

TERMS OF REFERENCE

Consultant- Grameen Bazaar

A. Background

Bihar Rural livelihoods Promotion Society (BRLPS) is an autonomous society working under Government of Bihar with an objective of addressing rural poverty in Bihar. Developing community owned business model for members with almost common skill base could be one way of addressing rural poverty. Through various non-farm interventions, BRLPS has linked more than 1,50,000 poor rural households.

Under Non-Farm interventions, some women belonging to Self Help Groups nurtured by JEEViKA are engaged in running grocery stores in rural areas. JEEViKA Didis, who run such grocery stores, often do not make much profit due to retail purchases and are unable to grow their businesses due to a number of reasons including low quality of commodities.

The idea of formation of Grameen bazaar was formed after an enterprise survey in 2017 happened in Bihar. This survey collected data from 4-5 enterprises from each of the 534 blocks in Bihar across 4455 samples and 72 enterprises. The survey concluded that 10% of the enterprises in Bihar are Kirana retail stores and are majorly operated by women entrepreneurs. Opportunity for reducing poverty through skill development and gainful self-employment was seen by developing a dedicated rural retail channel.

Accordingly, platform was envisaged to support JEEViKA didi's livelihoods, which would create a representation of up to 100 grocery stores and enter into direct agreements with companies in the market to make available good quality commodities to the member Kirana Stores by purchasing them at reasonable margins. The same collective representation of JEEViKA Didis, who run the grocery store has been named as the **Grameen Bazaar**.

B. Objective

Grameen Bazaar is a nurtured and sponsored project under the joint aegis of World Bank, National Rural Livelihood Mission and Government of Bihar with the following objectives:

1. To do business at better profits in the market with the organizational power of grocery stores
2. Ensuring availability of original and quality products at rural level
3. Provide a market for quality products produced by JEEViKA groups

The Consultant (full time) are expected to handhold JEEViKA promoted CBOs in market tie with suppliers/logistic service providers, demand consolidation, supply consolidation and ensuring successful business operation to make it a viable and profit earning of endeavor for member Kirana Stores.

C. Features

Grameen Bazaar is an Association of Persons (under partnership act) of community business organizations of SHG members running grocery stores with equity stake. It operates as a wholesale market.

1. Business Model- Business to Business (B2B) Distribution Centre
2. Current outreach- 61 Grameen Bazaar spread over 22 districts and 61 blocks covering around 2357 Kirana Stores. The aim is to scale it up to all 534 blocks in the state.
3. Technology Interface- Centralized Point of Sales and monitoring system
4. Target Consumers
 - a) Member Kirana Stores
 - b) Institutional sale through community-based institutions/programs such as Stat Jeevikoparjan Yojana, Food Security Fund, Didi Ki Rasoi, Training & Learning Centre, Food Fortification Unit etc.

D. Scope of Work

The duties of the consultant will include, but not limited to: -

#	Scope of work
1.	Define Value Proposition, Identify expectations of customers: Price, Assortment, Credit facility
2.	Develop relations, build insight for long relationship with customers and suppliers (Acquisition, activation and Retention)
3.	Identify, on board and link suppliers to supply directly to Grameen Bazaar and monitor their performance-based requirements of member Kirana Stores for which the MIS (functional) would be helpful.
4.	Achieve weekly and monthly Grameen Bazaar Target: <ol style="list-style-type: none"> a. Improve customer delight (by availability of Key Value Items at real time basis) b. Improve Inventory Turnover Ratio
5.	To Optimize Cost <ol style="list-style-type: none"> a. Make profitable buying for sustainable Grameen Bazaar Business Model b. Maintain as per norms <ol style="list-style-type: none"> i. Expiry, Damages and Shortages < 0.5% ii. Shrinkages < 0.5%
6.	<ol style="list-style-type: none"> a) Timely reporting of project progress. b) Branding and promotion of Grameen bazaar c) Support to district team and block team in initiating and opening of new Grameen Bazaar

E. Expected Outcome and Deliverables

1. Manage customer relations- Engage different stakeholders in Supporting Grameen Bazaar for resolving issues of members (Kirana Stores) based on insights generated through CRM.
2. Tie up- Logistics for transporting consignments at Local, District and State Level
3. Define key activities: To deliver best outcome, activities to be defined and mapped against every roll for better productivity
 - a) Maintain Damages and Shortages < 0.5%
 - b) Shrinkages < .5 %
4. Training and capacity building-
 - a) Handhold purchase committee on profitable buying, market surveys and quality assessments

- b) Handhold store staff on retail management system
 - c) Handhold OB members on business management and governance
5. Market Survey for purchases by Grameen Bazaar
 6. Ensuring purchase from reliable and standard suppliers
 7. Maintaining a good capital turnover ratio for Grameen Bazaar

F. Key Performance Indicators (KPI)

1. Break-even sales of Grameen Bazaar
2. Market tie-up for 75% Stock Keeping Units (SKU) needed at Grameen Bazaar
3. Achieve sales growth

G. Qualification and Experience

1. At least masters or equivalent degree with preferential specialisation in sales/marketing and work experience of minimum 3 years in sales/marketing of FMCG commodities or with reputed national/global retail company.

H. Reporting and Payment:

1. Have to provide a monthly tour plan to the reporting officer (SPM NF & PM-BD) before the start of month.
2. Have to provide a monthly progress report to the reporting officer (SPM NF & PM-BD) in the first week of following month.
3. Remunerations and allowances will be paid as per BRLPS consultant policy briefed below: -

#	Category	Eligibility Criteria	Remuneration	Other benefits
1	A1	At least PG or higher degree with experience of at least 15 years of relevant field out of which at least 3 years of experience at Senior managerial level with reputed national/ international level institutions/ assignments.	For Full time requirement : Rs65,000-Rs75,000/ month	Reimbursement of to and fro travel expenses upto economy air fare upto Rs 750/day for use of local conveyance or personal vehicle for official purpose and stay upto limit prescribed for Category II Staff of BRLPS or as approved by CEO on basis of requirement/merit.
2	A2	At least PG or higher degree with experience of at least 10 years of relevant field out of which at least 3 years of experience at Senior managerial level with reputed national/ international level institutions/ assignments.	For Full time requirement :Rs60,000/ month	Reimbursement of to and fro travel expenses up to economy air fare up to Rs 750/day for use of local conveyance or personal vehicle for official purpose and stay up to limit prescribed for Category II Staff of BRLPS or as approved by CEO on basis of requirement/merit.
3	A3	At least PG or higher degree with experience of at least 7 years of relevant field out of	For Full time requirement :	Reimbursement of to and fro travel expenses up to 2 nd AC, up to Rs 750/day for use of local conveyance or personal

		which at least 3 years of experience at Senior managerial level with reputed national/international level institutions/ assignments.	Rs45,000/ month	vehicle for official purpose and stay up to limit prescribed for Category II Staff of BRLPS or as approved by CEO on basis of requirement/merit.
4	A4	At least PG or higher degree with experience of at least 3 years in relevant field with reputed national/international level institutions/ assignments.	For Full time requirement : Rs 30,000/ month	Reimbursement of to and fro travel expenses up to 3 rd AC, up to Rs 500/day for use of local conveyance or personal vehicle for official purpose and stay up to limit prescribed for Category II Staff of BRLPS or as approved by CEO on basis of requirement/merit.

I. Period of Consultancy

In the beginning the services of the Consultant will be hired for a period of one year. However, as per requirement of the intervention, there is a possibility of extension of contract upon satisfactory performance. The performance evaluation criteria are the Key Performance Indicators listed above.