

Integrated Livelihood Support Project

Terms of Reference (TOR) for Assistant Manager, Market Access.

BACKGROUND

The Watershed Management Directorate (WMD) through Govt. of Uttarakhand has received a credit from IFAD (International Fund for Agriculture Development) for implementation of Integrated Livelihoods Support Project, (ILSP). The WMD is PIA for Project Component: Participatory Watershed Development. The project development objective (PDO) is: The overall objective (goal) of ILSP will be to reduce poverty in hill districts of Uttarakhand. This would be achieved via the more immediate development objective of “enable rural households to take up sustainable livelihood opportunities integrated with the wider economy”.

A total of 22 micro-watershed (MWS) covering an area of about 70,194 ha in three districts of Pauri, Champawat and Nainital will be developed. These MWS will include about 381 Revenue Villages spread over 07 Development Blocks (partially covered), with a population of 22420 households (based on census 20011). These watersheds have been shortlisted as they have been identified as priority MWS in the State Perspective and Strategic Plan for Watershed Development.

THE PROJECT PERIOD

The project duration is 7 years from FY 2013-14 to 2020-21.

Project Cost

The total project cost for Participatory Watershed Development Sub-Project is estimated to be INR 286.94 crores. The project will be financed by an IFAD loan of INR 211.81 crores (73.82%), a contribution of State Govt. of INR 55.97 crores (19.51%) and INR 19.16 crores (6.67%) from beneficiaries.

IMPLEMENTATION AGENCY

The Gram Panchayat (GP) will be the primary implementation agency of activities undertaken for Watershed Treatment. The GPs will be intimated the complete Budget outlay for the project period for the GP. This budget outlay for a given GP will be called the 'Budget Envelop' for the GP. The GP will prepare its Work Plan for three years within the Budget Envelop. The capacity building of relevant members of GP and the general body and various sub committees of the GP will be undertaken by the Project before the GP starts the actual preparation of the Gram Panchayat Watershed Development Plan (GPWDP). All implementation and procurement within

the GPWDP will be done by the GP itself or by various village level institutions within the GP. The details are provided in the Operational Manual.

NEED FOR ASSISTANT MANAGER MARKET ACCESS

Ensure that ILSP interventions related to livelihood enhancement are linked markets of the wider economy to derive benefits of fair price discovery for products and services offered by the community in the project area.

SCOPE OF WORK

- Assist in planning and implementing market-based interventions and sub-project and maintain linkages with technical agencies at Divisional level.
- Assist in exploring and negotiating backward and forward links with local and regional markets, CII, KVIC, Retail Chains, Trade Fairs, Companies with CSR initiatives, Government procurements, Organic boards, Handicraft, Textiles departments and others, based on the Value Chains the project has selected to work with the rural entrepreneurs etc.
- Assist in preparing annual data base on events such as trade fairs, exhibitions and other events planned in the local, regional, National and International forums.
- Assist in exploring and negotiating the opportunities for joint ventures with growth oriented Federations/business entities.
- Provide timely and comprehensive inputs on practical aspects of backward and forward linkages.
- Regular check of Livelihood Collectives (LC) performance at field level as regard to market linkage
- Liaison with business communities for building on business knowledge management that adds to resource centre.
- Assist in identifying enterprise certification procedures with Fair Trade Forum of India and other local global initiatives such as ISO for micro and small scale, ISI equivalent etc.
- Assist in ensuring that data and information generated by the institution and M&E system is reviewed carefully to enable feed back to the project staff, arrange, if necessary additional technical inputs.
- Develop adequate documentation in digital (video/computer) and hard copies (brochures, technical papers etc) to build reference resource that details all aspects on the market issues including quality controls.
- Keep track of successful groups that would be useful in preparing lessons on innovative and successful market interventions.

- Assist in undertaking studies/survey/develop case studies of outputs, outcome and impact studies with approval from the management and as per AWPB.
- Identify the main value chains and key player groups within each chain.
- Assist in building technical, managerial and transactional capacity of stakeholders involved in the sector.

KEY PROFESSIONALS QUALIFICATIONS & EXPERIENCE

Academic Qualification

The candidate should have below mentioned qualifications from any recognized university or institute of India. -

1. Graduate in Science/Commerce/Business administration with MBA in Marketing/Agri-marketing/Agri-business or allied fields

or

2. Graduate in Agriculture/Horticulture/Forestry with Post Graduate Diploma in Agri-Business Management.

Relevant Training

- Proficient in MS Office particularly MS Word , Excel & PowerPoint.

Work Experience

- Minimum 5 years work experience in rural development/Livelihood development/agricultural development/promoting rural produces preferably in mountain areas.
- worked in designing & implementation of market-based development interventions

Preferred Skills

- Good technical knowledge of market development for rural products and techniques preferably in agricultural sector and its allied fields.
- Knowledge of business operations & value chain management
- Good written and verbal communication skills.
- Proactive and can work with minimum supervision.

DELIVERABLES

Collaborative Responsibilities

- Assist in preparation of AWPB including Procurement Plan, its implementation, monitoring and reporting to IFAD, State Government and other Stakeholders.
- Ensure timely reporting of project activities and support for developing and maintaining the Project MIS.

- Provide support for conducting Annual Outcome Surveys, Periodic surveys and impact evaluations undertaken by the project and use the findings for designing future interventions.
- Undertake analysis of project interventions to identify key learning and challenges and proactively share with IFAD and other stakeholders through newsletters, publications, website etc for knowledge sharing.
- Align project interventions to ensure compliance with the targeting and gender strategy of project.
- Proactively collaborate with projects partners and stakeholders in carrying out identified activities under project like vocational training, innovation linkage, facilitating rural finance etc.
- Participate actively in staff appraisal exercise undertaken by HR addressing capacity building needs and career growth aspects.
- Preparation of reporting formats to capture progress in agri-business at LC level and increase in income of farmers through project interventions.

Other Responsibilities

- Make regular field visits to support LCs and project staff for preparation business plans, interaction with interested business partners and coordination with concerned stakeholders.
 - Follow the Code of Conduct including formal dress code to maintain the decorum of the Project.
 - Prompt response to telephone calls, SMS's e-mails and other communication related to task and responsibilities
- Any other task assigned by the project as per requirements.

OWNERSHIP

UWDU/Watershed Management Directorate of Uttarakhand will have ownership of the Agri Business Reports, documents and other material developed by Assistant Manager market access. The Assistant Manager market access will have no right of claim to the products developed and shall not replicate them without prior consent of UWDU/WMD.

WORK STATION

The Assistant Manager Market Access would be based in the ILSP/Pauri, Champawat and Nainital Division. He would make field visit to Project field areas as needed.

REVIEW COMMITTEE

A review committee constituted by members selected by UWDU/WMD would monitor and review the performance, quality and impact of the activities undertaken by the Assistant manager (Market Access). The members of the review committee are as under:

- A. Concerning Regional Project Director, Watershed
- B. Concerning Deputy Project Director,
- C. ACF or any other equivalent officer (Regional Project Director, Office).
- D. ACF or any other equivalent officer (Divisional Office).

PERIOD OF THE ASSIGNMENT

Annual, extension will be given on satisfactory review of performance by the committee.

TERMS OF PAYMENT

Monthly, based on the satisfactory report from concern authority.

INPUTS TO BE PROVIDED BY THE UWDU/WMD

The consultants would be provided all the necessary help and relevant documents, manuals, route approach to the Division area etc.

ARBITRATION

In the event of any dispute between the contracted agency and the UWDU/WMD, the CPD, WMD will be the arbitrator.