



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

This assignment can be either Local or Virtual. Either way, the remote support of an American volunteer is needed.

Local Assignment: Ethiopian or East African volunteer to be paired with virtual supporting American volunteer.

Virtual Assignment: An American volunteer conducts a series of calls/meetings

Potential volunteers from Ethiopia or East Africa should email haile.dolango@crs.org and lidia.retta@crs.org to express interest.

American volunteers wishing to support virtually should email maria.figueroa@crs.org

Summary Information	
Assignment code	ET250
Country	Ethiopia
Country Project	Crops
Host Organization	Shayashone PLC
Assignment Title	Youth Reseller Training Manual Preparation
Assignment Preferred Dates	Flexible
Assignment Objectives	<ul style="list-style-type: none"> • Lead the preparation of youth reseller training manual Provide orientation for host staff on the manual • Provide orientation for host staff on youth reseller training manual • Provide expert advices for the host on providing fee-based training on reseller models
Desired Volunteer' Skill/Expertise	<ul style="list-style-type: none"> • Experience in preparing youth entrepreneurship, marketing, and business skills training manuals • Experience of providing trainings on for youth reseller models
Type of Volunteer Assistance	Organizational Development = O
Type of Value Chain Activity	Marketing (M)
PERSUAP Classification	Type 3

A. BACKGROUND

Shayashone (SYS) is also 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. SYS 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 SYS 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.

Purdue Improved Crop Storage (PICS) bags were first developed scientist from Purdue University. PICS bags are chemical free safe storage technology with estimated useful life of 3 production cycles and above. Grains stored in PICS bags can stay over 2 years without losing freshness and free from any weevil attack. The PICS bag is a triple-layer bag that serves as an air-tight (hermetic) storage method. SYS was assigned by Purdue University to develop market and supply chain for PICS bags 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 marketing of PICS bags and development training service provision to its clients and other businesses.

The company wants resellers to have the knowledge and experience to work with customers and to be trained before they are permitted to resell their products and services. With objectives of improving marketing and business skills of the youth resellers, and expanding its revenue lines, the company planned to create the youth reseller training manual. The company wants to expand its revenue streams by providing feed-based training services and consultancy on youth reseller model for other companies.

Visit the company website for more information about Shayashone/<https://shayashone.com/>

B. ISSUE DESCRIPTION

SYS PLC has observed the deficiency in business and marketing skills of its 180 village level PICS bags resellers. The company has realized that with this knowledge gap in the youth resellers' skills, it may not achieve its mission and vision. To address the challenge the company aimed to train its youth resellers on marketing and business skills by creating a youth reseller training manual. The F2f volunteer support helps the company to increase sales of PICs bags by improving the marketing and business skills of the youth resellers There is also a growing demand by many local companies that produce various goods to expand their distribution networks using village level resellers and distributors. SYS has identified this as an opportunity to be exploited. Providing feed-based training and consultancy services on village level reselling model can generate revenues for SYS.

C. OBJECTIVES OF THE ASSIGNMENT

The main objective of this assignment is to prepare youth reseller training manual for SYS company. The specific objectives include;

1. Provide orientation for hosts staff on youth reseller training manual
2. Provide expert advices for the host on providing fee-based training on reseller model
3. Improve host staff business and marketing skills

D. ANTICIPATED RESULTS FROM THE ASSIGNMENT

It is anticipated that through F2F volunteer technical support, the staffs will be equipped with knowledge and skills to:

- Youth reseller training manual developed
- Improved knowledge and skill on youth reseller marketing manual development and business development
- Additional revenue stream added for the host

E. HOST CONTRIBUTION

- The host is committed to create a schedule with the volunteer
- The host will be available for virtual meetings and remote communications

F. ASSIGNMENT DELIVERABLES

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

- Youth reseller training manual
- Training participants list and records
- Volunteer end of assignment report with recommendations to the host organization action plan and recommendations to CRS
- Conduct a final debriefing (PowerPoint presentation) with the host organization and CRS/USAID

G. SCHEDULE OF VOLUNTEER ACTIVITIES IN ETHIOPIA

Day	Activity
Day 1	<ul style="list-style-type: none">• Introduction with CRS F2F staffs and briefing with virtual platform (to be confirmed before the meeting)• General orientation and briefing about the program
Day 2	<ul style="list-style-type: none">• Introduction to the host by means of virtual platforms (to be confirmed before the meeting)• 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).• Discuss anticipated outcomes and work plan
Day 3-15	<ul style="list-style-type: none">• Conduct the virtual assignment
Day 16	<ul style="list-style-type: none">• Conduct virtual debriefing session

H. DESIRABLE VOLUNTEER SKILLS

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

- Extensive experience of creating marketing manuals
- Knowledge and practical experience in providing youth reseller model training
- Experience and skill in adult teaching
- Good communicator and interpersonal skills
- Willingness and flexibility to train and technically assist staff whenever required

I. KEY CONTACTS

1. CRS Baltimore

Maria Figueroa, Recruitment Manager
EA Farmer to Farmer Program
228 W. Lexington Street
Baltimore, MD 21201; 410-951-7366
Email: maria.figueroa@crs.org

2. CRS/Ethiopia

Haile Dolango, F2F Program Manager
CRS Ethiopia Office, P. O. Box 6592.
Addis Ababa, Ethiopia
Phone: +251-112-788800, Mobile: +251-912-665684
Email: haile.dolango@crs.org

Lidia Retta, Project officer
CRS Ethiopia Office, P. O. Box 6592
Addis Ababa, Ethiopia
Phone +251-11-278-8800, Mobile: +251-912-091962
Email: lidia.retta@crs.org

3. Host Organization

Yared Sertse
General Manager, Shayashone PLC
Ababa, Ethiopia
Mobile: +251 930000563
Office: +251 116-18 67 41
Email: yared.sertse@shayashone.com
Skype: ysertse