

# TERMS OF REFERENCE (TOR) FOR AGRI-BUSINESS SPECIALIST

## (Under Himachal Pradesh – Horticulture Development Project)

### A. CONTEXT & PROJECT BACKGROUND

The Government of Himachal Pradesh has received financing from the World Bank toward the cost of the Himachal Pradesh Horticulture Development Project (HPHDP) and the project implementing entity of the Government i.e. Himachal Pradesh Horticulture Development Society (HPHDS) intends to apply part of the proceeds for hiring consulting services for Tribal Development Specialist at PCU level.

The project will address key, well known gaps and deficiencies in the horticulture sector in Himachal Pradesh and transform the sector (and the overall rural economy) to be more productive, efficient and profitable. By doing so, it will contribute to the key aspects of the GoI, GoHP and the Bank's strategic objectives related to faster and broader agriculture sector growth and inclusive development. The proposed Project Development Objective (PDO) is "to support small farmers and agro-entrepreneurs in Himachal Pradesh to increase the productivity, quality and market access of selected Horticulture commodities".

The Key Project Indicators (KPI) will be: (a) Productivity (in ton/ha) (i) of rejuvenated apple orchards; and (ii) of new plantations of selected horticulture crops. (b) Percentage of Apple Grades A, B and C. (c) Share of selected horticulture commodities sold through new marketing channels for (i) Apple, and (ii) Tomato. (d) Direct project beneficiaries (number), of which female beneficiaries (%).

The project will achieve the PDO by: (i) improving producer's access to knowledge and horticulture production technologies (including climate resilient technologies), and access to financial services so that they are able to better respond to climate variability and emerging market opportunities; (ii) promoting investments in agribusiness, fostering backward and forward linkages in the value chains for horticulture products, piloting negotiable warehouse receipts for horticulture commodities, and facilitating access to financial services for agribusiness enterprises, including collectives such as producer companies; and (iii) supporting the development of an improved platform for market-related information and intelligence, developing new e-market channels outside of regulated markets, and improved services provided by modernizing the promising traditional wholesale markets.

### OVERALL PROJECT STRUCTURE

The activities of the project are clustered around three main interlinked technical components that have the following purpose: (i) improving producer's access to knowledge and horticulture production technologies (including climate resilient technologies), and access to finance; (ii) promoting investments in agribusiness, fostering backward and forward linkages in horticulture product value chains, facilitating access to finance for agribusiness entrepreneurs, and, piloting negotiable warehouse receipts for horticulture commodities; and (iii) supporting the development of an improved platform for market-related information and intelligence, and upgrading and modernizing the promising traditional wholesale markets.

**Component A: Horticulture Production and Diversification:** The objective of this component is to enhance horticultural competitiveness at the farm level by supporting access to knowledge, technology and finance in order to increase long term productivity and farm incomes in an

environment marked by changing market patterns and increased climate variability. This will be achieved by: (i) enhancing producer's access to disease free elite planting materials; (ii) supporting sustainable intensification and diversification of horticultural production through technology and knowledge transfer, including harvest, capture, collection, delivery and distribution of water; (iii) strengthening applied research and development; and (iv) enhancing the access to and use of financial services by producers.

**Component B: Value Addition and Agro-enterprise Development:** The objective of this component to improve value realization at the farm level, promote investments in agribusiness, fostering backward and forward linkages in the value chains for horticulture products, support supply chain infrastructure that prevents wastage and value erosion; and enable secondary and tertiary processing that create higher value for the produce. This will be achieved by: (i) building community/farm level marketing capacities and supporting them through matching grants to acquire productive assets; (ii) establishing a modern supply chain comprising pack-houses, controlled atmosphere (CA) stores, and processing facilities to be operated under operational management arrangement with private partners; (iii) piloting warehouse receipt systems linked to commodity exchanges; identifying, mobilizing and supporting agro entrepreneurs; and (iv) co-financing investments and facilitating access business advisory and to financial services for agribusiness enterprises, including collectives such as producer companies.

**Component C: Market Development:** The objective of this component is to provide an improved platform for market-related information and intelligence, expand market access through alternative marketing channels, enhance transparency in the price discovery process, and improve market infrastructure. This will be achieved by: (i) supporting market information and intelligence services; (ii) introducing of e-marketing platforms; and (iii) upgrading wholesale markets.

**Component D: Project Management, Monitoring and Learning:** This component will ensure the effective implementation of the project activities and monitor and evaluate project implementation progress, outputs and outcomes, building on implementation experience. This component will support: (i) establishment and operations of Project Coordination Unit (PCU), which will oversee and coordinate activities of the implementing agencies of the project; (ii) establishment and operations of Project Implementation Units in the respective implementing agencies; and (iii) setting up of a monitoring and evaluation (M&E) system for the project, including a project management information system and contracting an external M&E agency to monitor project activities and impact. The component will also finance dedicated staffing for the project activities that are attributable to the outcomes of the project, consultancies, training and related material, office equipment, and operational costs

Against this backdrop, Project Implementing Agency i.e., H.P. Horticulture Development Society (HPHDPS) intends to hire 6 Specialists through competitive bidding process for the post of Agri Business Specialist on contractual places. This selection is being undertaken to hire an appropriate resource person to assist PIU and ABPF (Agribusiness Promotion Facility)/FPC (Farmer Producer Company) firms in the design & implementation of the Agri Enterprise Development and Farmer producer Organization component of the HPHDP Project for an initial period of one year.

## B. Objectives of the Assignment

The selected Specialist will be primarily responsible to coordinate and liaise between PIU and hired Specialist firms/Specialists for developing a robust Agri enterprise ecosystem in the state of Himachal. The specific objectives of this engagement include

- 1) Coordinate and liaise between PIU and the firms hired for implementing ABPF& FPC component.
- 2) Monitor the progress of the component and scrutinize the reports/proposals in coordination with PIU and present the same to PCU.
- 3) Facilitate PIU and hired firms for the development of implementation plan for the component.

## B. QUALIFICATIONS:

**Essential:** BSc Agriculture/Horticulture/Forestry with Master's degree in Agri-Business Management

Or

BSc Agriculture/Horticulture/Forestry with MBA in the field of Marketing/Finance.

**Desirable:** Experience of working in World Bank Aided / multilateral funded Projects and knowledge of local custom & dialect of H.P.

**Experience:** Minimum 3 years' experience relevant to assignment i.e. Minimum three years of work experience in the field of agri enterprise development/ agriculture marketing/ agri value chain studies/ agriculture or horticulture based institutional strengthening. Preference will be given to the candidates having familiarity with agricultural (and related) policies and Acts.

## C. SCOPE OF THE CONTRACT:

The **broad objective** of the consultancy is to assist PIU and coordinate with the ABPF/FPC firms in developing an agri enterprise ecosystem and propel Sector stewardship in the State. The key tasks of the Specialists would be: -

- Develop, review, update, and oversee the implementation of agribusiness strategy and coordination with project technical staff/Departmental staff, various agribusiness support and other agencies contracted in the project, government institutions and private agencies.
- Identification of investable agri-business opportunities & strengthening the enterprise development agenda.
- Supporting the promotion of new enterprises/FPC by streamlining procedures for set-up, operation & scale up of agribusinesses in the state of Himachal.

### **The specific responsibilities and tasks of the Specialist are:**

1. Support the implementation of the Project Plan in terms of FPC and Agribusiness Component by providing technical and operational support for training and capacity building, monitoring and reporting as required.
2. Coordinate with FPC/ABPF firms in developing and establishing commercially viable Agriculture/Horticulture based producer Companies/business entities in the respective working area.
3. Identification of investable agribusiness opportunities & strengthening the collective and enterprise development agenda.

4. The Specialist in coordination with the ABPF/FPC firms would design and organize the investor outreach programs, training modules. Development of capacity building modules for FIGs / FPCs and for entrepreneurs.
5. Scrutinize the knowledge material relevant to business cycle, enterprise development cycle, tracking mechanisms, performance parameters as developed by the firms hired for the purpose.
6. The Specialist would act as interface between the entrepreneurs/FIG/Farmers and the department and other project staff. The Specialist in coordination with the firms hired would facilitate the formation, registration and formation of governing body of the Farmer Producer Companies and setting up and realization of goals of these companies.
7. The Specialist will review the business plan and provide its recommendations on applications for stage wise funding. Specialist in coordination with firms hired for the purpose will facilitate one on one dedicated meetings between entrepreneur's/producer organizations and commercial banks in order to facilitate access to finance (both investment as well as working capital).
8. The Specialists hired would provide inputs on extent of financing support and threshold percentages for different stages of funding, on the projects recommended by the firms hired for the purpose. Assist the Project Implementation Unit in design & implementation of provision of capital for start-ups by managing the challenge fund- both seed capital as well as stage 1 & 2 funding in coordination with the firms employed for the purpose.
9. **Review of Performance:**  
The Specialist hired would review the progress of the various firms hired for this purpose and would submit the report to PIU/PCU for appraisal.

#### **D. TRAVEL REQUIREMENTS**

The Specialist will be required to undertake field visits and tours as per the requirement of the Project.

#### **E. REPORTING AND PERFORMANCE REVIEW**

The Specialist will report to the Project Director, Himachal Pradesh Horticulture Development Project. The work and performance of the firms shall be reviewed by the Project Director on a periodic basis.

#### **F. TIME FRAME**

The contract will be for one year initially from the date of signing of agreement and extendable to the entire project period subject to the satisfactory performance of the Specialist.

#### **G. Remuneration and payment terms:**

A fixed monthly consolidated remuneration/ consultancy fee of Rs. 70,000 will be paid to the Specialist and this monthly remuneration/fee shall be subject to applicable TDS deductions. The remuneration/fee will be enhanced on annual basis, in accordance with the provisions of HR policy of Himachal Pradesh Horticulture Development Society.