

TERMS OF REFERENCE

For hiring of Assistant-I Marketing 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** 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**

West Assam Milk Producer’s Cooperative Union Ltd. (WAMUL) WAMUL intends to engage **Assistant-I Marketing on contractual basis to develop marketing / branding solutions to help increase through put & Market Penetration of Purabi and associated Products across territory. He/She will be placed in any location within WAMUL’s area of operation and will report to Executive, Marketing & Sales, WAMUL.** The manpower for the following post will be purely on contractual basis **initially for a period till September 30, 2024.**

7. Qualifications, Experience, Skills, Age:

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| Qualification: | Graduate from a recognized institute/University |
| Experience: | 1 to 3 years of experience in Marketing or Branding preferably from FMCG / Food product industry / Marcom activities in Telecom etc industry. However, fresher with relatively sound knowledge of retail branding, promotional activities, consumer / sales activations, Social Media and digital marketing will be considered |
| Location | Any location within WAMUL's area of operation |
| 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. |
| Age: | Age of the candidate should not be more than 28 years as on 1 st January, 2023. However, relaxation may be given in case of extraordinary/ outstanding candidates with relevant experience. |

8. Desirables

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| <u>Additional Skills</u> | <ul style="list-style-type: none">• Good communication skills (pleasant and convincing).• Must have two-wheeler and Android Mobile Handset.• Detail oriented and comfortable working in a fast-paced office environment. |
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9. Key Job Responsibilities (Indicative):

Assistant-I Marketing will be responsible for

- Retail Branding activities – instore and outdoor solutions.
- Disseminate positive Brand communication.
- Assist in developing visibility solutions for existing and new products to help achieve sales targets by sales team in line with business plan of WAMUL
- Assist in Branding as per Business Plans including On Shop Branding, Vehicle Branding etc.
- Assist in Digital campaigns namely Facebook Digital Campaigns, Instagram Campaigns, follower base enhancement for Social sites etc.
- Conduct Promotion activities like retail activations, consumer contact events.
- Management of the Call Centre Database
- Coordination with agencies of print and electronic media (TV, Radio, Social Media Agencies).
- Assist in Organizing events and Live Campaigns and retailer engagement programs.
- Assist the concerned authority (Executive Marketing) in executing marketing activities, promotions, when appropriate.
- Any other responsibilities / functions deemed necessary by Executive Marketing / Manager Marketing in order to meet the level of the services in the organization.

10. Remuneration, payment terms and leave:

- a) The remuneration of the Assistant-I Marketing will be around Rs. 3.66 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) 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 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 will be **initially till September 30, 2024**, which may be extended on satisfactory performance. However, continuity of the Assistant-I Marketing beyond the date of joining will also depend upon his/her performance.