



**Government of the People's Republic of Bangladesh**  
**Ministry of Agriculture, Bangladesh**

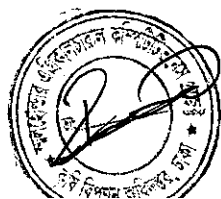
**Diversified Resilient Agriculture for Improved Food and Nutrition Security (RAINS)**  
**Project**

**Terms of Reference (TOR)**  
**For**  
**National Consultant (Market Linkage, Promotion and Postharvest Technology)**  
**Full Time Individual Consultant**

**Smallholder Agricultural Competitiveness Project (SACP) (DAM Part)**

**Department of Agricultural Marketing (DAM)**

**Ministry of Agriculture**



## 1. Background

The Smallholder Agricultural Competitiveness Project (SACP) is financed by International Fund for Agricultural Development (IFAD) which has been engaged in agriculture and rural development for 40 years in Bangladesh, aiming to provide an opportunity for further scaling-up and enhancing some of the best practices and innovations that have proven to be useful climate change adaptation responses, as well as introducing practical methods and technologies in sustainable production enhancement, post-harvest management, value chain development and public-private partnership development. Through a direct partnership with the Ministry of Agriculture, SACP is supporting the Government's strategic master plan of transforming agriculture in Southern Bangladesh. An additional Component, Diversified Resilient Agriculture for Food and Nutrition Security (RAINS) will be implemented from 2023 which will be co-funded by Global Agriculture and Food Security Program's (GAFSP) along with IFAD.

This RAINS project will help the government maintain its commitment to the goal of achieving food and nutrition security, and ensure equitable socio-economic growth for its people, despite the severe shocks of the COVID-19 pandemic and recent natural disasters. In the short term, the project will accelerate post COVID-19 recovery in the agricultural sector, which is the driving force not only for socio-economic development in the country, but also a key sector for achieving rural poverty reduction. In the medium to long-term, the project will greatly contribute to the ongoing transformation of agriculture in the country, enabling the transition to sustainable, diversified, climate-smart, nutrition sensitive and market competitive food systems. The project will also help catalyze increased private investments and public-private partnerships in this vital sector.

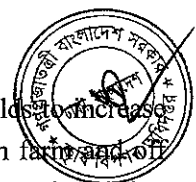
The RAINS project has designed on a total geographic coverage of 14 districts with about 60 upazilas in the Coastal Zone (Satkhira, Borguna, Patuakhali, Bhola, Lakshmipur), the Barind and Drought Prone Areas (Rajshahi, Chapainawabganj, Bogura, , Dinajpur), and the River Systems and Estuaries (Char) hotspot areas (Kurigram, Jamalpur, Gaibandha, , Pabna, Rajbari). 500 project unions have been selected under the 14 districts. The project is implemented by four agencies (DAE, DAM, GAIN and FAO).

## Goal

The project goal is to contribute to the public investment priority of achieving food and nutrition security resilience to environmental and economic shocks.

## Objectives

The development objective is to build sector's resilience to shocks by supporting households to increase income and improve nutrition status through diversified climate and nutrition sensitive on farm and off farm opportunities along value chains. This objective responds to the government's strategy of restoring



and developing the agricultural supply chain affected by the COVID-19 crisis, effects of climate change and the on-going Ukraine- Russia war in three major hotspots of Bangladesh (Coastal Zone, the Briand and Drought Prone Areas, and the River Systems and Estuaries (Char) hotspot areas ).

The project is implemented by two departments of MoA through two technical components supported by a project management component. Component 1 is led by the Department of Agricultural Extension (DAE) with support from Bangladesh Agricultural Research Institute (BARI). Component 2 is led by the Department of Agricultural Marketing (DAM). These two departments together form the project management component supported by technical assistance from the Food and Agriculture Organization of the United Nations (FAO) and Global Alliance for Improved Nutrition (GAIN). Diversified Resilient Agriculture for Food and Nutrition Security (RAINS) will be implemented from 2023.

## 2. Objective of the Assignment

The overall objectives of this assignment are to assist the project management of RAINS in the promotion of market linkage, market development and post-harvest technologies in achieving the objectives as stipulated in the project document.

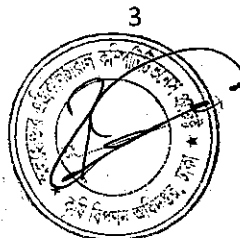
## 3. Scope of Services / Duties and Responsibilities:

### General Responsibilities:

The general responsibilities of the National Consultant (Market Linkage, Promotion and Post-Harvest Technology) are to provide technical guidance for the implementation of RAINS project. Specifically, he/ she is expected to provide strategic guidance to the DAM components of the RAINS project work under the direct supervision of the Component Director, RAINS, DAM and in close coordination with the RAINS Project Director. Specific duties and responsibilities include the following:

### Specific Duties and Responsibilities:

- Review and update training manuals on market linkage, business management, entrepreneurship development, business promotion and post-harvest technologies. Consult buyers to ensure their needs and expectations are included in the manuals.
- Facilitate market linkages among producer groups, private sector and public sector.
- Identify potential market actors and business development service providers, and connect with producer's organization for assured market and services;
- Facilitate training on market linkage, promotion and post-harvest techniques. Involve private sector resource persons in the training.



- Facilitate certification process of micro & small agro-processor entrepreneurs.
- Develop training tools/aids.
- Develop video documentation with the help of FAO technical support.
- Provide technical backstopping to trained trainers during the roll out of the training program to the beneficiaries. Participate in the field missions as necessary.
- Develop simple processing guidelines for women and youth-led small-scale food processing business models and facilitate training.
- Advise on organizing planned activities for marketing and value chain development of selected high value crops.
- Support the SMEs to develop matching grant application and its effective implementation.
- Advise the procurement process of equipment for small-scale food processing and matching grants: i.e. identify types of equipment needed, draft technical specifications, etc.
- Contribute to RAINS, DAM component progress reports regarding the relevant activities.
- Perform any other related tasks as assigned by the Component Director, RAINS/DAM.

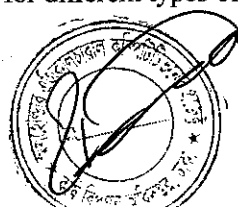
#### 4. Qualification, Experience and Key Competencies:

##### (i) Academic qualification:

- The candidate must possess at least a Bachelor with Honors and Master's Degree in Horticulture/ Agricultural Economics/Economics/ Food science & processing/ Marketing from any reputed university.
- The candidate must be trained in market-oriented agriculture or post-harvest management.

##### (ii) Work Experience:

- Minimum 10 years' work experience in agriculture & related fields of which at least five (5) years' of relevant professional experience in the field of agriculture value chain, market development, and/or post-harvest management and reporting in an international development setting, preferably with large projects.
- Outstanding understanding of the market linkage and promotion, value chains (VCs) concept and experience in developing high value crop VC and post-harvest management in Bangladesh..
- Previous experience in working with private sector in Bangladesh, specifically in agribusiness and rural development.
- Knowledge of marketing tools and techniques, and practice in designing marketing strategies in the agriculture sector in Bangladesh.
- Familiarity with the matching grants modality and VCs development.
- Experience in designing and delivering training for different types of audiences.
- Working knowledge of English and Bangla



(iii) Key Competencies:

- Strong background of market linkage development and promotion and/or post-harvest management of HVCs.
- Experience in value chain development, market system development projects and post-harvest technologies.
- Demonstrable knowledge and experience in working with agricultural value chain and market system development projects in Bangladesh.
- Ability to develop training manuals and deliver training sessions,
- Experience in working matching grants modalities and private sector engagement.
- Work effectively and collaborative with government official and diverse range of counterparts and stakeholders with humility and act as a mentor to other component staff and director.
- Excellent computer literacy on Microsoft Office, particularly Excel and Access and Kobo/ODK is required.
- Excellent written and verbal communication skills in English and Bangla
- Willingness to work as a team member with multicultural and multidisciplinary team of experts.
- Willing to undertake intensive field works.
- Ability to work independently and proceed with objectives of the assignment work under pressure and meet deadlines.
- Self-motivation, willingness to learn and good work ethics.

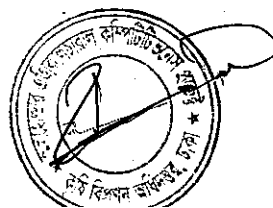
(iv) Age:

Not more than 55 years old on the last date of application submission. Female candidates are encouraged to apply.

**5. Key performance indicators:**

The consultant will be responsible for the following deliverables:

- Market linkage and promotion guideline developed
- Training report on market linkage, promotion and post-harvest management prepared.
- Assistance and advising the Project management unit on market linkage, promotion and post-harvest management
- Timely preparation of technical project progress reports
- Plan, organize, manage and provide technical guidance on market linkage, promotion and post-harvest management for the implementation of the project



- Field visit reports
- End of Assignment report.
- Preparation of Project Completion Report (PCR)

#### 6. Duration of Assignment

The duration of the service assignment with the successful applicants will be for the project period from February 2024 to 30 June 2026 or as per requirement of the project. An annual renewal of contract will be conducted based on the satisfactory performance of the consultant.

#### 7. Institutional Arrangement

The National Consultant (Market Linkage, Promotion and Post-Harvest Technology) (full time) will work at the Project Office (PO) of RAINS in Sech Bhaban (5th Floor), 22 Manik Mia Avenue, Sher-e-Bangla Nagar, Dhaka-1207, Bangladesh, and will report directly to the Component Director (DAM). The incumbent will work closely with Deputy Component Director and other consultants working at the PMU. The consultant is expected to undertake the activities (scope of services) mentioned in the ToR in order to achieve the stated objectives. Under this consultancy services, travels are being envisaged. However, travels necessary for the exigencies of services to achieve the desired objectives, may be undertaken but with prior permission of the Component Director (DAM). The consultant has to visit at least two (2) in a month times in the project areas (Southern part and Northern Part) and the consultancy fee should be inclusive of DSA and travel cost.

#### 8. Tentative Payment Arrangement

The contract will be based on monthly payment and applicable VAT/TAX will be deducted as per rules and regulations of the Government of Bangladesh.

