

Draft Terms of Reference (ToR)
For Institutional Development cum Publicity Expert (IDPE) for
Farmer Producer Companies (FPCs)
(Individual Consultant) to be positioned at Project Coordination Unit (PCU) of ARIAS Society

(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 agriculture value chains, focusing on smallholder farmers and agro-entrepreneurs and 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. **ARIAS Society now intends to hire two Institutional Development cum Publicity Expert (IDPE) for Farmer Producer Companies (FPCs)** under APART (hereinafter referred as **IDPE**) as Individual Consultant out of the loan proceeds, to be positioned at OPIU-Agriculture and in the Project Coordination Unit (PCU) of ARIAS Society, 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 has adopted clusters (production and enterprise) and value chain approach. The project is being implemented in 26 districts¹ of Assam. **The Project has a strong focus on Farmer Collectives i.e. Farmer Producer Companies (FPCs)**
3. There are four components of APART: **The first component 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 is Facilitating Agro Cluster Development** with subcomponents being- (i) support establishment of cluster level Industry Associations (IAs), (ii) supply chain support. **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 and product aggregation (iii) facilitating access to and responsible use of financial services. **The fourth component 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/companies (FPOs/FPCs); (iii) improving value realization at the farm level through improved cleaning, grading and packing of produce through Common Service Centers (CSCs)² managed by FPOs/FPCs; (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,

¹ Nagaon, Sonitpur, Barpeta, Karbi Anglong, Kamrup, Dhubri, Golaghat, Kokrajhar, Lakhimpur, Darrang, Cachar, Sivasagar, Jorhat, Goalpara, Morigaon, Nalbari, Hojai, Biswanath, West Karbi-Anglong, Kamrup Metro, Mankachar, Charaideo, Majuli, Hailakandi, Dhemaji and Bongaigaon

² Common Service Centres (CSCs) are conceptually small scale commercially viable physical infrastructure owned by Producers’ Organization. The Common Service Centre is the right place for aggregating the produce, for post harvest handling like drying, cleaning, sorting, grading and packaging etc. of agricultural produce in more hygienic conditions which add value to the produce. Moreover the farmer members of the particular FPC and other farmers of that area can undertake the marketing of Agricultural inputs/outputs through the CSC

under component B; and facilitating partnership opportunities with strategic and potential anchor and leading firms, supported under Component A.

(B) OBJECTIVES OF THE ASSIGNMENT , SCOPE AND RESPONSIBILITIES

5. The broad objective would be to support the Cluster Development Specialist (CDS) and other concerned Team Members of PCU of ARIAS Society and related Project Implementation Units (PIUs) in developing Farmer Producer Companies (FPCs) and establishing Common Service Centres (CSCs) in Project Districts with special reference to support FPCs to become viable business Enterprises. The scope of the assignment also covers the necessary publicity of FPC approach in different forum to disseminate the benefit of APART interventions to each shareholder member of FPC. In particular, the objectives, scopes and responsibilities of the **IDPE** include the following:
- a) Work closely with the Directorate of Agriculture (OPIU-Agriculture, Directorate of Horticulture & Food Processing (OPIU-DoH&FP), Directorate of Fisheries (OPIU-Fishery), Directorate of Animal Husbandry and Veterinary (OPIU-AHVD), Directorate of Sericulture (OPIU-Sericulture) and Directorate of Handloom & Textiles (OPIU- Handloom & Textiles) and district offices of concerned OPIUs with regards to promoting FPCs and establishing CSCs
 - b) Support the FPC Task Force Team (at PCU level) and District FPC Team (at district level) and Service Providers (SPs) (consultants) in promoting FPCs and establishing Common Service Centres (CSCs) in Production Clusters (Blocks) of APART focusing integrated development of the cluster
 - c) Help the FPC Task Force Team (at PCU level) and District FPC Team (at district level) and Service Providers (SPs) (consultants) and FPCs in getting land, machinery and other required statutory documents etc. for establishing CSCs.
 - d) Facilitate for necessary Training and capacity building, exposure visit of FPCs supported/promoted by APART
 - e) Supporting the APART promoted/supported FPCs in obtaining Input Dealer/supplier license as required.
 - f) Establish cordial relations with the Board of Directors (BoD) of FPCs and organizing meetings, formation of Social Audit Committees by FPCs and other committees as per need
 - g) Facilitate the election of the Governing Board/Management Committee and office bearers, as required depending on the legal form of the organization and assisting and facilitating the producers' groups in preparation of bye-laws, rules of business & memorandum of association etc.
 - h) Liaison with other departments/organizations involved in FPO/FPC promotion under different schemes/projects to bring synergy and facilitate for possible convergence with other schemes/projects
 - i) Publicity campaign, structuring the awareness campaign modules & activity calendar for mass communication of the project deliverables and perceived benefits of FPOs/FPCs & CSCs in operational areas
 - j) Develop communication materials with regards to FPCs and CSCs and disseminate through different forum
 - k) Reaching out to successful initiatives on FPCs in other states and working towards replication of promising ones in APART/Assam with need based customization as applicable
 - l) Perform any other related task assigned by the SPD or other senior officers
 - m) **Travel Requirements:** The **IDPE** is required to undertake field-visits and tours to project sites, departments and agencies with the approval of the reporting officer

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

- 6. **Educational Qualifications:** The **IDPE** should hold a **Post Graduate Degree in Social Science/ Rural Development/MBA in Marketing/Mass Communication or closely related field** from any recognized university/ Institution.
- 7. **Working Experience:** **IDPE** must possess at least **10 years of professional experience in community development works/Livelihood Projects/production cluster development works including communication and publicity etc.**
- 8. **Computer Skills:** The **IDPE** must have proficiency in the use of Internet based applications, Graphics, MS Word, MS Excel and MS Power Point and other related applications.
- 9. **Language:** Fluency in English & Hindi. Knowledge of local language would be an added advantage. In addition, the candidate should have excellent written and verbal communication skills.

10. **Age:** Age of the candidate should not be more than **45 years as on 1st April, 2022.**

(D) DURATION OF CONTRACT, NOTICE PERIOD ETC.

11. The tenure of **IDPE** is intended for the entire duration of APART and co-terminus with the project period of APART. However, continuity of the **IDPE** beyond one (1) year from the date of signing the agreement will depend upon his/her performance. The decision of the SPD shall be final and binding in this regard. The contract management shall be done as per the project rules.
12. The contract with **IDPE** 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.
13. The **IDPE** shall not assign or sub-contract, *in whole or in part*, his/her obligations to perform under this ToR. The **IDPE** will have to serve the assigned office on full time basis under overall command of SPD and provide services from PCU, ARIAS Society.

(E) REMUNERATION, PAYMENT TERMS AND LEAVE ETC.

14. Depending on the qualifications, experience, competencies, recent remuneration, etc. of the candidate, the consolidated annual remuneration for the **IDPE** will be in the range between **Rs. 11.40 lakh to Rs. 19.20 lakh** per year. However, in case the selected candidate's current remuneration with 30% enhancement comes below Rs. 11.40 lakh/year, the lower remuneration will be offered. The annual remuneration will be inclusive of Performance-Linked-Incentive (PLI), communication allowance, health/service related allowance, all taxes, cost of accommodation and food at Guwahati, 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.

Note: In case suitable candidates with experience as mentioned in para C(7) are not found then candidates with lower number of years of relevant experience may be considered at a lower remuneration as decided by the SPD.

15. 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 **IDPE**. Taxes shall be dealt with as per applicable laws.
16. Travelling, Boarding, Lodging and Food expenses for approved official tours outside Guwahati will be reimbursed as per HR Policy of ARIAS Society.
17. The provisions of leave would be as per provisions of HR Policy of ARIAS Society.
18. 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 **IDPE** by the Project.

(F) REPORTING AND PERFORMANCE REVIEW

19. The **IDPE** will report to the CDS-PCU, ARIAS Society on a day-to-day basis. However, Quarterly/Half yearly/Annual performance review will be done by the SPD.

(G) FACILITIES TO BE PROVIDED TO IDPE

20. The **IDPE** will be given access to all documents, reports, correspondence, contacts available with ARIAS Society, OPIU-Agri. other concerned OPIUs and any other information available, as deemed necessary for smooth accomplishments of tasks assigned. The **IDPE** will be provided with one office cubicle/workstation at PCU, ARIAS Society along with computer, printer (*sharing basis*), office consumables and internet access. *The IDPE 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.*
