

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

Senior Advisor – Development Finance will provide services for 4 months 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.

## **2. 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.

## **3. 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.

## TORs for Content Writer

### Scope of Work

- 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.

## Qualifications

- 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.

## Deliverables and Linked Payments

Sr. No	Item Description	Duration	Payment
1.	About ADU (1000 words)	2 Days	
2.	Mission & Vision (500 words)	1 Day	
3.	Team Profiles for Advisors (500-700 words each) <ol style="list-style-type: none"> <li>1. Chief Technical Advisor (CTA)</li> <li>2. Monitoring and Evaluation Advisor (M&amp;E)</li> <li>3. Information and Communication Technology Advisor (ICT)</li> <li>4. Policy and Strategy Advisor</li> <li>5. Legal Advisor</li> <li>6. Digital Financial Services Advisor (DFS)</li> <li>7. Procurement Advisor</li> <li>8. Implementation Advisor</li> </ol>	8 Days	
4.	Advisory Services Page (1000 words each) <ol style="list-style-type: none"> <li>1. Technical Advisory</li> <li>2. Monitoring and Evaluation Advisory</li> <li>3. Information and Communication Technology Advisory</li> </ol>	22 Days	

	<ul style="list-style-type: none"> <li>4. Policy and Strategy Advisory</li> <li>5. Legal Advisory</li> <li>6. Digital Financial Services Advisory</li> <li>7. Procurement Advisory</li> <li>8. Program Implementation Advisory</li> <li>9. Financial Advisory</li> <li>10. Communications Advisory</li> <li>11. Climate Change Advisory</li> </ul>		
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	