

Commissioner of Industries & Commerce

Govt. of Assam

(Project Implementation Unit)

Udyog Bhawan, Bamunimaidam, Guwahati – 781021 (Assam)

Tel:

Indicative TERMS OF REFEREMCE (TOR)

Engagement of **Sr. Consultant, Jr. Consultant and PR & Communication** for Implementation of Ease of Doing Business in the State of Assam.

Under the World Bank financed

Assam Agribusiness and Rural Transformation Project (APART)

(A) PROJECT & ASSIGNMENT BACKGROUND

1. The Government of Assam (GoA) through Government of India (GoI) has applied for a loan from the World Bank for the Assam Agribusiness and Rural Transformation Project (APART). The Assam Rural Infrastructure and Agricultural Services (ARIAS) Society is the apex coordinating and monitoring agency at state level for the Project. Commissioner of Industries & Commerce (CI&C) as one of the Project implementing Agency of this Project is now intends to hire one Sr. Consultant and five Jr. Consultant on contractual basis to be positioned at office of Commissioner of Industries & Commerce, Udyog Bhawan, Bamunimaidam, Guwahati – 21 under the scheme of Easy of Doing Business (EoDB).

The Make in India initiative which has been launched by the government in 2014 with a vision of transforming India into a manufacturing hub has made efforts enhance the Ease of Doing Business (EODB) in India by attracting more domestic and international companies to invest and do business in India.

Keeping in mind the vision to make India an easy place to do businesses, the Department for Promotion of Industry and Internal Trade (DPIIT) under the Ministry of Commerce and Industry, Government of India in association with the World Bank, initiated a dynamic national level exercise in 2014 to rank all the Indian States and Union Territories on the basis of the reforms undertaken by them on selected parameters. In December 2014, under the „Make in India“ initiative, the 6 representatives of the State Government identified and shared a 98-Point Business Reform Action Plan (BRAP) to be implemented by them for improving the regulatory framework for business as part of easing the doing of business in the country.

The aim of this exercise was to create conducive business environment by streamlining regulatory structures and creating an investor-friendly business climate by cutting down red tape. The BRAP also sought to lay out the first of a series of recommendations targeted at increasing transparency and improving the efficiency and effectiveness of various government regulatory functions and services for business in India with a view to create an investor-friendly business climate by cutting down red tape.

2. The development objective of APART is “add value and improve resilience in selected agricultural value chains, focusing on smallholder farmers and Agro-entrepreneurs in targeted districts of the State of Assam”.

3. There are four components to the APART. The first component is Enabling Agri Enterprise Development, with sub components being (i) enhancing state capacity to attract private investments, (ii) Setting up an Agribusiness Enterprise Development and Promotion Facility (EDPF) (iii) Agribusiness Investment Fund (AIF) support (iv) establishing sector stewardship councils. The second component is Facilitating Agro Cluster Development with subcomponents being- (i) support establishment of cluster level Industry Associations (IAs), (ii) supply chain support. The third component is Fostering Market Led Production and Resilience Enhancement with sub components being (i) promoting climate resilient technologies and their adoption (ii) facilitating market linkages through market intelligence and product aggregation (iii) facilitating access to and responsible use of financial services. The fourth component is project Management, Monitoring and Learning.
4. The project will achieve the PDO by: (i) promoting investments in agri-enterprises, reducing the business and transaction costs, facilitating access to finance for agribusiness entrepreneurs, and, where appropriate, push for process, regulatory and/or policy change; (ii) supporting the development of a modern agri supply chain; improved information communication technologies (ICT) based farm information and intelligence services, and alternative marketing channels; and (iii) improving producers' access to knowledge, technologies and infrastructure so that they are better able to respond to market opportunities and climate variability.

(B) OBJECTIVES OF THE ASSIGNMENT AND SCOPE of WORKS

The scope of position for **Sr. Consultant, Jr. Consultant and PR & Communication** covers facilitation of setting up of new industries & businesses by simplification of procedures, time-bound delivery of services, ease of access to information, transparency in inspection procedures etc. The Commissioner of Industries & Commerce, Govt. of Assam, under the initiative of the project namely "Ease of Doing Business" (EoDB), has undertaken massive re-engineering of the statutory procedures and simplified the operating procedures relating to different urban services. This is aimed to facilitate the entrepreneurs and industries in setting up their business.

- A. Conduct in-depth assessment of the existing regulatory compliances across sectors and identification of burdensome compliances which can be simplified, digitized, and rationalized.
- B. Identify, advice and prepare implementation plans for wide-spread or large-scale reforms such as unified license, benchmarking of single window systems across States in India, etc.
- C. Identify and suggest innovative ideas relating to new age technology such as block-chain, Artificial Intelligence and other through extensive research.
- D. Administering the Regulatory Compliance Portal (RCP)
- E. Regular monitoring of activities of various central and state government entities on RCP and submission of periodical reports for effective monitoring
- F. Coordinate with Nodal officers of the concerned state governments, and industry associations for effective monitoring. The Consultant shall be required to visit Departments as and when required
- G. Organizing meetings/workshops with industry associations and sectoral experts. Capture

industry feedback through consultation and in-depth interviews using standardized templates and questionnaires

H. The key job responsibilities of the **Sr. Consultant and Jr. Consultant** include

EoDB related reforms

- I. Develop an understanding of the relevant business regulations for all concerned Departments .This may require (indicative list):
- J. Conduct a detailed assessment of time and motion indicators and legal indicators - Review of process, time and cost, assist in drafting Acts/Rules/Office Memorandums & Circulars etc.
- K. Devise an action plan with a focused approach on the reforms required towards improving score in DBR
- L. Handhold, guide and assist implementation agencies in reforms implementation as and when required
- M. Engage on continual basis with the implementing agencies to implement the action plan
- N. Regularly track and monitor implementation progress
- O. Conduct a detailed analysis of good global practices to be adopted by implementing agencies
- P. Create awareness on the implemented reforms through workshops, seminars etc.
- Q. Undertake feedback on implemented reforms from the stakeholders (users/beneficiaries) to evaluate actual implementation of reforms.
- R. Assist in agenda setting, minutes, follow-up items, timelines for the meetings with the implementing agencies
- S. Organize meetings, workshops, seminars and stakeholder consultations etc. and prepare background material, presentations and support material for the same.
- T. Facilitate progress review at the level of CM, Chief Secretary, DPIIT/Line Ministries/Departments etc.
- U. Provide analytical support and collaborate as well lead in the discussion with implementing agencies
- V. Work closely with other team members and Horizontal team on relevant areas to leverage their expertise

States Level Reforms

- I. Develop an understanding of the State Level Reform Framework and its methodology.
- II. Develop an understanding of the business regulations at the State level and further identify action plans for improvement of Reform. This may require (indicative list of activities):
 - a. Engage and consult with the Departments for developing Business Reform Action Points (BRAP)
 - b. Conduct meetings/workshops with Departments to help them understand the rationale for reforms, handhold/guide in implementing the reforms and share good practices from other leading States/Economies
 - c. Review and approve the reforms to check the authenticity of the reforms on the

DPIIT portal

- d. Assist in undertaking the user feedback survey at State level: determining the methodology, sample size etc.
- e. Prepare notes on good practices adopted by leading States and share with other Departments to replicate them.

(I) The key job responsibilities of the **PR & Communication** include

- Assist in defining communications strategy on EoDB agenda
- Strong understanding of communications within public sector including systems, processes and protocols followed by the government
- Assist on communicating reform priorities and achievements to all stakeholders / target audiences, and other interested parties
- Work closely with media partners and other stakeholders to define branding and approach for events
- Prepare media advisories for events and its briefings including press releases, branding guidelines etc
- Prepare drafts of texts/newsletters on activities and achievements for the website and all social media platforms such as Twitter, Facebook, LinkedIn
- Provide support in preparing short video clips containing statements from various stakeholders on implemented reforms
- Help promotional materials through media, social media, and other channels
Provide support in presenting important achievements, impacts, success stories, using as many communication channels as possible.
- Perform any other duties assigned from time to time

(C) QUALIFICATIONS, EXPERIENCE, AGE ETC

Educational Qualification

Sr. Consultant & Jr. Consultant: Master's Degree in Management or equivalent from a reputed and recognized University or Institution or CA/CS/ICWA/LLB.

PR & Communication

Master's in Mass Communication or equivalent from a reputed and recognized University or Institution.

Working Experience:

Sr. Consultant: Minimum 10 years of relevant work experience as follows including minimum 2 years' experience in BRAP reforms in at least 2 states in India under EoDB.

Jr. Consultants: Minimum 7 years of relevant work experience. Experience in EoDB implementation with any of the State Governments in India

PR & Communication: Minimum 7 years of relevant work experience. Experience in Media communication with any of the State Governments in India.

Relevant experience Sr. & Jr. Consultant includes:

- Regulatory reforms
- Business Process Reengineering of G2B & G2C services.
- Regulatory Reforms impacting the businesses
- Reforming Government institutions
- Analytics on growth/competitiveness etc.
- Impact Assessment/ Cost Assessment of regulations.

Relevant experience PR & Communication includes:

- Communications strategy on EoDB.
- Understanding of communications within public sector systems, processes and protocols.
- Work closely with media partners.
- Preparation of media advisories and press releases, branding guidelines etc.
- Help promotional materials through media, social media, and other channels

b. Computer Skills: Must have proficiency in the use of Internet based applications, Graphics, MS Word, MS Excel and MS Power Point and other related applications.

c. Language: Fluency in English, Hindi and Assamese (preferable).

d. Age: Age of the candidates **Sr. Consultant** should not be more than 45 years and candidates **Jr. Consultants and PR & Communication** should not be more than 40 years as on 30th. September,2022.

f. Desirable:

- a. Ability to work effectively in teams as well as independently;
- b. Good communication and presentation skills; the candidate must show initiative, synthesis, organization and personal dynamism, should be able to independently prepare reports, plans etc;
- c. Experience of working in multi stakeholder environment and multi-tasking;

(D) DURATION OF THE CONTRACT, NOTICE PERIOD ETC.

I. The contract period of the **Sr. Consultant, Jr. Consultants and PR & Communication** is intended for duration of two years of the APART. However, continuity beyond 11 months from the date of signing the agreement will depend upon his/her performance. The decision of the CI&C shall be final and binding in this regard. The contract management shall be done as per the Project rules.

- II. The contract with **Sr. Consultant, Jr. Consultants and PR & Communication** may be terminated by either side at any point of time during the contractual period by serving a 30 days' notice without assigning any reason and without thereby incurring any liability to the Govt. of Assam/ CI&C. The assignment is purely contractual in nature and shall not, under any circumstance, be extended beyond the APART's closing date. The CI&C or the Government of Assam shall not undertake any responsibility for subsequent deployment of the consultant.
- III. The **Sr. Consultant, Jr. Consultants and PR & Communication** shall not assign or sub-contract, in whole or in part, his/her obligations except with the Reporting Officer's prior written consent. The **Sr. Consultant, Jr. Consultants and PR & Communication** will have to serve the project on full time basis.

(E) REMUNERATION, PAYMENT TERMS & LEAVE

- I. Depending on the qualifications, experience, competency, and also the remuneration/pay package of the last assignment, the consolidated fixed remuneration of the **Sr. Consultant** will be determined and mutually agreed, which could be in the range of **Rs. 11.40 lakh to Rs. 19.20 lakh** per year and **Jr. Consultants and PR & Communication** will be **Rs. 10.80 to Rs. 15.00 lakhs** per year. This annual rate shall be inclusive of all taxes, health/service-related insurance, all allowances, cost of accommodation and food, conveyance to attend the office etc. Taxes as applicable will be dealt with as per applicable laws.

If suitable candidates with experience as mentioned above are not found, then candidates with below experience in BRAP reformation/EoDB implementation with any state and central Government may be considered for test/interview at a lower salary package to be decided through mutual agreement between the CI&C and the candidate.

- II. Travelling, Boarding & Lodging expenses for approved official tours outside HQ will be reimbursed as per prevailing project rules.
- III. The remuneration will be given in equal monthly instalments and the performance-linked-incentive will be given quarterly based on the performance and achievement against the mutually agreed deliverables by the **Sr. Consultant, Jr. Consultants and PR & Communication**. Taxes as applicable shall be dealt with as per applicable laws.
- IV. The provisions of leave would be as per prevailing project rules.
- V. No house rent allowance or any other allowance shall be paid by the Project. No other payment whatsoever (except reimbursement of official travelling expenses) shall be made, except as agreed with the CI&C by the Project.

(F) REPORTING AND PERFORMANCE REVIEW

The **Sr. Consultant, Jr. Consultants and PR & Communication** will report to the Nodal Officer, APART- Commissionerate of Industries and Commerce, Assam on a day-to-day basis. The performance of the **Sr. Consultant, Jr. Consultants and PR & Communication** will be reviewed by Nodal Officer, APART- Commissionerate of Industries and Commerce, Assam and a

consolidated quarterly report shall be submitted to the CI&C for placing before the Chairman, GB, ARIAS Society.

(G) FACILITIES TO BE PROVIDED

Access to all the required documents, correspondence, and any other information associated with the project and as deemed necessary and shared office space (in the office premises CI&C), along with necessary facilities like computer, printer, scanner, telephone, internet connectivity etc.

Notes:

This is a draft ToR and CI&C reserves the right to change, update or modify this ToR at any stage till recruitment process is completed.