

**World Bank financed Assam Agribusiness and Rural Transformation Project (APART)  
Operational Project Implementation Unit (OPIU): Directorate of Sericulture, Assam**

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**Draft Terms of Reference (ToR) for hiring a consultancy agency to conduct a Feasibility Study on  
Entrepreneurship Model of Muga Food Plantation through Vegetative Nurseries under Assam  
Agribusiness and Rural Transformation Project (APART)**

**1. Background:**

- 1.1 The Government of Assam (GoA) through Government of India (GoI) has received a loan from the World Bank for the Assam Agribusiness and Rural Transformation Project (APART). The ARIAS Society is the apex coordinating and monitoring agency for APART.
- 1.2 The APART development objective (PDO) is to “add and improve resilience of selected agriculture value chains, focusing on smallholder farmers and agro-entrepreneurs in targeted districts of the State of Assam”. 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, alternative marketing channels; (iii) improving producers’ access to knowledge, technologies and infrastructure so that they are better able to respond to market opportunities and climate variability.
- 1.3 The APART has four components: The 1st component 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 2nd component is **Facilitating Agro Cluster Development** with sub-components being- (i) support establishment of cluster level Industry Associations (IAs), (ii) supply chain support. The 3rd component 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 4th component is **Project Management, Monitoring & Learning**.
- 1.4 The Key Project level result Indicators (KPIs) of APART are:
  - i. Farmers reached with agricultural assets or services (number), of which female (percentage) achievement.
  - ii. Value addition measured by:  
Increase in price premium of commodities sold by farmers/entrepreneurs in the selected value chains. Share (%) of selected commodities sold through new marketing channels.
  - iii. Resilience measured by: Farmers adopting improved Agricultural technology (climate resilient gender disaggregated).
- 1.5 Sericulture Value Chain development under APART is one of the sub project focusing on end to end interventions to strengthen Sericulture in Assam. The major interventions planned in Sericulture Value Chain include:(i) increase production of raw silk (ii) increase in area under plantation (iii) increase cocoon yield and reeling efficiency, and quality of silk (iv)increase incomes of producer-entrepreneurs and create employment opportunities across the value chain. The major investments will be in (i) organizing producer-entrepreneurs into Producer Groups and Farmer Producer Organization (ii) establishing community-run Common Services Center (CSCs) to facilitate collective actions and provide extension services and handholding support (iii) creating cluster level infrastructure such as community rearing houses, nurseries, cocoon houses, cocoon drying chambers, grainage houses, and (iv) providing support through technical assistance and financial intervention packages that facilitate creation of productive assets by farmers. In this context it is required to undertake a study and develop an **Entrepreneurship Model of Muga Food Plantation through Vegetative Nurseries**.
- 1.6 OPIU - Directorate of Sericulture (hereinafter is referred to as ‘Directorate’) in co-ordination with PCU - ARIAS Society has intended to apply a portion of this loan for hiring a consultancy agency (hereinafter is referred to as ‘Consultant’) to conduct a “a consultancy agency for Feasibility Study on Entrepreneurship Model of Muga Food Plantation through Vegetative Nurseries” and hence the ToR has been framed.

## 2. Objectives of the assignment:

- 2.1 The broad objective of this assignment is to study the strengths and weaknesses, opportunities and threats present, the resources required and ultimately the prospects for success in **Muga Food Plants propagation through Vegetative Nurseries by the entrepreneurs**. In its simplest terms, the criterias to judge feasibility are cost required, sustainability and value to be attained.  
The specific objectives include:
- 2.2 Study the types of food plants and the technology of vegetative propagation practiced for Muga food plants as a follow up of research findings.
- 2.3 Recommend an implementable strategy to produce vegetative propagation of Muga food plants.
- 2.4 Explore and suggest possible ways to ensure sustainable supply of Muga food plant saplings in a cost and time effective manner on a sustainable basis.
- 2.5 Assess the support extended for production of saplings in terms of creation of infrastructure, equipments and training imparted to the stakeholders to adopt latest technology packages and the necessary steps taken to ensure and strengthen Muga food plant nurseries.
- 2.6 The bisexual saplings verses the vegetative saplings.
- 2.7 Prepare a feasible (bankable project) **Entrepreneurship Model for Muga Food Plants propagation** and suggest implementation strategies.
- 2.8 Critically assess constraints, including policy framework, raw material availability, infrastructure etc. for scaling up production and economic viability thereof.

## 3. Scope of the Assignment and Tasks to be carried out by the Consultant:

The study would include analyzing the secondary sources of information and generate information from additional primary data through surveys and Focused Group Discussions (FGDs) with stakeholders, interviews with farmers/entrepreneurs involved in the Muga Silk culture. In particular, the study should include the following:

- 3.1 The current status of institutional and infrastructural facilities available with Muga Silk farmers/entrepreneurs- infrastructure available, organizational arrangement to support their activities, supply chain of nurseries, saplings, finances etc.
- 3.2 The production and productivity levels related to developing nurseries of Muga food plants: in production of saplings, constraints related to production and productivity, suggested solutions for addressing the constraints. Challenges and constraints related to developing nurseries of Muga food plants.
- 3.3 The current status of technology used by Muga silk farmers/entrepreneurs: technology presently used, technological requirement, level of skills required and scope for using improved technology, challenges with the present technology, training received on use of technology, impact of existing technology on the quality and quantity of leaves , suggested solutions to meet the technological gap, etc.
- 3.4 The information received by Muga Silk farmers/entrepreneurs related to demand: source of information about price and requirements of Muga food plant saplings etc.
- 3.5 Needs of the farmers/entrepreneurs to meet the demand: to increase productivity, quality of saplings, requirement of various facilities, infrastructure, technology, assistance etc. to be assessed, implementable strategy to meet the demands (season and positioning approach).

## 4. Reports:

- 4.1 **Inception Report: The Consultant is required to submit the inception report within 15 (fifteen) working days from the date of signing the contract agreement. It is expected that the Consultant will mobilize their resources within 15 (fifteen) days from the date of signing the contract agreement. The report shall cover the following:**
  - i. Detailed methodology of the study to meet the requirement of the ToR including number of team members to be mobilized for deployment, scheduling of various activities to be carried out for completion of different stages of the assignment within the stipulated time schedule.
  - ii. Task assignment and work schedule.
  - iii. Work programme
  - iv. Proforma /Tools for data collection
  - v. Key personnel to be employed
  - vi. Time frame for submission of various reports
  - vii. The Consultant shall carryout the modification if required in the inception report based on the observations and comments of the Directorate. The approval of the inception report will be

given by the Directorate within **7 (Seven)** working days of its submission with desired changes incorporated.

- viii. **Review Committee: All reports will be examined and approved by a committee comprising of Members as deemed suitable by the CPIU with Director- Sericulture as the Chairman.**

**4.2 Interim Report:** The Consultant will be submitting a draft interim report, including preliminary findings from the two assessments in compliance with the scope of work of the Consultant. The draft interim report will also include the summary of interviews and discussions conducted in the project districts and effective case studies. The draft interim report has to be submitted within 60 (sixty) days from the date of signing of the contract agreement. The draft report will be approved by the Directorate within 7 (seven) working days of its submission with desired changes incorporated.

**4.3 Draft Final report:** The Consultant will submit the draft final report of the assignment in detail incorporating all the objectives and scope of the work within 130 (one hundred thirty) days from the date of signing the contract agreement. The feedback on draft final report will be given within 7(seven) working days of its submission with desired changes incorporated.

**4.4 Final Report:** The Consultant will submit the final report incorporating all the feedbacks on the draft final report, bibliography, acronyms, glossary, etc. within 180 (one hundred eighty) days from the date of signing the contract agreement. Comments of the Directorate on the draft report based on discussions with the Consultant would be given within 7 (seven) working days of its receipt. The Consultant shall incorporate modifications as required in the final report and submit within 7 (seven) working days the modified final report for approval..

- 5. Schedule for submission of Reports & Payments:** The Consultant shall furnish to the Directorate, the following reports.

Sl	Activity	Number of Copies	Timeline	Payment
i	Inception report	3	Within 15 days	10%
ii	Interim progress report	3	Within 45 days	20%
iii	Draft final Report	3	Within 65 days	40%
iv	Final report	5	Within 90 days	30%

Note: All reports will be submitted in both hard (print) and soft (email and CD) copies in English language. After submission of each report, the consultant would make a presentation to the Client on mutually agreed date and time. Any suggestions will be incorporated within the stipulated time.

**6. Consultancy Period:**

The Consultant's services shall commence with effect from the date of signing of the contract agreement for a period of 90 days i.e approximately three (3) months. The Directorate will monitor the performance of the Consultant periodically and will have the right to foreclose the contract in case the performance of the Consultant is not satisfactory according to the agreed scope of work and schedule for completion of various tasks.

**7. Services and facilities to be provided by the Directorate:**

- i. Necessary coordination and cooperation from CPIU, relevant local officials from the 5 project districts will be ensured by the Directorate.
- ii. Access to available information, data, documents, etc. as deemed necessary to carry out the assignment
- iii. The consultant will have to arrange for all other facilities/services required to carry out the assigned work and they should take a note of this in submitting the financial proposal.

- 8. Key professionals:** The consultant should engage following personnel for the study. The presence of the key personnel is mandatory for the entire period of consultancy. The availability of the non-key personnel can be based on the requirement of the study especially for field works. The CVs of the key personnel's will be evaluated for deciding the merit of the proposal:

Sl	Designation	Qualifications and Experiences	Roles and responsibilities
1	Key position 1:Team Leader Subject matter Specialist plant propagation	M.Sc/Ph.D Agri/Seri in horticulture from a recognized University/ Institute of repute and closely related in field Works. Must have at least 10 years of relevant work experience. Should have experience of conducting survey/	Responsible for the entire study and is the focal contact person. Conceptualizing the study approach and methodology. Responsible for preparation of the tools, designing the study methodology, analysis of the findings,

		studies/ assessment/ publications related to vegetative propagation and entrepreneurship development. Retired person from any Govt. organization in the relevant field also may be considered.	preparation of reports of the study. Participate in the key stakeholder consultations and visit to the field of the project districts. Handle the financial issues involved with the study.
2	Key position 2: <b>Specialist in soil management and crop production</b>	M.Sc Agri/Seri in Agronomy and closely related in field Works with minimum 5 years practicing experience in the field of Agronomy. Retired person from any Govt. organization in the relevant field also may be considered.	Shall guide the team on agronomical aspects of plantation crop production and also recommend suitable package of practices for plantation development including plant protection. Responsible for conducting and participating in the interviews, FGDs and Stakeholder Consultations.  Provide inputs in report writing. Should remain present during the field visit with the data analyst and enumerators.
3	Key position 3: Statistical Analyst	M.Sc from a recognized University with minimum 5 years of experience in data analysis. Retired person from any Govt. organization in the relevant field also may be considered.	Work closely with other team members and is responsible for designing the study, tools of the study and analyzing the findings of the study. Prepare the analytical part of the reports using the appropriate statistical methods. Responsible for handling the data collected from the field. Analyse the data in compliance with the study.
4	Key position 4: Agribusiness Specialist	M.Sc./Post Graduate Diploma (min two years duration) in Agribusiness/ Agribusiness Management /Agricultural Marketing & Cooperation/ Agribusiness Economics or a closely related field from any Govt. recognized University/Institutions.	Work closely with other team members and is responsible for Study market trend, Availability of inputs, Study market dynamics for sailing produce, Cost benefit analysis, Agricultural Marketing, Scope for Entrepreneurship Promotion, etc.

9. **Reporting:** The Consultant will report to the Director, Sericulture, Assam.

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