

Terms of Reference for Agribusiness Support Organization

(For Partnership with institutional buyers and value chain Development & Agro-Marketing of FPCs)

1.0 Project Background

The Department of Water Resources, Government of Odisha is in the process of implementing “Odisha Integrated Irrigation Project for Climate Resilient Agriculture (OIIPCRA)” with the support of the World Bank. The Project Development Objective is “**to intensify and diversify agriculture production, enhance climate resilience and improve water productivity in selected cascades of Odisha**”. The proposed project will focus on small and marginal farmers, PaniPanchayats (PP), Farmer Producer Organizations (FPO / FPC), Primary fisheries cooperatives Society (PFCS) and other agricultural entrepreneurs, including women and other vulnerable groups.

The project has four components, i.e., (1) **Project Component A:** Climate-Smart Intensification and Diversification of Production, (2) **Component B:** Improving Access to Irrigation and Water Productivity, (3) **Component C:** Institutional Capacity Strengthening, and (4) **Component D:** Project Management. The Component (A) has three sub-components, i.e., (1) **Sub-component A.1:** Support to Improved Productivity and Climate Resilience, (2) **Sub-component A.2:** Support to Aquaculture Production and (2) **Sub-component A.3:** Support to Diversification and Produce Marketing. Component (B) has two sub-components, i.e., (1) **Sub-Component B.1:** Support to Water Sector Reforms, and (2) **Sub-Component B.2:** Support to Investments in Cascades. The project intends to minimize the current gap ayacut, improve water use efficiency, enhance water productivity, strengthening participatory irrigation management system and support in facilitating climate resilience in the tank command and beyond.

2.0 Project Area

The project is planned to be executed in 15 districts of the State. The project has identified 538 minor irrigation tanks which will be taken up for intervention, covering a total gross cropped area of 1.20 lakh ha. including command area of 56,294 ha. spread over 98 blocks.

3.0 The Project Period:

The project duration will be of 4 years, starting from 2021-22 and the expected project cycle in each tank / cascade will be of 3 to 4 years depending upon the nature of interventions.

4.0 Need for Agri-Business Support Organization (ABSO):

The specific objectives are:

1. Market Linkage of various produce with organization/institutions, big retailers, Processors in public-private partnership.
2. Making logistic arrangement with various institutions for facilitating remunerative price to Farmer.

The need of the proposed consultancy assignment is to facilitate and support the implementation of Agribusiness promotion and facilitate activities under OIIPCRA project (**Sub-component A.3:** Support to Diversification and Produce Marketing). The project will hire the services of a suitable Agribusiness Support Organization (ABSO) based on the specified eligibility criteria. The ABSO will be placed at the state level **who will be associated with local Support Organization to promote agribusiness** and would be responsible for agribusiness promotion and agri-enterprise support. The ABSO will work in collaboration with producer

groups/FPOs/Agri-entrepreneurs/ WUAs etc. in agriculture & allied sector and will provide technical and managerial support, as per the needs.

5.0 Area of Operation

The project will engage one Agribusiness Support Organization (ABSO) for the specified purpose. The contracted agency during the contract period will cover all the **15 project districts and intervention pockets**.

6.0 Eligibility Criteria:

The project will engage one Agribusiness Support Organizations (ABSOs) at the State level with outreach to project districts to facilitate agribusiness activities. The ABSO will facilitate coordinate and manage agribusiness activities of all the project districts based on the market potential of different commodities. The ABSO will be selected, following below mentioned criteria.

1. The agency must be having a minimum of 10 years of experience in facilitating / executing agribusiness activities, including business plan preparation, establishing forward and backward linkages, establishing market linkages with national and state level markets, value chain assessment and product specific value chain promotion;
2. Should not have been blacklisted by any department of Government of India or Government of Odisha.
3. Having requisite human resources, including experts in agribusiness, agri-enterprise promotion and marketing;
4. Experience of working in the project State (Odisha);
5. Experience of establishing market linkage of specific agricultural / horticultural/pisciculture commodities in either raw form or processed or both directly or in PPP mode;
6. Experience in market linkage of agricultural & allied commodities through e-market gateways;
7. Demonstrated ability in promotion of producer groups, management of producer groups and business linkage of producer groups in agric. & allied sector.
8. Should have experience of working with more than 3 World Bank/UN/ADB/DFID funded projects in similar type of work.
9. The agency must have worked at least in three Indian States for agribusiness promotion and agri marketing.
10. The agency must be having average annual turnover of Rs. 1.5 crore in last three years .

7.0 Scope of Work:

1. Development of value chains of project supported commodities i.e. ((i) Pulses (Green gram, Black gram), (ii) Oil Seeds (Groundnut),(iii) Area specific vegetables including (Cabbage, Cauliflower, Brinjal) and (iv) Flowers (Marigold) & other crops taken up in the project Districts to sustainably increase the income level of Farmers.
2. Organize buyer-seller interface on periodic basis involving the F.P.O/W.U.As/Entrepreneurs/Buyers & establishing forward linkages with potential buyers, business houses and exporters.

3. Facilitate productive alliance model, involving private entities, Big retailers, Processors etc. for commodity specific production and market linkage of the produces.
4. Orienting the F.P.O/P.F.C.S/WUAs/Producer Groups to record commodity wise volume of production, marketable surplus & establish linkage with national/international markets.
5. Linking the data input of (commodity wise) with best suitable market through an app (Agri-business promotion application)
6. To create awareness on quality assurance & testing parameters for linking international markets i.e for export oriented with process certification with active support from APEDA.
7. Preparation of annual and quarterly plan and submission of quarterly report to SPMU and PD-ATMA/FIAC on progress of various activities.
8. Work in close co-ordination with support organizations, other Agencies hired by this Project to fulfill the overall objective of the project.

7.1 Key Roles of ABSO:

Under the scope of the project, the ABSOs will perform following role;

7.1.1 District Level Functions of ABSO:

1. Establishing market linkage with state (including rural markets) and national markets/e-nam for different agricultural / horticultural/pisciculture commodities;
2. Tracking market price of different commodities and linking with remunerative markets.
3. Coordinate with the FPO / PP / entrepreneurs and buyers at the state and national level for supply chain management / supply of agricultural commodities / value added commodities;
4. Organize buyer-seller interface on periodic basis at district level involving PD-ATMA, other district level stakeholder departments and DLPMT members, Local Farmer Producer Organizations / Companies, (FPOs / FPCs/PFCSSs), local Water User Associations PP, buyers from state and national level and other persons who can help in agribusiness promotion / agricultural market linkages at district level .

7.1.2 State Level Functions of ABSO:

1. Prepare assessment guidelines / value chain assessment frame for project supported and other potential commodities for value addition and market linkage;
2. Provide inputs to the SPMU for various product development and diversification based on market demand
3. Support SOs and other TSAs to develop various processed products as per the market demand
4. Organize buyer-seller interface at state level on periodic basis involving Directorate of Agriculture, Directorate of Horticulture, Directorate of Fisheries, Agri entrepreneurs & representatives of organizations working at grass root level.
5. Support the FPO/PG/FIG in developing infrastructure for processing and help in branding, packaging as well as in bulk/ retail marketing of the processed produce
6. Organize road shows at various potential destination markets to build awareness as well as the brand.
7. Working in close coordination with SPMU, State Agriculture University, Directorate of Agriculture, Directorate of Horticulture, Directorate of Fisheries, Register of Cooperatives, OSAM Board and other project executing entities.

8.0 Key Personnel:

The ABSO will engage following persons for successful implementation of the project activities. The experience of Key Personnel quoted should be post qualification of basic education requirement.

SN	Key Experts	No. of Positions	Qualification	Qualification & Experience
1	Team Leader (Agribusiness Expert):	01	MBA (Agri-Marketing) / Post-graduate in agribusiness /Agri marketing.	Will head the team at state level &have expertise in Agribusiness planning with at least 10 years of experience.
2	Marketing Expert	03	MBA (Marketing) / Post Graduate in Agril. Marketing	Should have ample knowledge & experience in Agriculture Marketing, with at least 7 years of experience.

9.0 Period of Service

The period of service of ABSO will be for four years from the date of signing of contract. The consultancy contract will be reviewed on an annual basis and extended only subject to satisfactory performance. Further extension of the contract, if required, beyond the four year period will be subject to a mutual consent of both of the parties.

10.0 Key Deliverables and Reporting:

The ABSO shall deliver the followings to the SPMU.

1. An inception report:
Project inception report containing detail approach and methodology for Agribusiness and Market linkage promotion including logistic support to be submitted within one month of signing agreement.
2. Submit the Value chain analysis and development plan for all the shortlisted commodities
3. Develop a system of tracking market prices (including forecasting future prices depending on commodity specific production performances and other relevant factors)from different mandis and private players in the state and national level.
4. Develop a system of market information dissemination to farmers or onboard the new knowledge into the existing information dissemination system.
5. Provide decision making information to the FPOs on destination markets (based on potential for net price actualization).
6. Organizing Buyer & Seller interface before each Season i.e. (Kharif& Rabi) twice a year at the district level and once a year at the state level and Forward linkage of Agril. Produce through buyer and seller interface will be submitted .
7. Involving 80% of the project supported FPOs to link with e-Nam and similar trading platform.
8. Develop sustainable input and output market relationship with players (supply vendors, private input companies, Ag. tech firms, institutional buyers, bulk and retail buyers) for 80% of the project supported FPOs.
9. Develop 10 long term linkage with potential private sector partners for output marketing and support the FPOs to maintain the relationship.
10. Organize 5 road shows leading to at least 5 partnerships with project supported FPOs.
11. Contingent Planning:
In the wake of present COVID-19 pandemic situation wage employment generation through land based farming system should be adhered as envisaged in OIIPCRA PDO. In case of substantial reduction in production of commodities due to climatic hazards or any other reason, the ABSO will make necessary arrangements to supply the required Quantities to the buyer, as per the terms and conditions of MOU with Buyers/Producers and other legal procedure thereof.
12. The Monthly/ Quarterly/ Half Yearly /Annual Report for each Project District should be submitted through FIAC countersigned by concerned PD ATMA. For necessary release of payment the ABSO have to submit required bills and vouchersalong with duly certified quarterly progress report to PD, ATMA.The said reports to be submitted in the following form.
13. A closure report charting out the progress including 20 cases studies, learning notes, process guidelines, et

SL NO	Name of the District	Deliverables	Up to the month	During the Month	Total	Remark
1	2	3	4	5	6	7

11.0 Performance Review:

The performance of ABSO will be reviewed on Monthly/ Quarterly basis by a review committee consisting of District level officers of various stake holder department and DLPMT members. Such report should be communicated with due comments by concerned PD, ATMA to SPMU for necessary Action. However the performance will also be reviewed on quarterly basis by a review committee at state level comprising of following members.

1. Project Director, OIIPCRA- Chair Person
2. Project Finance Officer (PFO) - Member
3. Agribusiness Expert of SPMU - Convener
4. PD-ATMA of Selected Project Districts-Member (Maximum of 5 members)
5. Representatives from Directorate of Agriculture, Directorate of Horticulture ,Directorate of Fisheries and Directorate of Register of Cooperatives (selected / nominated by concerned directorates; one person from each directorate)
6. Agriculture /Horticulture/Fishery experts of SPU;
7. Capacity Building and Institution Strengthening Expert of SPU
8. Agro-Economist of SPU

12.0 Functional Relationship with SPMU, OIIPCRA-OCTDMS:

The contracted ABSO will work in close collaboration and coordination with the SPMU Of the project and PD-ATMA office at the district level. While the ABSO will be directly responsible for facilitating and managing the process of agribusiness development and product marketing, it will work primarily with the communities / community organizations / associations / registered producer groups etc in Agril. & Allied Sector. Within the project villages (if required outside) already identified by the project. The ABSO has to work in close collaboration with the local Support Organization/s,PaniPanchayat, Water User Associations and local FIG/FPOs / FICs/PFCSs etc.

13.0 Support to the ABSO by the Project:

The project will provide key background documents to the selected ABSO, after signing of the contract for reference and preparing the plan for agribusiness promotion. The Project will undertake the following activities to support ABSO in delivering its functions.

1. Provide project related documents to help the ABSO team to understand the project and its components;
2. Orientation to the ABSO team, including district level team members;
3. Designating one SPU official to co-ordinate and guide the ABSO on regular basis;
4. Provide required guidelines and information during the course of the assignment;
5. Other technical support and guidance as and when request.

Duration of the Assignment andPayment Schedule

1. The total expected duration of the assignment is 4 years from the date of signing of the contract.
2. The ABSO will be paid on quarterly basis by the SPMU, OIIPCRA. Quarterly review will be made basing on deliverables reflected in Quarterly reports by the state level review committee, basing on which payment will be made. Schedule of payment as per following table.

Table 1.1

Sl.No.	Tasks/Deliverables	To be completed by	Remarks	% of Payment
1.	Presentation, submission and acceptance of inception report	Within 1 month of signing contract	10%
2	Quantifiable Deliverable	As mentioned below		80%
4	Presentation, submission and acceptance of Final report	Within 1 month of end of the contract period	Acceptance of Report	10%
			Total	100%

The schedule of payment to be made basing on achievement on various deliverables mentioned above on percent basis over & above the assessment report/Base line report.

Sl.No	Name of Deliverables	% of payment to be made
1	Value chain analysis & Development plans for 80% of existing FPOs	10 %
2	Develop a system of tracking market price & dissemination of market information at FPO Level (80%)	10%
3	Successful conduct of Buyer seller meet before each season (Twice a year at the dist.level & once in a year at state level)	10%
4	Involving 80% of project supported FPOs to link with e-Nam & similar trading platform	10%
5	Develop sustainable input & output market relationship with players(Supply vendors, input companies,Tech.Firm) for 80% of project supported commodities	10%
6	Develop 10 longterm linkage with potential private sector partners for output marketing	05%
7	Organize 5 Road shows leading to at least 5 partnership with project supported FPOs	10 %
8	Linking 80% of Project supported FPOs on destination Markets(Best suitable Market)	10%
9	Preparing 20 case studies, Learning notes, process guidelines, Video clips etc. on project achievement	05%
	Total	80%