

## TERMS OF REFERENCE

**For hiring of Senior Executive to be posted as “Area Coordinator” for project activities of the Formal Dairy sector under the World Bank financed Assam Agribusiness and Rural Transformation Project (APART) to be positioned in the project areas under APART**

### **Project background:**

1. The Government of Assam (GoA) through Government of India (GoI) has received/obtained a loan from the World Bank for the Assam Agribusiness and Rural Transformation Project (APART). Assam Rural Infrastructure and Agricultural Services (ARIAS) Society is the apex coordinating and monitoring agency for APART while West Assam Milk producers Cooperative Union Limited (WAMUL) is the implementing agency for the activities under “Formal Dairy Sector” in the project. WAMUL now intends to engage **Area Coordinators** on Contractual basis towards implementation of the APART project.
2. The development objective of APART is “add value and improve resilience of selected agri value chains focusing on smallholder farmers and agro-entrepreneurs in the targeted districts of Assam”
3. There are four components to the project: **The first component (A)** is Enabling Agri enterprise Development, with sub components being (i) enhancing state capacity to attract private investments, (ii) setting up of an Enterprise Development and Promotion Facility (EDPF) (iii) setting up of an Agribusiness Investment Fund (AIF) (iv) establishing stewardship councils. **The second component (B)** is Facilitating Agro Cluster Development with sub-components being- (i) support establishment of cluster level Industry Associations (IAs), (ii) supply chain infrastructure support to establish a modern supply chain (Roads, Warehouses and Markets). **The third component(C)** 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 and Learning.
4. The project will achieve the proposed PDO by: (i) enabling investments in agri-enterprises, improving the investment environment and investment promotion, facilitating access to finance for agribusiness enterprise, and, where appropriate, pushing for process, regulatory changes; (ii) facilitating the growth of agri enterprise clusters to increase competitiveness, revenue and employment growth; and supporting development of a modern supply chains; and (iii) fostering the development of climate resilient production clusters, and improving producer access to knowledge, technologies, markets, and infrastructure so that they are able to respond to market opportunities and climate variability.

### **WAMUL’s Role**

5. WAMUL will be the implementing agency for the **Third Component C - and sub-component - C.1.3.1 -Milk value chain: Formal sector** .The focus of this value chain is productivity enhancement by genetic upgradation of Non-descript cows using Artificial insemination, improved feeding through Fodder production demonstration and organizing farmers into Milk Producers Institutions

(MPIs) that eventually will get registered as Dairy Cooperative Societies (DCS) and etc. The project will also install Bulk Milk Coolers (BMCs) for handling increased volume of raw milk procurement and maintaining the quality till it is transported to the Processing plant. Solar powered data processor based milk collection units (DPMCU) will be installed at each DCS to ensure transparency in milk reception, weight measurement and quality testing for making producers payments. The project will be leveraging the liquid milk processing and product manufacturing capacity of WAMUL.

#### **Scope of Position of Area Coordinator**

6. WAMUL intends to engage Area Coordinator on contractual basis for successful implementation of the Doorstep AI delivery project in his/her Zonal area. He/She will be closely liaising with Project head office located at WAMUL, Guwahati in preparation , implementation of Yearly, Monthly targets, which will be in accordance with the overall project objective of the APART project. Monthly review of Veterinary Executives, Maintenance of Stores inventory at the Zonal level, Arrange for timely distribution of AI accessories and consumables, AIT cluster formation and MAIT selection, He/She will be responsible for the accuracy of the data uploaded in INAPH, Conduct refresher training on MAITs , Schedule daily field visit roster for Veterinary Executives and analyze feedback , Schedule Farmers meeting , awareness camps, Calf shows and promotional extension programme in his/her Zonal area and documentation of Success stories , Grievance redressal, Field visits for physical checking of uploaded INAPH data, etc. Liaising with Veterinary and Animal Husbandry deptt for planning health camps, infertility and vaccination camps envisaged under the APART project.
7. The Area Coordinator shall also be coordinating and monitoring setting up of procurement infrastructure and systems in his/her zone in association with P&I group of WAMUL

The Area Coordinator will be placed at the Zonal level for close coordination with the Veterinary Executives under him. He/She will report to the Project Coordinator, APART.

#### **Qualification, Experience , Skills , Age**

##### **8. Essentials :**

- a) **Educational Qualification:** BVSc/ MVSc from a recognized institute/University.
- b) **Working Experience:** BVSc must have minimum 6 (Six) yrs experience in large animal Veterinary practice or 3 years post graduate experience having MVSc in Animal reproduction, Gynaecology or Obstetrics or Animal genetics and Breeding or medicine. Preference will be given to candidates having working exposure of minimum 3 years in projects relating to Cattle breeding and also exposure to the Dairy Industry.
- c) **Computer Skills:** Must have experience of using Internet based applications, using and working with MS Word, MS Excel and MS Power Point and other related applications.
- d) **Language:** Fluency in Assamese , English and Hindi
- e) **Age:** Age of the candidate should not be above 45 years as on 1<sup>st</sup> January, 2018. However, Age relaxation upto 5 years may be given in case of extraordinary/Outstanding candidates.

**9. Desirable:**

- a) Experience of providing technical support to & capacity building of enterprises with strong analytical skills, and the ability to synthesize complex concepts and to communicate them effectively;
- b) Knowledge about INAPH, Frozen Semen technology, AI , Bull rotation programme.
- c) Ability to work effectively in teams as well as independently;
- d) Good communication and inter-personal skills; the candidate must show initiative, , synthesis, organization and personal dynamism and should be self-motivated, as well as capacity to work with teams and prepare adequate planning and activity reports.

**10. Key Job Responsibilities (Indicative):**

**Area Coordinator** will be responsible for

- a) Preparation of yearly and monthly plan and execution to achieve project objective and targets.
- b) Monthly review of project physicals and financials and will take necessary action in favor of project.
- c) Yearly and monthly plan of all consumable and non-consumable inputs and will send indent to Project HO on monthly basis.
- d) Will conduct quality Audit of AI programme in his/her designated Zone.
- e) Preparing and monitoring monthly visit rooster of Veterinary Executives.
- f) Analyze the visit feedback of Veterinary Executives and suggest corrective measures , wherever required.
- g) Schedule Farmers meeting, Awareness camps and ensure successful implementation through his team of Veterinary Executives and MAITs.
- h) Liaisoning with AH&V Department for preparation of Calendar for holding of Vaccination camps, Infertility and Health camps,etc and ensure successful implementation .
- i) Short listing of MAITs and selection of MAITs and will send them for AI basic training.
- j) Analyze the indent received from Veterinary Executives and will maintain supply schedule.
- k) Review all records maintained by Stores Executive, Veterinary Executives and MAITs.
- l) Will verify certain number of physical work done by MAIT, V.E. in field.
- m) Check and verify monthly tour Bills, Promotion activity Bills of his respected Area.
- n) MAIT wise analysis of KPI
- o) MAIT wise analysis for execution of tapering mode of retainer fee.
- p) Conduct refresher training of MAITs.
- q) To ensure AI center upkeep.
- r) Assessment of staff for training need.
- s) Will attend Promotion activities and collect and documented feedback from beneficiaries.
- t) Preparation of success story of MAIT/Farmer etc.
- u) Will redress grievance in respective areas.

**11. Remuneration, payment terms and leave:**

- a. The consolidated remuneration of the Area Coordinator will be approximately Rs. 5.4 lakhs per year depending upon experience, qualification and pay package of last assignment.
- b. The Area Coordinator will be eligible for paid leaves/Holidays as per the applicable norms/policy of WAMUL.
- c. Any authorized tour beyond the allotted district/Zone of Area Coordinators, He/she will be paid TA/DA as per norms/policy of WAMUL.

**12. Reporting and Performance Review:**

- a) The Area Coordinator will report to the Project Coordinator, APART.
- b) Performance will be reviewed as per Key result areas (KRA). The remuneration may be enhanced on an annual basis as per prevailing rules, which will be performance based.

**13. Duration of assignment:**

- a) The contract period of the Area Coordinator will be for an initial period of 3(three) years, which may be extended on satisfactory performance. Continuity of the Area Coordinator beyond 1 (One) year from the date of joining will also depend upon his/her performance.