

# **Terms of Reference (ToR) for Digital initiatives, Consultant in** **SPMU**

## **1. Introduction**

Vazhndhu Kattuvom Project (VKP) is an innovative World Bank assisted Project that aims at rural transformation through strategies that look beyond poverty alleviation by building sustainability and prosperity of rural communities through rural enterprise promotion, access to finance and employment opportunities in the selected blocks of Tamil Nadu.

VKP is implemented in 120 blocks covering 3,994 village panchayats spread across 31 districts of Tamil Nadu. In the project sub-component, Enterprise Business Plan Financing facilitates credit through formal financial institutions for enterprise promotion through Matching Grant Program (MGP).

MGP will help overcome the demand-supply gap in lending to rural enterprises and improve entrepreneurs' credit discipline. An arrangement of a 30:70 ratio on approved Project cost where 30% will be the grant under MGP, and 70% (10 % Margin + 60% loan) will be the loan component.

Financial transactions are an integral part of these enterprises. With the advent of digital technology, digital transactions are seamless in rural areas, and the shift from cash dealings to digital payment has completely changed the transaction mode.

In this context, it is felt imperative on the part of the project to collect data for performance management and progress tracking, input planning and outcome monitoring, sample surveys and progress tracking with an objective of data-driven decision making. This primary scope of work for the Consultant is to Collect and analyze data and provide insights and recommendations for optimizing the interpretation of financial data and collaboration with stakeholders, including enterprises, financial institutions, and technology providers, to ensure effective implementation and adoption of digital payment and bookkeeping solutions.

## **2. Implementation Arrangement**

The component Enterprise Business Plan Financing in State Project Management Unit (SPMU) is led by Associate Chief Operating Officer (ACOO), Deputy Chief Operating Officer and Young Professionals guided by the Chief Executive Officer and Chief Operating Officer. The Project team, both at the district and block levels, implement project activities to promote individual and growth enterprises. The Digital initiatives, Consultant will be part of the SPMU to support digital payments, Digital bookkeeping, capacity building and data capture using the IT platform.

## **3. Need for Consultant**

The project is looking for a consultant with relevant experience to work at the SPMU who can support the project on emerging trends, data analytics, and interpretation of enterprise-level data and technologies in digital payments and bookkeeping and make recommendations for their integration into MGP strategies.

## **4. Educational Qualification & Experience Required**

- Bachelors/Master's Degree preferably in Rural Development, Social Work, statistics, public policy or a relevant degree (Preferred in certified in Data Science/Data Analytics course).
- Comfortable with an intermediate-level user of a statistical software package, such as STATA, R, SPSS, and similar software
- Skilled in Business Data Analysis with Microsoft Excel and Power BI
- Experience in working with Microfinance/ Fin-tech or closely associated with SHG groups.

## **5. Period**

Six months (May 2023- Oct 2023) extendable to another one year, depending on the need and performance.

**6. Following are some of the tasks envisioned for the empanelled consultants.**

- Review existing digital payments and bookkeeping interventions in project supported enterprises and make meaningful data interpretations.
- Develop/refine strategy, guidelines, and processes for the digitalization to support entrepreneurs, EGs, and PCs to generate transaction history and digital footprint
- Manage key partners and do regular meetings and follow-ups
- Support the project in identifying and on boarding digital payment/bookkeeping solution provider to broad base the project offering and introduce new solutions (along with the service providers) for digital book-keeping and payments for project supported enterprises
- Support the existing bookkeeping practices in project supported enterprises and identify areas for improvements, along with providing timely reports.
- Provide technical expertise and support agencies in building IT systems and integrating MIS databases across MGP portal, the digital bookkeeping systems and digital payments. Provide reports to identify potential challenges and opportunities
- Provide training and support to use digital payment systems and bookkeeping tools.
- Monitor and evaluate the impact of digital payment and bookkeeping interventions on rural enterprises' financial performance and sustainability.
- Prepare reports and presentations summarizing findings, progress, and outcomes related to digital payments and bookkeeping.