

# Terms of Reference: Canteen Consultant

## Background

Bihar Rural livelihoods Promotion Society(Jeevika) 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 common skill base could be one way of addressing rural poverty.

Bihar Transformative Development Project aims to change the rural livelihood opportunities and works towards social and economic empowerment of the rural poor especially women by promoting self-managed community institutions and further broadening their livelihoods opportunities. BTDP intervenes with the community through the four themes or programmes: Institution Building and Capacity Building, Social Development, Microfinance and Livelihoods. Under the Non-farm sector of Livelihoods theme, BRLPS aims to create an ecosystem that can act as a catalyst for entrepreneurial activities and strengthen MSME (Micro, Small, & Medium Enterprises) in rural Bihar.

Nearly 100 lakh households have been mobilized into more than 10 lakh Self-Help Groups and their federations. The SHGs are widely viewed by the Govt. of Bihar as the ideal platform for efficient targeting and delivery of various social welfare programs and have shown promise in delivering long term behavior change critical in achieving higher outcomes in the areas of health, nutrition and sanitation.

Jeevikas has successfully piloted its entry into the foodservice sector with the opening of *Didi Ki Rasoi*; a fully women owned and operated enterprise in civil hospitals serving hygienic food to inpatients. *Jeevika* has an MoU with the Health Society to enable the same.

This has helped in realizing a potential opportunity in different foodservice enterprises such as catering, Mini café, Kiosk, Food court, Canteen and Restaurant services. *Jeevika* is keen to explore more such models that can be run as sustainable women owned enterprises. *Kudumbashree* has also been on-boarded as the technical support agency for the roll out of foodservice enterprises that would be built under the aegis of *Jeevika*. In addition to this, a specialist resource pool is being developed to provide sustained business and technical support to the women owned foodservice enterprises

*Somy*

*Ranjana*

*Keshi*  
YR-NF  
4.7.2020

*Ug.*

## Objective

Be part of the core team that would provide long term support to various foodservice businesses being undertaken by *Jeevika*.

1. **Handholding:** Provide support for the promotion and handholding of foodservice enterprises.
2. **Systems:** Build & streamline systems for customized support to various categories of foodservice businesses. This would also involve introducing industry best practices.
3. **Business:** Identify and define business opportunities for new initiatives. Build business growth strategies for existing initiatives
4. **Institutional integrity:** Ensure that all initiatives are undertaken as per *Jeevika* norms without compromising the community institutions.

## Role and Responsibilities

### *Handholding*

- Assist *Jeevika* in devising strategies for mobilizing and encouraging women to start foodservice enterprises.
- Assist *Jeevika* during selection of entrepreneur.
- Build floor layout plan as per the space available, ensuring food safety and hygiene standards are maintained.
- Identification of functional requirements and equipment's for the foodservice enterprises.
- Enable smooth and timely procurement for various equipment's with support of *Jeevika* procurement team.
- Provide start-up and management trainings related with foodservice to DKR entrepreneurs.
- Ensure handholding support to women DKR entrepreneurs in running the foodservice enterprise

### *Systems*

- Monitor inventory management and sales management systems and take necessary action.
- Develop state-specific standard operating procedure and protocols, capacity building modules and handholding systems for foodservice enterprises.
- Identify skill gaps of entrepreneurs and provide refresher trainings wherever required

*Somy*



- Ensure weekly and monthly tracking of all canteens as per the MIS requirements.
- Ensure brand consistency and upkeep as per prescribed norms
- Support SRLM with inputs needed for policy formulation and dialogues

### ***Business***

- Carry out viability for the proposed foodservice enterprises
- Develop business plans for all food service enterprises and monitor performance based on the same.
- Overall custodian of branding; would ensure all brand development is done as per agreed designs and norms. Would support brand development of new initiatives
- Introduce industry best practices to enhance efficiency, lower transaction costs and boost business.
- Introduce relevant certifications like FSSAI to enhance brand image and process strengthening.
- Create marketing & sales strategies for various categories of foodservice enterprises and assist in the roll out of the same.
- Support in identification of new markets for products/services of entrepreneurs
- Identify opportunities in scaling up and expansion of business for entrepreneurs

### ***Institutional integrity***

- Ensure transparency at all levels; liaison with lead community institutions and relevant stakeholders
- Introduce community-based process and financial reviews.
- Ensure that all initiatives are women centric and women owned, both in letter and spirit.

### **Eligibility criteria for café consultant**

Qualification of consultant is described below:-

1. Graduate or diploma in Hotel Management and Catering Technology with at least two years' experience with any foodservice enterprises or any other relevant experience in foodservice sector

**OR**

Graduate or diploma in any field from a recognized university/Institute with at least Five years' experience with any foodservice enterprises or any other relevant experience in foodservice sector

*Sony*



2. Proven ability to manage budgets and canteen finances. Knowledge in cost and accountancy would be a plus.
  3. Proven ability to bring new sales.
  4. Ability to provide training and management to selected entrepreneurs.
  5. Local Proactive problem solver.
  6. Should be willing to travel for training and as per need.
  7. Age below 40 years.
  8. Should be from Bihar or willing to relocate to Bihar for a period of three years at least.
- A member from the household of a Jeevika community institution would be preferred.

### Key competencies and skills of café consultants.

#### **General Skills**

- Willingness to work with the community
- Willingness to travel to districts and to remote areas within the state
- Should possess good communication and leadership skills
- Should have skills to motivate people
- Should be a good team player
- Should be open to new ideas and show willingness to learn from new experiences
- Ability to guide and train women from the SHG network

#### **Domain Skills**

- Have understanding on running a foodservice enterprise including knowledge on food production and food servicing
- Should possess basic knowledge on managing and administration of a foodservice enterprise
- Basic knowledge on different types of cuisines

*Somy*

**Reporting and Payment:**

1. Consultant would have to submit a month wise progress report to the SPM-NF & DPM in the first week of following month.
2. Depending upon the monthly report submission and recommendation of DPMs payment will be made.
3. Consultant may avail one casual leave as per their entitlements.
4. A sum of Rs. 1000/- will be paid as telephone/internet allowance per month
5. Remunerations and allowances will be paid as per BRLPS consultant policy.

**Period of Consultancy**

In the beginning the services will be hired for a period of one year, however, there is a possibility of extension of contract upon satisfactory performance. The performance evaluation criteria would be agreed with the consultant before signing of the contract.

**Review Committee to Monitor Consultants Work**

The Chief Executive Officer, BRLPS in association with State Project Manager (Non-Farm), Project Manager (Non Farm) & District project manager shall be responsible for reviewing and monitoring the work of consultants. The Committee may also seek comments and inputs on the Consultants work from the World Bank officials and from the other Project units.

Sera

