



**Terms of Reference (TOR) for Conducting A Training Program on Market-led-Extension, along with
Preparation of related Training Modules & Hand holding of Trainees**

Background

- 1.1 The Government of India has received a Credit from the International Development Association (IDA) towards the cost (estimated at US\$ 154 million) of Assam Agricultural Competitiveness Project (AACP) and it intends to apply a portion of this Credit to eligible payments for this assignment.
- 1.2 AACP covers integrated development in Agriculture, Irrigation, Animal Husbandry, Fishery, Pilot forestry, Marketing & Rural Road sectors. The Project, launched in February 24, 2004 and is scheduled to complete on December 31, 2011. Three basic components encompasses AACP viz. (i) Investment grant scheme (ii) Agricultural Services and Market Chain Development (ASMCD), and (iii) Infrastructure Development (ID).
- 1.3 One of the development objectives of the Project is to increase the productivity & market access of targeted farmers and community groups and towards this, AACP is implementing a marketing component along with rural roads, agriculture, livestock, fishery and dairy sectors. ASMCD component aims to address the constraints of inadequate market linked technology transfer, absence of basic producer organizations with links to markets and the ID component *inter alia* aims to address inadequate physical market infrastructure.
- 1.4 The extension system under AACP is re-engineered to meet the needs of market-driven, commercial and diversified agriculture with phased introduction of decentralized and pluralistic Farm Advisory Services (FAS) to improve relevance of extension advice to farmers, involving significant institutional and operational changes at state, district and block levels.
- 1.5 AACP is implementing a decentralized extension model for delivery of FAS through a district-level Agricultural Technology Management Agency (ATMA), established in 11 districts of Assam (Kamrup, Nagaon, Nalbari, Dhemajji, Dhubri, Dibrugarh, Karbi Anglong, Jorhat, Sonitpur, Barpeta and Hailakandi). ATMA provides a coordinated management of extension activities of the line departments, primarily Agriculture, Animal Husbandry, Fishery & Dairy (called line departments hereinafter). It provides agricultural support services, technology adaptation/ validation and dissemination at the district/ block level, and strengthen researcher-extensionist-farmer-market linkages.
- 1.6 To assist producers to adapt and compete more effectively, several initiatives is being supported to develop closer connections between extension activities and the market supply chain - **(a)** making marketing extension a core aspect of extension activities in line Departments; **(b)** establishing closer relationships with trader associations; **(c)** changing line Departments' emphasis from short term price information to longer-term market intelligence and **(d)** piloting of an Enterprise Development Grant Fund.
- 1.7 Marketing extension starts by assisting line Departments to establish Marketing Units with a basic knowledge of the production resources in the state and on markets, product flow channels, demand and the requirements and prospects for individual products. In this context, a highly relevant and practical training course in marketing extension is intended to be provided to the State Marketing Advisors (**SMA**) in the Marketing Cells of Project Implementation Units (PIUs) of line Departments (Directorate level) and the District Marketing Advisors (**DMA**) of the districts where ATMA is operating. Subsequently SMAs and DMAs would train the field staff of line Departments.

2. Objectives of the Assignment

- 2.1 Prepare a six-day training course for SMAs (6 Nos.) and DMAs (44 Nos.) and the officers of the line departments & PCU's staff (about 25 Nos.).
 - 2.2 Conduct the training programme in Guwahati, in three batches with two days per batch
 - 2.3 Build a pro-market approach in line Departments.
 - 2.4 Build training module from the material/ case studies available with PCU, the line departments and with the consultants, if any
 - 2.5 Hand-holding of the SMAs/ DMA in the process of developing the Agricultural Market-Led Extension Action Plan and training modules of the Block Technology Team (BTT) members of ATMA and others.
3. **Services & Tasks to be carried out by the Consultant:** The main tasks under these assignment are **-(a)** prepare a six day training module for District Marketing Advisors (DMAs) and State Marketing Advisors (SMA) on agricultural marketing and line departments based on their need analysis, **(b)** delivery of the training course in Guwahati and **(c)** post training impact evaluation and evaluation of the performance of SMAs/ DMAs and **(d)** Hand holding of the SMAs/ DMAs in the process of developing the Agricultural Market-Led Extension Action Plan and Training Modules, guidelines and necessary aides that would be helpful for the DMAs to deliver training to the BTT members. The consultants in conjunction with PCU, would prepare the course materials covering Market Intelligence and Market Information from the Market Research studies, including the market study conducted by NIAM, carried out under AACP and others, and the topics should include, among others, the following.
- 3.1 Introduction to marketing, marketing extension

- 3.2 Information Gathering: Resource Audits, Market Research
- 3.3 Diagnosing farmers' constraints and opportunities, working with farmer groups, forming FIGs and market extension action plans
- 3.4 Marketing Extension Techniques, Planning and delivering training courses
- 3.5 Market Information, what it is and how to access and use it
- 3.6 Post Harvest advice
- 3.7 Agricultural, Fisheries, Livestock and Dairy marketing aspects in Assam
- 3.8 Case studies and learning
- 3.9 Drafting proposals for the block market extension action plan
- 3.10 Roles of other support agencies in Assam (i.e., institutions like Assam Small Farmers Agricultural Consortium (ASFAC), Assam State Agricultural Marketing Board (ASAMB), NABARD, North Eastern Development Finance Corporation Ltd. (NEDFi) etc.).
- 3.11 Conducting training for DMAs
 - 3.11.1 The consultant will deliver a six days training programme for SMAs/ DMAs and the line departments in an agreed location in Guwahati. *The cost of the training (excluding the per diem and traveling cost of the participants) is to be borne by the consultant and accordingly the financial proposal of the consultant should include the cost with detailed break-up.*
 - 3.11.2 An *indicative* training schedule may be - **Topic 1:** Introduction to Marketing, Assam Market Information etc. **Topic 2:** Marketing Extension, Information Gathering, Resource Audits, Market Research etc. **Topic 3:** (Field) Farmer Resource Audit - feedback **Topic 4:** (Field) Market Research - feedback **Topic 5:** Working with farmers, traders and agribusinesses and case studies etc. **Topic 6:** Operation of AACP and training on how to conduct training for BTT on Market-Led Extension etc.
 - 3.11.3 After completing the training, the consultant will be required to hand-hold the SMAs/ DMAs in preparation of the Agricultural Market-Led Extension Action Plan and in also in preparation of the training modules for the BTT members. The DMAs would train the BTT members.

4. Facilities to be provided by the Client to the Consultant.

- 4.1 Available information, data and reports to the consultant.
 - 4.2 Help in review of the training design
 - 4.3 Training Venue will be arranged by PCU at PCU's cost
 - 4.4 Tea, snacks, lunch, drinking water during the training program for the trainees and the experts from the consultants (total estimated 70 Nos., including 6 nos from the consultants) would be arranged by PCU at its cost.
 - 4.5 No conveyance will be provided by the client
 - 4.6 No Secretarial assistance will be provided
- The client would provide no other facilities.

5. Reports to be provided by the Consultant and Schedule for Conducting the training programme

- 5.1 Consultant will submit an Inception Report along with a broad work plan to be prepared in consultation with PCU, incorporating the approach/ methodology for carrying out the assignment. The other reports to be submitted is as shown below. All the reports/ training modules should be submitted both in hard and soft copy (CD/DVD), and the Soft copies should be in MS Word, MS PPT or MS Excel, as applicable.
- 5.2 Schedule for Report submission and Conducting the training programme:

Particulars	Time <u>from the date of contract agreement</u>	Copies to be submitted
Inception Report	Within 10 days	5
Draft training modules for comments	Within 25 days	5
Final training module	Within 10 days after comments by Client (PCU)	5 (plus the required copies for the training program)
Conducting the training programme	Commence within 60 days	-
Training Evaluation report	Within 75 days	5
Plan for the hand-holding of SMA/DMAs	Within 60 days	5
Commence hand-holding of SMA/DMAs	Commence within 75 days	-
Final Evaluation report	Within 160 days	5

6. **Period of the assignment:** The consultant will complete all the tasks under the assignment within 180 days from the signing of agreement.
7. **Team of Consultant:** *The CVs of the key trainers/ members of the consultant would be evaluated by PCU. Based on the following criteria:*
 - Experience in training needs assessment and formulation of training modules

- Experience in conducting of training of the trainers
- Experience in conducting and delivering training module development for government department staff and other similar target audience.

8. Mode of payment:

• On signing of contract agreement	Nil
• On submission of inception report	10 % of the contract amount
• On acceptance of the Final training modules	20 % of the contract amount
• After Completion of the training program	30 % of the contract amount
• On submission of plan for hand-holding	10 % of the contract amount
• On completion of Hand holding	20 % of the contract amount
• On submission of Final evaluation report	10 % of the contract amount

----- Any comment/ suggestion from the Consultant is welcome -----