TERMS OF REFERENCE: CONSULTANT FOR SPICE MARKET LINKAGE & VALUE CHAIN DEVELOPMENT

BACKGROUND:

The Meghalaya Livelihoods and Access to Markets Project (Megha LAMP) is a state-wide project of the Government of Meghalaya that is supported by IFAD (International Fund for Agricultural Development). It was launched on the 3rd of September, 2015 and aims at improving family incomes and quality of life of the rural mass in Meghalaya through expanded and sustainable livelihood opportunities adapted to the hill environment and to the effects of climate change

Megha-LAMP is being implemented by the Meghalaya Basin Management Agency (MBMA). The Project's budget is USD 169.9 million funded by an IFAD loan of USD 50 million, Government of Meghalaya (GoM) contribution of USD 49.7 million, bank credit of USD credit of USD 29.3 million, convergence of USD 28.2 million and beneficiary contribution of 12.7 million.

The MLAMP project coverage is 1,350 villages in 18 blocks across all 11 districts will be covered under the project. The state has some exotic flora and fauna it produces some exotic agriculture and horticulture products. There are commodities like tea, bay leaf, black pepper, turmeric, ginger and chilies. Fruits include strawberry, khasi mandarin, plums, pineapple and jackfruit. There are cashewnut, honey, arecanut, broomsticks, bamboo shoots and vegetables like cabbage, potato and squash. The range is from highly perishable to not so perishable ones. There are small volumes and high value products and low value and high volume crops. The mix is essentially on account of farmer balancing his income and cash flows not essentially producing for the markets.

Products are finding local markets, regional markets, national markets and also some international markets. The new focus is building substantial value chains and reach the right market for the products at the same time reduce wastage and enhance customer satisfaction.The agricultural and horticultural produce are sold fresh directly from farm to the market. Only a handful of the products are processed and value addition is done. All of these products are currently having various issues relating to production and marketing due to the Pandemic.

Inclusive supply chain and enterprise development is one of the major components for MLAMP and a key driving force for impact for the entire project. The component will focus on increasing production, brokering, market linkage, facilitation and capacity building support to inclusive growth initial of commodity supply chains covering crops and livestock products and enterprises owned by individual serving local markets. Enterprise and Market developments through communities are also a priority under this component

OBJECTIVES:

The overall objective of this assignment is to support MBMA establish stronger market linkages and better market access for growers and traders dealing with ginger, turmeric and black pepper in Meghalaya to higher value markets in the long run.

SCOPE OF WORK:

The consultant for Market Linkage & Value chain Development will have to support MBMA in the following areas:

Key Responsibilities:

- Lead generation from potential buyers, companies for ginger, pepper, and turmeric
- Help MBMA team in exposure/factory visits to strengthen team's processing knowhow
- Facilitate in organizing buyer-seller meetings/round table meetings with MLAMP team - Virtual /physical meetings with national and global buyers. This is to build long term market linkages of Meghalaya spices to higher value markets
- Organize roadshows in leading cities viz. Kochi and Mumbai to develop direct market linkages
- Networking support – Introduce MLAMP to eminent national and international spices bodies/associations
- Showcase MLAMP through various spices networking events
- Advise MBMA on strengthening their production, aggregation, and value addition in line with market requirement of the select spices. This is to provide advisory and hand holding support to enable Meghalaya spices reach higher value markets both globally and nationally in the long term.
- Work closely with the MBMA in the roll out of value chain and market linkage initiatives etc.

DESIRED EDUCATIONAL QUALIFICATION AND EXPERIENCES:-
Qualification, experience of the spice sector consultant required for the assignment:

1. Should have extensive experience of 25+ years in the brand building and marketing of spices commercially in India and Internationally.
2. Should have had 15+ years' experience working with vertically integrated companies that have primary/secondary processing in their integrated value chain
3. Should be intimately familiar with the food safety and MRL norms linked to spice production and sales in the India and International markets.
4. Should have worked on program and projects that connect the farm gate with organized market players including FPO's and Domestic firm
5. Should have 20+ years of experience in working with spice export market and 25+ years of experience in the senior management role /as Directors in value chain development/ market linkage for rural produce within spice industry
6. Should have access to critical sustainable spice organizations for example World Spice Organization, Spice Board of India, International Spice Conference, etc.
7. Should hold expert level knowledge and experience in spice value chains covering GAPs, market requirements, strong network and relationship with spice players in global and domestic market.

MANAGEMENT & REPORTING:-

- The Administrator for this contract is CEO- MBMA & PD MLAMP through General Manager- Inclusive Supply Chain & Enterprise Development or his designate.
- All submissions must be made to the GM or his designate.
- A team comprising the CEO or his designate is responsible for reviewing and approving the reports, plans and designs.

Satisfactory completion and submission of the deliverables outlined and acceptance of the same by the GM- Inclusive Supply Chain & Enterprise Development or his designate will be taken as indicators of the successful completion of the work allotted.