

**TERMS OF REFERENCE**  
**VALUE CHAIN SPECIALIST AT AGRICULTURE DELIVERY UNIT, SINDH**  
**WATER AND AGRICULTURE TRANSFORMATION PROJECT SWAT,**  
**HYDERABAD- SINDH**

**1. PROJECT BACKGROUND**

The Government of Pakistan has renewed its partnership with the World Bank for the development of the water and agriculture sectors in Sindh and has launched the World Bank-financed Sindh Water and Agriculture Transformation Project (SWAT). The project became effective in January 2023 and will last for six years. The project has the following four major programme components where component-1 is implemented by Irrigation Department; component-2 by Sindh and Drainage Authority; and components 3&4 by Agriculture Department.

1. *Water Resources Management*: This includes support for policy and institutional reforms; sindh strategic water plan development; and establishment of a hydro-agro informatics centre.
2. *Water Service Delivery*: This includes support for upstream distributary canal modernisation works; institutional strengthening of Farmers Organizations (FO), Area Water Board (AWB), and Sindh Irrigation and Drainage Authority (SIDA); rehabilitation of the left bank main canal; and preparatory studies for the right bank canal.
3. *Agriculture Incentives and Investments*: This includes support for on-farm water management; smart subsidy to incentivise a shift to water-thrifty crops like horticulture, oils seeds, and pulses; cost-sharing grants for farmers and small, micro and medium enterprises (SMMEs) to develop value chains of water-thrifty crops and high value horticulture crops; improve agriculture statistics management; modernisation of agri-market information management; improve management of salinity- affected soils and water; and help farmers adopt climate-smart agriculture practices.
4. *Agriculture Flood Emergency*: This includes support to farmers affected by the floods of August 2022 in their endeavours for the restoration of crop cultivation.

Agriculture Department has established a Project Implementation Unit (PIU) also called Agriculture Delivery Unit at Hyderabad, to manage the implementation of the Component-3 &4. The position is part of the PIU/ADU. While the ADU is providing the overall management, the work is divided among the various wings within the agriculture department. These are agriculture extension, agriculture research, on-farm water management, agriculture marketing and crop reporting service. The ADU will also be hiring a firm, to provide implementation support in mainly 4 subcomponents i.e. smart subsidy, value chain development, climate smart agriculture, and water logging and salinity management.

The consultant's primary responsibility will be three sub-components of the component 3 i.e. the a). value chain development, b). smart subsidy scheme and c). market information management. Beneficiaries of other sub-components may need training in marketing and value addition. Sub-components a). and b). will be managed by the agriculture extension department and sub-component c). by the agriculture marketing department.

The primary geographical focus of the project is the areas of the 15 farmer organisations (FOs) located in the three area water boards (AWB) of the Sindh province.

Under the value chain sub-component the project will provide cost sharing grants for machinery, equipment, material, infrastructure and trainings to small and medium farmers and entrepreneurs to enhance farm productivity and increase value addition and processing of selected value chains in the three crop groups of horticulture, pulses and oil seeds. Under the 'smart subsidy scheme' the project will provide a further support (in cash or in-kind) in the 'cost of production' of these selected value chains to these farmers to further incentivise the shift towards these water thrifty crops. Under the 'market information management system' the project will support the digitization of the current manual management of the market information to increase efficiency in data collection, processing, storage and dissemination. This market information includes prices and trade data from selected wholesale markets in the province.

## 2. OBJECTIVE:

The objective of the position will be to develop value chains selected among the three crops groups of horticulture, pulses and oil seeds; and develop a comprehensive training plan for completing the project efforts through Farmer Field Schools and provide support for improving market information management system in the selected wholesale markets of the province.

## 3. SCOPE OF WORK / DUTIES AND RESPONSIBILITIES

Duties and responsibilities of the value chain specialist are as follows:

- ✓ Conduct value chain (feasibility) studies of the three crop groups of oil seeds, pulses and horticulture in the project area and select value chains for project support.
- ✓ Examine constraints and opportunities that affect the adoption and competitiveness of the selected value chains.
- ✓ Select the types of interventions (equipment, machinery, materials, infrastructure and trainings) needed at farm level for productivity enhancement and at off-farm level for processing/value addition.
- ✓ Work-out scales of the interventions and the budgets and develop action plan (gantt charts).
- ✓ Work out the levels of the 'subsidy support' needed to incentivise farmers for shifting to water thrifty crops like horticulture, pulses and oil seeds.
- ✓ Develop the best mechanism for bringing smart subsidy support to farmers.
- ✓ Identify locations and project beneficiaries (small and medium farmers/groups & MMSMEs).
- ✓ Develop and deliver capacity development strategies in the areas of farmer field school, (FFS) value chain and marketing development, climate smart agriculture (CSA);
- ✓ Conduct training of a multidisciplinary core group of Lead Trainers in the context of FFS, CSA and value chain and marketing development;
- ✓ Work with the PIC consultants and other project staff to deliver the project support. This will follow the protocols/mechanisms outlined in the project operational manual; value chain grants manual and smart subsidy scheme manual. The consultant will also revise these manuals based on the lessons learnt during implementation.
- ✓ Conduct training of staff, farmers and MMSMES in marketing, value addition, processing and business management.
- ✓ Organise seminars, workshops, exhibitions and exposure visits for project beneficiaries and other stakeholders.
- ✓ Support and guide the gathering of data and information needed to undertake an effective monitoring and evaluation of activities related to crop diversification, value chain development and marketing and value addition.
- ✓ Prepare clear and concise reports in line with the requirements of the World Bank.
- ✓ Provide support in digitalisation of the market information management system for the selected wholesale markets including development of proformas and mobile-app templates for data collection; design of dashboard for data display; periodic analytical reports.
- ✓ Carry out any other relevant tasks as needed

## 4. QUALIFICATION AND EXPERIENCE

- ✓ A Master's degree (minimum sixteen years of education) in agricultural sciences, agriculture economics, agricultural marketing, or agribusiness development.
- ✓ At least 10 years of experience in the field of value chain development with the national and international organizations, public / private projects/Organization in agribusiness promotion and strengthening with demonstrable evidence of the results achieved.
- ✓ IT, Computer and report writing skills are also desired.
- ✓ Written and oral fluency in English is required and knowledge of other local languages is an added advantage.

## 5. EXPECTED OUTPUTS & DELIVERABLES

- I. Value Chain assessment/feasibility reports.
- II. Project operational manual; value chain grants manual; smart subsidy scheme manual.

- III. Periodic analytical reports based on the digitised market information management system.
- IV. Periodic reports on the training initiatives.
- V. QPR or other project progress reports.
- VI. Case study reports.
- VII. Project presentations and communication material.
- VIII. Activity evaluation reports.

**6. SELECTION METHOD**

- ✓ An individual consultant will be selected through a competitive process in accordance with “World Bank: Procurement Regulations for Investment Project Financing Goods, Works, Non-Consulting and Consulting Services” November 2020