

To express interest in this assignment please email [maria.figueroa@crs.org](mailto:maria.figueroa@crs.org)

**CRS Farmer to Farmer Program  
Volunteer Assignment Scope of Work**

<b>Summary Information</b>	
Assignment code	ET 231
Country	Ethiopia
Country Project	Crop
Host Organization	Shayashone Private Limited Company
Assignment Title	Marketing of Impactful Products and Fee-based Training Service Delivery
Assignment Preferred Dates	Flexible
Assignment Objectives	<ul style="list-style-type: none"> <li>• Train 30 participants(youth) on marketing techniques with focus on rural entrepreneurship</li> <li>• Review and refine the existing marketing/entrepreneurship/guideline and develop it into a training module for social impact products commercialization and marketing</li> <li>• Train participants on promotion of product like PICS</li> <li>• Provide short term technical support to the host on marketing of products and services.</li> <li>• Develop alternative marketing strategy and actions for PICS bag</li> <li>• Assess the current stock management system and recommend better possible stock management system</li> </ul>
Desired Volunteer' Skill/Expertise	Expertise/experience in marketing products and service marketing, product development
Type of Volunteer Assistance	Business/Enterprise Development
Type of Value Chain Activity	Information and Input Support Services (S)
PERSUAP Classification	Type III

**A. BACKGROUND**

The CRS Farmer -to-Farmer program (F2F) is a five-year (2019- 2023) USAID-funded program with a primary goal of reducing hunger, malnutrition, and poverty across six countries: Benin, East Timor, Ethiopia, Nepal, Rwanda and Uganda. The program aims at achieving this goal through advancing inclusive and sustainable agriculture led growth aimed at generating sustainable, broad-based economic growth in the agricultural sector. The program's secondary goal is to increase US public understanding of international development issues and programs and share the knowledge back in the US. To achieve its goals, F2F program provides volunteer technical assistance to farmers and farmer groups (associations and cooperatives), private agribusinesses, agriculture education institutions in developing countries like Ethiopia to address host identified technical needs in selected agricultural

value chains. In Ethiopia, the F2F program focuses on technical interventions in the livestock and grain value chains.

Shayashone (SYS) is a private limited company engaged in agricultural commercialization and supply chain development for socially impact products, agribusiness advisory and consultancy, and import of industrial raw materials and manufacturing. The primary targets of the first two services are smallholder farmers whereas the import business is aimed normalizing supply of products the company is commercializing. Shayashone is owned by two Ethiopians and incorporated as per Ethiopian Commercial Code. The company has its head office in Addis Ababa and has offices/teams in Jimma, Nekemt and Bahirdar.

Since its establishment in 2010, SYS has implemented over 50 investment and development projects from donors in USA, Canada, Netherlands and Germany. Some of the organizations that granted projects for Shayashone include but not limited to Bill and Melinda Gates Foundation (BMGF), USAID, Canadian IDRC, Netherlands Enterprise Agency (RVO.nl), Embassy of Kingdom of the Netherlands in Addis Ababa, Purdue University, Wageningen University, Maastricht School of Management and University of Saskatchewan.

SYS was assigned by Purdue University to develop market and supply chain for PICS bag in Ethiopia since 2014. Since then the company has directly reached 8000 villages in the country through demonstration, trained over 2000 extension agents, 150 vendors, and 186 resellers. The company deployed information communication(ICT) for agricultural commercialization for the first time in Ethiopia. It has a database of over 42,000 smallholder farmers. SYS aims for further develop its market of PICS bags and development training service provision to its clients and other businesses.

## **B. ISSUE DESCRIPTION**

Marketing requires serious planning and execution of knowledge-based strategies. Approach to marketing a product or service has become unique and demands a different way of marketing. Though SYS has reached many clients with its products and services, it is at stage where further development is needed to remain strong player in the market where new players have already arrived and taking units market shares. To be effective in marketing its marketing strategy, SYS needs to have skilled marketing forces.

SYS has come to a point where marketing of products and services require set of strategies and actions. To market economically and socially impactful products such as Purdue improved crop storage (PICS), a seller has to fully understand ways of convincing customers by informing unique features of its products and services. SYS thinks it has long way to go in this aspect.

SYS dreams to be the best marketing and training provider for socially impactful products and services. Its target groups are other companies in marketing businesses and PICS bags reselling youth. SYS aims to improve capacity as a marketing training service provider and seller of PICS bags. It plans to upgrade its staff's knowledge and skills to become a leader in the market.

SYS asked CRS F2f program support for equipping its staff with knowledge and skills for selling its PICS bag and provide training services to other companies.

### **C. OBJECTIVES OF THE ASSIGNMENT**

The objective of this assignment is to build the capacity of Shayshone PLC to its PICS Bags(to know more about PICS bags visit <https://picsnetwork.org/>) product and improve its competency as a training service provider services and product marketing. The assignment volunteer aims to achieve the below specific objective:

1. Train 30 participants on marketing of socially impactful products effective
2. Improve the staff knowledge and skills for training service delivery to clients in product and services marketing
3. Review and refine the existing marketing/entrepreneurship/training guideline and develop it into a training module for social impact products commercialization and marketing
4. Train participants on promotion of economically impactful product like PICS bags
5. Review the product and service marketing strategy of the company and develop alternative marketing strategy and actions for PICS bag
6. Assess the current stock management system and recommend possible stock management system that works well
7. Assist the host to develop service/product
8. Provide short term technical support to the on marketing of products.

### **D. ANTICIPATED RESULTS FROM THE ASSIGNMENT**

The F2f volunteer technical assistance is expected to improve the host's service delivery quality to its distributors and clients. The assignment will produce the below outputs.

- Improved knowledge and skills of training participant on product and service marketing
- Market strategy reviewed and updated
- Reviewed and updated marketing guideline
- Alternative marketing strategy will be developed
- The training materials will be reviewed and will be further developed into training modules for social impact products commercializing and marketing.
- Effective stock management system will be recommended.

### **E. HOST CONTRIBUTION**

The host has committed to mobilize the staff to receive the volunteer's technical and practical assistance. The host will also avail key personnel and distributors/resellers/to work closely with the volunteer, assisting her/him during training and practical sessions, ensuring translation to the local language and advising on the culture of the area. CRS will cover lodging costs against receipts and other related costs. In coordination with the host and the volunteer, CRS will also arrange and pay for transport services for daily use to and from the office.

### **F. ASSIGNMENT DELIVERABLES**

The major anticipated outputs of this assignment include, but not limited to:

- Conduct pre and posttest to measure changes in Knowledge and skills
- Reviewed marketing training guideline
- Develop product and service marketing strategy
- Work plan and training materials in appropriate formats in collaboration with the host and training participants
- Training lists with people trained and subject areas as per the training reporting formats

- Volunteer end of assignment report with recommendations to the host organization action plan and recommendations to CRS
- A bibliography or a list of key resources in the subject matter
- Conduct a final debriefing (PowerPoint presentation) with the host organization (plus key stakeholders) and CRS/USAID
- Conduct outreach events upon return to the US

## **G. SCHEDULE OF VOLUNTEER ACTIVITIES IN ETHIOPIA**

<b>Day</b>	<b>Activity</b>
Day 1	Arrival in Addis at Bole Airport. The volunteer will be met by CRS's client hotel Eliana Hotel ( <a href="https://www.booking.com/hotel/et/eliana">https://www.booking.com/hotel/et/eliana</a> .; Phone: +25111126 2600).The volunteer will locate the hotel kiosk and use pre-arranged shuttle
<b>Day 2</b>	<b>Rest Day (Sunday)</b>
Day 3	<ul style="list-style-type: none"> <li>• Take hotel shuttle to come to CRS office (CRS working days are Monday to Friday from 8:00AM to 5:00 PM East Africa Time)</li> <li>• Welcoming by CRS, and briefing meeting on security, general orientation, MEAL (attendance sheet, reporting and PPT templates), and logistic.</li> <li>• Discuss anticipated outcomes and work plan</li> <li>• S/he will be introduced to the host</li> <li>• General orientation with the host, first-hand briefing on the main objectives and modality of the assignment and adjustment of the agenda for the coming days (work planning session).</li> </ul>
Day 4	<ul style="list-style-type: none"> <li>• Conduct further assessment of skills and knowledge gaps with training participants</li> <li>• Based on information gathered and gaps identified, enrich the prepared training materials incorporating hands-on practices.</li> <li>• Develop 10 days (2 weeks training) curriculum covering key knowledge and skills Gaps</li> </ul>
Day 5-19	Train participants on among other topics
Day 20	Briefing / exit meeting with the host in the presence of CRS staff
Day 15	<ul style="list-style-type: none"> <li>• Debriefing with CRS staff and/or USAID Mission</li> <li>• Finalize reimbursement expenditures and liquidations (if any) with finance.</li> <li>• Submit volunteer reports, training attendance sheet, assignment report, PPT presentation and any reference materials to CRS F2F team.</li> <li>• Depart for USA</li> </ul>
TBD	Outreach event when back in the USA

## **H. DESIRABLE VOLUNTEER SKILLS**

The volunteer will have the following skills, qualifications and competencies:

- Extensive experience in entrepreneurship skills development and marketing training
- Education background in business s administration marketing
- Practical experience in marketing strategy development for a company
- Experience and skills in adult training methods
- Good communication and interpersonal skills

- Willingness and flexibility to train and technically assist staff whenever required
- Respect for the cultural and religious norms of the rural people.

**I. ACCOMMODATION AND ANOTHER IN-COUNTRY LOGISTICS**

- Before travelling to the assignment place, the volunteer will stay in Addis Ababa at one of the CRS’s client hotels, Eliana or another hotel that will be booked and confirmed before the volunteer arrival date. The hotel will have 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 Addis Ababa.
- All required materials will be prepared ahead of time and provided to the volunteer. CRS Ethiopia will provide the volunteer with a laptop computer (if s/he needs), local internet dongle and mobile phone with a charged local SIM-card. Any other required logistics and facilities can also be requested by the volunteer during her/his stay in Addis Ababa.
- CRS will provide a vehicle and accompany the volunteer to the place of assignment.
- During the assignment period, the volunteer will stay at Elina Hotel Addis Ababa
- CRS Ethiopia will arrange hotel accommodations and cover the lodging bills against receipts.
- CRS HQ will provide the volunteer with a per-diem advance to cater meals and incidentals.
- CRS Ethiopia will also reimburse the volunteer with laundry costs against receipts.
- For more information, please refer to country information that will be provided.

**J. RECOMMENDED ASSIGNMENT PREPARATIONS**

- Although CRS F2F has developed such hinting SOW, the volunteer can fine-tune through her/his professional qualifications to successfully carry out this assignment.
- Although the assignment place Addis Ababa is a highland where malaria may not be a problem, the volunteer is advised to take pills or vaccination for malaria and (maybe also for cholera) as per medical recommendations by her/his doctors/health professionals in US before departing from US.
- Prior to the assignment, the volunteer is advised to prepare necessary training and demonstration aids and written handouts. Softcopies of the handouts and any other paper materials can be printed for immediate use at the CRS office in Addis Ababa on request by the volunteer.
- If the volunteer requires simple training aids like flip charts, markers or tape s/he should make the request and collect from the CRS office in Addis Ababa prior to the assignment.
- Translation of handouts to the local language can be done in the locality of the assignment, 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.

**K. KEY CONTACTS**

<b>CRS Baltimore</b>	<b>CRS East Africa Regional Office</b>
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