

Government of the People's Republic of Bangladesh
Ministry of Agriculture
National Agricultural Technology Program - Phase II Project (NATP-2)

A. Terms of Reference for Specialist Services:

Individual Specialist: Producer Organization and Mobilization Specialist, PMU
(Package No. SD/PMU-IC-06)

Assignment title	Producer Organization and Mobilization Specialist, PMU
Assignment duration Contract period	Duration: up to 30.09.2021 or upto the project period whichever is earlier, 1 (one) person
Primary assignment location	PMU Office, Dhaka
Funding source(s)	IDA & IFAD Credit
Contracting entity	Head of Procuring Entity (HOPE)

B. Context of the Assignment

Agriculture in Bangladesh comprises crops, livestock and fisheries. It provides food, feed, fiber and fuel to its citizens and animals, and plays a key role in economic development of Bangladesh. For achieving the set goal of SDG and turning Bangladesh into a middle income country by the 2021, the GDP has to grow by 7.4% per year. To attain the rate and to keep pace with the population growth, agriculture must grow at a constant rate of minimum 3-3.5% per year. Reaching technologies to the farmers requires technology generation and dissemination through the research and extension systems. National Agricultural Research System (NARS) is responsible for generating agricultural related technologies and Department of Agriculture Extension (DAE), Department of Fisheries (DOF), and Department of Livestock Services (DLS) are responsible for extension of generated technology to the farmers. Both research and extension have made an impressive contribution to food security in the country. In Bangladesh, private investment in research and extension is low. The NGOs, local government and community organizations are coming up but very slowly.

Bangladesh agriculture faces many challenges today. Major challenges are to raise productivity and profitability, reduce high production costs, increase price of products and resource-use efficiency, halt declining and degradation of soil resources and declining of animal and fisheries resources, adaptation to climate change vulnerability, providing consumers safe food, yield gap minimization, expansion of irrigation facilities & farm mechanization, production & distribution of quality seeds/varieties/ breeds/fingerlings, quality production of horticultural crop, popularization of good agricultural & IPM practices, weak linkage of farm-produces with market, low investment in agriculture and inadequate credit support to farmers. These challenges have stagnated the agricultural productivity and production. Further, nutrition outcomes and food safety have not kept pace with the progress achieved with most social and economic indicators. Thus, in order to produce more food for an ever increasing population, raw materials for agro-industries and higher income for farming communities from the decreasing resources (land, water, animal and fisheries), it is necessary to develop existing agricultural production system into a more dynamic, market oriented and sustainable commercial sector by higher productivity and profitability through efficient natural resources management, irrigation expansion,

agricultural intensification and diversification, mechanization, value addition and effective market linkages.

To that effect, the Government of Bangladesh (GoB) gives top priority to the development of agriculture sector through its increased productivity, production, supply chains, value addition and market linkages. GoB sought the support of development partners such as the World Bank to provide technical and financial support to activities aimed at boosting agricultural production through productivity enhancement, and increasing smallholders' income. In order to improve agricultural productivity and farm income, on the request of the Government of Bangladesh, the World Bank agreed to support a long term agricultural development program over a period of 15 years to be implemented in three phases of five years each with the first phase beginning in July 2007. IFAD also agreed to co-finance the program with the World Bank. Accordingly, the National Agricultural Technology Project (NATP): Phase-I (NATP-1) was designed with the development objective of improving the effectiveness of national agricultural technology system (including agricultural research, extension and development of supply chains) and increasing agricultural productivity and farm income in Bangladesh. NATP-1 was initiated in July 2007 and closed in December 2014. NATP-1 has significant achievements in generating technologies, increasing the effectiveness of extension and research systems, development of supply chains and broadening linkages between research-extension-farmers across the project areas. Based on the experience of NATP-1, the World Bank, jointly with IFAD and USAID, decided to provide financial support to GoB for National Agricultural Technology Program- Phase II Project (NATP-2).

C. Project Development Objective :

Project Development Objective (PDO) of National Agricultural Technology Program-Phase II Project (NATP-2) is to increase agricultural productivity of smallholder farms and improve smallholder farmers' access to markets in selected districts. PDO will be achieved through: a) strengthening the capacity of research, extension services and farmers to generate, diffuse and adopt agricultural technologies aimed at increasing farm productivity and reducing post-harvest losses; and b) promoting the sustainability of existing and newly created farmer groups and producer organizations by facilitating their stronger participation in commodity value chain, market-linkages, and improving their knowledge and skill base. Thus, the PDO will be achieved through the generation and release of more productive and locally adapted technologies, enhancing availability of quality seeds/breeds/fingerlings/breeding materials at the small farm level and providing relevant production, value addition, food safety and marketing support.

D. Project Components:

NATP-2 project will have the following 5 components:

Component-1 (Enhancing Agricultural Technology Generation): To be implemented by the Project Implementing Unit of Bangladesh Agricultural Research Council (PIU-BARC), MOA;

Component-2 (Supporting Crop Development): To be implemented by the Project Implementing Unit of Department of Agricultural Extension (PIU-DAE), MOA;

Component-3 (Supporting Fisheries Development): To be Implemented by the Project Implementing Unit of Department of Fisheries (PIU-DOF), MOFL;

Component-4 (Supporting Livestock Development): To be implemented by the Project Implementing Unit of Department of Livestock Service (PIU-DLS), MOFL;

Component-5 (Project Management): To be implemented by the Project Management Unit (PMU), NATP-2, MOA.

E. Overall Objectives of the Assignment

There are three components under NATP-2 to support crops, fisheries and livestock development in the project areas. Besides, major thrust was also given to development of market linkages, value chain development etc. This has necessitated to coordinate with DAE and Hortex Foundation the strategic partner of DAE under NATP-2 for value chain mapping and market development in 30 crops/ horticulture based cluster upazilas. Coordinate with DOF for mapping and market development for fisheries cluster in two districts (Mymensingh and Natore) and to coordinate with DLS for value chain development in cluster upazilas. Monitoring value chain development activities under crops, fisheries and livestock and providing feedback for improvement would be major task of the assignment.

The assignee will also support, participate and guide in holding meetings, seminar, workshops and awareness campaign and provide expert services to DAE, DOF and DLS and organize data base on value chain development activities and update those data base. He/She has to submit periodic and annual reports.

PMU has provision to hire one Producer Organization and Mobilization Specialist. He will be hired following procurement guide lines of the World Bank of 2014.

F. Scope of the Assignment :

Producer Organization and Mobilization Specialist, PMU will perform the following duties and responsibilities:

- i. Responsible to the PD, PMU;
- ii. Coordinate NATP-2 related value chain management activities (value chain mapping, market development, AIF-3 fund management and performance etc.) in crop, fishery and livestock development component;
- iii. Work closely with DAE, DOF, DLS and Hortex foundation in developing guidelines for: i) formation of producers' organization involving CIG, Non-CIG farmers and entrepreneurs , and ii) Commodity Collection and Marketing Centers (CCMC) / Collection Point operation;
- iv. Monitor and support awareness campaign and training for integration of non-CIG farmers and value chain actors;
- v. Assists PIUs, CIGs in formation of Producers' Organization (POs) and graduate them into business organization;
- vi. Monitor the activities and progress of strategic Partner/ service providers in value chain management and marketing;
- vii. Support PIUs in Organizing value chain and marketing related meeting, seminar, workshop, training etc;
- viii. Maintain database on value chain activities;
- ix. Preparation of Periodic and Annual Report and DPP revision;
- x. Any other works as assigned by the PD.

G. Specialist's qualifications and expertise required:

a. Academic:

Minimum Master Degree in any discipline of agricultural science/Economics/MBA/Social Science/any discipline.

b. Experience

- i. Minimum 15 years of work experience in Government/ Autonomous/Semi-Autonomous organizations, universities, private organization/foundation in agro business functions
- ii. Minimum 3 years work experience in organizing, coordinating and managing value chain and market development activities, in donor/ IDA funded/ development projects/private sector projects
- iii. High level of proficiency in written and spoken English and report writing ability
- iv. Computer literacy skills (MS Word, Excel, PowerPoint etc.) is desirable

H. Specialist's Reporting Obligations:

The Specialist will report to the Project Director (PD), PMU, NATP - 2 and will be responsible to him (PD) for all activities. The Specialist will submit inception report. progress report to Project Director quarterly describing progress of implementation with constraints faced and recommendation for measures to be taken to address/ overcome them;. The Specialist shall submit annual report describing activities performed during the year. He will also submit Draft Final Report to Project Director one month before the completion of the assignment. PMU, if required, will provide the Specialist with comments to the draft report and the Specialist shall submit the final report within time frame specified by the Project Director of PMU, NATP-2.

I. Responsibilities of the contracting party:

PMU will provide the following inputs and facilities:

- i) Office space and other logistic support as per project provision.
- ii) All available documents, papers and information relevant to the assignment will be provided/made accessible to the Specialist.

J. Duration of the assignment:

Duration of the consultancy services will be up to 30.09.2021 or upto the project period whichever is earlier. It will be renewed in every year on satisfactory annual performance of the consultant.