

**TERMS OF REFERENCE (TOR) FOR HIRING OF AGRIBUSINESS CONSULTANT  
IN WORLD BANK FUNDED UDWDP PHASE-II (IDA credit No. 5369-IN)  
Ref. No. 28/UDWDP/ 2018-19**

---

**BACKGROUND**

The project development objective (PDO) is: to increase the efficiency of natural resource use and productivity of rainfed agriculture by participating communities in selected micro watersheds of the State of Uttarakhand.

The objective encompasses three themes: (i) community participation in watershed development and management aimed at improving and sustaining the productive potential of natural resources and rainfed agriculture while simultaneously enhancing incomes and livelihood options; (ii) strengthening administrative capacity of GPs to manage project financial resources, implement subprojects, deliver legally mandated services (in the context of natural resource management), and to sustain those services beyond the duration of the project; and, (iii) ensuring equitable participation by all groups -especially the landless and women who rely disproportionately on common-pool resources for fodder, fuel and other forest products.

**PROJECT DESCRIPTION:**

The focus of this project is on development and enhancing productivity of rainfed areas by adopting a participatory watershed management approach. The project places special emphasis to enhancement of productivity therefore the areas of state which have maximum problems of erosion, poverty and lack of infrastructure facilities were chosen to select the target Gram Panchayats. Based on these criteria, about 524 GPs have been selected in eight district viz. Almora, Bageshwar, Pithoragarh, Dehradun, Pauri, Rudraprayag, Tehri Garhwal, and Uttarkashi.

**PROJECT DURATION:**

**The project duration is for seven years.**

**PROJECT COMPONENTS**

**1. Social Mobilization and Participatory Watershed Planning**

- Social Mobilization
- Preparation of GPWDP/MWS Plans

**2. Watershed Treatment and Rain-fed Area Development**

**a. Watershed Treatment and Source Sustainability**

- Watershed Treatment
- NRM Demonstrations

**b. Rain-fed Agriculture Development**

- Agriculture and Horticulture
- Animal Husbandry
- Fodder Production

**3. Enhancing Livelihood Opportunities**

- a. Agribusiness support
- b. Support for Vulnerable Groups
- c. Consolidation of Gramya I Activities

## **4. Knowledge Management and Project Coordination**

### **a. Knowledge Management**

- Capacity Building of Stakeholders
- Centre of Excellence for Watershed Management
- Information Education and Communication
- Monitoring, Evaluation and Learning

### **b. Project Coordination**

#### **PROJECT AREA:**

The project will be operational within the state of Uttarakhand. Total project area will cover about 2.638 lakh hectare of land spread in 8 districts and 18 development blocks. About 524 GP with a number of 66,352 HH and approx 3 lakh populations will be benefited by the Project outcome.

#### **NEED FOR CONSULTANCY SUPPORT**

The objective of the proposed assignment is to facilitate and support project component three; viz. Enhancing Livelihood Opportunities through Agribusiness support including; Farming systems improvement, Value addition, Marketing support and Technical support as well as develop sustainable Gramya-I Farmers' Federations (FFs) and processing units. The consultant would promote agribusiness development in Gramya II areas and support: (a) formation and capacity building of FIGs and their consolidation into FFs; (b) development of agribusiness plans and supply chains (including marketing support, collection, grading, packaging and processing centers) with technical backstopping by agribusiness support organizations; and (c) capacity building of community-based institutions (FIGs and water harvesting structure user groups). Along with promotion of good agricultural practices, farmers would be linked to markets through different supply chain models. The consultant is required to provide technical input to the field functionaries, facilitate, coordinate and develop linkages with agri-business support agencies.

#### **SCOPE OF WORK**

- Develop, review, update, and oversee the implementation of agribusiness strategy and coordination with project technical staff, various agribusiness support agencies (ABSOs) contracted in the project and government institutions and private agencies.
- Facilitation in demonstrations of good practices and development of sustainable and innovative grassroots support to Farmer Interest Groups (FIGs).
- Facilitation in dissemination of technologies and provision of advisory services and brand creation.
- Development of capacity building modules for FIGs and FFs.
- Facilitation in develop linkages between FIGs, FFs, Agri-business support agencies and suppliers for processing and marketing of vegetables, other agriculture commodities and certified organic produce.
- Demonstration of best farming practices, organic farming practices value addition, harvesting, packaging, post-harvest handling of high-value perishable commodities, supply chain, support enforcement of necessary regulatory reforms – particularly for improving the

licensing system to farmers' interest groups and farmers federations for various agriculture products and making them self-sustaining producer companies and analyze the different options of federating the FIGs in to company, Cooperative etc. Focus to demonstrate agribusiness activities and initiatives in Model micro-watershed area of the project.

- Facilitate marketing infrastructure development, market need assessment, market linkages and innovative marketing interventions.
- Facilitate linkages of farmers groups /federations to public & private organization including financial institution.
- Develop training program module and exposure to staff and Community Based Organizations based on expressed need.
- Develop manual & documents for training programs, exposure visits, case studies & lesson learned.
- Content & design of technical brochures, handouts, pamphlets & other printing materials in collaboration of IEC team.

## **ESSENTIAL QUALIFICATIONS**

### **Professional profile**

The candidate should have postgraduate degree (M.Sc. degree) from Government of India approved and recognized university in horticulture, agriculture or MBA/ PGDM (2 years) in Agribusiness or specialization/ MBA project work related to agribusiness. He /She should have extensive experience (over 5 years) on agribusiness/agriculture marketing. He /She should have knowledge of market analysis and management as well as agribusiness development with Govt. Department, NGOs/Cooperative/Farmer Associations. He /She should have adequate knowledge of report writing and computer operations.

### **Preferable**

- Experience of working in Agribusiness/ value chain development in externally aided projects.
- Any other qualification /specialization/ experience related to scope of work and job profile.

## **JOB PROFILE**

- The main responsibilities are already mentioned under 'scope of work'.
- Overall responsibility to develop agri-business strategy, business plan, management plan and market-linked farming systems to achieve the project objectives.
- Knowledge sharing with technical institutions/ NGOs / Agribusiness support agencies/ Agribusiness Technical agency (ATA) and training of project staff and design of appropriate training module for farmers/entrepreneurs in agribusiness and marketing.
- Design of project activities for development of market links/supply chains/market chains and any other necessary interventions/linkages.
- Sector and supply chain analysis of major agricultural sub sectors/niche markets that have potential in the region. Competitive advantage assessment/other appropriate market based analyses.
- Assist to form farmers groups and federations.
- Assist/train the associations, officer bearers on business management and operations, financial management, accounts.

- Provide the associations with technical and financial advice related to their agriculture enterprises.
- Assist groups in developing marketing strategy and market link development as needed.
- Development of linkages with resource persons and with other organizations working in the sectors.
- Technical advice to project management on agribusiness-related topics.

## **DELIVERABLES**

The following outputs would be required to be delivered to WMD.

- Submission of monthly, quarterly, six monthly and annual progress reports based on Agribusiness.
- Field/Exposure visits reports/ documentation of innovative agribusiness interventions in project area.
- Training and capacity building plan/module for implementation of Agribusiness component.
- Technical leaf lets, pamphlets, Bulletin in collaboration with IEC team.
- Documentation of best practices and success stories of agribusiness in the project.
- Documentation of the impact evaluation of agribusiness related works.
- Use of innovative Information Technology (IT) tools, techniques and application to explore new agribusiness interventions in project.

## **REPORTING REQUIREMENTS**

- The consultant shall submit to the WMD report and documents in Hard and Soft copy as specified below in the form, numbers and within the periods set forth. The consultant shall submit to the WMD report and documents as desired by the Chief Project Director and Project Director, UDWDP-II.
- The consultant shall report to Project Director, UDWDP-II.
- Any other reports as may be required from time to time.

## **WORK STATION**

The consultants would be based in the Watershed Management Directorate, Dehradun and would make field visits to all project areas as per project requirement.

## **DURATION OF ASSIGNMENT**

Initially the assignment would be for one year, on full time basis which may be extended, subject to satisfactory performance and mutual consent of the project authorities and the individual consultant.

## **OWNERSHIP**

Watershed Management Directorate of Uttarakhand will have ownership of all the documents and material developed. The consultants will have no right of claim to the products developed and shall not replicate them without prior consent of WMD.

## **TERMS OF PAYMENT**

The remuneration will be paid on monthly basis, based on the satisfactory report from concerned authority.

## **REVIEW COMMITTEE TO MONITOR THE CONSULTANT'S PERFORMANCE**

A review committee constituted of members selected by WMD would monitor and review the performance, quality and impact of the activities undertaken by the Consultant. The members of the review committee will be as under:

- a) Project Director, UDWDP-II- Chairperson
- b) Joint Director, WMD – Member
- c) Finance Controller – Member
- d) Deputy Director (Planning) – Member Secretary
- e) Deputy Director (Administration) – Member

## **INPUTS TO BE PROVIDED BY THE WMD**

The consultant would be provided all the necessary relevant documents and manuals etc. by WMD.

## **ARBITRATION**

In the event of any dispute between the contracted Consultant and WMD, the Govt. of Uttarakhand will be the arbitrator.

-----