

Draft Indicative Terms of Reference (ToR)
For Dairy Value Chain Expert (DVCE) to be positioned in the Directorate of Dairy
Development under World Bank financed Assam Agribusiness and Rural Transformation
Project (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 in targeted districts of Assam”. 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 while the Directorate of Dairy Development (DDD) is an important Operational Project Implementation Unit (OPIU) of the project under the Animal Husbandry & Veterinary Department (AHVD) of GoA. The Department now wishes to hire one **Dairy Value Chain Expert (DVCE)** out of the loan proceeds to be positioned in the Directorate of Dairy Development at Guwahati under APART 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. The project is being implemented in 24 districts¹ (undivided as of 1st April, 2016) of Assam.
3. There 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 (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. Directorate of Dairy Development (DDD) is implementing the sub-component on informal dairy sector. This sub-component *among others* aims at enhancing market access through enterprise development and promoting aggregation and processing, with a focus on food safety and human health risks; building state capacity to implement the Food Safety & Standard Act, 2006 & Food Safety & Standard Regulations, 2011 under Food Safety and Standards Authority of India (FSSAI); and training and certification of small scale market actors (like milk producers, milk traders, cottage processors and sweet makers) and increasing consumer awareness on food safety. The project has also engaged International Livestock Research Institute (ILRI) for technical assistance in informal dairy value chain.

(B) OBJECTIVES OF THE ASSIGNMENT & SCOPE

6. The DVCE will report to the **Director, Dairy Development** in close consultation with Nodal Officer, DDD, APART, and will support the Directorate in meeting the objectives of the Project as per Project Implementation Plan (PIP), Annual Work Plans (AWPs) and other project documents. In particular the responsibilities of the DVCE include the following:
 - a) DVCE will work closely with international knowledge partners i.e. International Livestock Research Institute (ILRI) in line with the agreements signed with ILRI, particularly on informal dairy value chain.
 - b) DVCE will identify and examine constraints and opportunities within the informal dairy value chain and recommend interventions to overcome constraints and make use of opportunities to promote inclusive & sustainable pro poor economic growth and competitiveness.
 - c) DVCE will be instrumental in implementing Training, Monitoring and Certification (TMC) programme in the field for informal dairy value chain market actors.
 - d) DVCE will support the Directorate in organizing reproductive animal health camps, fodder demonstration camps, awareness camps, coordination meetings etc.
 - e) DVCE will lead the laboratory strengthening work at the head quarter and district offices of the Directorate and ensure its smooth implementation.
 - f) DVCE will provide necessary inputs to the OPIU in organizing Joint Coordination and Monitoring Committee (JCMC) meeting at the head quarter as well as district offices.
 - g) DVCE will spearhead the “Support to Dairy Cooperative Societies (DCSs) Support Program” being implemented by the DDD under APART. The DCS are to be registered as per “The Assam Cooperative Societies Act, 2007” & “The Assam Cooperative Societies Rules, 1953”. The program inter-alia involves grading of existing peri-urban DCSs, identification of support/ intervention required, support in capacity building, technical backstopping, evaluation etc.
 - h) DVCE will go through various reports and other documents like survey questionnaires, literature for dairy value chain players etc and providing feedback on the same. In addition, the incumbent would support the OPIU in preparation of World Bank Missions, technical missions etc.
 - i) Analyse dynamics of milk processing and value addition/ creation, reward distribution, value chain governance and power relation structures and knowledge transfer in the informal dairy value chain under APART and devise suitable strategies to address the value chain gaps.
 - j) Identify the underlying policy, institutional, and infrastructural issues that affect the competitiveness of the informal dairy value chain with reference to the role of government and private sector and provide necessary feedback to PCU as well as GoA through the Director, Dairy Development.
 - k) Support in organizing, meetings, workshops, seminars, conferences and other such events etc. at the head quarter as well as at the district offices as per the project requirements.
 - l) Ensure that the concerned activities are carried out in compliance with the Project’s Environment and Social Management Framework. These documents are available on the website of ARIAS Society (link: <http://www.arias.in/publication.html>) for reference
 - m) **Training and Capacity Building:** DVCE shall provide need based training in the broad area of informal dairy value chain management to the project staff, service provider staff at both state and district level. S/he will also be instrumental in preparation of training materials/ modules etc and updating the same as per requirement.

- n) To work in close coordination and guidance/advisory of the Project Coordination Unit (PCU) of ARIAS Society and be in touch with ARIAS Society experts on project matters concerning informal dairy value chain under APART.
 - o) Documenting success stories, case studies, innovative business models and disseminating at various forums as directed.
 - p) Any other related task assigned by the Director, Dairy Development.
- q) **Travel Requirements:** The DVCE may be required to undertake field-visits and tours to project sites, concerned central and state ministries, departments and agencies with the approval of the reporting officer.

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

6. **Educational Qualifications:** The DVCE should hold a **Bachelors degree in Dairy Science/Dairy Technology/ Food Technology/ Veterinary Science/Animal Husbandry & Veterinary or a closely related field**

OR

Masters Degree/Post Graduate Diploma (of minimum two years duration) in Dairy Science/Dairy Technology/ Food Technology/ Veterinary Science/Animal Husbandry & Veterinary or a closely related field from recognized University/ Institution

- 7. **Working Experience:** DVCE must possess at least **two years** of professional experience in dairy value chain related activities in any public/private sector organization in case the incumbent holds a Masters degree Post Graduate Diploma as indicated above **OR four years** of professional experience in dairy value chain related activities in any public/private sector organization in case the incumbent holds a Bachelors degree as indicated above.
- 8. **Computer Skills & Language:** The DVCE 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. Candidates with knowledge of local language may be preferred.
- 10. **Age:** Age of the candidate should not be more than **50 years as on 1st January, 2020.**

(D) DURATION OF CONTRACT, NOTICE PERIOD ETC.

- 11. The tenure of DVCE is intended for the entire duration of APART and co-terminus with the project period of APART. However, continuity of the DVCE beyond **eleven (11) months** from the date of signing the agreement will depend upon his/her performance. The decision of the Director Dairy Development shall be final and binding in this regard. The contract management shall be done as per the prevailing project rules.
- 12. The contract with DVCE 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/Animal Husbandry and Veterinary Department/ Directorate of Dairy Development. 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/Animal Husbandry and Veterinary Department/ Directorate of Dairy Development shall not undertake any responsibility for subsequent deployment of the incumbent.
- 13. The DVCE shall not assign or sub-contract, *in whole or in part*, his/her obligations to perform under this Contract, except with the reporting officer's prior written consent. The DVCE will have to serve the assigned office on full time basis under overall command of Director Dairy Development. The resignation/termination shall be as per prevailing project rules.

(E) REMUNERATION, PAYMENT TERMS AND LEAVE ETC.

- 14. Depending on the qualifications, experience, competencies, recent remuneration, etc. of the candidate, the consolidated annual Cost to Project (CTP) for the DVCE will be in the range between **Rs.6.60 lakh to Rs.12.00 lakh** per year. However, in case the selected candidate's current remuneration or CTC with 30% enhancement comes below Rs.6.60 lakh/year, the lower remuneration will be offered. The annual CTP shall be inclusive of remuneration, performance-linked-incentive, communication allowance, health/service related allowance, all taxes, cost of accommodation and food at Guwahati, conveyance to attend the Directorate office, etc. The CTP may be enhanced on an Annual basis, based on DVCE performance and prevailing project rules.

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 **DVCE**. Taxes as applicable 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 the prevailing project rules.
17. The provisions of leave would be as per prevailing project rules.
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 **DVCE** by the Project.

(E) REPORTING AND PERFORMANCE REVIEW

19. The **DVCE** will report to the Director, Dairy Development on a day-to-day basis in close consultation with Nodal Officer, OPIU-DDD, APART. Quarterly/Half yearly/Annual performance review will be done by the Reporting officer.

(F) FACILITIES TO BE PROVIDED TO DVCE

20. The **DVCE** will be given access to all documents, reports, correspondence, contacts available with the Directorate of Dairy Development and any other information as deemed necessary and available for smooth accomplishments of tasks assigned. The **DVCE** will be provided with one office cubicle/workstation in the Directorate along with computer, printer, computer/office consumables, and internet access. *The DVCE however will not be provided with any clerical assistance.*
