

**Government of the People's Republic of Bangladesh**  
**Hortex Foundation**  
**Strategic Partner of Department of Agricultural Extension (DAE)**  
**under**  
**Program on Agricultural and Rural Transformation for Nutrition, Entrepreneurship, and**  
**Resilience in Bangladesh (PARTNER)**

**A. Terms of Reference (TOR) for Non Consulting Service – Manpower Supply**

**Individual Officer: Value Chain Promotional Officer**

**Number of post : 01 (One) Nos.**

**Package No. SD/PARTNER/Hortex (3a)**

<b>Assignment title</b>	<b>Value Chain Promotional Officer</b>
<b>Assignment duration</b>	27 Man Months for 01 (one) person
<b>Primary assignment location</b>	Three cluster upazilas under Hortex Foundation – PARTNER (Jamalpur Sadar Upazila/Jamalpur, Sherpur Sadar Upazila/ Sherpur, Nalitabari Upazila/ Sherpur)
<b>Funding source (s)</b>	IDA Credit No. 7299-BD and IFAD Loan No. 200004603
<b>Contracting entity</b>	Managing Director, Hortex Foundation

**B. Background**

The "Program on Agricultural and Rural Transformation for Nutrition, Entrepreneurship, and Resilience in Bangladesh (PARTNER)" (hereinafter referred to as the Program) is designed to promote diversification, food safety, entrepreneurship and resilience in the agrifood value chains of Bangladesh. The Program implementation has commenced from July 2023 and will be continued till June 2028. The Program is being implemented under the Ministry of Agriculture (MoA) through the Department of Agricultural Extension (DAE) as Lead Implementing Agency (IA) and the Department of Agricultural Marketing (DAM), the Bangladesh Agricultural Research Council (BARC), the Bangladesh Agricultural Development Corporation (BADC), the Bangladesh Agricultural Research Institute (BARI), the Bangladesh Rice Research Institute (BRRI), and the Barind Multipurpose Development Authority (BMDA). A Program Coordination Unit (PCU) has been established under the DAE with Agency Program Coordination Units (APCUs) at each of the Implementing Agencies (IAs). In addition, there are another eight agencies (BINA, BIRTAN, BJRI, BWMRI, SRDI, BSRI, CDB and Hortex Foundation) as Strategic Partners of the PCU-DAE. The program financial modality is Program for Results (P4R). The Government of the People's Republic of Bangladesh has received a credit from the International Development Association (IDA) Credit No. IDA 7299-BD for US\$ 500 million and IFAD Loan No. 200004603 for US\$ 43 million towards the cost of PARTNER Program implementation.

**C. Overall objectives of PARTNER**

The Program Development Objective (PDO) is to promote diversification, food safety, entrepreneurship, and resilience in the agrifood value chains of Bangladesh. To achieve above development objective, PARTNER Program focusing on the three Results Areas (RA) which are aligned with the Plan of Action (PoA) Thematic Areas: (RA1) Promoting Sustainable and Nutritious Food Production; (RA2) Increasing Entrepreneurship and Access to Services along with Value Chains, and (RA3) Modernizing Institutions and Policies for Agriculture Transformation that support the GoB's vision and objectives of achieving a safe and profitable

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agriculture, and sustainable food and nutrition security, as presented in the 2020 Plan of Action (PoA) for implementing the National Agriculture Policy of 2018. Since the Program aims to support a transformational shift in agriculture in support of diversification towards higher-value crops, ensuring food and nutrition security, and building long-term sector resilience to climate change, it is significantly relevant and linked to the Bangladesh Delta Plan 2100, the Perspective Plan 2021-41, the 8th Five-Year Plan, Sustainable Development Goal (SDG) targets, and so on. The Program will be disbursed by a new financial modality, program for results (PforR), which will be measured by ten (10) disbursement link indicators (DLIs) along with twenty-four (24) disbursement linked results (DLRs) under the three result areas (RAs).

#### **D. Specific objective of PARTNER**

Based on the DLIs the specific objectives of the Program are as follows:

1. to increase area under fruits and vegetables with GAP certification to 300000 hectares;
2. to increase new area under high yielding rice varieties to 200000 hectares;
3. to increase area under non- rice cereals, pulses, oilseeds, and horticulture crops to 200000 hectares;
4. to cover new area 100000 hectares under improved efficient irrigation technologies;
5. to roll out services (such as extension support, input subsidy support, and credit support), and make them available through the "Krishak Smart Card" system;
6. to establish the laboratories and accredited testing processes for agricultural commodities in testing labs;
7. to train 20000 youth and women entrepreneurs in commercial agriculture, agribusinesses, agricultural innovations and agricultural services;
8. to increase R&D activities for new technologies and innovations along with development of an operational evaluation system for NARS institutes and extension system;
9. to establish and operationalize at least five value chain promotional bodies for selected commodities;
10. to improve quality information system (agricultural statistics and market research services including foreign markets).

#### **E. Hortex Foundation, Strategic Partner of DAE**

WHEREAS in the Financing Agreement (FA) signed on June 7, 2023 between the Government of the People's Republic of Bangladesh and the International Development Association (IDA), agreed to enter into a strategic partnership agreement between HORTEX FOUNDATION and PCU, DAE, under terms and conditions satisfactory to the Association (IDA), whereby, *inter alia*, HORTEX as Contributing Agency/Strategic Partner agrees to provide technical assistance to the PCU-DAE in carrying out RA3 specific DLI9 'Establishment and operationalization of value chain promotional bodies for select commodities' activities of PARTNER Program. PARTNER will support the Hortex Foundation as the Strategic Partner to Department of Agricultural Extension (DAE) under a Strategic Partnership Agreement for providing technical assistance on value chain promotion with an agreed contract value of BDT 2380.00 Lakh.

WHEREAS HORTEX has been involved in supply chain and value chain development of high value crops (HVCs), it is beneficial to apply HORTEX past experiences in the selected 20 upazilas, **Attachment-1a & 1b**, which form as part of the program area to demonstrate the best practices for establishing and operationalizing of five value chain promotional body in Bangladesh under DLI9 and specific DLR 9.2 Value chain-specific promotional bodies for at



least five commodities (Jackfruit, potato, mango, tomato and fine rice) established and operational.

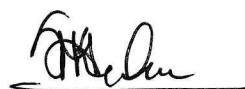
Strategic Partnership Agreement made on October 11, 2023 between the Department of Agricultural Extension (DAE), Khamarbari, Farmgate, Dhaka-1215, represented by the Director General, DAE, Ministry of Agriculture, Government of the People's Republic of Bangladesh (**First Party**) and the Horticulture Export Development Foundation (HORTEX Foundation), Sech Bhaban (3<sup>rd</sup> Floor), 22 Manik Mia Avenue, Sher-e-Bangla Nagar, Dhaka-1207, represented by the Managing Director (**Second Party**).

A partnership between PCU-PARTNER-DAE and HORTEX as strategic partner to PCU, DAE established based on mutual understanding and respect keeping in view the mandate of the respective organizations to perform the assigned tasks collaboratively. And hence, the parties agree to join efforts and to maintain close working relationships in order to achieve the revised followings:

- (i) HORTEX shall form potential 100 stakeholder organization with the support of PCU, DAE, DAM along with private operators in 20 selected value chain cluster upazilas. Each stakeholder organization comprising 25 stakeholders from the production cluster upazila of selected value chain Potato, Tomato, Mango, Jackfruit and Fine Rice. HORTEX shall organize and implement value chain promotional best practices of agro-commodities for establish and operationalization of the value chain promotional bodies for selected five commodities in 20 cluster upazilas with 2500 stakeholders/farmers among other value chain stakeholders;
- (ii) HORTEX shall form a Market Management Committee (MMC) comprising 11 Members from five Stakeholder Organization per Upazila for operation of farmer centers/packhouse. PCU, DAE, DAM shall support to form a potential stakeholder organization comprising 25 members, with the main purpose of institutional capacity building training for strengthening stakeholders / farmers and stakeholders organizations and create postharvest management (PHM), value chain promotional and marketing facility by developing PARTNER One-stop farmers centers/packhouse, market linkage with traders, exporters, processors; marketing their produces from a farmers centers/packhouse for value chain promotion, which will be established by the program.
- (iii) Human Resource Development of relevant organizations, farmers, stakeholders organization other value chain promotional entities on food quality and safety issues related value chain of selected commodities, business and financial management, operation of value chain promotional body, and business linkage development activities.

#### **F. Objective of the assignment**

To achieve the goal, the Strategic Partner Hortex Foundation is going to engage **01 (One) Value Chain Promotional Officer** for smooth and sustainable two value chain promotional body (fine rice and tomato) establish and operational activities under the Program. The main objective of the Non Consulting Service – Manpower Supply is to provide quality support for two value chain promotional body establish and operational activities under the Program in accordance with the World Bank and Government procedures, as applicable.



## **G. Scope of services & responsibilities:**

The scope of Service of the Value Chain Promotional Officer will include, but are not limited to:

- a) Identify opportunities and constraints affecting the supply chain, value chain and design appropriate value chain promotional implementation plan, intervention strategies for resource mobilization and develop value chain specific promotional bodies for select agro-commodities (fine rice and tomato);
- b) Prepare plan for specific interventions and activities that promote value chain promotional body for select commodities and functional of public-private forum;
- c) Form potential 15 stakeholder organization with the support of PCU, DAE and DAM along with private operators in 03 selected value chain cluster upazilas;
- d) Form a Market Management Committee (MMC) comprising 11 Members represented from five Stakeholder Organization per cluster upazila (one stakeholder organization comprising 25 members) for operation of farmer centers/packhouse;
- e) Arrange institutional capacity building training for stakeholder organizations of selected value chain on good governance, production planning, quality standard, food safety, PHM, contract farming, financial management, market management, business management, book keeping, farm record keeping, traceability system, branding and marketing of agro-commodities etc;
- f) Suggest appropriate methods for operational of selected value chain promotional body, different actors, potential buyers and compile data for supply and value chain analysis;
- g) Organize crop specific value chain promotional business planning consultation and trust building motivational activities with stakeholder organizations at cluster upazilas, market linkage development relating to establish and operational of value chain promotional body;
- h) Organize exposure visit for stakeholder organization and orientation for learning development & experience sharing;
- i) Organize and assist stakeholder organization & responsible for the establish & operational of PARTNER One-stop farmer centers/Packhouse, furnishing farmer center/packhouse with needed tools & equipment for improving PHM, stakeholder organization registration for business development and marketing;
- j) Support individually for marketing of at least 1,500 tons of quality vegetables / fruits / grains through farmers/stakeholder organization/Farmer centers/Packhouse during the program period;
- k) Organize private sector and other stakeholder engagement, consultation, meeting, program for operation of value chain promotional body;
- l) Develop and design strategy with guidelines, by-laws for stakeholders organizations with the assistance of private sectors for channelizing selected value chain commodity at domestic & export markets;
- m) Support to organize value chain analysis, market research, export competitiveness study, identifying potential markets;
- n) Assist stakeholder organizations, input sellers, traders, exporters, processors and entrepreneurs for developing market linkages;
- o) Demonstrate of different agriculture supplies support to the stakeholders organization for export promotion of selected value chain commodity at cluster upazila;
- p) Support implementation of Bangladesh GAP certified model farm establishment, contract farming, traceability system, packaging, branding and market management practices increasing marketing capacity of stakeholders organization;



- q) Submit monthly, half yearly, annual value chain promotional progress and monitoring reports timely to HORTEX as per requirements and as assigned by the Authority;
- r) Documentation and records are systematically maintained so as to be readily available for review and audit;
- s) Any other task assigned by the MD & APD and Joint Director & Agency Focal Point - HORTEX as and when required.

#### **H. Qualifications & experience:**

##### **a. Academic**

- At least B.Sc in Agriculture/Agricultural Economics/Agricultural Engineering/Bachelor of Business Administration degree from a recognized University
- Masters in Agribusiness & Marketing, Food Technology or MBA in Marketing degree and professional certifications on supply chain, value chain development of agro-commodities from any recognized University/Institution will be given preference.

##### **b. Experience :**

- At least 02 (two) years of relevant work experience in any Government/Autonomous/Private/International Organization
- Minimum 01 (one) year of work experience in supply chain and value chain development of agro-commodity/Formation of farmers group/Production planning/ Postharvest management (PHM)/Good Agricultural Practices (GAP)/Marketing/ Export promotion etc.
- Analytical capability in identifying and resolving value chain development issues
- Strong coordination and communications skills in presenting, discussing and resolving value chain promotional issues
- Ability to work efficiently and effectively in a stakeholder/farmers organization (FO) among other multidisciplinary team
- Excellent computer literacy/skills (MS Word, Excel, Power Point, statistical software etc.) are essential
- Excellent English writing and speaking ability.

#### **I. Duration of the assignment**

The duration of the Non Consulting Service – Manpower Supply - Value Chain Promotional Officer contract will be 27 (twenty seven) Man months. However, the duration of the assignment may be increased (if the Program extended) or decreased based on the performance of the value chain promotional officer and the Program needs.

#### **J. Reporting and supervision arrangements**

The Non Consulting Service – Manpower Supply - Value Chain Promotional Officer will report directly to the Managing Director & Agency Program Director and Joint Director & Agency Focal Point - HORTEX and shall work with the Program implementation team of Hortex Foundation as required and assigned.

- Monthly Activity Report
- Half-yearly and Annual Report
- Final Project Completion Report.




#### **K. Responsibilities of the contracting party**

MD, Hortex Foundation will provide the following inputs and facilities:

- i) Arrange Office space at respective Upazila HQ, UAO Office, DAE and other logistic support as per project provision
- ii) All available documents, papers and information relevant to the assignment will be provided/made accessible to the Value Chain Promotional Officer.

#### **L. Remuneration:**

Remuneration will be fixed and paid on a monthly basis Tk. 0.50 Lakh/ Month (Consolidated including TAX & VAT).

#### **M. Selection Method:**

Selection of the Non Consulting Service – Manpower Supply: Value Chain Promotional Officer will follow the Public Procurement Rules & Act.

  
14/01/2026

  
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**Attachment-1a**

**Upazila/Cluster-wise preliminary selected value chain commodities in PARTNER under Strategic Partner Hortex Foundation**

#	Name of the Region	Name of the District	#	Name of the Upazila	Preliminary Selected Commodities
1	Dhaka	1. Gazipur	1	Kapasia	Jackfruit
			2	Sreepur	Jackfruit
		2. Tangail	3	Modhupur	Jackfruit
			4	Sakhipur	Jackfruit
2	Bogura	3. Bogura	5	Shibganj	Potato
			6	Dhunat	Tomato
		4. Joypurhat	7	Kalai	Potato
		5. Rajshahi	8	Godagari	Tomato
3	Rajshahi		9	Bagha	Mango
			10	Charghat	Mango
		6. Chapainawabganj	11	Shibganj	Mango
		7. Naogaon	12	Sapahar	Mango
			13	Porsha	Mango
		8. Rangpur	14	Mithapukur	Potato
4	Rangpur		15	Pirganj	Potato
		9. Dinajpur	16	Birganj	Fine Rice
			17	Chirirbandar	Fine Rice
5	Dinajpur	10. Jamalpur	18	Jamalpur Sadar	Tomato
		11. Sherpur	19	Sherpur Sadar	Tomato
			20	Nalitabari	Fine Rice

Total 20 value chain clusters in 20 upazilas of 11 districts, six regions under four division

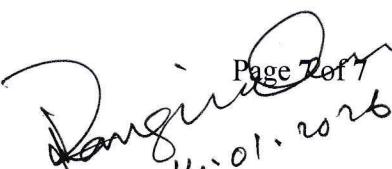
**Attachment-1b**

**Value chain promotional cluster upazilas in PARTNER under Strategic Partner Hortex Foundation\***

Potato	Tomato	Mango	Jackfruit	Fine Rice
1. Mithapukur, Rangpur	1. <b>Jamalpur Sadar, Jamalpur</b>	1. Bagha, Rajshahi	1. Kapasia, Gazipur	1. Birganj, Dinajpur
2. Pirganj, Rangpur	2. <b>Sherpur Sadar, Sherpur</b>	2. Charghat, Rajshahi	2. Sreepur, Gazipur	2. Chirirbandar, Dinajpur
3. Kalai, Joypurhat	3. Godagari, Rajshahi	3. Sapahar, Naogaon	3. Modhupur, Tangail	3. <b>Nalitabari, Sherpur</b>
4. Shibganj, Bogura	4. Dhunat, Bogura	4. Porsha, Naogaon	4. Sakhipur, Tangail	
		5. Shibganj, Chapainawabganj		

\*With the support of PCU, DAE, DAM; Hortex Foundation may involve other potential upazilas for facilitating export of other fruits and vegetables by adopting GAP Protocol under PARTNER

  
14-01-2026

  
Page 7 of 7  
14-01-2026