



**ARIAS SOCIETY**

**Assam Rural Infrastructure and Agricultural Services Society (ARIASS)**

*(An Autonomous Body of the Govt. of Assam)*

**Project Coordination Unit (PCU) of the World Bank Financed**

**Assam Agribusiness and Rural Transformation Project (APART)**

Agriculture complex, Khanapara, G.S. Road, Guwahati-781022 (Assam, India)

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**Draft Terms of Reference (ToR)**  
**For Agriculture Marketing Experts (AMEs) to be positioned in the Directorate of**  
**Agriculture**

**(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 Agriculture is an important Operational Project Implementation Unit (OPIU) of the project under the Department of Agriculture, GoA. The ARIAS Society now wishes to hire **two Agriculture Marketing Experts (AMEs)** out of the loan proceeds to be positioned in the Directorate of Agriculture 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 16 districts<sup>1</sup> (undivided as of 1<sup>st</sup> April, 2016) of Assam.
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 (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.

**(B) OBJECTIVES OF THE ASSIGNMENT & SCOPE**

<sup>1</sup> Nagaon, Sonitpur, Barpeta, Karbi Anglong, Kamrup, Dhubri, Golaghat, Kokrajhar, Lakhimpur, Darrang, Cachar, Sivasagar, Jorhat, Goalpara, Morigaon and Nalbari

5. The **AME** will report to the **Director, Agriculture** and will support the Directorate in meeting the objectives of the Project as per Project Implementation Plan (PIP), Annual Work Plans (AWPs). In particular the responsibilities of the **AMEs** include the following:
- a) Liaise and coordinate with the District Agriculture Marketing Coordinators (DAMCs) and District Horticulture Coordinators (DHCs) as the case may be for smooth implementation of the project activities at District level.
  - b) **AMEs** will foster sustainable linkages of project FPOs with processors, large buyers, traders for bulk buying from Common Service Centres established under APART.
  - c) **AMEs** will be instrumental in setting up of a Directorate of Agriculture Marketing (DAM) in the State. This may include studying the working of DAM in other states and making a blue print for DAM in Assam taking the feasible best practices from other states, necessary documentation, approvals, drafting notifications etc and formulating the byelaws of the DAM.
  - d) **Liaising and Coordination with international agencies/ CG Centres:** The project engaged the services of International agencies/ Consultative Group on International Agricultural Research (CGIAR) centres for technical assistance in various value chains e.g. International Rice Research Institute (IRRI), International Potato Centre (CIP) and World Vegetable Centre (WVC). The **AMEs** shall liaise and coordinate with these agencies for smooth conduct of project activities, particularly from an agriculture marketing view point. In addition, Assam Agricultural University is also an implementing partner in the project and carries out the project activities through a network of Krishi Vigyan Kendra (KVKs), Regional Agricultural Research Stations (RARs) etc. The **AMEs** will closely coordinate with AAU & its stations on project activities.
  - e) Provide strategic guidance to the project in the area of agriculture marketing, market information and intelligence dissemination (through Market Intelligence Cell being set up in the project at Assam State Agricultural Marketing Board) and also in the Market Modernization and Improvement Program (MMIP) particularly for the agri horticulture markets.
  - f) **AMEs** shall contribute to preparation/ refinement of Value Chain Development Plans (VCDPs) & carrying out Value Chain Studies for agriculture/ horticulture commodities as the case may be.
  - g) **AMEs** will support the project & GoA in its agricultural marketing policy reform agenda. The **AMEs** may be involved in formulating the rules to the proposed Assam Agricultural Produce and Livestock Marketing (Promotion and Facilitation) Act. In addition, **AMEs** will channelize necessary feedback from markets and stakeholders to the GoA for necessary policy changes. **AME** may further be required to formulate the agricultural marketing policy for the State of Assam.
  - h) The **AMEs** shall also explore opportunities of contract farming/ direct marketing by project farmers to corporates/ food processors to ensure better price realization by the farmers for their agri/ horti produce as the case may be.
  - i) **AME** shall be instrumental in setting up a full-fledged Department of Horticulture and Food Processing under the GoA. Currently, the State has a Directorate of Horticulture & Food Processing under Department of Agriculture, which was set up in 2015. However, as the activities under the Directorate have increased manifolds, the Govt. plans to set up a full-fledged Department of Horticulture.
  - j) **AMEs** will devise suitable strategies and operational modalities for the development of alternate marketing channels in the project locations, including electronic marketplaces, e-NAM etc.
  - k) **AME** (Agri) will be instrumental in setting up a quality collateral management system through the modernized warehouses of the Assam State Warehousing Corporation (ASWC) and institute a viable mechanism for issuing electronic Negotiable Warehouse Receipts (eNWRs) by these warehouses through linkages with commercial banks.
  - l) **AMEs** will also work closely with the Assam State Agricultural Marketing Board (ASAMB) and its Regulated Market Committees (RMCs) in APART Districts, to ensure an efficient, sustainable and viable agricultural marketing system for APART commodities.
  - m) To liaise with various ministries, departments of Government of India and GoA for leveraging and convergence with various Govt. schemes in agricultural marketing with that of APART and also ensure that there is no duplicity with other schemes/ programs.
  - n) **Training and Capacity Building:** **AMEs** shall provide need based training in agricultural marketing to the project staff, service provider staff at both state and district level. They will also be instrumental in preparation of training materials/ modules etc and updating the same as per requirement.
  - o) 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 agri marketing.
  - p) Documenting success stories, case studies, innovative business models and disseminating at various

forums as directed.

- q) Any other related task assigned by the Director, Agriculture.
- r) **Travel Requirements:** The AMEs 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 AME should hold a **Bachelors degree in Agriculture/Horticulture followed by a Post-Graduate diploma/ degree (of minimum two years duration)** in Business Administration/ Marketing/ Agribusiness/ Economics/ Agricultural Marketing & Cooperation or a closely related field from any recognized university/ Institution.
7. **Working Experience:** AME must possess at least **two years** of professional experience in Agri Business Management/ Agricultural Marketing/ Agri Value Chain Development or similar activities in any public/private sector organization.
8. **Computer Skills & Language:** The AME 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 will be preferred.
10. **Age:** Age of the candidate should not be more than **50 years as on 1<sup>st</sup> January, 2019.**

**(D) DURATION OF CONTRACT, NOTICE PERIOD ETC.**

11. The tenure of AMEs is intended for the entire duration of APART and co-terminus with the project period of APART. However, continuity of the AME beyond one (1) year from the date of signing the agreement will depend upon his/her performance. The decision of the Director- Agriculture/ Director- Hort & FP shall be final and binding in this regard as the case may be. The contract management shall be done as per the prevailing project rules.
12. The contract with AME 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/Department of Agriculture/ Directorate of Agriculture. 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/Department of Agriculture/ Directorate of Agriculture shall not undertake any responsibility for subsequent deployment of the incumbent.
13. The AME 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 AME will have to serve the assigned office on full time basis under overall command of Director, Agriculture and provide services from the Directorate. 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 AME will be in the range between **Rs.6.00 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.6.00 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 AME's 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 AME. 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 AME by the Project.

**(E) REPORTING AND PERFORMANCE REVIEW**

19. The **AMEs** will report to the Director, Agriculture 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 AMEs**

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

***Note:** This is a draft ToR and the Director, Agriculture/SPD, ARIAS Society reserves the right to change, update or modify this ToR at any stage till recruitment process is completed.*

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