

## **Terms of Reference (ToR) for empanelling regional technical team / Technical Advisory Group / consultant for Value Chain Strengthening and Partnership**

### **I. Introduction**

Vaazhndhu Kaattuvom Project (VKP) is an innovative World Bank assisted Project that aims at rural transformation through strategies that look beyond poverty alleviation by building sustainability and prosperity of rural communities through rural enterprise promotion, access to finance and employment opportunities in the selected blocks of Tamil Nadu. The Project will build on existing institutional capital and investments made by TNEPRP, TNSRLM and NRLP. The Project is implemented in 120 blocks covering 3,994 village panchayats spread across 31 districts of Tamil Nadu.

In order to promote rural enterprises the component rural enterprise ecosystem development facilitate,

1. identification and prioritize commodities/ subsector for project interventions and investments through inclusive strategy and value chain analytical approach by carrying out a series of activities namely District Diagnostic studies, Value Chain Analysis and Participatory Growth Plan.
2. Developing appropriate institutions and mechanism for providing business development support services through One Stop Facility with the aid of Enterprise Community Professionals to enterprises in initiating, managing, and successfully running their business.
3. Promote individual and collective enterprises along prioritized sub sectoral value chain activities and enhance the capacity of these players to engage with the market and other stakeholders effectively.

## **II. Implementation Arrangement**

The component Rural Enterprise Ecosystem Development in State Project Management Unit (SPMU) is led by Associate Chief Operating Officer (ACOO), Deputy Chief Operating Officer and Young Professionals guided by the Chief Executive Officer and Chief Operating Officer. Project team both at district level and block level implements project activities of promoting both individual and growth enterprises.

## **III. Enterprise Development and Enterprise Promotion**

The project through its inclusive strategic analytics investment planning tool fosters and facilitate rural enterprise promotion as follows,

- District Diagnostic Study (DDS) is an exercise/process of gathering and analysing information and secondary data around district for prioritising potential commodities/sub sectors and Value Chain Analysis (VCA) is to deep dive into the prioritized commodities/subsector identified for understanding opportunities, challenges and risks.
- Participatory Growth Plan (PGP) – A participatory exercise for developing and identifying project interventions and investment for enterprise promotion and strengthening and thereby developing an inclusive investment plan.
- Enterprise Group (EG) - a group of 10-30 members having joint ownership and control over the business activities with shared profit and Loss.
- Producer Group (PG) - a group of 30-150 producers engaged in a particular commodity / subsector in a village who come together for aggregation, productivity enhancement, and other collective actions.
- Producer Collective (PC) - a formal higher-level collective of 300-3000 producers for aggregation, value addition, marketing and service provisioning for economies of scale.

#### IV. Need for Consultant

- The VKP project is looking for a pool of consultants/Technical Advisory Group members (5 consultants per VKP project region) with relevant experience, technical skill set and expertise in Farm, Off- Farm and Non – Farm sectors. The consultant would be responsible for providing strategic handholding support to the VKP team ( at state/ district/ block level depending on need), the supported community organisations (PG/EG/PC) as well as individual entrepreneurs on specific commodity/ subsector as per ones own specialisation across different domains of the value chain, namely pre-production, production and post production.

The skill sets of the consultants should be around one or multiple themes which are articulated below,

Pre-production	Production	Post production	Cross cutting
Input linkage (seeds/ chemical fertilizers, bio inputs, etc.,).	Commodity specific Package of Practices (technical knowledge on production).	Harvesting	Business plan development
Nursery raising/ poly house nursery.	Irrigation/ water management.	Storage (including pack houses/ cold storages)	Financial linkage of Individual/ group enterprises
Animal breeding/ fish seed culture/ etc.	Pest / disease control.	Primary processing at field level ( sorting/ grading)	Accounts and Auditing
Animal feed and medicine supply.	Innovative technology around production.	Secondary/ tertiary level processing ( value added products)	IEC materials and ICT.

Animal feed units development.	Hydroponic/ Aquaponics farming	Packaging, Branding, Product placement, Product Marketing (exports/NCDEX/spot/e-retail/ retail/ bulk, etc) for both raw and finished products.	
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VKP has already identified a set of commodities/ sub sectors in the project areas. The list are as follows

<b>S.No</b>	<b>Project Regions</b>	<b>Districts</b>	<b>Sector</b>	<b>Commodities / Subsector identified through PGP exercise</b>
1	Region 1	Cuddalore Tiruvarur Nagapattinam Mayiladuthurai Kallakurichi Villupuram	Farm	Cashew, Jackfruit, Groundnut, Black gram, Green gram, Vegetables,
			Off-Farm	Dairy processing, Dairy farming, fishery, Goatery, Dry fish, Poultry
			Non-Farm	Tailoring, pottery
2	Region 2	Coimbatore The Nilgiris Salem Erode Tiruppur	Farm	Banana, Coconut, Vegetable, Tea, Coffee, Maize, Sorghum, Tapioca, Paddy, Sugarcane, Bengal gram
			Off-Farm	Dairy processing, dairy farming, goatery, poultry
			Non-Farm	Garments, Oil Extraction, Tourism, Handloom Weaving, Powerloom, Pottery, Tailoring
3	Region 3	Tirunelveli Tenkasi Thoothukudi Virudhunagar Sivagangai Ramnad Pudukottai	Farm	Banana, Paddy, Vegetables, Onion, Amla, Black gram, Millet, Ground Nut, Maize, Sorghum, Coconut, Chilli,
			Off-Farm	Dairy Processing, Dairy Farming, Poultry, Fisheries, Goatery
			Non-Farm	Traditional Crafts, Papad, Jaggery, Tailoring, Pottery, Palm Leaf, Sea Shell Products, Welding.

<b>S.No</b>	<b>Project Regions</b>	<b>Districts</b>	<b>Sector</b>	<b>Commodities / Subsector identified through PGP exercise</b>
4	Region 4	Kancheepuram Chengalpattu Krishnagiri Tiruvallur Thiruvannamalai Ranipet Vellore	Farm	Paddy, Groundnut, Black Gram, Ragi, Tomato, Mango, Coconut, Jasmine, Vegetables, Greens.
			Off-Farm	Poultry, Dairy Processing, Dairy Farming, Fisheries, Flowers.
			Non-Farm	Sculpture Making, Weaving, Eateries, Nursery, Garments, Pottery, Oil Extraction, Korai, Tailoring, Power Loom
5	Region 5	Madurai Theni Namakkal Trichy Karur Dindigul	Farm	Groundnut, Paddy, Banana, Coconut, Maize, Grapes, Banana, Tapioca, Jowar, Sorghum, Moringa.
			Off-Farm	Poultry, Dairy Farming, Dairy Processing, Poultry, Goatery.
			Non-Farm	Pottery, Weaving, Eateries, Tailoring, Korai, Home Textiles, Coir Products, Garments.

The consultants will be deployed to work based on the requirements alone.

While applying, the applicant needs to provide the following,

1. Applying for which VKP Region?
2. Expertise in which sector?
3. Mention the prior experiences in various commodities / subsectors.
4. Which part of value chain the applicant will be supporting?

The applicant shall apply for the position through Google forms. The link for the application will be available in VKP website. The applications received within the stipulated time mentioned in the advertisement will be scrutinized by State Project Management Unit, VKP. Further the shortlisted

applications will be interviewed by a selection committee of SPMU. The final list of candidates will be selected by the Chief Executive Officer, VKP.

**V. Following are some of the tasks envisioned for the empanelled consultants. The consultants, would be requested to provide/deliver one or a multiple set of tasks across different regions of the project based on their skillsets.**

- Facilitation of state / district / block specific operational strategies and planning process.
- Diagnostics of the issues and challenges in the commodities / subsectors and prescribing ways forward to enhance producers/ entrepreneurs income.
- Developing technical training module for the relevant portion of the value chain as applicable and impart training to individual and collective enterprises.
- Support collective and individual enterprises to adopt the practices.
- Handhold the project team to ensure adoption of process and technology at the community level.
- Help the collectives and individual enterprises in proper functioning and running of installed machinery.
- Help the collectives and individual enterprises in various level of commodity processing and also bringing in process efficiency.
- Support in packaging and branding of the produce of the collective and individual enterprise.
- Support in marketing of produce and processed outputs (bulk market, retail market, B2B, B2C as well as in e-commerce)
- Support in understanding consumer preference and help the collective and individual enterprises to place their products accordingly.
- Support the collectives and individual enterprises in financial management, book keeping, auditing, legal compliances, etc.,

S. No	Thematic area	Education and Experience particulars	Competencies
1	Consultant / Technical Advisory Group member (For Farm, Off-farm and Non-farm sector)	<p>For farm sector – M.Sc. Agri, B.Tech Agri, B.Tech Biotechnology, MBA agriculture, M.Sc Horticulture or other agri related courses.</p> <p>For Off-farm sector – M.Sc Animal husbandry, M.Sc fisheries or other related courses.</p> <p>For Non-Farm sector – M.Sc Agribusiness management, MBA marketing, MBA Agribusiness management, or other related courses.</p> <p>Post - Graduate with 7 or more years of experience having in-depth understanding and thorough experience of the commodity / subsector of the Farm / Off farm / Non-farm sectors.</p> <ul style="list-style-type: none"> <li>• For pre-production related activities - candidates who have work experience on linking producers with input companies and have worked with NGOs; input companies dealing with fertilizers, pesticides, animal feed, etc., worked in organisations like IFFCO, KRIBHCO, etc.,</li> <li>• For production related activities – candidates who have provided hands-on training to producers on production related activities and have worked with NGOs, government departments, research institutions, academic institutions, etc.,</li> </ul> <p>For post-production related activities – candidates who have experience of post-harvest work and technologies, processing of value added products, private companies dealing with marketing of produce/ value added products, branding and packaging activities etc.</p>	<ul style="list-style-type: none"> <li>• Excellent reading, writing, documentation, articulation, and communication skills in Tamil and English.</li> </ul> <p>Having a comprehensive understanding on schemes related to rural development, livelihood etc.,</p> <ul style="list-style-type: none"> <li>• Deep understanding of the commodities / subsectors.</li> <li>• Working knowledge on MS office.</li> <li>• Willing to travel extensively across Tamil Nadu.</li> </ul>

- If necessary link the collective and individual enterprises with relevant Government departments.
- Scout private sector players and develop partnership with the collective and individual enterprises.

**VI. Consultancy period**

The Thematic Advisory Group member will be empanelled by the project and will be engaged as and when as per requirement with prior intimation to the members. The detailed deliverables will be provided when the contract will be signed.

**VII. Disqualification of Consultant / Technical Advisory Group member**

The Consultant/Technical Advisory Group member shall be terminated from the project if they are found to have acted against the project.

**VIII. Honorarium to Consultant / Technical Advisory Group member**

Honorarium of Rs.2000/- per day (as per the number of days worked) would be provided to the selected consultants as per work assigned by VKP. Travel and accommodation charges will be reimbursed based on the project norms.

**IX. Confidentiality:**

The Consultant shall not, during the term of this assignment and within two years after its expiration, disclose any proprietary or confidential information relating to the services provided, this assignment or the project's operations without the prior written consent of VKP. The project reserves all intellectual property rights developed under this assignment.

**X. Ownership of material:**

Any studies, reports or other material, graphic, software or otherwise, prepared by the Consultant for the project under the Contract shall belong and remain the property of the project. The Consultant may retain a copy of such documents and software; but shall not use them for purposes unrelated to this contract without prior written approval of the project.