

TERMS OF REFERENCE**For hiring of Executive (Feed & Fodder) for “Productivity enhancement” under the World Bank financed Assam Agribusiness and Rural Transformation Project (APART)****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 an **Executive (Feed and Fodder)** on Contractual basis towards implementation of the APART project.
2. The development objective of APART is to “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** - 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. Solar powered data processor-based milk collection units (DPMCU) 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 Executive (Feed & Fodder):

6. WAMUL intends to engage Executive (Feed & Fodder) on contractual basis for implementation and training of Milk procurement supervisors, MAITs and farmers on Silage making, good practices of Feed and fodder cultivation, Animal Nutrition, Ration Balancing program, usage of Mineral supplements, etc. He/She will be supporting the P&I Department of WAMUL in extension and promotional activities of Cattle feed, Mineral mixtures, Feed additives, etc which will help Milk producers in achieving optimum productivity of their cattle by adopting a scientific approach. He/She will be coordinating with Fodder seeds producing companies across the country for sourcing quality fodder seeds.

The Executive (Feed & Fodder) will be placed at WAMUL HO, Guwahati and will report to Project Coordinator, WAMUL.

Qualification, Experience, Skills, Age

7. Essentials:

- a) **Educational Qualification:** M.Sc (Agri) preferably in Agronomy/M.V.Sc. (Animal Nutrition/Livestock production & Management) from a recognized institute/University.
- b) **Working Experience:** Executive (Feed & Fodder) must have minimum 02 years of experience in feed and fodder sector. Experience in Fodder farms, Feed industry for large veterinary animals or experience in integrated animal farm will be preferred.
- 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 more than 35 years as on 1st January, 2020. However, Age relaxation upto 5 years may be given in case of extraordinary/ outstanding candidates.

8. Desirable:

- a) Experience of working in project(s)/industry related to Fodder development and management, Animal nutrition.
- b) Ability to make optimum usage of locally available resources, which are climate resilient and improve producer access to Knowledge, technology so that they are able to respond to market opportunities and climate variability.
- c) Providing technical support to & capacity building of enterprises with strong analytical skills, and the ability to synthesize complex concepts and to communicate them effectively;
- d) Ability to work effectively in teams as well as independently;
- e) Good communication and inter-personal skills; the candidate must show initiative, synthesis, organization and personal dynamism and should be self-motivated, as well as capacity to work with teams and prepare adequate planning and activity reports.

9. Key Job Responsibilities (Indicative):

Executive (Feed & Fodder) will be responsible for

- a) Implementation and monitoring of ration balancing and fodder development program at the field level.
- b) Training of Milk Procurement Field Supervisors, Mobile AI Technicians & farmers on RBP & FD activities.
- c) Popularization of improved fodder development technologies among farmers including development of fodder nurseries, fodder demonstration farms.
- d) Collection and compilation of fodder related data.
- e) Coordination with fodder seed production agencies across country for sourcing good quality fodder seeds.
- f) Promotion of cattle feed, mineral mixture and other feed additives.
- g) Demonstration of RBP software to key officers and farmers.
- h) Data documentation and preparation of RBP and FD progress reports.

10. Remuneration, payment terms and leave:

- a) The remuneration of the Executive (Feed & Fodder) will be approximately Rs. 5.0 lakhs per year depending upon experience, qualification and pay package of last assignment.
- b) The Executive (Feed & Fodder) will be eligible for paid leaves/Holidays as per the applicable norms/policy of WAMUL.
- c) Any authorized tour within the operational area, He/she will be paid TA/DA as per norms/policy of WAMUL.

11. Reporting and Performance Review:

- a) The Executive (Feed & Fodder) will report to the Project Coordinator, 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:

The contract period of the Executive (Feed & Fodder) will be for an initial period of 3(three) years, which may be extended on satisfactory performance. Continuity of the Executive (Feed & Fodder) beyond 1 (One) year from the date of joining will also depend upon his/her performance.