

Draft Terms of Reference (ToR)
For District Medicinal and Aromatic Plants (MAP) Coordinators (Individual Consultant) to be positioned at District level under APART

(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 agro-entrepreneurs & to advance Assam’s COVID-19 response”*. The Assam Rural Infrastructure and Agricultural Services (ARIAS) Society, an autonomous body of the Govt. of Assam, is the apex coordinating and monitoring agency for the Project. The Directorate of Horticulture and Food Processing in association with ARIAS Society now intends to hire seven **District Medicinal and Aromatic Plant (MAP) Coordinators for pilot Mission on Medicinal and Aromatic Plants (MAPs)** under APART (hereinafter referred as **District MAP Coordinators**) as Individual Consultant out of the loan proceeds, to be positioned in the District ATMA Offices at Biswanath, Dhemaji, Dhubri, Goalpara, Majuli, K. Anglong and Kokrajhar, 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.
3. 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.**
4. Component-C of APART aims at enabling producers of the priority value chains, in the targeted clusters, to take advantage of the rapidly changing market demand, and enhance resilience of agriculture production systems for increasing production and managing risks associated with climate change. This would be achieved by: **(i)** improvements in production technologies and management practices through climate resilient solutions; **(ii)** facilitation of collective-action by producers by supporting the establishment of farmer producer organizations (FPOs); **(iii)** improving value realization at the farm level through improved cleaning, grading and packing of produce through Common Service Centers (CSCs) managed by FPOs; **(iv)** facilitation of market linkages through market information and intelligence; and **(v)** facilitating access to a broad set of financial services and their responsible use by producers. The component will adopt a cluster based value-chain approach for providing support to producers for sustainably increasing their production and productivity; linking the producers with emerging supply chains, modernized wholesale agriculture markets and warehouses, under component B; and facilitating partnership opportunities with strategic and potential anchor and leading firms, supported under Component A.
5. With the approval of the World Bank, under this component, it has been decided that a pilot on Medicinal and Aromatic Plants (MAPs) would be taken up initially in about seven districts i.e. Biswanath, Dhemaji, Dhubri, Goalpara, Majuli, K. Anglong and Kokrajhar and about four crops (patchouli, lemongrass, tulsi and vetiver). Engagement of **District MAP Coordinators** is being done as a part of this initiative.

(B) OBJECTIVES OF THE ASSIGNMENT & SCOPE

6. The **District MAP Coordinators** will report to the **PD ATMA cum District Agriculture Officer of the respective District**. They will be initially trained by the experts of Council of Scientific and Industrial

Research (CSIR)- Central Institute of Medicinal and Aromatic Plants (CIMAP) Lucknow as Master Trainers. In particular the responsibilities of the **District MAP Coordinators** include the following:

- a) To support the District Agricultural Technology Management Agencies (ATMAs) in selection of beneficiary farmers preferably from Farmer Producer Companies (FPCs)/ groups for the medicinal and aromatic plants program under APART.
 - b) To support the district ATMAs in sourcing of quality planting material through contacts with supplier agencies/ institutes/ organizations, specifications of planting material, preparation of Request For Quotation (RFQ) documents, testing of planting material etc
 - c) To train the farmers in the Districts on cultivation aspects, agronomical practices of medicinal and aromatic plants and developing master trainers through ToTs for further training of farmers.
 - d) Be instrumental in advising on plant protection practices to be followed by farmers to manage the pest, disease attack, physiological disorder etc in the crop fields
 - e) To advise on the post harvest management, value addition and processing aspects of medicinal and aromatic plants. To ensure that the processing facilities are set up as per requirements and timelines.
 - f) To help the farmers/ groups in market linkages of medicinal and aromatic plant products and supporting them in getting a remunerative price
 - g) To take up field visits to cultivation sites, with the approval of Reporting Officer
 - h) To represent APART in various forums as authorized by the Reporting Officer.
 - i) To document success stories, case studies, innovative models etc in medicinal and aromatic plants emerging from APART interventions
 - j) Any other related tasks as assigned by the Reporting Officer
- k) **Travel Requirements:** The **District MAP Coordinators** shall be required to undertake field-visits and tours to project sites, Project HQ at Guwahati, OPIU Horticulture etc with the approval of the reporting officer.

(C) MINIMUM ESSENTIAL QUALIFICATIONS, EXPERIENCE, SKILLSET, AND AGE ETC.

- a. **Educational Qualifications & Work Experience:** The **District MAP Coordinator** should hold a Bachelors in Agriculture with at least five years of professional experience in agriculture sector **or** a Masters in Agriculture with at least three years of professional experience in agricultural sector.
6. **Computer Skills & Language:** The **District MAP Coordinator** must have proficiency in the use of Internet based applications, Graphics, MS Word, MS Excel and MS Power Point and other related applications.
7. **Language:** Fluency in English & Hindi. Knowledge of local language would be an added advantage.
8. **Age:** Age of the candidate should not be more than **35 years as on 1st July, 2022.**

(D) DURATION OF CONTRACT, NOTICE PERIOD ETC.

9. The tenure of **District MAP Coordinator** is intended for the entire duration of APART and co-terminus with the project period of APART. However, continuity of the **District MAP Coordinator** beyond eleven months from the date of signing the agreement will depend upon his/her performance. The decision of the SPD, ARIAS Society shall be final and binding in this regard. The contract management shall be done as per the project rules.
10. The contract with **District MAP Coordinator** 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/ PCU/ ARIAS Society shall not undertake any responsibility for subsequent deployment of the incumbent.
11. The **District MAP Coordinator** 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 **District MAP Coordinator** will have to serve the assigned office on full time basis under overall command of District Agriculture Officer (DAO) cum PD-ATMA of the assigned district. However, during the assignment period **District MAP Coordinator** may be transferred to any other office of the Project either at HQ (Guwahati) or in the Districts or may have to perform the activities related to two or more districts.

(E) REMUNERATION, PAYMENT TERMS AND LEAVE ETC.

12. Depending on the qualifications, experience, competencies, recent remuneration, etc. of the candidate, the consolidated annual remuneration for the **District MAP Coordinator** will be in the range between **Rs. 4.20**

lakh to Rs. 6.60 lakh per year. However, in case the selected candidate's current remuneration with 30% enhancement comes below Rs. 4.20 lakh/year, the lower remuneration will be offered. The annual remuneration will be inclusive of performance-linked-incentive, communication allowance, health/service related allowance, all taxes, cost of accommodation and food at allocated District HQ, 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.

13. 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 by the **District MAP Coordinator**. Taxes shall be dealt with as per applicable laws.
14. Travelling, Boarding, Lodging and Food expenses for approved official tours outside allotted HQ town/city will be reimbursed as per HR Policy of ARIAS Society.
15. The provisions of leave would be as per provisions of HR Policy of ARIAS Society.
16. 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 **District MAP Coordinator** by the Project.

(E) REPORTING AND PERFORMANCE REVIEW

17. The **District MAP Coordinator** will report to the DAO cum PD-ATMA of allotted district on a day-to-day basis. Quarterly/Half yearly/Annual performance review will be done by the Reporting officer.

(F) FACILITIES TO BE PROVIDED TO FSHS

18. The **District MAP Coordinator** will be given access to all documents, reports, correspondence, contacts available with ARIAS Society, OPIU-Agri, CPIU-Agri and any other information available, as deemed necessary for smooth accomplishments of tasks assigned. The **District MAP Coordinator** will be provided with one office cubicle/workstation in the District ATMA Office with computer, printer, computer/office consumables, and internet access. *The **District MAP Coordinator** however will not be provided with any clerical assistance.*

Notes:

1. *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.*
2. *ARIAS Society is an equal opportunity employer and women candidates are strongly encouraged to apply.*
