

**To express interest in this assignment please email priyanka.subba@crs.org**

**CRS Farmer to Farmer Program**

**Volunteer Assignment Scope of Work**

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| **Summary Information** | |
| Assignment Code | **NE240** |
| Country | Nepal |
| Country Project | Crops Country Project |
| Host Organization | **Balambu Mushroom Cooperative Limited** |
| Assignment Title | **Marketing Strategy Development of Balambu Cooperative Limited** |
| Assignment preferred dates | April 2020 onwards |
| Objectives of the assignment | develop marketing strategy |
| Desired volunteer skill/expertise | **Marketing and strategy** |
| Type of Volunteer Assistance | Technology Transfer = **T** |
| Type of Value Chain Activity | Extension services (S) |
| PERSUAP Classification | PERSUAP Type III |

1. **BACKGROUND**

Nepal is predominantly agriculture economy. The farming system is still of subsistence nature, but urban farmers are increasing finding a route to grow high value crops to feed urban consumers. These farmers are directing their investment in modern farming techniques with new crops to reap benefit to make their livelihoods better. They are increasingly investing in consumer preferences and tastes. They are also united in form of cooperative if not to grow but to collect their produces to increase their bargaining power and strengthen the mushroom supply chain. These mushroom growers are also facing challenges to get appropriate price of their produces.

Mushroom in Nepal is increasingly looking as a major source of nutrition. It has been a culinary item of urban households and slowly spreading its popularity among semi urban and rural population. Most of the development partners and government programs have considered it as a major activity. The private sector is gearing up to invest on mushroom production and processing. Notably, Balambu Mushroom Cooperative Limited is willing to portray it as a major mushroom grower and looking for opportunity to expand itself into mushroom seed production and processing.

Balambu Mushroom Cooperative Limited, has more than 3000 members. Out of 3000 only 150 members are growing mushroom. However, the cooperatives supply spawn to most of Nepal and collect and sells mushroom from farmers which ranges from 500-1000. Beyond mushroom production the cooperative also has a micro finance unit which serves micro finance to its members. For details please log in to <http://bmcs.com.np/dashboard/readmore/15>

1. **ISSUE DESCRIPTION**

The demand for mushroom is huge in Nepal. Nepal is importing mushroom from India and other countries as well. Nepal is growing Oyster’s mushroom, white button mushroom and shitake. There are wild edible mushroom varieties in Nepal. However, oyster and white button mushroom are popular among Nepalese mushroom growers. During flush season, after October the volume of production of mushroom is high. In such cases, farmers are not receiving real price of mushroom. Even the prices of mushroom go below cost of production and farmers have to bear huge loss.

The proactive mushroom farmers are testing out different methods to diversify mushroom products. The cooperative is supporting and developing various products out of mushroom. They include Jam, pickles, mushroom powder, etc. However, the cooperative has not been able to develop a marketing strategy of these products. The cooperative needs marketing strategy to retail their products.

1. **OBJECTIVES OF THE ASSIGNMENT**

The specific objective of this volunteer assignment is to enhance skills of cooperative marketing agents.

* The volunteer expert will spend significant time with marketing staffs to develop marketing strategy.
* The volunteer will also develop marketing and branding guidelines for mushroom products.

1. **HOST CONTRIBUTION**

Balambu Multipurpose Cooperative, will facilitate the volunteers to reach the targeted mushroom products traders and farmers to ensure successful assignment completion. The host will also arrange training. Host will also provide the volunteer with office space, training hall and daily tea/snacks for participants if required.

1. **ANTICIPATED RESULTS (Outcome/impact) FROM THE ASSIGNMENT**

It is anticipated that this volunteer assignment will equip cooperative with new knowledge and skills on marketing of mushroom products;

* + **Increased incomes of mushroom farmers and processors by selling mushroom products**
  + **Branding scheme will be developed**

1. **DELIVERABLES**

The anticipated deliverables accomplished by the volunteer also include:

* + Handbook on marketing strategy will be developed
  + Outreach Activity
  + Host recommendations action plan developed
  + Trip Report should be submitted before exit meeting

1. **SCHEDULE OF VOLUNTEER ACTIVITIES IN COUNTRY (DRAFT)**

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| **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 assignment site. 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 |

1. **DESIRABLE VOLUNTEERS SKILLS**

The volunteer will have the following qualifications and competencies:

* Have a good exposure in marketing of agriculture product
* Have good understating of branding products
* Communication and training skills for adult audience

1. **ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS**

* 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-nepaIn 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.
* 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.
* 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.
* Security information will be provided by CRS Nepal Security focal person at Kathmandu CRS Country office.

1. **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.

1. **KEY CONTACTS**

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| **Host Organization:** |  |
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