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.reta@crs.org to express interest.

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

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<tr>
<th>Summary Information</th>
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<tr>
<td>Assignment code</td>
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<tr>
<td>Country</td>
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<td>Country Project</td>
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<tr>
<td>Host Organization</td>
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<td>Assignment Title</td>
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<td>Assignment Preferred Dates</td>
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| Assignment Objectives | • Lead the preparation of youth reseller training manual Provide orientation for host staff on the manual  
                      | • Provide orientation for hots staff on youth reseller training manual  
                      | • Provide expert advices for the host on providing fee-based training on reseller models |
| Desired Volunteer’ Skill/Expertise | • 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 hots 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**

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<tr>
<th>Day</th>
<th>Activity</th>
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<tr>
<td>Day 1</td>
<td>• Introduction with CRS F2F staffs and briefing with virtual platform (to be confirmed before the meeting)</td>
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<td>• General orientation and briefing about the program</td>
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<tr>
<td>Day 2</td>
<td>• Introduction to the host by means of virtual platforms (to be confirmed before the meeting)</td>
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<td>• 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).</td>
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<td>• Discuss anticipated outcomes and work plan</td>
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<td>Day 3-15</td>
<td>• Conduct the virtual assignment</td>
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<td>Day 16</td>
<td>• Conduct virtual debriefing session</td>
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H. **DESI RABLE 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