People’s Republic of China: Study on Modern Agriculture Demonstration Area Planning and Financial Support Mobilization
CURRENCY EQUIVALENTS
(as of 20 July 2012)

Currency unit – yuan (CNY)
CNY1.00 = $0.15689
$1.00 = CNY6.3739

ABBREVIATIONS

ADB – Asian Development Bank
MADA – modern agriculture demonstration area
MOA – Ministry of Agriculture
PRC – People’s Republic of China
TA – technical assistance

TECHNICAL ASSISTANCE CLASSIFICATION

Type – Policy and advisory technical assistance (PATA)
Targeting classification – General intervention
Sector (subsector) – Agriculture and natural resources (agricultural production and markets)
Theme (subthemes) – Economic growth (promoting economic efficiency and enabling business environment, widening access to markets and economic opportunities)
Location (impact) – Rural (high), urban (low), national (high), and regional (low)

NOTE

In this report, "$" refers to US dollars.

In preparing any country program or strategy, financing any project, or by making any designation of or reference to a particular territory or geographic area in this document, the Asian Development Bank does not intend to make any judgments as to the legal or other status of any territory or area.
I. INTRODUCTION

1. The Government of the People’s Republic of China (PRC) requested technical assistance (TA) from the Asian Development Bank (ADB) to conduct a study on modern agriculture demonstration area (MADA) planning and financial support mobilization. The TA is included in the PRC country operations business plan 2012–2014. ADB fielded a reconnaissance mission to Beijing on 12–13 March 2012 and held discussions with the Ministry of Agriculture (MOA) to clarify and agree on the scope, impact, outcome, outputs, implementation arrangements, cost, and financing arrangements for the TA.1 The design and monitoring framework of the TA is in Appendix 1. The TA will develop prototypes of MADA strategic development plans and conduct a study on financial support to the construction of MADAs, taking into account successful international practices and experiences in agricultural modernization, as well as achievements and ongoing interventions of ADB in the agriculture sector. The TA will also prepare a policy note to present important policy recommendations on strategic planning and financial support for agricultural modernization through the MADA approach. The TA provides timely support to the PRC’s transition toward more sustainable and balanced growth, and is in line with ADB’s sector priorities in the PRC: food security, rural livelihood improvement, and sound management of land, water, and forest.2

II. ISSUES

2. Although agriculture has been developing fast and making substantial contributions to the overall economic development of the PRC since 1978, agricultural production and rural livelihoods have been lagging behind industrial production and urban livelihoods. The agricultural infrastructure is insufficient and fragile, technological development and adoption levels are low, and constraints on natural resources and the environment intensify challenges to agricultural development. There is also an urgent demand for the sector to catch up on modern technology and business models to boost production scale, develop value chains, and improve product safety. Agricultural modernization is regarded as a fundamental way to ensure food security, develop the rural economy, and close the gaps between rural and urban areas. Recognizing the critical period that the sector has been entering, the PRC’s 12th Five-Year Plan (2011–2015) sets the core objectives of future agricultural development, i.e., speeding up agricultural development and raising the level of agricultural modernization and the farmers’ living standards.

3. Given the significant regional disparities in the levels of development and constraints across the country, a one-size-fits-all approach to agricultural modernization might be unrealistic. A more practical strategy is to encourage and support those regions that have a better potential for modernizing their agriculture sector to move first, then set up models of agricultural modernization for the others to follow. Thus in 2009, MOA first proposed to establish MADAs as a platform, and as models, for developing modern agriculture and thereby improving productivity and rural income.3

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1 The TA first appeared in the business opportunities section of ADB’s website on 27 July 2012.
4. Agricultural modernization is not a single-approach process. Development projects and studies on this topic all value an integrated approach to achieving this. For instance, agricultural extension services and vocational training for farmers need to be strengthened when expanding irrigation infrastructure and promoting advanced agricultural technology; farmer cooperatives should be supported when widening access to markets and agricultural logistics. The MADA initiative adopts this concept. Depending on local specialties and resources, each MADA may establish its own pathway to agricultural modernization through a combination of approaches, such as developing new agricultural development concepts and ideas, enhancing agricultural infrastructure facilities and equipment, promoting technological extensions and agricultural value chains, experimenting with new business models and industrial organization, and/or improving farmers’ human capital. Thus, a comprehensive package of both structural and nonstructural interventions is apt to strengthen MADAs’ infrastructure and equipment, as well as enable an institutional and organizational environment for agricultural modernization. The initiative also attaches importance to the possible spillover effects that the MADAs may generate, and to monitoring their performance. A MADA could lead the neighboring areas to develop modern agriculture through building industrial links, spreading technologies and information, and improving human capital based on local needs.

5. The National Modern Agricultural Development Plan (2011–2015), which was publicized on 13 January 2012, states that 300 MADAs will be constructed from 2011 to 2015. Since August 2010, 153 counties, cities, and farm districts have been selected by local governments and approved by MOA to establish MADAs on the basis that these counties, cities, and farm districts have relatively advanced agriculture sectors, have advantages in producing major farm products, or serve large and medium-sized cities with agricultural supplies. It is hoped that these MADAs, as well as those to be designated, will lead the transformation toward modern agriculture, generate significant spillover effects to their neighborhood, and promote nationwide agricultural modernization. Local governments are eager to host MADAs in their jurisdictions, and several have prepared a development plan for one and explored innovative ways to support its construction.

6. MOA has identified two prerequisites for the early stage of the MADA campaign. First, there is a need to develop prototypes of MADA strategic development plans through a participatory approach that reflects stakeholders’ consensus on modern agriculture and to define the major MADA elements for different regions. The MADA development plans prepared by the local governments can be substantially improved based on MOA’s assessment. While the specific models and activities for each MADA will depend on local conditions, the development plans should be consistent with national policies and cover the major aspects of constructing a MADA, e.g., access to resources, institutional innovations, performance monitoring and evaluation, and spillover effects on non-MADA regions.

7. Second, since more investments are required to develop the MADAs, it is necessary to assess strategies for mobilizing financial resources and improving financial services for MADA construction. Preliminary estimates show that each MADA would require an investment of $150 million–$600 million to achieve agricultural modernization. While public investment continues to play a key role in financing the agriculture sector, the government’s fiscal budget for the development of MADAs is limited. Therefore, it is important to improve the efficiency of

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public investment in the MADAs. Furthermore, there is great potential to mobilize other sources of funding (including private capital, national policy lending, and funds from international financial institutions) to support MADA construction. Associated with the lack of financial resources are poor financial services for the agriculture sector. Thus, there is a need to look into the gaps between demand for credit and insurance and the constrained supply of financial services to the MADAs, and to examine successful international experiences in financial support to agricultural modernization that may be applicable to the PRC.

III. THE TECHNICAL ASSISTANCE

A. Impact and Outcome

8. The impact will be improved rural livelihoods as indicated by an average annual increase of 7% in rural per capita net income by 2020. The outcome will be agricultural modernization. This will be achieved through MOA’s adoption of the prototypes of MADA strategic development plans and policy recommendations on mobilizing financial support for MADA construction.

B. Methodology and Key Activities

9. The TA will produce three main outputs: (i) five prototypes of MADA strategic development plans, (ii) a report on financial support for the construction of MADAs, and (iii) a policy note on strategic planning and financial support for agricultural modernization through the MADA approach. The five prototypes of MADA strategic development plans will be geographically representative while also taking into account those areas that have advantages in grain or commodity production, are in the vicinity of main cities, and host state-owned farms. The plans will cover key aspects of MADA construction, such as access to resources, institutional innovations, performance monitoring and evaluation, and generating spillovers to non-MADA regions. The financial support study will look into the fiscal and non-fiscal resources that a MADA could possibly tap. Non-fiscal resources include private capital, national policy lending, and financing from international development institutions. The study will also examine the demand of MADAs for financial services (such as microcredit and insurance) and measures to strengthen financial services for MADA construction. The policy note will synthesize and highlight the policy implications from the first two outputs and propose short- and long-term policy options for agricultural modernization.

10. For MOA to adopt and turn the TA outputs into official guidelines and policies, it is assumed that the MADAs will play a leading role in agricultural modernization and generate spillovers to the neighboring areas, and that the government will reach a policy consensus on boosting financial support to the development of modern agriculture. As a risk, however, failure in economic restructuring and reform may weaken financial support to agriculture and rural development. Efficient consultation and communication with government agencies on financial policy and regulation will be conducted during TA implementation to seek timely guidance and to demonstrate the gaps between demand and supply of financial resources and services in the agriculture sector.

11. Key activities to achieve the outputs include (i) conducting a comprehensive assessment of literature on agricultural modernization and rural development, agricultural planning requirements and policies, national policies and existing local MADA development plans; (ii) reviewing and drawing relevant lessons from international experiences on agricultural modernization and financial support for agriculture and rural development; (iii) conducting field visits and consultations with stakeholders such as local governments, enterprises, and farmers.
of MADAs; (iv) collecting and analyzing data on agricultural production, financial resources and services, rural development, and other relevant fields of selected MADAs; (v) organizing an international study tour to selected countries where successful experiences of agricultural modernization may be applicable to the PRC; and (vi) organizing TA workshops (inception, interim, and final) and an international conference to present and discuss the framework, methodology, and periodic results of the project, and to disseminate the findings of the TA.

C. Cost and Financing

12. The TA is estimated to cost $500,000, of which $450,000 will be financed on a grant basis by ADB’s Technical Assistance Special Fund (TASF-other sources). The government will provide counterpart support in the form of staff time, access to data sources, assistance to field trips, use of office space and facilities, logistical support, and other in-kind contributions. The cost estimates and financing plan are in Appendix 2.

D. Implementation Arrangements

13. MOA will be the executing agency. The Department of Development and Planning of MOA will be the implementing agency and will provide technical guidance and support. A TA management office will be established in the Foreign Economic Cooperation Center of MOA, which will be responsible for planning and conducting the overseas study tour, organizing the international conference on modern agriculture development and MADA construction, and the day-to-day TA activities (including overseeing the TA consultants’ work plans, coordinating domestic reviews of TA outputs, and guiding the consultants on the preparation of the workshops and conference). The implementing agency will coordinate with national government agencies (such as the Ministry of Water Resources), financial policy and regulatory agencies, and local governments that host MADAs.

14. The TA will be partially delegated to MOA. A capacity assessment of MOA was conducted in 2008 during the preparation of the Integrated Renewable Biomass Energy Development Sector Project (currently administered by MOA). There have been no significant adverse changes to MOA’s capacity since the assessment was completed.

15. The TA will be implemented over 18 months, tentatively from 1 October 2012 to 31 March 2014. The TA requires an estimated 24 person-months of consulting services, comprising 4 person-months of international and 20 person-months of national consultants. The consultants will be a national agricultural planning specialist and team leader, a national agricultural finance specialist, a national agricultural and rural development specialist, a national agricultural policy specialist, and an international agricultural economist. The outline terms of reference for consulting services are in Appendix 3.

16. The consultants will be engaged through a consulting firm by MOA, in accordance with ADB’s Guidelines on the Use of Consultants (2010, as amended from time to time), using the quality- and cost-based selection method, with a quality–cost ratio of 80:20. The biodata technical proposal approach will be used to assess the qualifications of the bidding firms. The

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5 Based on the memorandum of understanding on enhanced partnership on TA delegation to the executing agency between the PRC’s Ministry of Finance and ADB signed in November 2009, the delegation is limited to the selection, recruitment, and supervision of consultants. The administration of the TA will remain with ADB.

TA proceeds will be disbursed in accordance with ADB’s *Technical Assistance Disbursement Handbook* (2010, as amended from time to time). MOA will use ADB’s advance payment facility to conduct the study tour and international conference. Resource persons may be recruited to review the consultants’ outputs and share their knowledge during workshops in accordance with ADB’s guidelines on how to recruit and administer resource persons.

IV. **THE PRESIDENT'S DECISION**

17. The President, acting under the authority delegated by the Board, has approved the provision of technical assistance not exceeding the equivalent of $450,000 on a grant basis to the Government of the People’s Republic of China for the Study on Modern Agriculture Demonstration Area Planning and Financial Support Mobilization, and hereby reports this action to the Board.
## DESIGN AND MONITORING FRAMEWORK

<table>
<thead>
<tr>
<th>Design Summary</th>
<th>Performance Targets and Indicators with Baselines</th>
<th>Data Sources and Reporting Mechanisms</th>
<th>Assumptions and Risks</th>
</tr>
</thead>
</table>
| **Impact**     | Improved rural livelihoods                       | By 2020: 7% average annual increase in rural per capita net income (baseline: CNY6977 per capita in 2011) | Official reports by MOA | Assumptions: Rural households directly benefit from agricultural modernization.  
Risks: Local governments direct more resources and attention to urbanization and industrialization than to agricultural modernization. |
| **Outcome**    | Modernization of the agriculture sector          | By 2014: MOA adopts the prototypes of MADA strategic development plans and policy recommendations on mobilizing financial support for MADA construction | Official reports of MOA TA reports | Assumptions: The MADAs will play a lead role in agricultural modernization and generate spillovers to the neighboring areas and the government.  
Risks: Boosting financial support to the development of modern agriculture has reached nationwide policy consensus. |
| **Outputs**    | 1. Prototypes of MADA strategic development plans prepared and adopted  
2. A report on financial support to the construction of MADAs completed  
3. A policy note on strategic planning and financial support for agricultural modernization through the MADA approach prepared | By 2014: 5 prototypes of MADA strategic development plans prepared and adopted  
A high-quality report completed  
A synthesized policy note prepared | TA review missions and reports  
Consultant technical reports and reviewers’ comments  
Regular communication with and feedback from MOA | Assumptions: The executing agency provides guidance and support in a timely manner.  
Government agencies on financial policy and regulation are fully consulted and provide useful information and guidance.  
International experiences of agricultural modernization are accessible and applicable to the PRC. |
Activities with Milestones (after TA commencement)

**General**
1. Mobilize the expert team (by month 2);
2. Develop the study framework, prepare inception report, and conduct inception workshop (by month 4);
3. Prepare the interim report and conduct interim workshop (by month 10);
4. Prepare the draft final report and conduct final workshop (by month 14);
5. Conduct an international conference on modern agriculture development and MADA construction (by month 16); and
6. Finalize the TA outputs (by month 18).

**1. Prototypes of MADA strategic development plans prepared**
1.1. Review existing MADA development plans and select 5 types of regions for which the prototypes will be prepared (by month 3);
1.2. Develop framework and focuses of the prototypes (by month 4);
1.3. Conduct field visits and data collection (by month 7);
1.4. Prepare draft prototypes of MADA strategic development plans to be included in the interim report (by month 10);
1.5. Collect feedback and conduct additional field visits, if necessary (by month 12);
1.6. Revise the prototypes of MADA strategic development plans to be included in the draft final report (by month 14); and
1.7. Finalize the prototypes (by month 16).

**2. A study report on financial support to the construction of MADAs completed**
2.1. Conduct necessary literature review (by month 3);
2.2. Develop research strategy and study framework and lay out data requirements (by month 4);
2.3. Conduct field visits, collect data, and consult with relevant government agencies (by month 7);
2.4. Conduct an international study tour to countries that have a modernized agriculture sector with strong financial support (by month 8);
2.5. Prepare a draft report to be included in the interim report (by month 10);
2.6. Revise the report to be included in the draft final report (by month 14);
2.7. Present the report on the international conference on modern agriculture development and MADA construction (by month 16); and
2.8. Finalize the report (by month 18).

**3. A policy note on strategic planning and financial support for agricultural modernization through MADA approach prepared**
3.1. Prepare a draft synthesized policy note based on draft output 1 and output 2 (by month 10);
3.2. Revise the policy note to be included in the draft final report (by month 14);
3.3. Present the policy note on the international conference on modern agriculture development and MADA construction (by month 16); and
3.4. Finalize the policy note (by month 18).

**Inputs**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount ($'000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADB Technical Assistance Special Fund (TASF-other sources):</td>
<td>$450,000</td>
</tr>
<tr>
<td>Consulting services</td>
<td>180</td>
</tr>
<tr>
<td>International and local travel</td>
<td>30</td>
</tr>
<tr>
<td>Report and communications</td>
<td>10</td>
</tr>
<tr>
<td>Training, seminars and conferences</td>
<td>185</td>
</tr>
<tr>
<td>Data and surveys</td>
<td>20</td>
</tr>
<tr>
<td>Miscellaneous administration and support costs</td>
<td>5</td>
</tr>
<tr>
<td>Contingencies</td>
<td>20</td>
</tr>
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</table>

The government will provide counterpart support in the form of staff time, access to data sources, assistance to field trips, use of office space and facilities, logistical support, and other in-kind contributions.

**Source:** Asian Development Bank

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ADB = Asian Development Bank; MADA = modern agriculture demonstration area; MOA = Ministry of Agriculture; PRC = People’s Republic of China, TA = technical assistance.
# COST ESTIMATES AND FINANCING PLAN

($'000)

<table>
<thead>
<tr>
<th>Item</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Asian Development Bank</strong>&lt;sup&gt;a&lt;/sup&gt;</td>
<td>450.00</td>
</tr>
<tr>
<td>1. Consultants</td>
<td>90.00</td>
</tr>
<tr>
<td>a. Remuneration and per diem</td>
<td></td>
</tr>
<tr>
<td>i. International consultants</td>
<td>80.00</td>
</tr>
<tr>
<td>ii. National consultants</td>
<td>100.00</td>
</tr>
<tr>
<td>b. International and local travel</td>
<td>30.00</td>
</tr>
<tr>
<td>c. Reports and communications&lt;sup&gt;b&lt;/sup&gt;</td>
<td>10.00</td>
</tr>
<tr>
<td>2. Training, seminars, and conferences&lt;sup&gt;c&lt;/sup&gt;</td>
<td>165.00</td>
</tr>
<tr>
<td>a. Resource persons</td>
<td>20.00</td>
</tr>
<tr>
<td>b. Workshops and conferences</td>
<td>120.00</td>
</tr>
<tr>
<td>c. Study tour&lt;sup&gt;d&lt;/sup&gt;</td>
<td>45.00</td>
</tr>
<tr>
<td>3. Data and surveys</td>
<td>20.00</td>
</tr>
<tr>
<td>4. Miscellaneous administration and support costs</td>
<td>5.00</td>
</tr>
<tr>
<td>5. Contingencies</td>
<td>20.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>450.00</strong></td>
</tr>
</tbody>
</table>

Note: The technical assistance (TA) is estimated to cost $500,000, of which contributions from the Asian Development Bank are presented in the table above. The government will provide counterpart support in the form of staff time, access to data sources, assistance to field trips, use of office space and facilities, logistical support, and other in-kind contributions. The value of government contribution is estimated to account for 10% of the total TA cost.

<sup>a</sup> Financed by the Asian Development Bank’s Technical Assistance Special Fund (TASF—other sources).

<sup>b</sup> Includes translation, editing, and printing costs for reports.

<sup>c</sup> Includes three national workshops (inception, midterm, and final) and one international conference on development of modern agriculture.

<sup>d</sup> Includes overseas study tours to selected ADB member countries.

Source: Asian Development Bank estimates.
OUTLINE TERMS OF REFERENCE FOR CONSULTANTS

A. Introduction

1. Four national consultants—agricultural planning specialist (team leader), agricultural finance specialist, agricultural and rural development specialist, and agricultural policy specialist—and one international consultant (agricultural economist) will be selected and engaged through a consulting firm by the executing agency in accordance with ADB’s Guidelines on the Use of Consultants (2010, as amended from time to time), using the quality- and cost-based selection method with a quality–cost ratio of 80:20. The biodata technical proposal approach will be used.

B. Terms of Reference

2. Agricultural planning specialist—team leader (national, 9 person-months). The specialist should have a postgraduate degree in agricultural planning or other relevant fields and 10 or more years of experience in agricultural planning. The specialist must be fluent in English, and have prior work experience with international organizations. Demonstrated project-related experience such as leading agricultural planning for county or higher jurisdictions is desirable. As team leader, the specialist will be responsible for the final outputs of the technical assistance (TA), as well as for the daily coordination and supervision of the TA team. Specifically, the specialist will undertake the following tasks:

   (i) develop the detailed framework and methodology in consultation with the executing agency, key stakeholders, and other experts;
   (ii) develop outlines of the TA inception, interim, and final reports and assign work to respective specialists in the team;
   (iii) compile and finalize inception, interim, and final reports, and their revised versions;
   (iv) manage and ensure timely implementation of TA activities, including the overall coordination of the inputs from team members, organizing inception, interim, and final workshops, and supporting the executing agency in organizing an international conference on modern agriculture development and the construction of modern agriculture demonstration areas (MADAs);
   (v) conduct a comprehensive review of modern agriculture literature, including ADB’s TA projects on this topic, agricultural planning requirements and policies, national policies for MADAs, and existing local MADA development plans;
   (vi) conduct field investigation in selected MADAs and collect essential data and information on agricultural development and financial support to agriculture;
   (vii) carefully select MADAs for which the prototypes will be developed, and lead the preparation of five prototypes of MADA strategic development plans;
   (viii) conduct consultations with the MADAs, experts, and policymakers on the draft development plans, and revise the draft based on the comments received;
   (ix) review the report on financial support to the construction of MADAs and development of modern agriculture and provide feedback for revision;
   (x) lead the preparation of a policy note on strategic planning and financial support for agricultural modernization through the MADA approach, including proposals for development projects in the selected MADAs;
   (xi) moderate the TA workshops and the international conference;
   (xii) present the results and findings of the TA study in the workshops and conference; and
   (xiii) carry out other related work assigned by the ADB project officer.
3. **Agricultural finance specialist** (national, 6 person-months). The specialist should have a postgraduate degree in agricultural economics and/or finance or other relevant fields, at least 8 years of work experience in agriculture and/or rural finance, and must be fluent in English. Demonstrated project-related experience is required. The specialist will undertake the following tasks:

   (i) provide substantial inputs to the development and refining of study framework, methodology, and report outlines;
   (ii) provide substantial inputs to the inception, interim, final reports, and their revised versions focusing on financial support to the construction of MADAs;
   (iii) assist the team leader and the executing agency in organizing the international conference on modern agriculture development and MADA construction;
   (iv) conduct a comprehensive review of domestic policies, approaches, and experiences and lessons with respect to credit and insurance support to modern agriculture development;
   (v) identify the policies, approaches, and experiences of financial support to modern agricultural development from North America, Western Europe, Japan and/or the Republic of Korea that would be applicable to the People’s Republic of China (PRC), based on reviews by the international consultant;
   (vi) conduct field investigation and collect essential data and information on demand for investment in and financial services for the MADAs;
   (vii) lead the preparation and revision of the report on financial support to the construction of MADAs;
   (viii) consult and coordinate with government agencies relevant to the finance sector in preparing the above report and participate in the workshops and international conference under the TA;
   (ix) provide substantial inputs to the policy note on strategic planning and financial support for agricultural modernization through the MADA approach focusing on financial support;
   (x) participate and present the study findings in the TA workshops and international conference; and
   (xi) conduct other related work assigned by the team leader.

4. **Agricultural and rural development specialist** (national, 3 person-months). The specialist should have a postgraduate degree in agricultural and rural development, agricultural policy, or other relevant fields, at least 8 years of work experience in agriculture and rural development, and must be fluent in English. Demonstrated experience in agricultural development planning is desirable. The specialist will undertake the following tasks:

   (i) provide substantial inputs to the development and refining of study framework, methodology, and report outlines;
   (ii) provide substantial inputs to inception, interim, and final reports, and their revised versions;
   (iii) conduct a comprehensive review of literature on agricultural modernization and rural development;
   (iv) conduct field investigation focusing on organizational and institutional development of MADAs and measure the level of agricultural modernization;
   (v) provide substantial inputs to the prototypes of MADA strategic development plans, focusing on institutional innovations and performance measuring and evaluation;
(vi) provide substantial inputs to the policy note on strategic planning and financial support for agricultural modernization through the MADA approach, focusing on institutional innovations and measuring and evaluation issues;

(vii) participate and present the study findings in the TA workshops and international conference; and

(viii) conduct other related work assigned by the team leader.

5. **Agricultural policy specialist** (national, 2 person-months). The specialist should have a postgraduate degree in agricultural policy or other relevant fields, at least 8 years of work experience in agricultural policy, and must be fluent in English. Demonstrated project-related experience is desirable. The specialist will undertake the following tasks:
   (i) provide substantial inputs to the development and refining of study framework, methodology, and report outlines;
   (ii) provide substantial inputs to inception, interim, and final reports, and their revised versions;
   (iii) conduct a comprehensive review of literature on agricultural policies for agricultural modernization in the PRC, as well as in other countries;
   (iv) conduct field investigation focusing on policy reforms for the MADA development and spillover effects of MADAs;
   (v) provide substantial inputs to the prototypes of MADA strategic development plans, focusing on agricultural policy synergy and promotion of MADA spillover effects;
   (vi) provide substantial inputs to the policy note on strategic planning and financial support for agricultural modernization through the MADA approach, focusing on agricultural policy synergy and promotion of MADA spillover effects;
   (vii) participate and present the study findings in the TA workshops and international conference; and
   (viii) conduct other related work assigned by the team leader.

6. **Agricultural economist** (international, 4 person-months). The economist should have a postgraduate degree in agricultural economics or other relevant fields, at least 10 years of work experience in agricultural development, value chain development, and/or international aid to rural development in developing countries. Demonstrated project-related experience in the PRC is desirable. The specialist will undertake the following tasks:
   (i) provide substantial inputs to the development and refining of study framework, methodology, and report outlines;
   (ii) provide substantial inputs to inception, interim, and final reports, and their revised versions, focusing on agricultural value chain development and financial support to the construction of MADAs;
   (iii) conduct a comprehensive review of policies, approaches, and experiences of financial support to modern agriculture development and agricultural value chain development from North America, Western Europe, Japan and/or the Republic of Korea, and help identify those that may be applicable in the PRC;
   (iv) participate in field investigation focusing on the financial demand and agricultural value chains of MADAs;
   (v) study the potential sources of international aid to meet the demand for investment in and financial services and agricultural value chain development for MADAs;
   (vi) provide substantial inputs to the report on financial support to the construction of MADAs;
(vii) provide substantial inputs to the policy note on strategic planning and financial support for agricultural modernization through the MADA approach, focusing on agricultural value chain development and international aid;
(viii) support and coordinate the international study tour to countries that have a modernized agriculture sector with strong financial support;
(ix) participate and present the study findings in the TA workshops and international conference; and
(x) conduct other related work assigned by the team leader.

C. Reporting

7. The consulting team will submit the following reports: (i) an inception report within 2 months of mobilization or 1 month before the inception workshop; (ii) a revised inception report within 15 days of the inception workshop; (iii) an interim report within 8 months of mobilization or 1 month before the interim workshop; (iv) a revised interim report within 1 month of the interim workshop; (v) a draft final report within 12 months of mobilization or 1 month before the final workshop; and (vi) a final report 3 months after the final workshop or at the conclusion of the TA. The revised inception report, revised interim report, and the final report should incorporate and address comments from the executing agency, relevant government agencies, ADB, and other invited reviewers. All reports will be submitted in English and Chinese languages to the executing agency and ADB in hard and electronic copies. The reports will be posted online in both languages.