A. Background

1. The knowledge and support technical assistance (TA) will be carried out by a core team of national and international specialists with an estimated of 17 person-months required (2 PM international expert and 15 PM national experts). The proposed team consists of (i) national agricultural economist and team leader (5.5 PM), (ii) national policy and institutional specialist (4.0 PM), (iii) national agricultural specialist (3.5 PM), (iv) national financial specialist (2.0 PM), and (v) international agricultural development economist (2.0 PM). To ensure consistency in due diligence and capacity strengthening, a consulting firm will be recruited to deliver the outputs proposed in the TA. The consulting firm will be recruited using the quality- and cost-based selection method, using a quality-cost ratio of 90:10 by submitting a biodata technical proposal according to the Asian Development Bank (ADB) Procurement Policy (2017, as amended from time to time) and its associated procurement staff instructions. The successful firm should have prior experience and demonstrated expertise in the agriculture sector with a focus on green and agricultural high-quality systems, sustainable natural resources, and land use management. Experience in working in the People’s Republic of China (PRC) is preferred. Under the supervision of ADB and the Foreign Economic Cooperation Center of the Ministry of Agriculture and Rural Affairs (MARA), the firm will (i) lead TA implementation; (ii) assemble and support the specialists; (iii) facilitate and promote the involvement of stakeholder participation and consultation; (iv) support the active involvement of local resource personnel; and (v) utilize the firm’s pool of national and/or international expertise, as necessary, to achieve the TA outputs. All international and national consultants must be fluent in spoken and written English and possess graduate degrees or equivalent experience. All consultants will provide inputs to the reports, with some taking a lead role in the overall supervision, oversight, and quality control.

B. Terms of Reference

Table 1: Summary of Experts

<table>
<thead>
<tr>
<th>Position</th>
<th>Person-Months</th>
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</thead>
<tbody>
<tr>
<td>National positions</td>
<td></td>
</tr>
<tr>
<td>Agricultural economist and team leader</td>
<td>5.5</td>
</tr>
<tr>
<td>Policy and institutional specialist</td>
<td>4.0</td>
</tr>
<tr>
<td>Agricultural specialist</td>
<td>3.5</td>
</tr>
<tr>
<td>National financial specialist</td>
<td>2.0</td>
</tr>
<tr>
<td>International position</td>
<td></td>
</tr>
<tr>
<td>International agricultural development economist</td>
<td>2.0</td>
</tr>
<tr>
<td>Total</td>
<td>17.0</td>
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</tbody>
</table>

2. Agricultural economist and team leader, (national, 5.5 person-months). The specialist will have the overall responsibility for the effective and timely implementation of the TA, ensuring the quality of all TA outputs and coordinating and consolidating inputs of government agencies and other specialists. The specialist must be fluent in English and should have a post-graduate degree in agriculture economics or relevant discipline, and at least 10 years of work experience in agricultural and rural development. Specific tasks will include the following:

(i) assume the overall responsibility for the preparation, coordination, research and writing of all reports, documents, and deliverables under the TA;

(ii) develop outlines of the TA inception, interim, and final reports; assign work to the team specialists; compile inputs; and finalize inception, interim, and final reports;
(iii) manage and ensure the timely implementation of TA activities, including (a) collecting data through surveys and interviews; (b) organizing inception, interim, and final workshops; and (c) supporting the relevant agencies in organizing relevant workshops, conferences, and study tours;

(iv) lead the development of the study frameworks and methodology; and assign work responsibilities to the team members and reporting requirements in consultation with the executing and implementation agencies, ADB, team members, and other key stakeholders and experts;

(v) with team members, lead the diagnostic study, development of the strategy and road map, and knowledge work under the TA;

(vi) conduct consultations with experts, stakeholders, and policy makers on the draft reports; and incorporate their feedback into the revised drafts; and

(vii) participate in presenting the study findings in the TA review workshops, stakeholder consultation workshops, knowledge products, and conferences.

3. **Policy and institutional specialist**, (national, 4.0 person-months). The specialist will be responsible for contributing to the overall TA outputs and deliverables focusing on policy, governance, and institutional aspects for agricultural high-quality development in the Yellow River basin as well as coordinating with government agencies and other specialists. The specialist must be fluent in English and should have a post-graduate degree in public policy, economics, agriculture, or related field, and at least 8 years or more years of experience working on policy, institutional, and governance issues. Working closely with the team leader and team members, the specialist will undertake the following:

(i) review and identify the key policy, institutional, and governance issues that need to be addressed in order to enable agricultural high-quality development in the Yellow River basin as an integral part of PRC’s sustainable development agenda;

(ii) prepare policy recommendations for provincial and national government agencies on how to strengthen policy, institutional, and governance issues;

(iii) provide recommendations for improving coordination and cooperation across agencies towards these goals;

(iv) contribute inputs to key TA outputs and deliverables such as the diagnostic study, strategy and road map including investment required to pursue new models that strengthen policy, institutional, and governance issues;

(v) conduct consultations with experts, stakeholders, and policy makers on the draft reports; and incorporate their feedback into the revised drafts;

(vi) provide relevant inputs as required to the TA reports, knowledge products and participate in presenting study findings at workshops and other events; and

(vii) participate in presenting the study findings in the TA review workshops, stakeholder consultation workshops, knowledge products, and conferences as required.

4. **Agricultural specialist**, (national, 3.5 person-months). The specialist will be responsible for contributing to the overall TA outputs and deliverables focusing on agricultural sector aspects for agricultural high-quality development in the Yellow River basin as well as coordinate with government agencies and other specialists. The specialist must be fluent in English and should have a post-graduate degree in agriculture, or related field, and at least 8 years or more years of experience working on agricultural and rural development. Working closely with the team leader and team members the specialist will undertake the following:

(i) provide inputs to the diagnostic study of current Yellow River basin agriculture production, key value chains and agribusinesses across agro-ecological regions, identifying challenges and constraints and opportunities for improvement;
(ii) in consultation with team members, conduct a training needs assessment to understand requirements for implementing proposed agricultural high-quality development strategy

(iii) review national best practices and experiences in agricultural high-quality development, including how to increase private sector engagement and better promote agriculture contribution and role in rural development and environmental protection;

(iv) coordinate with international specialist to adapt international experience and provide recommendations suites to local agro-ecological regions in the Yellow River basin;

(v) provide inputs to key TA deliverables for the strategy and action plan, including recommendations for improvement and changes required;

(vi) provide inputs to the MARA-ADB loan project framework based on TA recommendations for high-quality agriculture development plans and management practices;

(vii) conduct consultations with experts, stakeholders, and policy makers on the draft reports; and incorporate their feedback into the revised drafts;

(viii) provide relevant inputs as required to the TA reports, knowledge products and participate in presenting study findings at workshops and other events; and

(ix) participate in presenting the study findings in the TA review workshops, stakeholder consultation workshops, knowledge products, and conferences as required.

5. **National financial specialist**, (national, 2.0 person-months). The specialist will be responsible for leading the review of financing and required financing for the proposed draft strategy and road map. The specialist must be fluent in English and should have a postgraduate degree in finance economics, accounting (CA, CFA, CPA) or other relevant field, with a focus on agriculture and sustainable development, and at least 7 or more years of experience in the policy and practice of investment (public and private). Working closely with the team leader and team members the specialist will undertake the following:

(i) conduct relevant research and stakeholder consultation to clearly understand the financing arrangements and sources for agricultural high-quality development in the Yellow River basin, including use of agricultural subsidies;

(ii) contribute inputs to key TA outputs and deliverables such as the diagnostic study, strategy and road map including investment required to pursue new models that strengthen policy, institutional, and governance issues;

(iii) develop a sustainable financing plan to support implementation of the agricultural high-quality development in the Yellow River basin strategy and action plan, highlighting key investment areas and sources of financing;

(iv) conduct consultations with experts, stakeholders, and policy makers on the draft reports; and incorporate their feedback into the revised drafts;

(v) provide relevant inputs as required to the TA reports, knowledge products and participate in presenting study findings at workshops and other events; and

(vi) participate in presenting the study findings in the TA review workshops, stakeholder consultation workshops, knowledge products, and conferences as required.

6. **Agricultural development economist**, (international, 2.0 person-months). The specialist will support implementation of the TA by sharing relevant international experience and lessons and providing guidance on agricultural high-quality transformation. The specialist must be fluent in English and should have a postgraduate degree in agricultural or development economics, or
other relevant field, with a focus on agricultural and sustainable development, and at least 7 or more years of experience in the agricultural and rural development fields. Working closely with the team leader and team members the specialist will undertake the following:

(i) contribute international lessons and experience in agricultural transformation, with relevant to agro-ecological regions along the Yellow River basin;
(ii) provide inputs to the diagnostic study, strategy, and road map for agricultural high-quality development in the Yellow River basin;
(iii) provide inputs to the MARA-ADB loan project framework based on TA recommendations for high-quality agriculture development plans and management practices;
(iv) conduct consultations with experts, stakeholders, and policy makers on the draft reports; and incorporate their feedback into the revised drafts;
(v) provide relevant inputs as required to the TA reports and knowledge products and participate in presenting study findings at workshops and other events; and
(vi) participate in presenting the study findings in the TA review workshops, stakeholder consultation workshops, knowledge products, and conferences as required.

C. Reporting and Terms of the Assignment

7. All documents, including the diagnostic study report, pilot studies, and policy report on cooperative-driven meat exports will be submitted in both English and Chinese to the executing and implementing agencies and ADB in electronic copies. The final outputs will be posted on the ADB website in both languages. National experts will be based in the PRC while the international specialist may provide intermittent support, which may be remotely video conferencing or via missions if the conditions are suitable and travel possible. Additional national and international resource persons may be brought in for specific tasks, inputs, and deliverables. After consultant mobilization, the consultants will submit the following: (i) study framework, inception report, and conduct inception workshop within two months; (ii) interim report and interim workshop within 10 months; (iii) draft final report and final workshop within 18 months; (iv) knowledge dissemination within 20 months; and (v) finalize all TA outputs within 23 months.