

The Terms of Reference for Economic Development and Marketing Officer

- i) **Develop** overall economic development strategy and action plans, and **promote** RNR based products and businesses in the Dzongkhag.
- ii) **Implement** and **monitor** economic development projects/activities and market facilities.
- iii) **Coordinate** establishment of market infrastructures such as integrated cold stores, pack houses, roadside market facilities, and aggregation centres etc.
- iv) **Regulate** and **monitor** economic development activities by carrying out market research and development.
- v) Act as a single source of business/market information by collecting, maintaining, and analyzing and disseminating business/market information for both the producers and consumers.
- vi) Liaison, coordinate, and **promote** business linkages between relevant sectors, entrepreneurs, producers and consumers.
- vii) Advice, support, and **facilitate** prospective entrepreneurs and start-ups, including CSIs and RNRs for business development opportunities by carrying out market analyses and providing appropriate market information.
- viii) **Promote** and strengthen local businesses and farmer groups and cooperatives by carrying out training need analysis and facilitate capacity development for potential entrepreneurs;
- ix) **Promote** various business promotion schemes and incentives, including facilitating formation and registration for farmer groups and cooperatives.
- x) Serve as focal person for Dzongkhag Economic Development Committee, Rural Industrial Development Scheme, Bhutan Enterprise Award, PSL Scheme and other business promotion incentives;
- xi) Lead/**facilitate**/conduct business promotion/advocacy workshops/ trainings/career fairs in collaboration with relevant sectors/departments;
- xii) **Monitor** and evaluate economic/business development activities, including CSIs, RNR, farmer groups and cooperatives.