

TERMS OF REFERENCE

For hiring 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(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. Auto Milk Collection Unit(AMCU) 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.

6. Scope of Position of Assistant-I Marketing (Sales & Distribution)

West Assam Milk Producer’s Cooperative Union Ltd. (WAMUL) WAMUL intends to engage **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.

7. Qualifications, Experience, Skills, Age:

Qualification:	Graduate from a recognized institute/University.
Experience:	Minimum 1 year of experience in Sales & Distribution preferably in FMCG / Dairy industry
Location	All across Assam (preferably at Tinsukia, Jorhat, Tezpur, Bongaigaon and Golaghat)
Age:	Age of the candidate should not be more than 30 years as on 1 st January, 2023.
Relaxation on age and qualification may be given in case of having specific & relevant experience in Sales & Distribution of FMCG /Food/ Dairy industry.	

8. Desirables

<u>Additional Skills</u>	<ul style="list-style-type: none">• Good communication skills (pleasant and convincing).• Language proficiency (Assamese, Hindi, Bengali & English).• Must have two wheeler and Android Mobile Handset.• Computer knowledge (Reports on MS-Excel, MS Word).• Result oriented and comfortable working in a fast-paced office environment.
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9. Key Job Responsibilities (Indicative):

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

- Carry out daily scheduled tasks for market visit. Submission of daily market visit report (DSR) to Executive Marketing in Head Office. Preparation of such report during field visit only.
- Achieve targeted distribution parameters and escalate as per instruction.
- Responsible for growth of business volumes by visiting assigned market as per norms.
- Identify and register the outlet for regular service to fulfill the demand as per desired time.
- Competitor's Activity Report to be submitted on weekly basis as per given format.
- Assist Executive Marketing in executing marketing activities, promotions.
- 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.
- To monitor / follow up to maintain smooth stock flow and cash flow from the assigned routes / distributors.
- 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. 3.37 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 Marketing (Sales & Distribution) will report to the Executive (Marketing & Sales), 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 Marketing (Sales & Distribution) will be **initially till September 30, 2024**, which may be extended on satisfactory performance. However, continuity of the Assistant-I Marketing (Sales & Distribution) beyond 1 (One) year from the date of joining will depend upon his/her performance.



West Assam Milk Producers' Cooperative Union Ltd. (WAMUL)
Panjabari, Guwahati

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APPLICATION FOR EMPLOYMENT
(To be filled in by the candidate in Block Letters)

Position applied for:				
Name (full name with surname):				
Date of Birth:		Age in Years & Months :		
Home town, State & Nearest railway station:				
Nationality:				
Marital Status				
Single	Married (no. of children)			
	Male		Female	
Do you belong to (please tick in appropriate column)(*)	SC	ST	OBC	None
	Are you physically handicapped			Yes (provide information)
Present Address(for correspondence)				
Permanent Address				

Telephone number	(M)
	(R)
Email address	
Permanent Account Number (PAN) *copy of PAN Card to be attached	

Family information (to include complete details about family, including address, telephone number etc.)				
Name	Relationship with self	Age	Correspondence address	
Qualifications in Chronological order (Please attach self- attested copies of the certificates)				
Academic/Technical/ Professional Exams passed with specialization/subject	Grade/ Division	% of marks obtained	Year of Passing	Name of Institute/ University/College Board
Language proficiency (please tick(\/) in appropriate columns)	Speak	Read	Write	

Experience in Chronological order (Certificates to be attached)					
From DD/MM/YR	To DD/MM/YR	Organization Name & Address	Total Duration In Year & Month	Designation	Cost to Company(C TC) Per Month
Total Experience in Years & Months :					
Details of Training course/workshops/seminars attended:					
Any medical disability? Please specify:					
Have you ever been convicted or any criminal proceedings contemplated against you? If yes, give details:					
Present Yearly Salary (Please furnish proof in respect of salary details.)					
Fixed Component :			Variable Component:		
Others(please specify) :			Total CTC:		

If you have any liability with your present employer, please specify.	
If selected, joining time required/Notice Period to be served with previous Employer	
Please mandatorily provide the reference details with full mailing address (with Pin Code), Email address, Telephone (Mobile, Office, Residential) numbers.	
Personal	Professional
Please describe briefly your interest in seeking employment with WAMUL? If selected, how will you contribute to the growth of WAMUL and the stakeholders	

DECLARATION

I hereby declare that all the information and particulars given by me in this form are true and correct. I fully understand that if any of the information given above is found to be incorrect or deliberately distorted, WAMUL shall have the right to terminate my services without giving any notice.

Place:

Date:

Signature of Candidate