

TERMS OF REFERENCE

For hiring of “Assistant-I (P&I) for Milk Procurement Field Supervision” for carrying out Village Based Milk Procurement System (VBMP) activities under the World Bank financed Assam Agribusiness and Rural Transformation Project (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 **Assistant-I (P&I) for Milk Procurement Field Supervision** 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 targeted districts of the State 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 support. **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(D)** is project Management, Monitoring and Learning.
4. The project will achieve the proposed PDO by: (i) promoting investments in agri-enterprises, reducing the business and transaction costs, facilitating access to finance for agribusiness entrepreneurs, and, where appropriate, push for process, regulatory and/or policy change; (ii) supporting the development of a modern agri-supply chain; improved information communication technologies (ICT) based farm information and intelligence services, and alternative marketing channels; and (iii) improving producers’ access to knowledge, technologies and infrastructure so that they are able to respond to market opportunities and climate variability. To achieve the PDO, the project will adopt a cluster approach both in terms of production (production clusters) and processing (enterprise clusters)

WAMUL’s Role

5. WAMUL will be the implementing agency for the **Third Component - and sub-component - C.1.3.1 -Milk value chain: Formal sector**. The focus of this value chain is productivity enhancement by genetic up gradation of Non-descript cows using Artificial insemination, improved feeding through Fodder production demonstration, 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) & AMCU (Auto Milk Collection System) will be installed at each DCS/PDCS & BMC 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 Assistant-I (P&I) for Milk Procurement Field Supervision:

6. WAMUL intends for Milk Procurement Field Supervisor to engage as **Assistant-I (P&I) for Milk Procurement Field Supervision** on contractual basis under the project, who will be primarily responsible for the milk procurement from producer members to increase the DCS/PDCS & producer members of the allotted area of operation of WAMUL. The Assistant-I P&I will form the important bridge between the Milk producers and WAMUL and He/ She will address & give his feedback to WAMUL about the grievances of Milk producers. He/ She will also play a pivotal role in opening up new milk routes and will encourage people to take up Dairying as a livelihood.

The **Assistant-I (P&I) for Milk Procurement Field Supervision** will be placed in any of the project area under APART and will report to Executive(P&I), WAMUL.

Qualifications, Experience, Skills, Age:

7. Essential:

- a) **Educational Qualification:** Any Graduate from a recognized institute/University.
- b) **Experience:** Minimum 1 year of relevant working experience, preferably in development sector. Experience in village-based extension activities will be an added advantage.
- c) **Computer Skills:** Must have basic knowledge of using Internet based applications.
- d) **Language:** Working knowledge in Assamese, Bengali and Hindi (Any two).
- e) **Age:** Age of the candidate should not be more than 31 years as on 1st January, 2022. However, Age relaxation upto 2 years may be given in case of extraordinary/ outstanding candidates.

8. Desirable:

- a) Should have the ability to work effectively in rural areas;
- b) Should be self -motivated and with a passion to serve the people.
- c) Should be able to comprehend and communicate the organizations policies and program.
- d) Ability to work independently as well as in teams.

9. Key Job Responsibilities (Indicative):

Assistant-I (P&I) for Milk Procurement Field Supervision will be responsible for

- a) Opening of DCS/PDCS & to increase the producer members for his allotted area
- b) Attending milk collection at DCS/PDCS level regularly and addressing farmer's grievances
- c) Monitoring of milk transport vehicles on regular basis.
- d) Monitoring in providing input services to farmers at doorstep.
- e) Ensuring timely milk bill payment to producer members and submission of receipts to accounts.
- f) Ensuring continuous governance and accounting system at DCS/PDCS level.
- g) Ensuring the follow ups as per the directions given by Manager(P&I)/Dy. Manager(P&I)/MPO (P&I).

10. Remuneration, payment terms and leave:

- a) The remuneration of the Assistant-I (P&I) for Milk Procurement Field Supervision will be around Rs. 3.15 lakhs per year, depending upon experience, qualification and pay package of last assignment.
- b) He/ She will be eligible for paid leaves/Holidays as per the applicable norms/policy of WAMUL.
- c) Provide conveyance allowance and TA/DA for field movement within the operational area as per the eligibility.

11. Reporting and Performance Review:

- a) The Assistant-I (P&I) for Milk Procurement Field Supervision will report to the Executive(P&I), WAMUL
- 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

12. Duration of assignment:

- a) The contract period of the Assistant-I (P&I) for Milk Procurement Field Supervision will be for an initial period of 2 (Two) years, which may be extended on satisfactory performance. However, continuity of the Assistant-I (P&I) beyond 1 (One) year from the date of joining will depend upon his/her performance.