

## **Advertisement and Terms of Reference (TOR) For Individual Consultant Selection of “Manager Business Development” Under “Competitiveness Improvement of Agriculture and Allied Sector Projects In Jammu & Kashmir (JKCIP)**

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Project Director, JKCIP, working under the Agriculture Production Department, Government of Jammu & Kashmir, invites applications for the position of “**Manager Business Development**” under JKCIP. The engagement will be on a contractual basis, initially for one year, with the possibility of extension based on performance and project requirements. Details to apply and critical information is given hereunder.

**Implementing Agency:** Mission Directorate, JKCIP; Agriculture Production Department, J&K

**Funding Agency:** International Fund for Agricultural Development (IFAD)

**Project Period:** 7 years

**Location:** J&K

**Contract Type:** Individual Consultant Selection (ICS)

**Duration:** The initial engagement will be for one year, with the possibility of extension annually based on performance and project requirements.

### **Background**

The “Competitiveness Improvement of the Agriculture and Allied Sector Projects in Jammu & Kashmir (JKCIP)s, an IFAD funded project’s main objective is to increase farmer incomes by improving the competitiveness of their agriculture and horticulture economy keeping in mind the sensitivity of environmental and natural resources in the project area and adaptation practices that strengthen the climate resilience of all beneficiaries involved. The Project’s primary focus is to address the production and productivity constraints of high value niche crops and horticultural crop value chains through climate resilient technologies, and value addition, through grading, packing, storing and processing with market linkages for improved price realization. JKCIP supplements and complements HADP by addressing thematic and financing gaps to address the value chain constraints. JKCIP will have four inter-linked components:

- (i) Climate-smart and market-led production;
- (ii) Agri-business ecosystem development support;
- (iii) Support to vulnerable communities; and

(iv) Project Management.

### **Job description**

- Anchor the activities related to Agri-business ecosystem development component of the project.  
Develop an agribusiness and enterprise promotion strategy in collaboration with line departments, private sector and partner agencies.
- Develop an enterprise support modality/scheme for the project with the Sector and Rural Finance Specialists.
- Work with the Rural Finance Specialist in developing pilots to improve access to finance by entrepreneurs and products to reduce reliance on matching grants.
- Identify the market players and organize Multi-stakeholder platforms and Buyer seller meets.
- Develop a market development and promotion strategy for key products of Jammu and Kashmir with product development, brand development and brand promotion.
- Coordinate the activities related to developing strategies for setting up and operationalization of Incubation centres.
- Interact with industry to understand the current trends and engage with farmers and educated youth to showcase opportunities and possible support through incubation/enterprise support scheme.
- Explore scope of partnerships and collaborations with larger players and find ways to connect FPOs with them for business purposes.
- Coordination with the different Government Departments within the UT and outside to facilitate and steer the entrepreneurs /start-ups towards success by facilitating regulatory matters, dovetailing with different schemes and facilitating collaboration with market players.
- Any other task assigned by the Project Director.

### **Deliverables/Assignments**

Project Director JKCIP shall assign monthly/quarterly deliverables/assignments to the consultant after prior discussion with him/her and these shall be reviewed on a monthly basis and adjustments/ amendments/ revisions made from time to time. Performance of the consultant shall be evaluated based on these deliverables.

### **Qualification & Experience**

## **Qualification**

Postgraduate degree in Business Administration/ Rural Management/ Agricultural Management

## **Experience**

- 10 years of experience covering business development, enterprise creation, operations, and supply chain in agriculture or allied areas.
- Ability to conduct Market Analysis.
- Experience in policy and regulatory matters related to agriculture, industry, banking and different Govt. schemes.
- Hands-on experience in designing & implementing enterprise and market promotion in the agriculture and horticulture sectors.
- Excellent understanding and demonstrated experience of working on gender, youth, rural poverty reduction and inclusion of marginalized groups
- Excellent written and verbal communication skills.

## **Selection Criteria & Evaluation**

Candidates will be evaluated based on the following criteria:

<b>Criteria</b>	<b>Marks</b>
Qualification	20 marks (Minimum Qualification)
	10 marks for Higher qualification in relevant field (M Phil/PhD)
Relevant Experience	20 marks for 10 years' experience
	2 additional marks for additional year of experience with a maximum of 10 marks for 5 additional years
	10 Marks (Minimum one year of experience of working with Externally Aided Projects like WB, ADB, IFAD etc.)
	10 Marks (Minimum one year of experience of working with Project Management/ Monitoring/ Support/ Implementation unit of Central/State/UT Governments for implementation of CSS/State/UT Projects/Mission/Schemes)
Interview, understanding & presentation	20 marks
<b>Total</b>	<b>100 marks</b>

- i. The candidate with the highest total weighted score is ranked first.
- ii. If multiple candidates score similarly, a tie-breaker can be based on interview scores
- iii. Only shortlisted candidates meeting minimum eligibility criteria will be contacted for further evaluation, including interviews and presentations.
- iv. The top-scoring candidate will be offered the contract. If they do not accept or join, the opportunity will be extended to the next highest-ranked candidate, following the same process sequentially.
- v. Minimum Qualifying Marks: A minimum score of 55 out of 100 is required to ensure selection of quality consultants. If no candidates meet this threshold, the positions shall be re-advertised.
- vi. The candidate must be physically fit, motivated, and dynamic and result oriented and willing to join immediately after selection.
- vii. No TA & DA will be paid for appearing in the interview.
- viii. Date of interview shall be conveyed to the shortlisted candidates by telephone/email.
- ix. At the time of interview, candidates shall bring Original Certificates of qualifications and experience along with the Passport size photographs, Affidavits, NOC and self-attested photocopies of certificates; failing to do so may lead to rejection of candidature.
- x. The documents claimed by the candidate shall be verified for correctness. In case, it is found that any certificate is incorrect and/or is not as per the requirement, the Project Director, JKCIP shall be at liberty to reject/disqualify/disengage the candidate at any point of time when the discrepancy is brought to the notice of the Project Director.

### **Remuneration & Payment Terms**

- i. The consultant will be paid upto ₹1.25 lac per month (Negotiable)
- ii. Payments shall be made monthly on submission of attendance and actual deployment on pro rata basis.
- iii. The Tax Deduction at Source (T.D.S.) for the payments shall be deducted as per the provisions of the Income Tax Department, as amended from time to time and a certificate to this effect shall be provided.

### **Application Process**

Interested candidates must submit the following:

- i. Cover letter
- ii. Application form (attached herewith)
- iii. Updated CV
- iv. Self-attested Copies of educational & experience certificates
- v. Declaration of no prior convictions or sanctions.

Applications should be submitted both in hard copies in sealed envelopes with the subject line: Application for **Manager Business Development**, JKCIP and email should also be sent with the subject line: Application for **Manager Business Development**.

**Postal address:**

**Project Director**

**HADP/JKCIP**

**Kisan Ghar, Narwal Jammu 180006/Rajbagh Srinagar 190008**

**Email address:**

[md.hadp.jkcip@gmail.com](mailto:md.hadp.jkcip@gmail.com)

**Enquiries:**

**Telephone: 01913147840**

**Last date for submission of applications is 03.04.2025**

**Note: Applications must be submitted in both hard copy and via email as per the specified instructions before the given deadline. Any deviation from the prescribed submission process will lead to disqualification, and such applications will not be considered for evaluation under any circumstances.**

**Key engagement terms:**

- i. Working hours and leaves: Consultant should follow APD's working hours. Consultants will be entitled to 22 days Leave during one year (including 6 sick leaves) in addition to the Holidays observed by APD. Leave and tour of professionals deployed shall be approved by the Project Director.
- ii. The working month will be 30 days, and the working days will be at par with the working of APD.
- iii. Performance of the consultant will be subject to review by the PD, JKCIP on a quarterly basis. If the performance of the consultant, is found to be unsatisfactory, the contract is liable for termination.
- iv. Notwithstanding above, the contract may be terminated at any point of time by the PD, JKCIP owing to, but not limited to, deficiency of service, sub-standard quality of work, breach of contract, reduction, or cessation of the requirements of work with no liability to the consultant.
- v. PD JKCIP shall provide office space, computers, office internet connectivity to the consultant.
- vi. Consultant would be eligible for travel allowance for official travel and for field visits as per actuals/norms.
- vii. The contract is purely temporary and does not guarantee future employment.

- viii. IFAD & JKCIP reserve the right to reject applications without assigning reasons.
- ix. The candidate's services can be terminated with one month notice or with remittance of one month pay in lieu thereof. If a candidate wishes to leave the services, he/she shall have to give one month notice or remittance of one month salary in lieu thereof.

## **General Terms & Conditions**

### **Prohibited practices**

The Fund requires that all beneficiaries of IFAD funding, including the client and any consultants, implementing partners, service providers, suppliers, sub-suppliers, contractors, sub-contractors, consultants, sub-consultants, and any of their agents (whether declared or not) and personnel observe the highest standards of ethics during the procurement and execution of such contracts, and comply with IFAD's Policy on Preventing Fraud and Corruption in its Activities and Operations, revised on 12 December 2018 (Refer IFAD website for details)

For the purposes of these provisions, and consistent with IFAD's Anticorruption Policy, the terms set forth below are defined as follows, and referred to collectively as "Prohibited Practices":

- a. "corrupt practice" is the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value in order to improperly influence the actions of another party;
- b. "fraudulent practice" is any act or omission, including a misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party in order to obtain a financial or other benefit or to avoid an obligation;
- c. "collusive practice" is an arrangement between two or more parties designed to achieve an improper purpose, including improperly influencing the actions of another party;
- d. "coercive practice" is impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of any party, to improperly influence the actions of that or another party;
- e. "obstructive practice" is (i) deliberately destroying, falsifying, altering or concealing evidence that may be material to an investigation by the Fund or making false statements to investigators in order to materially impede an investigation by the Fund; (ii) threatening, harassing or intimidating any party in order to prevent that party from disclosing its knowledge of matters relevant to an investigation by the Fund or from pursuing such an investigation; and/or (iii) the commission of any act intended to materially impede the exercise of the Fund's contractual rights of audit, inspection and access to information.

The Fund will deny financing of a proposed contract award if it determines that the firm or individual recommended for award, or any of

- a. its personnel or agents, or its sub-consultants, sub-contractors, service providers, suppliers, sub-suppliers and/or any of their personnel or agents, has, directly or indirectly, engaged in any of the prohibited practices in connection with an IFAD-financed and/or IFAD-managed activity or operation, including in competing for the contract.

In accordance with IFAD's Anticorruption Policy, the Fund has the right to sanction firms and individuals, including by declaring them ineligible, either indefinitely or for a stated period of time, to participate in any IFAD-financed and/or IFAD-managed activity or operation. This may include ineligibility to: (i) be awarded or otherwise benefit from any IFAD- financed contract, financially or in any other manner; (ii) be a nominated sub-contractor, consultant, manufacturer, supplier, sub-supplier, agent or service provider of an otherwise eligible firm being awarded an IFAD- financed contract; and (iii) receive the proceeds of any loan or grant provided by the Fund.

The Fund also has the right to unilaterally recognize debarments by any of the International Financial Institutions that are members to the Agreement for Mutual Enforcement of Debarment Decisions if such debarments meet the requirements for mutual recognition under the Agreement for Mutual Enforcement of Debarment Decisions.

In addition, the Fund has the right to, at any time, declare a misprocurement and/or the ineligibility of any expenditures associated with a procurement process or contract if it determines that prohibited practices occurred in connection with this procurement process or contract and that the borrower/recipient has not taken timely and appropriate action, satisfactory to the Fund, to address such practices when they occur.

Bidders, consultants, contractors, and their sub-contractors, sub- consultants, service providers, suppliers, agents and personnel, are required to fully cooperate with any investigation conducted by the Fund into possible prohibited practices, including by making personnel available for interviews and by providing full access to any and all accounts, premises, documents and records (including electronic records) relating to the relevant IFAD-financed and/or IFAD-managed operation or activity and to have such accounts, premises, records and documents audited and/or inspected<sup>2</sup> by auditors and/or investigators appointed by the Fund.

The consultant is obliged to disclose relevant prior sanctions and criminal convictions and any commissions or fees paid or are to be paid to any agents or other party in connection with this procurement process or the execution of the contract.

The consultant shall keep all records and documents, including electronic records, relating to this procurement process available for a minimum of three (3) years after notification of completion of the competition process or, in case the consultant who is awarded the contract, execution of the contract.

## **SECAP**

### **Performance Standards**

The resulting contract will be implemented in a manner consistent with SECAP, available on <https://www.ifad.org/secap>.

### **Sexual Harassment, Sexual Exploitation and Abuse**

The Fund requires that all beneficiaries of IFAD Funding, including the client and any consultants, implementing partners, service providers, suppliers, sub-suppliers, contractors, sub-contractors, sub-consultants, and any of their agents (whether declared or not) and personnel comply with IFAD's Policy to Preventing and Responding to Sexual Harassment, Sexual Exploitation and Abuse. For the purpose of this provision, and consistent with IFAD's Policy to Preventing and Responding to Sexual Harassment, Sexual Exploitation and Abuse as it may be amended from time to time, the terms set forth below are defined as follows:

Sexual harassment means "any unwelcome sexual advance, request for sexual favour or other verbal, non-verbal or physical conduct of a sexual nature that unreasonably interferes with work, alters or is made a condition of employment, or creates an intimidating, hostile or offensive work environment.

Sexual exploitation and abuse means any actual or attempted abuse of a position of vulnerability, differential power, or trust, for sexual purposes, including, but not limited to, profiting monetarily, socially or politically from the sexual exploitation of others (sexual exploitation); the actual or threatened physical intrusion of a sexual nature, whether by force or under unequal or coercive conditions (sexual abuse).

Clients and consultants shall take all appropriate measures to prevent and prohibit SH and SEA on the part of their personnel and subcontractors or anyone else directly or indirectly employed by them or any of subcontractors in the performance of the contract. Clients and consultants shall immediately report to the client or IFAD any incidents of SH and SEA arising out of or in connection with the performance of the contract or prior to its execution, including



convictions, disciplinary measures, sanctions or investigations. The client may take appropriate measures, including the termination of the contract, on the basis of proven acts of SH, SEA arising out of or in connection with the performance of the contract.

The consultant is required to disclose any relevant prior sanctions, convictions, disciplinary measures or criminal records.

## Application for Manager - Business Development, JKCIP

### 1. Personal Details

Full Name: \_\_\_\_\_

Date of Birth (DD/MM/YYYY): \_\_\_\_\_

Gender: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

### 2. Educational Qualifications (Attach self-attested copies of certificates)

Qualification	Degree Name	Institution	Year of Passing
Details of Minimum Qualification as per Advertisement			
Details of Additional Qualification as per Advertisement			

### 3. Work Experience (Attach certificates)

Organization	Position Held	Years of Experience	Key Responsibilities
Details of Minimum Experience as per Advertisement			
Details of Additional Experience as per Advertisement			
Details of Experience with Externally Aided Projects			

Details of Experience with Project Management/Monitoring/Support/Implementation unit of Central/State/UT Government schemes/project/Mission			

Total Years of Experience: \_\_\_\_\_

**4. Declaration**

I hereby declare that the information provided is true and correct to the best of my knowledge. I understand that any false information may lead to my disqualification or termination of contract if selected.

Signature: \_\_\_\_\_ Date: \_\_/\_\_/\_\_\_\_