

Terms of Reference (ToR) for Senior Consultant-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 Senior Consultant-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:

Senior consultant Value chain Development will have to support State Mission Manager - Livelihoods for following task to be carried out in efficient manner

Key Responsibilities:

- Identify Potential Commodities for Value Chain Development.
- Based on the desk review of secondary data and consultation with various stakeholders viz., MORD, MSRLM, MKSP Partners, representatives of select Cluster Level Federations/ Community Organizations etc., the consultant is required to come up with a list of state wise potential commodities that can be taken for development of value chain and market linkage. This plan should highlight the existing value chain gaps in terms of transaction costs of farmers for the identified commodities.
- For identifying the commodities, a thorough secondary data base is to be generated and analyzed. Also, in continuation of the previous point where assessment and evaluation of ongoing projects has to be done, in alignment of stakeholder's discussion, gaps in the value chain are to be identified and addressed.
- Ensure FPCs meeting the necessary vendor registration requirements of corporate.
- Play a role as a point of contact and conduit for information and networking between the agribusiness and trading sector, their associations, inputs, processors, exports etc. in the project.
- Play a role as an interlocutor between the processing industry, exports, input suppliers, retailers.

Plan and conduct a Market Assessment and Value Chain Analysis.

- In consultation with SRLM and based on ongoing value chain projects, the list of products/ sectors and geographical area that will be taken up for development needs to be prepared. After identification of products/sectors that needs to be focused, the consultant is required to undertake Market assessment for select products and sectors. The consultant is also required to identify the gaps in the value chain and market linkage and come up with suitable recommendations to address the gaps in the value chain/ market linkages.

- The consultant is requested to consider following aspects while undertaking market assessment.
- Identification of major local, regional and, if applicable, distant markets
- assessment of size of markets, volume of sales, market integration/segmentation
- local market structure and enabling environment (e.g. security issues or policies affecting market access)
- Market actors (consumers, sellers, traders, middle-men, employers) behavior
- Procurement mechanisms, market requirements (standards, conditions for delivery) and prices, wage rates and employment conditions
- Other areas as identified by the methodology and data collection
- While analyzing the Value Chains, following aspects needs to be looked into.
- Identification of various chain actors and their relationship
- Selecting and prioritizing value chains for promotion
- Mapping of value chains
- Analyzing value chain technical capacities
- Analyzing value chain competitiveness
- Formulating upgrading strategy the identified value chains
- Implementing the upgrading strategy, monitoring and impact assessment
- Developing business services including collecting and disseminating market information
- Assistance in such areas as technology upgrading, quality management and training.
- Shall be responsible for overall project reporting to the SMMU regularly in the form of MPR's, QPR's and other relevant reports.

Development of Commodity Value Chains

- The consultant is required to support MSRLM in developing commodity value chain for at least 5-7 commodities focus on those areas which lead to improvements in value chain performance in farm sector to ensure better price realization for the producers in terms of: (i) reducing the time needed to reach the customer; (ii) taking up local value addition activities (iii) minimizing transactional costs; and (iv) improving the capacity of chain actors to follow and assimilate technology and market developments. The consultant is required to come up with a detailed tools, techniques and guidelines for value chain development. This could be based, again on the primary study to be conducted in the state regarding existing and potential values chains
- The value chain development strategy should be built on a strong and sustainable business model with clearly articulated institutional structure and management systems.
- While developing the value chains the consultant is required to look into the Structural Factors viz., (i) End Markets; (ii) Business Enabling Environment; (iii) Vertical linkages; (iv)

Horizontal linkages; and (v) Supporting market and Dynamic Factors viz (i) Value chain finance; (ii) ICT requirements; (iii) value chain governance; (iv) Inter firm relationship; and (v) Upgrading aspects of commodity value chains etc., appropriate instructional structure for taking up value chain intervention.

Handholding of Producers Enterprises/ Producers Companies

- The Consultant may support SRLMs in setting up of new Producers Enterprises and promoting existing Producers Enterprises for various commodity/production groups identified by the SRLM.
- The Consultant is also expected to conduct feasibility study for effective implementation of business plans emerging out of market analysis focusing on the following:
 - i. Marketing strategy
 - ii. Feasibility and viability study
 - iii. Estimation of potential returns and risks
 - iv. Investment plans
 - v. Access to Finance

Key Deliverables

- Preparation of detailed work plan for value chain interventions
- Number of FPO /CLF supported for value chain development
- Number of commodities identified for value chain development
- Number of Agri enterprises promoted - Group and individual
- Number of Market Assessment Studies Conducted
- Number of Local, Regional and National Markets tapped
- Number aggregation and collection centre promoted
- Number of CBO Business plans prepared - Market Strategy, Feasibility and Viability Study, Estimation of Potential returns and risks, Investment plans, Access to Finance.
- Number of consultative workshop /Training/ Exposure conducted
- Develop Financing models for CBO
- Number of production cluster developed
- 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 HalfYearly/ 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 Engineering/ Agri-business management / Rural Management / Rural Marketing / Engineering / MBA in Marketing from a recognized university/institute.

2. 10 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. 75,000/- (Rs. Seventy five 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 Sr. Consultant-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