

## **Application instructions/ process and Selection criteria for Senior Advisor Agri. Finance**

### **1. BACKGROUND**

The farming in Pakistan suffers compound issues of production, post harvest management, marketing and lack of established value chains. The sector has acute shortage of formal sector credit for production and development besides little insurance and storage facilities. The Agriculture Department is striving to revamp the agriculture sector in the province of Punjab for the benefit of farming community; economic development and poverty alleviation as majority of the farmers are small holders. While revamping the management of agriculture sector from a policy perspective, it has been observed that process involve looking at the farming and livestock activities in totality i.e. to have multipronged strategy by including development finance, insurance and most importantly the post harvest management through establishment of warehousing, storage and marketing mechanism.

Accordingly, the Department has established Agriculture Delivery Unit which comprises a body of competitive individuals who have been working on multi-dimensional lines e.g. policy analysis, strategic planning, data analysis, identifying issues and challenges of Agriculture Sector and also working as quick response unit in emergency issues. However, many of the innovations are non-traditional for the Agriculture Department including schemes like E-Credit, crop insurance, warehouse receipt finance, using mobile wallets by the farmers, linkages with banks and revenue Department for land record verification and charge creation, etc. Since these are vital to the revitalization of agriculture, it deemed necessary to acquire services of a Senior Advisor on these areas for successful roll out and implementation of related initiatives.

### **2. MAIN OBJECTIVES OF THE ADVISORY SERVICES**

To have a full time Senior Advisor attached to the Agriculture Department to provide professional insights to the Secretary Agriculture and Agriculture Delivery Unit on Development Finance and other related initiatives for a period of 4 months. The Advisory Services will essentially be around the three key areas namely (i) digital inclusion of farmers by adoption of Agri E-Credit Scheme, (ii) availability of crop insurance and Takaful products to the farmers in case of natural calamities and (iii) establishment of warehouses and warehouse receipt finance system across the province. In addition, Senior Advisor will be responsible to create linkages, facilitate product development and schemes, guide policy interventions, develop processes and procedures and other advisory services to engrave these new areas into the working of Agriculture Department in the long run.

### **3. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE SENIOR ADVISOR**

Senior Advisor – Development Finance will provide services for 4 months on the satisfactory performance against the following activities:

- Review existing policy and regulatory framework, practices, products and scheme in the above three areas for identification of gaps and proposing appropriate interventions and innovations for improving access to finance to the farming community and value chain players.
- Establish consultative and business partnerships of the Agriculture Department with SBP, SECP, banks, insurance companies, collateral management companies, international organizations and government agencies in specific areas.
- Develop strategies, designing activities, in conjunction with senior management, and helping to ensure operational success in the identified areas.
- Facilitating banks and other players in developing products in agri. financing for the target areas.
- Work towards improving market information & infrastructure development to increase flow of financing against warehouse receipt
- Rollout pilots and schemes for testing and monitoring before province wise implementation.
- Review performance and address market skews through interventions for diversification to the undeserved segments
- Develop programs for capacity enhancement of agri. field staff, farming community and lending banks.

#### **4. QUALIFICATION REQUIREMENTS:**

- Masters in any related field including Development Economics, Rural Development, Banking and Finance, etc with certification in banking, agri. Financing, insurance and agribusiness value chain development
- A minimum of 20 years banking experience, including 8-10 years working for development projects for agricultural financing, insurance and allied areas
- Advance understanding and experience in developing project proposals and their implementation at grass root level in agri/rural finance
- Prior understanding of agriculture sector, prudential regulations for Agri. Financing, rules for warehouse operators & collateral management companies, agri lending banking infrastructure and lending products, procedures and policies.

#### **5. DELIVERABLES AND LINKED PAYMENTS**

The payments are linked with submission and approval of following deliverables. All deliverables must be submitted in MS Word / MS Excel formats.

Sr.	Deliverables	Timelines
1.	To review existing status of E-Credit Scheme in consultation with PFIs and other stakeholders and prepare Report/Action plan for achieving the outreach target of the Scheme.	30 <sup>th</sup> September, 2017
2.	To conduct meetings with Heads/ Senior Management of potential banks and persuade them to participation in the E-Credit Scheme to ensure inclusion of at least one bank into the Scheme	-do-
3.	To develop and arrange awareness workshops for farmers, officials of PFIs and PLRA on the scheme in under-performed areas/districts	31 <sup>st</sup> October, 2017
4.	To conduct consultation meetings with leading insurance companies on introduction of Crop Insurance for non-borrowers in Punjab	-do-
5.	To conduct meetings with potential banks and ensure inclusion of at least one bank into the Scheme	30 <sup>th</sup> November, 2017
6.	To develop concept note on pilot for the agriculture insurance in selected districts in consultation with key stakeholders	-do-
7.	To develop concept note on potential for arranging medium to long-term loans to borrowers of E-Credit Scheme against their existing collateral/loans	31 <sup>st</sup> December, 2017
8.	To facilitate banks and other players in developing products in agri. financing for loans to agribusiness and related value chains.	-do-

- The quality of deliverables will be evaluated and approved by the Head of Agriculture Delivery Unit or his designee the Chief Technical Advisor of Agriculture Delivery Unit.
- Payments will be made on approval of deliverables after deduction of applicable taxes.
- Payments of TA/DA will be made as per Government of Punjab Rules and Regulations for BS-19 officers.

## 6. APPLICATION PROCESS AND SELECTION CRITERIA

Following documents must be submitted by interested person to become an eligible candidate. Failing to comply with these requirements will result in rejection of application. Only the successful candidate will be informed about candidate or status of application. The list of short listed candidates will be available on <http://www.agripunjab.gov.pk> by date 28-08-2017.

- Application Form
- CV
- Attested copies of all relevant documents, CNIC, academic Certificates/Degrees and Experience Certificates.
- EOI, a brief, 500-words statement explaining why you are the most suitable candidate for the assignment. In addition to interview, this statement will also be used for the purpose of evaluating a candidate's writing skills/expression.

## 7. EVALUATION PROCESS/CRITERIA

Individual Consultant will be evaluated on quality based. The award of the contract should be made to individual consultant who has been technically evaluated and determine as:

- 1) Responsive/compliant/acceptable and
- 2) Specific to the solicitation.
  - a) Technical Criteria weight: 100%

Only candidates obtaining a minimum of 45 out of 60 points would be considering for Interview/ Evaluation.

Criteria	Weight	Maximum Points
<b>Technical Competencies</b>		
<b>Academic qualification total points=20</b>	20	
i. Bachelor Degree 1 <sup>st</sup> Div=10		
ii. Bachelor Degree 2 <sup>nd</sup> Div=8		
iii. Bachelor Degree 3 <sup>rd</sup> Div=5		
iv. Master Degree 1 <sup>st</sup> Div=10		
v. Master Degree 2 <sup>nd</sup> Div=8		
vi. Master Degree 3 <sup>rd</sup> Div=5		
<b>Experience total points=40</b>	40	
i. Experience of Banking= max 20 point, 1 point for each year experience.		
ii. Agriculture Financing, insurance and allied area= max10 points, 1 point for each year experience		
iii. Experience of development projects and implementation=max10 points, 1 point for each year		
<b>Following Competencies will be evaluated during interview</b>		
Demonstrated analytical and writing experience.	15	
Communication and report writing Skills	10	
Creativity/ Out of box thinking	15	
<b>Total Points</b>	<b>100</b>	

<b>Weighted per Technical Competence</b>	
Weak: Below 70%	The Individual Consultant has demonstrated a <b>Weak</b> for the analyzed competence.
Satisfactory: 70% - 75%	The Individual Consultant has demonstrated a <b>Satisfactory</b> for the analyzed competence.
Good: 76% -85%	The Individual Consultant has demonstrated a <b>Good</b> for the analyzed competence.
Very Good: 86% - 95%	The Individual Consultant has demonstrated a <b>Very Good</b> for the analyzed competence.
Out Standing: 96% - 100%	The Individual Consultant has demonstrated an <b>Out Standing</b> for the analyzed competence.

## **Application instructions/ process and Selection criteria for Content Writer**

### **1- About ADU**

Department of Agriculture (DoA), Government of Punjab has recently established Agriculture Delivery Unit (ADU), which is a body of competent professionals and subject area experts, who are closely working with the department on multidimensional lines such as policy and regulatory reforms, strategic planning, implementation facilitation and performance monitoring.

### **2- Background of the Project**

ADU is looking to build a website which should inform its visitors about its functions, projects, services, latest news and events and its team. It should also allow its users to easily contact the department for any questions, business related queries or feedback. We require a Content writer who can help us in developing content for ADU website and take care of all the copywriting needs for this project.

### **3- Project Objective**

Content Writer is responsible for supporting ADU (Agriculture Delivery Unit) by producing engaging and unique content in the form of web pages, blog pages, team profiles and the content for social media pages and updates specific to the ADU.

He or she will be expected to work closely with ADU's ICT Advisor to ensure content production for each project remains on schedule, while regularly producing high quality content for multiple projects.

### **4- Scope of Work, Responsibilities and Description of the Content Writer**

- Develop and edit content for ADU's website, including unique web pages, blog pages and team profiles.
- Write content for ADU's social media presence across different channels like Facebook, Twitter, LinkedIn etc.
- Maintain an editorial calendar and keep all content production objectives aligned with Department of Agriculture (DoA) expectations, goals, and schedule.
- Proofread and edit various content forms as needed.
- Thoroughly research topics to enhance and substantiate content.
- Contribute to the overall development of our team's product and creative strategy.
- Editorial requirements include basic Search Engine Optimization (SEO) understanding.
- Work closely with ICT Advisor to receive feedback and modify content as necessary.

## 5- Qualification Requirements:

- Bachelor’s Degree in Marketing, Journalism, Business Administration, English, Communications or related field.
- At least two years of experience writing professionally, preferably web content.
- Proficiency in MS Office or other Content Management Software.
- Editorial mindset that seeks to understand what audiences consume and how to translate that into original content for specific marketing channels.
- Ability to think strategically and suggest creative solutions with proactive approach to problem identification and solving.
- Proven knowledge and proficiency in all things related to effective content creation for: web content, newsletter/email, social media, press releases, white papers, case studies, etc.
- Passion for writing strategic copy and creative content for multiple audiences in a fast-paced and evolving industry.
- Experience in technology, agriculture, development sector preferred, but not required.
- Demonstrated ability to manage multiple projects simultaneously in a complex environment and focus on the delivery of results, set priorities, utilize resources and meet deadlines.
- Meticulous attention to detail Strong prioritization and organizational skills and the ability to carry detailed projects through to completion.
- Impeccable knowledge of grammar and punctuation.
- Knowledge of best-practices and industry trends as it relates to content creation.

## 6- Deliverables and linked payments

The payments are linked with submission and approval of following deliverables.

Sr. No	Item Description	Duration
1.	About ADU (1000 words)	2 Days
2.	Mission & Vision (500 words)	1 Day
3.	Team Profiles for Advisors (500-700 words each) 1. Chief Technical Advisor (CTA) 2. Monitoring and Evaluation Advisor (M&E) 3. Information and Communication Technology Advisor (ICT) 4. Policy and Strategy Advisor 5. Legal Advisor 6. Digital Financial Services Advisor (DFS) 7. Procurement Advisor 8. Implementation Advisor	8 Days

4.	Advisory Services Page (1000 words each) 1. Technical Advisory 2. Monitoring and Evaluation Advisory 3. Information and Communication Technology Advisory 4. Policy and Strategy Advisory 5. Legal Advisory 6. Digital Financial Services Advisory 7. Procurement Advisory 8. Program Implementation Advisory 9. Financial Advisory 10. Communications Advisory 11. Climate Change Advisory	22 Days
5.	4-5 Projects (500 words each)	5 days
6.	News & Events 2-3 Pages (500 words each)	3 days
7.	Content for Facebook and LinkedIn Page (500 words each)	2 Day

## 7- Application Process and Selection Criteria

Following documents must be submitted by interested person to become an eligible candidate. Failing to comply with these requirements will result in rejection of application. Only the successful candidate will be informed about candidate or status of application. The list of short listed candidates will be available on <http://www.agripunjab.gov.pk> by date 28-08-2017.

- Application Form
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- Attested copies of all relevant documents, CNIC, academic Certificates/Degrees and Experience Certificates.
- EOI, a brief, 500-words statement explaining why you are the most suitable candidate for the assignment. In addition to interview, this statement will also be used for the purpose of evaluating a candidate's writing skills/expression.

## 8- Evaluation Process/Criteria

Individual Consultant will be evaluated on quality based. The award of the contract should be made to individual consultant who has been technically evaluated and determine as:

- 3) Responsive/compliant/acceptable and
- 4) Specific to the solicitation.
  - b) Technical Criteria weight: 100%

Only candidates obtaining a minimum of 28 out of 40 points would be considering for Interview/ Evaluation.

Criteria	Weight	Maximum Points
<b>Technical Competencies</b>		
<b>Academic qualification total points=20</b> vii. Bachelor Degree 1 <sup>st</sup> Div=10 viii. Bachelor Degree 2 <sup>nd</sup> Div=8 ix. Bachelor Degree 3 <sup>rd</sup> Div=5 x. Master Degree 1 <sup>st</sup> Div=10 xi. Master Degree 2 <sup>nd</sup> Div=8 xii. Master Degree 3 <sup>rd</sup> Div=5	20	
<b>Experience total points=20</b> iv. Experience of web content writing = max 20 point, 4 point for each year experience.	20	
<b>Following Competencies will be evaluated during interview</b>		
Ability to think strategically and suggest creative solutions	10	
Proven knowledge and proficiency in effective content creation	10	
Proficiency in MS Office or other Content Management Software.	10	
Demonstrated analytical and writing experience.	10	
Communication and report writing Skills	10	
Meticulous attention to detail Strong prioritization and organizational skills.	10	
<b>Total Points</b>	<b>100</b>	
<b>Weighted per Technical Competence</b>		
Weak: Below 70%	The Individual Consultant has demonstrated a <b>Weak</b> for the analyzed competence.	
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