

Terms of Reference (ToR) for Mid-Level Consultant: Non farm - Market Linkages

Background

The Government of India has launched The Deendayal Antyodaya Yojana -National Rural Livelihoods Mission (NRLM) under the Ministry of Rural Development (MoRD). The Mission aims at creating efficient and effective institutional platforms of the rural poor enabling them to increase their household income through sustainable livelihood enhancements and improved access to financial and public services. The agenda is to mobilize the rural poor and vulnerable people into self- managed, federated institutions and support them for livelihood collectives. In addition, the poor would be facilitated to achieve increased access to their rights, entitlements and public services, diversified risk and better social indicators of empowerment.

Further to these objectives, the Government of Maharashtra has constituted the Maharashtra State Rural Livelihoods Mission (MSRLM), registered under the Societies Act 1860. A State Mission Management Unit (SMMU) has been constituted as a dedicated support structure to deliver the mission in the State and District Mission Management Unit (DMMU) is established at each district in the state of Maharashtra. The MSRLM aims to build a team of high quality professionals for providing technical assistance to the districts in various thematic areas such as social inclusion, rural livelihoods human resource management, creating human and social capital, Economic Inclusion, Financial Inclusion, Sustainable livelihoods, monitoring and evaluation, MIS etc.

In order to ensure that no poor household is excluded, the MSRLM would adopt an inclusive approach to social mobilization. The Mission would employ different strategies for mobilization of all identified Poor households into functionally effective, self-managed institutions. Particular emphasis would be laid on mobilizing vulnerable sections such as the Scheduled Castes, the Scheduled Tribes including particularly vulnerable tribal groups, religious minorities, single women and households headed by women, persons living with disabilities, the landless, migrant laborers, isolated communities and those living in disturbed areas. Facilitating peer support and social mobilization campaigns by community resource persons (CRPs) have proved to be successful in achieving high levels of social inclusion across the states. A similar approach would be adopted in achieving social inclusion under MSRLM.

Creating such an institutional platform for social and economic empowerment is a critical pre-requisite for the poor to effectively participate over time in any program addressing their development needs. A Self Help Group (SHG), of 10-20 persons in general (5-20 persons in difficult areas) is the primary building block of the MSRLM institutional design. Systematic handholding support and guidance would be provided to SHGs both through the external support structures and their own federated structures. The primary source of financial assistance for the institutions of the poor is bank credit

Area of Work and Deliverables:

The consultant is expected to: (and not limited to)

- Co-ordination with Gram vikas bhavan kharghar navi Mumbai SHG linkage with market for SHG products as direct market linkage.
- All states Saras exhibition participation, co-ordination SHG selection to all necessary action, report writing, MIS updating.
- Mahalaxmi E-Saras AAP Implementation, marketing, backward and forward market linkages, inventory management of SHG products,
- Asmita bazaar schemes proper handling and also to be make advertisement, Implementation, its marketing, backward and forward market linkages,
- Linkages with various malls for sale of SHG products outlet for making the Policy and implementations
- Design and Updation Monthly MIS for non farm interventions & Report writing
- Per month at least one case study documentation.
- Coordination all levels i.e Block ,District, State.
- Organizing the Various skills workshops for staffs, stakeholders, arrangements of buyer seller meets
- Partnership Management for Nonfarm value chain intervention
- Business plan preparation and execution of business plan for SHG, VO, FPO, CLF
- Identify new and potential business opportunities for FPOs/CLFs/CBOs including alternate market channels, agribusiness, etc
- Business plan development for FPOs /CLF/PE
- Development of manuals; standard operating procedures, for smooth functioning of producer enterprises (etc.);
- Work closely with the State Mission Management Unit in the roll out of Non-farm 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.

Monthly Key task

- Preparation of detailed work plan for Non farm value chain interventions
- Number of FPO /CLF supported for Non farm intervention
- Number of Non farm enterprises promoted - Group and individual
- Co-ordination with Gram vikas bhavan- Number of SHGs , sale and data updating
- Number of exhibitions attained by SHGs
- Sale report of the month
- Number of SHG plan for exhibitions, actual participated and output indicators like sales, volumes and products range
- Asmita bazaar quantity to be sold and benefits to SHG
- Number of market linkages established
- Number aggregation and collection centre promoted
- Number of Business plans prepared
- Number of consultative workshop /Training/ Exposure conducted

- Develop Financing models for CBO
- Capacity building of FPO/BMMU/ DMMU staff
- Number of training module developed
- Number of partnership managed - on timely Payments
- Number of Field visits and report
- Monthly MIS Updation
- Documentation of case studies

Reporting

The consultant would report to the Dy. Director (Thematic) /State Mission Manager-Livelihoods.

Age limit

The age of the applicant should not be more than 45 years as on 1st March 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	Member	MSRLM
Deputy Director - Thematic	Member	MSRLM
State Mission Manager -HR	Member	MSRLM
State Mission Manager- Livelihoods	Member Secretary	MSRLM
State Mission Manager -Procurement	Member	MSRLM

Required qualification and experience:

Qualification, experience of a consultant required for the assignment:

Education Qualification:

Should be a Master of Business Administration - Marketing or Master of Business Studies - Marketing or Master of Business Management - Marketing or Post Graduation Diploma in Agri-business Management (Two Years) or Master in Business Administration in Agri Business Management or Master in Business Studies in Agri Business Management or Master of Business Management in Agri Business Management or Post Graduation Diploma in Marketing Management (Two Years) or Post Graduation Diploma in Rural Management (Two Years) or Post Graduation Diploma in Rural Development (Two Years) or Master of Business Administration - Rural Management or Master of Business Management- Rural Management or Master of Business Studies- Rural Management or Master of Science in Agriculture or Master of Science in Horticulture or Master of Science in Fisheries or Master of Science in Forestry or Master in Veterinary Science or Master in Rural Management or Master of Social Entrepreneurship Development from a recognized university / institute.

Work Experience:

1. 7 years of experience out of that minimum 4 years of relevant experience in Livelihoods Non-Farm in Rural Development.
2. Candidate should have worked at senior management role in value chain development/ market linkage for rural produce
3. Should have experience in managing a team of professionals.
4. Relevant experience in writing technical reports and specifications assessment in the field of Nonfarm enterprises and value chain development.
5. Candidate having proven experience in Nonfarm enterprises and value chain development 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 as per the TADA rates applicable to Mission Manager.

Number of Position: One at State Mission Management Unit, CBD Belapur ,Navi Mumbai.

Submission of Application:

- Application should be submitted in the format provided with this term of reference.
- Candidate need to convert application form in word format and type all detail information and sign on each page.
- Candidates are free to extend no of rows; there is no page limit to submit the application.
- Scan copy of application should be send on consultantmsrlm@umed.in only on or before **27/03/2019 up to 11.59 PM.**
- Applications received after due date for whatever reason shall not be accepted.
- Position for which candidates wish to apply should mention in the subject line of email i.e. Application for the position of Mid-Level Individual Consultant - SVEP & MEC.
- Incomplete applications will not be considered for further selection process.
- Do not send any supporting documents along with the application.

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

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:

A) General Experience:

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

B) Experience related to Livelihoods Non-Farm in Rural Development.

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

C) Experience related to senior management role in value chain development / market linkage for rural produce

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

D) Experience in managing a team of professionals

Sr. No.	Name of Organization	Joining date	Leaving date	Total Experience in Years, Month and Days	Position held	Number of team members reporting to you

E) Experience in writing technical reports and specifications assessment in the field of Non-farm value chain development

Sr. No.	Name of Organization	Details about the report (name of the assignment)	Detailed Role in preparation of report

- Total work Experience: _____ Years _____ Months
- Total Relevant work experience _____ Years _____ Months

7. 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.)

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