

## TERMS OF REFERENCE

**For hiring of 02 no. of Assistant-I Marketing (Sales & Distribution) for “Business Enhancement” under the World Bank financed Assam Agribusiness and Rural Transformation Project (APART) to be positioned at WAMUL**

### 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 Marketing (Sales & Distribution)** 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** 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 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. Automated Milk Collection Units (AMCU) 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 Assistant-I Marketing (Sales & Distribution)

6. WAMUL intends to engage **02 Assistant-I Marketing (Sales & Distribution)** on contractual basis to develop the business by increasing throughput & Market Penetration in assigned territory. Increase distribution in width and depth. Achieve given target in terms of Business volume / value.

The Assistant-I Marketing (Sales & Distribution) will be placed at any location across Assam.

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

#### **7. Essentials:**

- a. **Educational Qualification:** Graduate from a recognized institute/University.
- b. **Working Experience:** 1 to 3 years in Product Sales, preferably from FMCG / Food product / Dairy industry. However fresher with relatively sound knowledge and understanding of product sales and distribution will be considered.
- c. **Computer Skills:** Must have experience of using Internet based applications, using and working with advanced word processing / spreadsheet including 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 28 years as on 1<sup>st</sup> January, 2023. However, relaxation up to 3 years may be given in case of extraordinary/outstanding candidates.

#### **8. Desirable:**

- a. Good communication skills (pleasant and convincing).
- b. Must have two-wheeler and Android Mobile Handset.
- c. Detail oriented and comfortable working in a fast-paced office environment.

#### **9. Key Job Responsibilities (Indicative):**

**Assistant-I Marketing (Sales & Distribution)** will be responsible for

- a. Carry out daily Scheduled market workings. Submission of daily market visit report (DSR) to respective Executive (Sales and Distribution).
- b. Prepare market reports and escalate as per instruction.
- c. Responsible for growth of business in assigned market.
- d. Achieve distribution targets on a daily, weekly, monthly and quarterly basis – market coverage, outlet coverage, visibility, numeric and weighted distribution, market share consumer contact, promotional activities, customer service etc.
- e. Competitor's Activity Report to be submitted on weekly basis as per given format.
- f. Assist the concerned authority (Executive Marketing) in executing marketing activities, promotions, when appropriate.
- g. Any other responsibilities / functions deemed necessary by the Supervisor/ Executive/ Senior Executive/Marketing Manager in order to meet the level of the services in the organization.
- h. Active participation in any organizational interest. Respond to questions and requests for information.

#### **10. Remuneration, payment terms and leave:**

- a. The remuneration of the Assistant-I Marketing (Sales & Distribution) will be around **Rs. 3.30 lakhs** per year, depending upon experience, qualification and pay package of last assignment.
- b. The Assistant-I Marketing (Sales & Distribution) will be eligible for paid leaves/Holidays as per the applicable norms/policy of WAMUL.
- c. For any authorized tour within the operational areas, he/she will be paid TA/DA as per norms/policy of WAMUL.

#### **11. Reporting and Performance Review:**

- a. The Assistant-I Marketing (Sales & Distribution) will report to the Executive (Marketing & Sales).
- b. Performance will be reviewed as per Key result areas (KRA). The remuneration may be enhanced on an annual basis as per prevailing rules of WAMUL, which will be performance based.

#### **12. Duration of assignment:**

- a. The contract period of the Assistant-I Marketing (Sales & Distribution) will be initially till **30<sup>th</sup> September, 2024** which may be extended on satisfactory performance. Continuity of the Assistant-I Marketing (Sales & Distribution) beyond 1 (One) year from the date of joining will also depend upon his/her performance.