

TERMS OF REFERENCE

For hiring of Assistant-I (Marketing) for “Business Enhancement” under the World Bank financed Assam Agribusiness and Rural Transformation Project (APART) to be positioned at WAMUL

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 **Assistant-I(Marketing)** on Contractual basis towards implementation of the APART project.
2. The development objective of APART is “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)

5. WAMUL’s Role

WAMUL will be the implementing agency for the Third Component C - 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 and organizing farmers into Milk Producers Institutions (MPIs) that eventually will get registered as Dairy Cooperative Societies (DCS) and 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.

6. Scope of Position of Assistant-I (Marketing)

WAMUL intends to engage Assistant-I (Marketing) on contractual basis to develop the business by increasing throughput & Market Penetration in assigned territory. Increase distribution in width and depth. Achieve given target in terms of Business volume / value.

The Assistant-I(Marketing) will be placed at Guwahati/Bongaigaon location and will report to the Executive- Marketing.

Qualification, Experience, Skills, Age

7. Essentials :

- a) **Educational Qualification:** Graduate from a recognized institute/University.
- b) **Working Experience:** 1 to 3 years in Sales & Marketing Preferably from FMCG/ Food product industry
- c) **Computer Skills:** Must have experience of using Internet based applications, using and working with MS Word, MS Excel and other related applications.
- d) **Language:** Fluency in Assamese, English and Hindi
- e) **Age:** Age of the candidate should not be above 30 years as on 1st January 2021. However, Age relaxation up to 5 years may be given in case of extraordinary/ outstanding candidates.

8. Desirable:

1. Good communication skills (pleasant and convincing)
2. Language (Assamese, Hindi, Bengali & English). English mandatory.
3. Must have two-wheeler and Android Mobile Handset.
4. Computer knowledge. (MS-Excel, Word)
5. Detail oriented and comfortable working in a fast-paced office environment.

9. Key Job Responsibilities (Indicative):

Assistant-I (Marketing) will be responsible for

- a) Carry out daily Scheduled tasks for Market visit. Submission of daily market visit report (DSR) to Executive Marketing in Head Office is a must. Preparation of such report during field visit only.
- b) Prepare market reports and escalate as per instruction.
- c) Responsible for growth of business by visiting assigned market in a proper manner.
- d) Identify and register the outlet for regular service to fulfill the demand as per desired time.
- e) Competitor's Activity Report to be submitted on weekly basis as per given format.
- f) Assist the concerned authority (Executive Marketing) in executing marketing activities, promotions, when appropriate.
- g) Any other responsibilities/functions deemed necessary by the Supervisor/ Executive/ Senior Executive /Marketing Manager in order to meet the level of the services in the organization.
- h) Active participation in any organizational interest. Respond to questions and requests for information.

10. Remuneration, payment terms and leave:

- a) The remuneration of the Assistant-I (Marketing) will be approximately Rs. 2.02 lakhs per year depending upon experience, qualification and pay package of last assignment.
- b) The Assistant-I (Marketing) will be eligible for paid leaves/Holidays as per the applicable norms/policy of WAMUL.
- c) He/she will be paid TA/DA as per norms/policy of WAMUL.

11. Reporting and Performance Review:

- a) The Assistant-I (Marketing) will report to the Executive-Marketing.
- b) Performance will be reviewed as per Key result areas (KRA). The remuneration may be enhanced on an annual basis as per prevailing rules of WAMUL, which will be performance based.

12. Duration of assignment:

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