

Terms of Reference (ToR) for Mid-Level Consultant- Market Linkage & Value Chain Development for State Mission Management Unit

Background

The Maharashtra State Rural Livelihoods Mission (MSRLM) has been constituted under the aegis of the National Rural Livelihoods Mission (NRLM) in Maharashtra in July 2011 with the support of the Government of India, the World Bank and the Government of Maharashtra. For effective implementation, the mission has been registered under the Societies Registration Act 1860 as an independent society under the chairpersonship of the Hon. Chief Minister of the state. The Mission aims at eradication of rural poverty by building sustainable institutions of poor and ultimately leading them to sustainable livelihoods. The mission envisions poverty elimination through social mobilization, institution building, financial inclusion and the creation of several models of sustainable livelihoods so that each poor family is able to secure incremental annual income. The key task under the mission is to reach out to all rural poor households of Maharashtra and stay engaged with them till they come out of poverty. The mission will bring about a paradigm shift in the approach to rural livelihoods and rural poverty eradication in that it engages directly with institutions of poor and empowers them to find lasting solutions to poverty. It sees the poor as the engines of growth rather than mere receivers of aid or being dependent on 'trickle down'. The NRLM believes that poor have the innate capabilities to overcome poverty if they are supported with sensitive, dedicated and responsive institutions at one level and by building strong and sustainable institutions of the poor themselves on the other.

The State Mission Management Unit (SMMU) has been already established and effectively functioning under the leadership of the Chief Executive Officer, Chief Operating Officer and other team members. The mission is implemented through three strategies viz intensive, semi-intensive and non-intensive. Non-intensive and semi-intensive strategy is implemented through district rural development agencies (DRDAs).

This document is the Terms of Reference (ToR) to define the scope of

work for the engagement of Mid-Level Consultant- Market Linkage & Value Chain Development

Objectives of the assignment:

The main objective of this assignment is to provide technical assistance and program implementation support to SRLM as well as to the participating and Community Based Organizations (CBOs)/ Cluster Level Federations and Producers organizations in the development of market linkages in the agriculture, and Non-Timber Forest Produce (NTFP) products so that these become profitable, bankable, and self-sustaining in the long run.

Area of Work and Deliverables:

Consultant Market Linkage & Value chain Development will have to support State Mission Manager - Livelihoods for following task to be carried out in efficient manner

Key Responsibilities:

- Identify new and potential business opportunities for FPOs/CLFs/CBOs including alternate market channels, agribusiness, etc
- Business plan development for FPOs /CLF/PE
- Market linkages for VO, CLF and FPO/PE (Backward and Forward Linkages)
- Stabilizing already existing CLFs/CBOs/FPOs/Producers Enterprises/Producers Companies in the state.
- Development of manuals; standard operating procedures, for smooth functioning of producer enterprises (etc.);
- Identifying key market players and helping the producer enterprises (etc.) to build linkages with them;
- Work on development of value chains and market linkages for 5-7 identified commodities/ products, develop a business plan for the commodities and roll out the plan.
- Providing advisory and hand holding support to the SMMU in the implementation of value chain development approaches/models; business plan development; market analysis; cost benefit analysis and facilitating preparation of detailed implementation report (DIR) etc.
- Work closely with the State Mission Management Unit in the roll out of value chain and market linkage initiatives etc.
- Development of market information system with respect to women farmers
- Legal compliances and capacity building of FPO/Staff members.
- Shall be responsible for overall project reporting to the SMMU regularly in the form of MPR's, QPR's and other relevant reports.

Key Deliverables

- Preparation of detailed work plan for value chain interventions
- Number of FPO /CLF supported for value chain development
- Number of Agri enterprises promoted - Group and individual
- Number of Market linkages established
- Number aggregation and collection centre promoted
- Number of CBO/Business plans prepared
- Number of consultative workshop /Training/ Exposure conducted
- Develop Financing models for CBO
- Number of production cluster developed
- Desk review of existing value chain analysis
- Intervention needs as per the value chain gap analysis
- Increase in livelihood value generation
- Capacity building of FPO/BMMU/ DMMU staff
- Number of training module developed
- Number of Field visits and report
- Documentation of case studies

Reporting

The consultant will report to the State Mission Manager-Livelihoods, Maharashtra state Rural Livelihoods Mission.

Age limit

The age of the applicant should not be more than 55 years as on 1st Jan 2019.

Termination / Discontinuance/ Notice

In case of discontinuance, either party is required to give one month notice of one month honorarium in lieu thereof and rescind the contract. If performance of consultant is not satisfactory, CEO, MSRLM may terminate contract during the contract period.

Duration of the Assignment:

Consultant's services would be required for 12 months form date of signing of the agreement which may be extended as per the need of mission and performance of consultant. Decision of annual honorarium increment will be taken by CEO, MSRLM based on the performance of consultant.

Review Committee and Procedure for Review

The proposed assignment will be reviewed and monitored by a review committee on a Half Yearly/ quarterly basis at suitable place. Review committee will keep a watch on the deliverables, of the assignments, take actions for the speedy settlement of the issues

raised by consultant and timely follow up. Committee is set up under Chief Executive officer with following members.

Members	Designation	Representation
Chief Executive officer	Chairperson	MSRLM
Additional Director	Co Chairman	MSRLM
Deputy Director - Thematic	Member Secretary	MSRLM
Deputy Director - F & A	Member	MSRLM
State Mission Manager - HR	Member	MSRLM
State Mission Manager - Livelihoods	Member	MSRLM
Mission Manager - Farm	Member	MSRLM
Mission Manager - Non farm	Member	MSRLM
Mission Manager - Marketing	Member	MSRLM

Required qualification and experience:

Qualification, experience of a consultant required for the assignment:

Essential:

1. Should be a Post Graduate in Agriculture/horticulture / Forestry/ Veterinary science (MVSc) Agri-business management / Rural Management / Rural Marketing / MBA in Marketing from a recognized university / institute.
2. 7 years in a senior management role in value chain development/ market linkage for rural produce
3. 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.
4. Knowledge of English and Marathi is essential.

Desirable:

1. Candidate should also have minimum 2 years of experience of working on FPOs/ PEs agriculture value chains and managing supply chains in the state of Maharashtra.
2. Should have experience in managing a team of professionals.
3. Relevant experience in writing technical reports and specifications assessment in the field of agri business and value chain development.
4. Candidate having proven experience in similar value chain development/Public Private Partnership Projects will be given preference.

Professional Fee

1. The consultant should work for all official working days in a month. If consultant worked less than working days in a month then remuneration will be paid on pro rata basis.
2. A fixed full time Remuneration of Rs. 60,000/- (Rs. Sixty thousand only) per month will be paid against submission of work done for the Month of which the claim of honorarium is being made.
3. Applicable TDS will be deducted while making the payment as per the statutory requirements.
4. Fees to the Consultant shall be paid upon satisfactory delivery of work against key deliverables and a detailed invoice with breakup of expenses and number of workdays for the month.
5. In addition MSRLM will also reimburse the cost of lodging, boarding and travel incurred for the purpose of the assignment. The rates of lodging, boarding and travel will be applicable as per the TADA rates to Mission Manager. Charges to the field for the purpose of the assignment will be calculated from State Mission Management unit

Submission of Application:

- Application should be submitted in the format provided with this term of reference
- Application should be typed and signed on each page
- Scan copy of application should be send on consultantmsrlm@umed.in only on or before 16/01/2019 up to 11.59 PM.
- Applications received after due date for whatever reason shall not be accepted.
- Position for which candidate wish to apply should be mention in the subject line of email.
- Incomplete applications will not be considered for further selection process.
- Candidate wish to apply for multiple positions should apply separately for each position

**R.Vimala IAS
Chief Executive Officer
Maharashtra State Rural Livelihoods Mission**

**Maharashtra State Rural Livelihoods Mission (MSRLM)
State Mission Management Unit (SMMU)
Application Form**

To,
The Chief Executive Officer,
Maharashtra State Rural Livelihoods Mission
5th Floor, CIDCO Bhavan-Southwing,
CBD, Belapur,
Navi Mumbai- 400 614

Latest Passport
Size photograph of
applicant self
attested

**Subject - Application Form for Mid-Level Consultant - Market Linkage
& Value Chain Development**

1. Applicant Details

Name (first-middle-last)	
Date of birth (dd-mm-yyyy)	
Age as on 01/01/2019	
Place of birth	
Gender	[] Male [] Female
Permanent address	
	Tel. No.: Mobile No.:
Current address (If different than permanent address)	
	Tel. No.: Mobile No.:
Email ID	

2. Notice period required in current Job: **days**

3. Educational Details (From S.S.C. onwards)

Sr. No.	College/ Institute	University / Board	Qualification	Mark %	Year of passing	Subjects/ Specialization

4. Other Courses / Additional Qualification

Sr. No.	Title of the course / qualification / award	Institute / University	Part Time/ Full Time	Duration & Year of passing

5. Workshops & Trainings Attended

Sr. No.	Name of the Program	Conducted by	Duration	Year

6. Experience Details

Sr. No.	Name of Organization	Joining date	Leaving date	Total Experience in Years, Month and Days	Position held	Detailed Role & Responsibilities handled.

A. Total work Experience: _____ Years _____ Months

B. Relevant work experience _____ Years _____ Months

Please write why you find yourself suitable for this position in minimum 200 words:

7. Details of the current / last employment:

Current/Last Employer Place	Per month Salary in Rs.	Annual Salary in Rs.

8. Languages Known

Sr. No.	Languages	Speak	Read	Write
1	English			
2	Marathi			
3	Hindi			
4	Any Other			

Please mention fluency level (**Very Good/Good/Poor**)

9. Extra-Curricular Activities / Interests

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10. Any other information the applicant would like to

mention: (Research papers, Publications, Membership with professional organizations, International exposure etc.)

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11. Computer Skills Details:

- (1)
- (2)
- (3)

12. References:

Sr. No.	Name	Contact No. and email id
1.		
2.		

I, the undersigned, hereby declare that all the above information is valid and accurate to the best of my knowledge.

Date:
Place:
Signature

Note: Application should be typed and signed on each page and send scan copy through email to consultantmsrlm@umed.in