, MS Excel and MS Power Point, advanced statistical tools, excellent data mining & analytical skills and other related applications.

Language: High levels of proficiency in English and Assamese. Working knowledge of Hindi would be an added advantage.

Age: Age of the candidate should not be more than **40 years as on June 1, 2023.**

D. Duration of the contract, notice period etc.

1. The contract period of the Data Analyst is intended for entire duration of the project i.e. upto 2024. However, continuity of the Data Analyst beyond eleven (11) months from the date of joining the service shall depend upon his/her performance.
2. The contract with Data Analyst 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 ARIAS Society. The assignment is purely contractual in nature and shall not, under any circumstance, be extended beyond the APART's closing date. The ARIAS Society shall not undertake any responsibility for subsequent deployment of the consultant.
3. The Data Analyst will have to serve the ARIAS Society on full time basis under overall command of State Project Director, ARIAS Society and provide services from the PCU at Khanapara, Guwahati. The resignation/termination shall be as per HR Policy of the ARIAS Society.

E. Remuneration and payment terms & leave

1. Depending on the qualifications, experience, competency, and also the remuneration/pay package of the last assignment, the consolidated fixed annual remuneration of the **Data Analyst** will be in the range of **Rs.6.60 - Rs.10.80 lakhs**. However, in case the selected candidate's current remuneration with 20% enhancement comes below Rs.6.60 lakh/year, the lower remuneration will be offered. This remuneration shall be inclusive of Performance Linked Incentive (PLI), all taxes, health/service related insurance, all allowances, cost of food, accommodation and conveyance to attend the office at Guwahati. The remuneration may be enhanced on an annual basis, based on the prevailing project rules.
2. Travelling, Boarding & Lodging expenses for approved official tours outside the place of posting will be reimbursed per prevailing project rules.
3. The remuneration will be given in equal monthly installments and the PLI will be given quarterly based on the performance and achievement against the mutually agreed deliverables by the **Data Analyst**. Taxes as applicable shall be dealt with as per applicable laws.

4. The **Data Analyst** will be eligible for annual paid leave of 12 (twelve) working days, excluding 2 (two days) of restricted holidays. Leave of absence for more than 14 (fourteen) working days in a year will be treated as leave without pay. Nevertheless, casual leave of more than 5 working days will not be granted to consultants/staff. However, in exceptional circumstances, the SPD may relax this condition.

F. Facilities to be provided:

Data Analyst will be provided access to the required documents, correspondence, and any other information associated with the project and as deemed necessary. **Data Analyst** will be provided with one office cubicle along with computer, printer, computer/office consumables, and internet access. **Data Analyst** however will not be provided with any clerical assistance.

Note: 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.

