

**TERMS OF REFERENCE (TOR) FOR
AGRIMARKETING/ SENIOR AGRIBUSINESS EXPERT (PMU LEVEL)
IN UTTARAKHAND CLIMATE RESPONSIVE RAINFED FARMING PROJECT
PROJECT NUMBER-P179357**

Ref No. 10/11-12(5)/UCRRFP/2025-26

1. PROJECT OVERVIEW

The Watershed Management Directorate, Uttarakhand, will implement the Uttarakhand Climate Responsive Rain-fed Farming Project (UCRRFP). The project development objectives are to improve the resilience of the production system to make mountain farming GHG emissions competitive and profitable in selected micro-watersheds of Uttarakhand. UCRRFP is a six-year project to be operational from 2024 to 2030. The project cost is USD 138.05M (IBRD: USD 96.2M, State Govt. USD 34.19M & Beneficiary: USD 7.66M).

2. PROJECT DESCRIPTION

Uttarakhand, a hilly state agriculture, is pre-dominantly rain-fed and remains vulnerable to moderate to extreme weather conditions. Sustaining increased agriculture outputs in a rapidly changing climate will require adaptation at a faster pace. Enhancing food security while reducing GHG Emissions from farming practices will require a transition to production systems that are more productive, use input more efficiently, have greater stability in outputs and are resilient to short and long term climate variability.

Uttarakhand Climate Responsive Rainfed Farming Project (UCRRFP) will be implemented in 06 hilly districts and 02 plain districts of Uttarakhand covering about 1000 villages and comprising of 56 Micro watershed clusters.

3. RESULT INDICATORS

The following Key Performance Indicators (KPI) are proposed for measuring the core outcomes of the project:-

- ◆ KPI #1:- Reduction in GHG emissions from representative cropped land parcels (CRI).
- ◆ KPI #2:- Increase in productivity of selected crops

- ◆ KPI #3:- Increased water discharge in sample spring sheds
- ◆ KPI #4:- Farmers adopting climate smart agriculture technologies and practices promoted by the project.
- ◆ KPI #5:- Farm Income at HH Level with/without UCRRFP.

4. Project Components

Component A:- Developing Resilient and GHG-efficient Production Systems (USD 46.84 million)

The objective of the component is to improve productivity through land treatment and development while enhancing fertilizer efficiency, water productivity, and mitigating greenhouse gas emissions. The component establishes the groundwork for the project to transition cultivation towards an optimal input usage pattern, resulting in lower input costs and increased average income for farmers. Within this component, priority will be placed on expanding controlled irrigation coverage, encouraging protected cultivation, recultivation of fallow lands, fostering agricultural diversification, and bolstering farmers' income through varied livelihood options. Utilizing a landscape approach grounded in land-use capability, the project will furnish high-quality inputs and implement early warning advisory systems to facilitate the adoption of ecologically sensitive and diversified production systems. A decision support system for Climate-Smart Agriculture (CSA), grounded in evidence, will be established through strong partnerships with leading scientific entities, both within the state and at the national level. These collaborative partnerships will generate knowledge products through co-creation, frequently involving pilot communities.

Component B Science-based Development of Resilient Springsheds (USD 62.71 million)

To build climate resilient watersheds with the support of participating communities, watershed and spring-shed management interventions shall be carried out. These initiatives would help in resolving the issues of availability of water for irrigation purposes which is critical for building the resilience of the marginal mountain farmers whose farming is totally rain-fed. To increase productivity, the project will provide both technical and farming inputs to the farmers in agriculture, horticulture, and allied sectors (fishery & livestock with small ruminants). Hence, under this component, depending upon the activities, the

project will promote climate-resilient agricultural practices, intensive / semi-intensive farming models, exploring agriculture horticulture options, mixed / inter-cropping, etc., based on its feasibility. Reducing the cost of cultivation through natural farming/organic farming, promotion of carbon farming models, achieving nutrient use efficiency, etc. will also be the points of intervention under the component.

Component C- Enhancing Income Resilience through Agribusiness (USD 14.78 million)

The foremost goal of the project is to bolster the economic resilience of farmers, with a special focus on mountain communities. To achieve this, the project will invest in fortifying the agricultural marketing systems. This involves uniting farmers into federations, offering value-added services, establishing comprehensive supply chains, and ensuring less carbon-intensive/carbon-neutral logistics for agricultural products. The initiative also aims to foster the growth of agricultural enterprises by establishing Agri-Business Growth Centres in remote regions. To promote inclusivity and fairness, the project will extend non-agricultural livelihood opportunities to marginalized households within the project villages.

Component D Project Management, Monitoring & Evaluation, and Learning (USD 13.72 million)

Supported by a consortium, the project aims to establish a knowledge hub within the Project Management Unit (PMU). This hub will analyze, synthesize, and document diverse methods, practices, and strategies essential for optimizing natural resource usage, reducing greenhouse gas emissions, fostering resilient integrated farming systems, and improving marketing inputs. Additionally, this component encompasses overseeing the institutional framework, coordination, monitoring, evaluation, and overall project management under the purview of the PMU.

PROJECT AREA-

The project will be operational within the state of Uttarakhand. The total project area will cover about 2.38 lakh hectares of land spread in 58 Micro watersheds in 8

districts. About 1000 villages with an approximate 76000 HH and approx 3.81 lakh population will benefit by the Project outcome.

THE PROJECT PERIOD-

The project duration is 6 years and the project cycle in each GP will be 5 years in the following three phases:

- Preparatory phase: - First year
- Implementation Phase: - Four years.
- Withdrawal Phase: - Sixth year

PROJECT IMPLEMENTATION ARRANGEMENTS

The UCRRFP is based on a joint relationship among three entities: (i) village Communities and GPs; (ii) WMD; and (iii) Consortia of Science Research Institutes. All these three stakeholders will fulfill their respective roles and responsibilities for the project to be successful. Specifically, the roles of each entity are:

Village Community and GP: Will plan and implement the project.

WMD: Provide overall coordination and assist the village communities and GPs.

NEED FOR CONSULTANCY SUPPORT & SCOPE OF WORK

Component C of UCRRFP (Enhancing Income Resilience through Agribusiness) is the project's primary vehicle for translating productivity gains under Components A and B into sustained income for marginal and small farmers. To realize this ambition, the project needs to: (a) identify and prioritize agribusiness opportunities; (b) develop commercial arrangements between the private sector (off takers, processors, input suppliers, agtech firms, logistics providers, modern retailers, exporters, and e commerce platforms) and project supported FIGs, Farmer Federations, and FPOs; and (c) crowd in investment from project funds, convergence schemes, and private sector to build the supply chain and the necessary Agri Business Growth Centre infrastructure required to capture those opportunities.

The expert, in particular, will:

- **Identify the agribusiness opportunity:** Lead commodity wise supply and value chain assessments. Map marketable surplus and the gaps in current value chain infrastructure. Convert this analysis into a rolling pipeline of investable

opportunities for the project.

- **Build and manage a private sector engagement:** Identify and engage anchor buyers (food companies, modern retail, HoReCa, ONDC sellers, exporters, e-commerce platforms), input side firms (seed, planting material, agri inputs, packaging, testing and certification), and service providers (logistics, cold chain, agtech, traceability). Lead discussions with the private players and close the deals.
- **Mobilize investment and drive convergence:** Map the convergence landscape and structure Public Private Producer Partnerships and PPP models around Agri Business Growth Centers and other shared infrastructure.
- **Anchor the Agri Business Growth Centre strategy:** Lead site selection and feasibility, prepare business plans with projected cash flows, design governance and management structures, and ensure operational integration with the project's and other digital platforms. Also coordinate with the existing ABGCs to share learning and avoid duplication.
- Carry out any other related task assigned by the Project Director, UCRRFP.

DELIVERABLES:

- Develop UCRRFP agribusiness strategy and investment pipeline, covering priority commodities, geographies, and value chain segments
- Onboard private sector partners for input and output linkages
- Operationalize the agribusiness strategy by involving the district and field teams
- Identification of investable agri-business opportunities & strengthening the enterprise development agenda.
- Facilitation in dissemination of technologies and provision of advisory services and brand creation.
- Development of capacity building modules for FIGs and FFs and facilitation in developing linkages between FIGs, FFs, agriculture experts and suppliers for processing and marketing of vegetables, other agriculture commodities and certified organic produce.
- The Expert would act as interface between the entrepreneurs/FIG/Farmers/Private Sector and the department and other project staff. The Specialist in coordination with the firms hired would facilitate the formation, registration and formation of governing body of the Farmer Producer Companies and the

setting up and realization of goals of these companies.

- Forward and backward linkages to establish supply chain of different commodities.
- Linkage of Farmers groups and federations to e-marketing platforms.
- Support enforcement of necessary regulatory reforms particularly for improving the licensing system to farmers' interest groups and farmer's federations for various agriculture products and making them self-sustaining producer companies.
- Facilitate marketing infrastructure development, market need assessment. market linkages and innovative marketing interventions by coordinating with PMU and DPMU teams.
- Facilitate in producing support and capacity development of the sustainable FFs nurtured in GRAMYA II project's DPMUs.
- Facilitation in production of different production and marketing protocols for Farmer Interest Groups (FIGs).
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- Develop manual & documents for training programs, exposure visits, case studies & lesson learned.
- The expert must complete any other task given by PMU-UCRRFP.

ESSENTIAL QUALIFICATIONS

- Post Graduation in Agribusiness Management, Rural Management, Agricultural Marketing, Management (MBA) from a recognized institution
- Minimum 8 years of relevant professional experience in agribusiness, agricultural value chain development, or agri marketing.

DESIRABLE QUALIFICATION/EXPERIENCE

- He/She should have adequate knowledge and experience of report writing. mass media, computer operations and extension of technology through various mass media.

- Track record of structuring B2B arrangements (off take, contract farming, buy back, input supply, processing tie ups) between producers or FPOs and private firms;
- Working experience with the financial sector on agri financing (FPO credit, agri MSME lending, scheme linked finance, or investment structuring);
- Strong analytical skills, including value chain analysis and business plan development
- Any other qualification /specialization/ experience/Specialized training related to scope of work and job profile.

Note: Relevant documents regarding essential and desirable qualifications should be attached.

TERMS AND CONDITIONS:

The Candidate must not have been terminated by any organization previously due to non-performance.

Service-related terms and conditions will be disclosed at the time of the contract.

TERMS OF PAYMENT

Monthly, based on the satisfactory report from the concerned authority.

REPORTING:

The expert shall report to the PMU- UCRRFP/ Watershed Management Directorate, Dehradun.

WORK STATION

The expert would be based in the PMU-UCRRFP Headquarter/Watershed Management Directorate, Dehradun, and will make field visits to all project areas based on the requirements and instructions of PMU.

DURATION OF ASSIGNMENT

Initially, the assignment would be for 11 months, which may be extended, subject to satisfactory performance and mutual consent of the project authorities and the individual consultant.

REMUNERATION:

Negotiable, depending on the qualification, experience, and competency of the candidate.

ARBITRATION

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

OWNERSHIP

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