

**TERMS OF REFERENCE (TOR) FOR THE INSTITUTIONAL SOCIAL DEVELOPMENT
SPECIALIST
(Under Himachal Pradesh – Horticulture Development Project)**

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 Social Development Specialist at DIU 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

BACKGROUND OF THE ASSIGNMENT

An Environment and Social Management Framework (ESMF) has been formulated for the project which elucidates the likely risks and commensuration mitigation measures to be undertaken before and during the implementation of the project activities at the sub project level. The ESMF includes the Social Management Framework. The objective of this framework is to ensure widespread project outreach and participation of small and marginal farmers including women, SC and ST farmers in all project activities. To implement the SMF at sub-project levels, services of Institutional Social Development Specialist (s) are required.

OBJECTIVES OF ASSIGNMENT:

1. Identify and assess the potential social impacts and risks of the interventions proposed under HPHDP, and recommend mitigation measures.
2. Identify opportunities for enhancing Social Development benefits.
3. Ensure compliance with national, state and the World Bank's Social safeguards policies that apply to HPHDP; and
4. Ensure the Implementation of Social Management Framework for HPHDP.

QUALIFICATIONS:

Masters in Sociology or Social Work or Masters in Social Sciences or MBA in Rural Development from institutions of repute with at least 5 years of relevant work experience in community mobilization, implementation of livelihood programs and other activities related to the key tasks elaborated below. Preference will be given to candidates having experience of working in externally funded projects/programmes engaged in Agriculture or horticulture sector development.

KEY TASKS (at PCU Level)

1. To formulate training and orientation plan and prepare Training Modules /Manuals and Study material for the capacity building of the manpower directly involved in the implementation of project activities in the field, on all social dimensions of the SMF.
2. To devise mechanism for the effective monitoring of Social Management Frame Work before and during the implementation of the project activities.
3. The specialist will acquaint himself with project design and project implementation plan and work in close coordination with other Specialists consultants engaged in the implementation of project level activities at the PCU level. The specialist will closely work, monitor and coordinate with the district level Social Development Consultants for subproject level activities and review progress reports and plans submitted by the DCCs in compliance with the ESMF.
4. Prepare half yearly action plans and budget related to ESMF implementations.
5. To ensure implementation of strategy for targeting, prioritisation and tracking of small and marginal farmers as project beneficiaries as well as member of WUA's and FPO's, norms/rules for inclusive membership and benefit sharing in WUA's and FPO's.
6. To ensure implementation of gender strategy that includes targeting and inclusion of women producers in farmers Interest Group (FIG's). Water User Associations (WUA) and Common Service Centres(CSC).

7. Preparation, review and implementation of subproject specific social management plans, social screening reports and tribal development plans and communication of these plans to local communities.
8. To ensure implementation of Citizen Engagement Strategy that includes actions related to participatory planning and implementation for common service centres, community minor irrigation schemes, use of ICT in beneficiary feedback, information dissemination, technical advice, monitoring beneficiary satisfaction and grievance redressal.
9. Undertake social impact screening and mitigation action plans for post-harvest infrastructure, Common Service Centres and minor irrigation schemes and preparation of.
10. Preparation, Compilation and dissemination of half yearly ESMF Implementation and Monitoring Reports, in line with the provisions of the ESMF, including finalization of relevant indicators and formats for MIS, reporting formats and Compilation of reports and returns for further submission to Govt. and World Bank etc.

KEY TASKS (at Distt. Level)

1. To coordinate with the Social Development Team at the PCU level for implementation of the Social Management Framework.
2. Prepare and submit to PCU district wise quarterly action plan.
3. To conduct capacity development training of Facilitators on gender, social inclusion issues, grievance redressal etc.
4. To generate and distribute awareness material to the BIUs in the form of posters, banners etc in local language for awareness generation on the project.
5. To coordinate with BIU for mobilization of small and marginal farmers including women, SC and ST farmers to participate in all activities related to cluster formation.
6. To coordinate with the Facilitator at BIU level to ensure active and effective participation of women, SC and ST farmers in the Water User Association for construction of irrigation facility as well as post construction management activities.
7. To organize special meetings of women, SC, ST farmers in selected clusters from time to time to undertake complete information dissemination on project opportunities and avenues for participation. Undertake complete documentation of the meetings.
8. To support the Facilitator's at the Block level to mobilize mobilize women, SC and ST farmers for all capacity development activities such as on farm demonstrations, training, exposure visits, workshops etc.
9. To regularly liaise with the Service provider to be hired by the project for development of FPOs and CSCs to ensure active and effective participation of women, SC and ST farmers in Farmer Interest Groups and Farmer Producer Organizations. Also ensure active and effective participation of women, SC and ST farmers in the management and operations of Common Service Centers.
10. To coordinate with the BIU to ensure activity wise collection of gender dis - aggregated data for all project beneficiaries.
11. To compile block wise Social development data and submit district wise quarterly progress report.

12. Organize Quarterly meetings with the concerned Deputy Director's/ DIU In charge for appraisal on the on field activities, progress and issues requiring attention of the field authorities.
13. To act as interface between the farmers and the implementation team at the District and Block level for the social audit and smooth implementation of the project activities.
14. To conduct Social Impact Assessment of Infrastructure sites in their respective districts and undertake regular site inspections to ensure implementation of social safeguards during construction period.
15. Liaison with concerned Health authorities and Labour Department Officers for screening of the laborers at the infrastructure development sites and awareness on important health and labour safeguard issues.
16. Any other task as may be assigned by PCU.

TRAVEL REQUIREMENTS

The Social Development Specialist will be required to undertake field-visits and tours as per the project requirements as per prior approval from PD.

REPORTING AND PERFORMANCE REVIEW

The Institutional Social Development Specialist/s will report to the Project Director at PCU and the respective DIU head. The work and performance of the Institutional Social Development Specialist shall be reviewed on a periodic basis.

TIME FRAME

Initially the contract will be for one year from the date of signing of contract agreement and may be further extended for the project period depending upon the performance of the specialist.

Duration of assignment:

The contract period of will be initially for one year and further extendable depending upon the performance of the Specialist. The SDS will have to serve the HPHDP Society on full time basis under the overall control of the Project Director.

Remuneration and payment terms:

A fixed monthly consolidated remuneration/ consultancy fee of Rs. 50,000 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