

**TERMS OF REFERENCE****For hiring of Executive-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 **Executive-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 Executive-Marketing**

WAMUL intends to engage Executive-Marketing on contractual basis to plan, execute and achieve sales targets as per business expansion plan for “PURABI” brand liquid milk and milk products. Arrange capacity building for the sales team and motivate the team to deliver. All activities to be with a focus to nurture & strengthen “PURABI” as a brand.

The Executive-Marketing will be placed at WAMUL HO or as per requirement of WAMUL, Guwahati and will report to Group Head (Marketing).

7. **Qualification, Experience, Skills, Age**

**Essentials:**

- a) **Educational Qualification:** Graduate in any discipline with preferable post-graduate degree/ diploma/ training in the field of Marketing
- b) **Working Experience:** At least 5 years' experience for Graduate/3 years' experience for Post Graduate in the field of marketing & sales market research (preferably in dairy/ food products)
- c) **Computer Skills:** Must have experience of using Internet based applications, using and working with MS Word, MS Excel and MS Power Point and other related applications.
- d) **Language:** Fluency in Assamese, English and Hindi
- e) **Age:** Age of the candidate should not be above 35 years as on 1<sup>st</sup> January, 2021. However, Age relaxation up to 5 years may be given in case of extraordinary/ outstanding candidates.

8. **Desirable:**

- a) In-depth knowledge to undertake market demand analysis, analyzing the competition in the market, Knowledge of milk /dairy sector, Knowledge of supply chain management.
- b) Manpower Management, understanding market /consumer behavior, Leadership abilities.
- c) Ability to work effectively in teams.
- d) Good communication, presentation and inter-personal skills.

9. **Key Job Responsibilities (Indicative):**

**Executive-Marketing** will be responsible for

- a) Translate the business plan to area-wise, product-category-wise targets for retail and institutional sales.
- b) Analyze the market for milk and products and buyer behaviour to prepare an implementable Marketing Model for continuous growth and market expansion with strengthening of the Brand "PURABI".
- c) Prepare & maintain database of Routes, Sub routes and Retail Points and to map with the Demand/Supply.
- d) Arrange for market surveys to understand market requirements, SWOT Analysis to identify and resolve bottlenecks to ensure continuous growth.
- e) Liaise and coordinate with Production Team for supplies. Provide market feedback on existing products and also specific feedback for deciding new products.
- f) Develop effective schemes for Distributors and Retailers.
- g) Develop motivational factors for the sales Team so as to make them active in the field for continuous growth.
- h) Plan and implement capacity building of the sales force.
- i) Set up consumer grievance redressal mechanism and build a consumer connect system.

10. **Remuneration, payment terms and leave:**

- a) The remuneration of the Executive-Marketing will be approximately Rs.5 lakhs per year depending upon experience, qualification and pay package of last assignment.
- b) The Executive-Marketing will be eligible for paid leaves/Holidays as per the applicable norms/policy of WAMUL.He/she will be paid TA/DA as per norms/policy of WAMUL.

11. **Reporting and Performance Review:**

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