

BACKGROUND

The Government of Uttarakhand through the Watershed Management Directorate (WMD) has received a credit from IDA for implementation of Uttarakhand Decentralized Watershed Development Project (UDWDP Phase-II). The project development objective (PDO) is: *to improve the productive potential of natural resources and rainfed agriculture through participatory watershed development, and to support GoUK in providing effective response in the target areas to an eligible crisis or emergency, as required.*

The objective encompasses three themes: (i) community participation in watershed development and management aimed at improving and sustaining the productive potential of natural resources and rainfed agriculture while simultaneously enhancing incomes and livelihood options; (ii) strengthening administrative capacity of GPs to manage project financial resources, implement subprojects, deliver legally mandated services (in the context of natural resource management), and to sustain those services beyond the duration of the project; and, (iii) ensuring equitable participation by all groups -especially the landless and women who rely disproportionately on common-pool resources for fodder, fuel and other forest products.

PROJECT DESCRIPTION :

The focus of the project is on development and enhancing productivity of rainfed areas by adopting a participatory watershed management approach. The project will place special emphasis to enhancement of productivity therefore the areas of state which have maximum problems of erosion, poverty and lack of infrastructure facilities were chosen to select the target Gram Panchayats. Based on these criteria, about 523 GPs have been selected in eight district viz. Almora, Bageshwar, Pithoragarh, Dehradun, Pauri, Rudraprayag, Tehri Garhwal, and Uttarkashi.

PROJECT OUTCOME

- Increase in water discharge – 25% at the end of the Project (7th year)
- Increase in biomass – 20% at the end of the Project (7th year)
- Increase in rainfed area under irrigation- 20% at the end of the Project (7th year)
- Increase in productivity in irrigated and rainfed crops - 20% at the end of the Project (7th year)
- Direct project beneficiaries - 80%; the percentage of female beneficiaries – 60% at the end of the Project (7th year)

PROJECT COMPONENTS

1. Social Mobilization and Participatory Watershed Planning

- Social Mobilization
- Preparation of GPWDP/MWS Plans

2. Watershed Treatment and Rain-fed Area Development

a. Watershed Treatment and Source Sustainability

- Watershed Treatment
- NRM Demonstrations

b. Rain-fed Agriculture Development

- Agriculture and Horticulture
- Animal Husbandry
- Fodder Production

3. Enhancing Livelihood Opportunities

- a. Agribusiness Support
- b. Support for Vulnerable Groups
- c. Consolidation of Gramya I Activities

4. Knowledge Management and Project Coordination

a. Knowledge Management

- Capacity Building of Stakeholders
- Centre of Excellence for Watershed Management
- Information Education and Communication
- Monitoring, Evaluation and Learning

b. Project Coordination

PROJECT AREA

The project will be operational within the state of Uttarakhand. Total project area will cover about 2.638 lakh hectare of land spread in 8 districts and 18 development blocks. About 523 GP with a number of 55600 HH and approx 3 lakh population will be benefited by the Project outcome.

THE PROJECT PERIOD

The project duration is 7 years from the year 2014 to 2021

PROJECT COST

The project cost is 170.0 million US\$ with IDA Credit as 121.2 million US\$ (71.3%), State contribution as 45.8 million US\$ (27.0%) and beneficiary contribution as 3.0 million US\$ (1.7%).

NEED FOR AGRIBUSINESS TECHNICAL AGENCY (ATA):

The objective of the proposed consultancy assignment is to facilitate, support and implement component 3 of the UDWDP Phase-II; i.e. **Enhancing Livelihood Opportunities through 3.1 Agribusiness support and 3.3 Consolidation of Gramya-I Activities.**

The Lead Agribusiness Technical Agency (ATA) at the State level would be responsible for strengthening and supporting Agribusiness Support Organizations (ABSOs) in Agribusiness and Value chain development, Standardizing agribusiness interventions within the whole project area and enhancing collaboration between the ABSOs for achieving desired goals as per PAD.

The outcomes to be achieved by the end of the consultancy period are;

- (a) New high value crop, horticulture and livestock interventions are adopted by farmers.
- (b) Appropriate practices for grading, packaging, storage & processing and market linkages have been adopted by farmers to increase the value realized of their produce to enhance their household income levels.
- (c) Market linkages and value-chains in selected sub-sectors have been developed to sustainably increase incomes in project areas.
- (d) Practices and technologies adopted by farmers to reduce post harvest losses.

AREA OF OPERATION

The Project will require one Lead Agribusiness Technical Agency (ATA) at the State level. The contracted agency will cover all the project divisions and oversee the operations of the division level ABSOs.

SCOPE OF WORK

The Consultancy Agency will undertake the following tasks for the fulfillment of the objectives set above

- (a) Developing a standardized template for value chain and agribusiness interventions by ABSOs, including developing business plan templates and assisting the state project team on a proposal evaluation process for proposed agribusiness interventions
- (b) Providing technical assistance to ABSOs and divisional project teams in strengthening agribusiness intervention plans.
- (c) Undertaking state-level agribusiness interventions covering multiple project divisions, including identifying focus commodities where volumes can support higher level agribusiness interventions; suitable crop rotation systems; identify anchor investments such as storage facilities and transportation logistics to enhance regional agribusiness competitiveness; and negotiating linkages to larger institutional buyers.
- (d) Providing technical support to ABSOs to provide higher level technical service to farmer federations in Gramya -I areas.
- (e) Develop niche markets and new market linkages based on a high profitability, improvement and costs of logistics (transport and storage), and improvement of value addition (milling, drying, packaging, branding) and provide technical inputs to reduce post harvest losses. To cluster production between FIGs and Federation within the whole project area for enlarging volume, increasing bargaining position and decreasing transport costs.
- (f) Select 3-5 commodities out of (i) seed production, (ii) perishable vegetable, (iii) pulses, and (iv) spices and (v) certified organic production for agribusiness development based on improved solid business plans for agribusiness interventions.

- (g) Tracking and reporting agribusiness outcome indicators: The ATA will support the project to track and report standard outcome indicators to highlight impact of agribusiness activities- these can include increase in cropped area of higher value commodities; number of farmers diversifying into higher value commodities; increase in volume and value of targeted commodities traded; and number of institutional buyer linkages developed and per capita increase in farmers income with Agribusiness.
- (h) Development and strengthening of e-market/ e-mandi portal and ensuring its use to the maximum potential.

These tasks will be achieved by developing the following:-

1. Develop a standardized template for value chain and business plan development for all the project divisions.

Since there are six ABSOs and two PNGOs are engaged for agribusiness interventions at the field level they need to be uniformity in value chain development, value addition and forward and backward linkages of the marketable agricultural surplus. The ATA would be playing a lead role in facilitation to identify key market led value chains with the highest potential for growth & profitability. It would analyze and document all the functions that are required to make the value chain work i.e. infrastructure, information and related services. It would assess the cost, effectiveness and profitability i.e. cost-benefit analysis of the value chains.

2. Develop State Level Marketing Strategy

The lead ATA would help in aggregating the Farmer Interest Groups in the project area in to state level federation and support in capacity building of these federations. It would develop and introduce in produce standardize procedures for aggregation of the agriculture produce its handling, grading, storage and transport. It would facilitate in marketing of the produce through the project brand "GRAMYASHREE". It would facilitate in license, registration for potential market products. It would facilitate for market linkage development, product designing and packaging and facilitate in developing, ensured functioning and use of the e-marketing portal and App.

KEY PERSONNEL

It is expected that the assignment will require the following key personnel for the implementation of contract.

Team Leader (Agribusiness Planning Expert): (K-1)	Will head the team at State level and have expertise in agribusiness planning with at least ten years of experience.
Agriculture Expert : (K-2)	Will be a qualified and experienced person in agriculture field, with at least five years of experience.
Horticulture Expert : (K-3)	Will be a qualified and experienced person in horticulture field, with at least five years of experience.
Agribusiness Marketing Expert : (K-4)	Should have ample knowledge and experience in Agribusiness or Agriculture Marketing, with at least five years of experience.
Social Expert : (K-5)	Will be a qualified social sector and livelihood expert, with at least five years of experience.

BUDGETS ALLOCATION AND RESOURCES TO BE PROVIDED BY WMD

The consultancy contract is essentially for a facilitation role and hence the budget for the consultancy will be restricted to the direct costs to be borne by the consultant. The budget for the contracted agency will therefore include direct running and human resource costs, specific technology introduction and demonstration costs, market promotion expenses, and human resources deployed. It will have to establish its own office with infrastructure, transport facility, communication system, training of its staff, etc. Office automation and accommodation facilities will not be provided by the project and the agency will have to hire its own staff and establish its own accommodation at State level.

All other costs that arise out of promotion of agribusiness such as input supply will be directly provided by the project to the farmers' groups: cost of building of collection centres and market infrastructure will be directly borne and implemented by the project; and cost of working capital and related costs directly paid to farmers' groups and associations. These costs will be mutually agreed upon through an annual agribusiness plan prepared and submitted in advance by the consultant.

ACCOUNTING AND AUDITING

The contracted agency will open a separate bank account for receipt and expenditure of funds for the contract. The agency will also maintain separately records, accounting and auditing of the funds allocated and used for the assignment. The agency will submit the copy of the bank statement and expense statement on a quarterly basis and audit report on an annual basis. Agency would be subjected to audits by WMD staff/ WMD appointed auditors for the project funds.

PERIOD OF CONSULTANCY

The period of consultancy will be for approx three years. The consultancy contract will be reviewed on annual basis and extended only subject to satisfactory performance. Further extension of the contract, beyond the three year period will be subject to a review by a committee, constituted by WMD.

PERFORMANCE REVIEW, REPORTING REQUIREMENTS AND TASK RELATIONSHIP WITH PROJECT DIRECTORATE

1- Performance Review

The following performance review process will be applicable to the contract:

- a. On the award of the contract, the agency will prepare a detailed Annual Action Plan, within two months of the award of the contract. The Annual action plan will specify clear performance benchmarks to be achieved after 6 months and after one year.
- b. On the basis of the mutually agreed benchmarks the WMD will review the performance of the agency on a six monthly basis.
- c. At the end of one year of completion of the contract, a wider review committee as specified below will review the performance of the agency against mutually agreed target. On unsatisfactory completion of Annual Action plan and/or for any other reason deemed appropriate the contract may be made null and void.

- d. The performance review committee will comprise of the following members
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| • Project Director – UDWDP-II | - Chair Person |
| • Project Director (Garhwal and Kumaon) | - Member(s) |
| • JD (Agri.,Hort.,Livestock) | - Member (s) |
| • DPD (Planning) | - Member |
| • DPD (ESA & Training) | - Member |
| • DPD (from a project division) | - Member |
| • Finance Officer | - Member |
| • DPD (M&E) | - Member Secretary |

2- The contracted agency will be required to regularly submit the following reports:

- a) Quarterly Progress Reports regarding achievement as specified in the format prescribed on award of contract against achievements specified in the Annual Action Plan.
- b) Consolidated Six Monthly Reports enumerating the qualitative review of the project: Six monthly reports enumerating the quantitative and qualitative review of the project in light of the indicators and intermediate indicators outlined in the PAD.

3- Task Relationship with Project Directorate

The contracted agency will work in close association and in coordination with the project management structure of the WMD at the unit, district and state level. The ATA would be working in direct consultation with the Watershed Management Directorate; it would coordinate with the project divisions, ABSOs and the project villages for managing the process of agribusiness development. It may draw upon the resources generated by the main project such as GP level plans, district level agribusiness plans and annual work plans of the ABSOs. Its Annual work plan should be prepared through a consultative process with WMD to ensure coordination during implementation. The required sanctions, financial disbursements, reporting and performance review will be done by the relevant authorities at the state level of WMD. Documentation and analysis by ATA with respect to the said consultancy will be the property of WMD and publishing, sharing of the same with outside agency shall be subject to the discretion of WMD and would require due permission for the same.

TERMS OF PAYMENT

The terms of payment as finalized during negotiations by both parties will be applicable.

SUPPORT TO THE CONTRACTED AGENCY BY WMD, GOVT. OF UTTARAKHAND

WMD will provide key background documentation to the team (Project Approval Document, Project Agribusiness Strategy, Supervision Mission Report, Progress Reports, special studies conducted by the Project and background information on the Project Area.

ARBITRATION

In the event of any dispute between the contracted agency and the district level functionaries of WMD, the Govt. of Uttarakhand will be the arbitrator.
