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To express interest in this assignment please email Priyanka.subba@crs.org
CRS Farmer to Farmer Program
Volunteer Assignment Scope of Work

Summary Information	
Assignment Code	NE225
Country	Nepal
Country Project	Crops
Host Organization	Agriculture Knowledge Centre, Lalitpur
Assignment Title	Strategy development to market organic agriculture products in Kathmandu Valley
Assignment preferred dates	December onwards
Objectives of the assignment	Develop strategy paper to promote vegetable promotion in Kathmandu valley by working closely with Ministry of Land Management and Agriculture Cooperative/Agriculture Knowledge Center, Lalitpur
Desired volunteer skill/expertise	Organic Products Strategy Development Expert
Type of Volunteer Assistance	Full time
Type of Value Chain Activity	Vegetables
PERSUAP Classification ¹	III

A. BACKGROUND

In Nepal, 65.5% of the population is engaged in agriculture and its contribution to national Gross Domestic Product (GDP) is 31.23%. The share of the horticulture sub-sector in the Agriculture Gross Domestic Product (AGDP) is 21.42 percent² and the share of the cereals sector is 49.41%³. Vegetables, beans and fruits are increasingly sharing space as major horticulture commodities. The consumption of vegetables has increased from 60kg to 105 kg over the last two decades⁴. Nepal government and development partners are focused on improving value chain performances. USAID with its Nepal Seeds and Fertilizer Project is focused on improving seed system (maize, rice,

¹ USAID precisely classifies PERSUAP in four categories; **PERSUAP Type I** assignments directly related to pesticides recommendations, **Type II** as assignments with indirectly related with pesticides, **Type III** assignments related to curriculum review and designing, business plan development and strategies development and **Type IV** as assignments associated with other USAID projects and collaborators.

² Thapa and Dhimal (2017), Horticulture Development in Nepal: Prospects, Challenges and Strategies

³ <https://www.ibn.gov.np/uploads/files/Sector/Agriculture.pdf>

⁴ <http://www.sasecrn.edu.np/index.php/en/resources/usefulinfo/how-to-grow-harvest-food-cash-crops/vegetable-production-and-consumption-in-nepal>



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lentil, vegetables). Another USAID project KISAN II is also supporting system actors to improve production and supply chain improvements. Similarly, other projects are targeting improvement in supply chain to develop market system. All these programs worked with existing cooperatives, traders, market centers and processors. Furthermore, these programs paid lesser attention to improve knowledge on voluntary and private standards in national and international markets. The knowledge on standards dissemination remained ad-hoc. This is leading to weak certification system resulting into consignment rejections at customs of many countries. Similarly, the domestic consumers are right in need of appropriate information to make choices. The food safety remained factor of influence for Agriculture Knowledge Center, Lalitpur from Ministry of Land Management, Agriculture and Cooperatives while developing its agriculture development programs.

The concept of Agriculture Knowledge Center (AKC) is new to Nepal. AKC are authorized to be knowledge bank to promote agricultural extension service development and value chains promotion. Being new to the structure, it requires additional knowledges to develop and promote extension services. Agriculture knowledge Centre, Lalitpur is a technical outpost of Province 3 government with major goal to promote safer and sustainable food production in valley districts Kathmandu, Bhaktapur and Lalitpur. AKC Lalitpur is considering to enhance its capacity on urban organic farming promotion and collaborate with CRS Farmer to Farmer program to develop capacity on urban organic production marketing strategy development.

B. ISSUE DESCRIPTION

Organic agricultural products have attracted consumers in urban areas. Kathmandu, Bhaktapur and Lalitpur with the population size of around four million is increasingly favoring local and organically produced commodities. The concepts of organic shops, mobile marketing of organically produced crops and organic outlets are increasingly drawing investment from government, private sectors and development agencies. However, there is a big dearth in knowledge on how to view organic product promotion and marketing. The knowledge of organic products promotion and marketing is limited within AKC as well. There is a big knowledge gap on how government institutions should view urban organic farming. AKC Lalitpur is vying to increase its capacity to respond to increase in knowledge demand to promote organically produced crops. AKC is considering a ToT to develop strategy to support organic products marketing in Kathmandu valley.

OBJECTIVES OF THE ASSIGNMENT

To plan and prepare strategic and capacity development plan for organic vegetables promotion in Kathmandu valley districts.

C. HOST CONTRIBUTION

AKC Lalitpur will provide a room for the expert to work with AKC Lalitpur. The local transportation and field visits will be managed by government agency. Further, it will provide logistic support during ToT training on organic products marketing strategy development.



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D. ANTICIPATED RESULTS FROM THE ASSIGNMENT

It is anticipated that this volunteer assignment will equip AKC with new knowledge and skills on organic products promotion, marketing and quality control which will directly contribute to the following;

1. Increased production and promotion support on organic farming from AKC, Lalitpur
2. ToTs will be developed on organic production and promotion
3. Adopting new knowledge and technologies

E. DELIVERABLES

The anticipated deliverables accomplished by the volunteer also include:

- a. Organic promotion strategy development for AKC Lalitpur
- b. Outreach Activity
- c. Host recommendations action plan developed
- d. Trip Report should be submitted before exit meeting

F. SCHEDULE OF VOLUNTEER ACTIVITIES IN NEPAL

Day	Activity
Days 1	Arrival Nepal, Trivubhan international Airport. The volunteer will be picked by Greenwich Hotel with a placard bearing “CRS logo and volunteer name”.
Day 2	Introduction and meeting with CRS management, and briefing meeting (security, general orientation, logistic, reporting formats, etc) at CRS office. Discuss anticipated outcomes and work plan.
Day 3	Travel to AKC. Introduction and assignment briefing with host representatives
Days 4 – 11	Complete assignment related activities at the host location
Day 12-16	Activity close out, host action plan preparation for implementing recommendations
Day 17	Report Submission and Debriefing including CRS country Office and Local mission
Day 18	Departure to the US

G. DESIRABLE VOLUNTEERS SKILLS

The volunteers should have a good understanding of organic products promotion strategy. The volunteer should be able to cater a ToT on organic strategy development for AKC staff. An exposure to organic products promotion and marketing and hands on experience with organic supply chains will add exposure.

H. ACCOMMODATION AND ANOTHER IN-COUNTRY LOGISTICS



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- I. Before travelling to the assignment place, the volunteer will stay in Kathmandu at one of the CRS's client hotels, Hotel Kutumba ([http:// https://www.hotels.com/ho1081978144/hotel-kutumba-lalitpur-nepal](http://https://www.hotels.com/ho1081978144/hotel-kutumba-lalitpur-nepal)) in Kathmandu, the hotel usually has rooms that include services such as airport pickup and drop-off, breakfast, wireless internet, etc. The hotel or CRS will arrange a vehicle for short travel from the hotel to CRS and vice versa while in Kathmandu.
- J. All required materials will be prepared ahead of time and will be provided to the volunteer. CRS Nepal will provide the volunteer with a laptop computer (if s/he needs), local internet dongle (modem/EVDO) and mobile phone with charged local SIM-card. Any other required logistics and facilities can also be requested by the volunteer during her/his stay in Kathmandu. CRS will provide a vehicle and accompany the volunteer to the place of assignment. Wherever the hosts cannot contribute vehicle, CRS will provide transport services to volunteer.
- K. The volunteer will be staying in Kathmandu. CRS Nepal will arrange hotel accommodation and cover the lodging bills against receipts. CRS HQ will provide the volunteer with a per-diem advance to cater meals and incidences.
- L. Security information will be provided by CRS Nepal Security focal person at Kathmandu CRS Country office.

M. RECOMMENDED ASSIGNMENT PREPARATIONS

- Prior to travel, the volunteer is advised to prepare necessary training and demonstration aids and written handouts. Electronic copies of these handouts and any other printed materials can be printed for immediate use at the CRS office in Kathmandu on request by the volunteer.
- If the volunteer requires use of simple training aids like flip charts, markers or tape s/he should make the request and collect from the CRS office in Kathmandu prior to travel to the assignment place.
- Translation of handouts to the local language can be done at the assignment location if required.
- Depending on the meeting places and availability of electric power and LCD projector, the volunteer may use a laptop and projector for power point presentations.
- Weather Appropriate Clothing: <http://www.mfd.gov.np/city?id=27>
- In June, the summer monsoon arrives, characterized by heavy rains, in the form of downpours and thunderstorms. The monsoon arrives first in the east, in early June, while in the west it comes in the middle of the month or so. The temperature decreases, with the maximum dropping to around 32 °C (90 °F) in July and August, but the humidity increases, making the heat muggy. The rains are intense especially in July and August, when they exceed 300 millimeters (12 inches) per month, but in certain areas at the foot of the mountains, especially in the east of the country, they can exceed 600 mm (23.5 in) per month.
- The monsoon starts to withdraw by early October in the west, and about a week later in the east. The weather returns to be sunny, and even though October is still a hot month, the humidity decreases and the night temperature becomes a bit cooler. In the easternmost part of the flat area the increase in temperature in the period from March to June is limited, in fact, the average maximum temperature does not go above 33/34 °C (91/93 °F) in April and May.



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N. KEY CONTACTS

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<p>Host Organization:</p>	
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