# TERMS OF REFERENCE (TOR) FOR
# AGRIBUSINESS MANAGER (DPMU LEVEL)
**IN UTTARAKHAND CLIMATE RESPONSIVE RAIN FED FARMING PROJECT**
**PROJECT NUMBER- P179357**

***Ref No. 02/11-12(5)/DPMU//UCRRFP/2024-25***

## 1. Project Overview

**Uttarakhand** Climate Responsive Rain-fed Farming Project (UCRRFP) will be implemented by the Watershed Management Directorate, Uttarakhand. The project development objectives are to **"Improve resilience of production system to make mountain farming GHG Emission 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 being a hilly state agriculture is pre- dominantly rain-fed and remains vulnerable to moderate to extreme weather conditions. Sustaining increase 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 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 58 Micro watershed clusters.

## 3. Result Indicators

The following Key Performance Indicators (KPI) 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 simultaneously 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, re-cultivation of fallow lands, fostering agricultural diversification, and bolstering farmer's 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 processes.

**Component B – Science-based Development of Resilient Spring-sheds (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 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 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 Centers 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 analysis, 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.

## 5. PROJECT AREA-

The project will be operational within the state of Uttarakhand. Total project area will cover about 2.38 lakh hectare 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 be benefited 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 following three phases:

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

## PROJECT IMPLEMENTATION ARRANGEMENTS

The UCRRFP is based on joint relationship among three entities: (i) village communities and GPs; (ii) PMU; and (iii) Consortia of Science Based Research Institutes . All these three stakeholders will fulfil 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

PMU: Provide overall coordination and assist the village communities and GPs

## NEED FOR CONSULTANCY SUPPORT

The objective of the proposed assignment is to facilitate and support project component three; viz. Enhancing Income Resilience through Agribusiness. To harness business potential of the project districts under agribusiness and micro enterprises, it would be essential to identify key products and markets which will provide opportunities for agri-enterprises to grow. The project area has significant advantage in agricultural/horticultural/Livestock products, which can be further strengthened by agribusiness. For promotion of agribusiness activities and making it a profitable venture for the marginal and small farmers, the project will strengthen the supply chain, establish and strengthen agribusiness growth centre. The consultant would promote agribusiness development by (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) and (c) capacity building of

community-based institutions FIGs. 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 help develop linkages of the farmers with the market.

**This consultancy support is proposed for field divisions of UCRRFP, the consultant is expected to be stationed in the DPMUs office- i.e., either Tehri Garhwal, Uttarkashi, Rudraprayag, Pauri Garhwal, Almora and Nainital of the UCRRFP.**

## SCOPE OF WORK

- Develop, review, update, and oversee the implementation of agribusiness strategy.
- Training need assessment and capacity building planning for agribusiness stakeholders.
- Coordination with project technical staff, government institutions, different technical agencies/consortium partners and private agencies for different agri-business activities.
- Facilitation in demonstrations of good practices and development of sustainable and innovative grassroots support to Farmer Interest Groups (FIGs).
- Development of capacity building modules for FIGs and FFs and facilitation in developing linkages between FIGs, FFs, and suppliers for processing and marketing of vegetables, other agriculture commodities and certified organic produce.
- Demonstration of different production system module/farming system modules among the stakeholders.
- To facilitate 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 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 DPMU team.
- Develop manual & documents of different training programs, exposure visits, case studies, best practices, lesson learned and documentaries.
- Facilitation in dissemination of technologies and provision of advisory services and brand creation.
- Any other tasks as assigned by the DD-DPMU.

## JOB DESCRIPTION

**Location of Job:** DPMU, UCRRFP, for any of the Project Districts.

**Reporting Line:** Deputy Director, UCRRFP.

## ESSENTIAL QUALIFICATIONS

## PROFESSIONAL PROFILE

The candidate should be graduate in Agriculture/Horticulture with Post-Graduation or equivalent degree in Agribusiness.

## WORK EXPERIENCE

He/She should have extensive experience (over 3 years) on agribusiness/agriculture marketing and related to scope of work. He /She should have knowledge of market analysis and management as well as agribusiness development with Govt. Department, NGOs/Cooperative/Farmer Associations.

## 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.
- Experience of working in Agribusiness/ value chain development in externally aided Watershed projects/Centrally Sponsored/ Livelihood projects.

- Any other qualification /specialization/ experience/Specialized training related to scope of work and job profile.

## REPORTING REQUIREMENTS

- The consultant shall report to the concerned field divisions Deputy Director, DPMU Division. UCRRFP.
- Any other reports as may be required from time to time.

**AGE LIMIT:-** 25-50 Years.

## TERMS AND CONDITIONS

- Candidates Services should not have been terminated by any organization due to non-performance.
- Service related term and condition will be disclosed at the time of contract.

## REMUNERATION:

Rs. 50,000/- (Negotiable), depending on qualification, experience and competency of the candidate.

## PERIOD OF SERVICE:

The contract shall be initially for a period of 11 (Eleven) Months. There will be a provision of further extension for 11 months at one time up to the end of the project, subject to satisfactory performance as assessed by the Deputy Director, UCRRFP.

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