



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

Summary Information	
Assignment Code	RW268
Country	Rwanda
Country Project	Maize
Host Organization	KOAIRU Ganza (Koperative y' abahinzi b'ibigori n'ibishyimbo ba Rubira)
Type of Volunteer Assistance	Organizational Development(O)
Type of Value Chain Activity	Information and Input Support Services (S)
Assignment Title	Capacity building on Marketing
Assignment preferred dates	November -December, 2021
Objectives of the assignment	The objective of this assignment is to build capacity of KOAIRU GANZA members on negotiation skills, marketing principles and marketing strategies for maize.
Desired volunteer skill/expertise	The volunteer for this assignment shall have a degree in Marketing or Business Administration; he or she must have at least 5 years of working experience working in the marketing field, or business management, he/she must be knowledgeable about adult learning approaches, passionate about working with farmers, familiar with cooperative functionality and ready to work in a rural setting.
PERSUAP Classification ¹	Type III

A. BACKGROUND

The Government of Rwanda views cooperatives as a potential vehicle through which the cooperatives members could create employment and expand access to income-generating activities, develop their business potential, including entrepreneurial and managerial capacities through education and training; increase savings and investment, and improve social well-being with special emphasis on gender equality, housing, education, health care and community development. The country's cooperative movement is a strong vehicle for development and economic empowerment especially among the disadvantaged groups like women, youth, and People with Disabilities (PWDs). According to Rwanda Cooperative Agency (RCA), the cooperative sector in Rwanda is large

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.



and diverse. It consists of savings and credit cooperatives, banking cooperatives, agricultural cooperatives, small processing and marketing cooperatives, fishery cooperatives, consumers, workers, handicraft makers, and artisanal cooperatives. Currently, Rwanda has 9,597 cooperatives with share capital of more than Rwf45 billion. Together, the cooperatives total over five million members (comprising over 2.69 million men, and over 2.14 million women) countrywide.

Definition of cooperatives

By definition, a cooperative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically controlled enterprise, according to internationally recognized co-operative values and principles.” What makes a co-operative different from a conventional business is:

- It fulfils a social or environmental objective, or is formed to fulfil its members’ needs
- It is democratic ownership and control
- It is way of working
- It is legal structure

KOAIRU GANZA (Koperative y’abahinzi b’ibigori n’ibishyimbo ba Rubira), is a farmer’s cooperative located in Rwintama village, Rubira cell, Gitoki Sector, Gatsibo District, Eastern Province. The cooperative was established in 2017, and received its registration no. RCA / 0397/2017 issued by the Rwanda Cooperative Agency (RCA) in the same year i.e., 2017. The cooperative is composed of 108 members (64 male and 44 female). Just like other Cooperatives in Rwanda, KOAIRU GANZA has a General Assembly, an executive Board which is made of Board of Directors who supervise the Cooperative Business, and employees. The General Assembly makes the overall decisions, and the Executive Board oversees the cooperative business and staff.

KOAIRU’s main economic activity is growing maize on 129 Ha. The cooperative has a contract with one agricultural inputs supplier called TUBURA, and three other agro dealers under the Government subsidy Program.

KOAIRU GANZA cooperative maintains good relationship with two financial institutions i.e. SACCO Gitoki, and Banque Populaire du Rwanda/Branch of Ngarama Sector. To support their operations, the cooperative relies on members to finance their operations.

The cooperative has access to market for its maize produce and at the beginning of each growing season, the cooperative signs a farming contract with one or two big buyers with Africa Improved Food (AIF), and EAX (East Africa Exchange).

B. ISSUE DESCRIPTION

KOAIRU Cooperative, like many other primary cooperatives in Rwanda, relies on middle men to market their maize produce. Members lack marketing and negotiation skills which can be used to look for markets or negotiate for better prices. Through this scope of work, KOAIRU requests Farmer-to-Farmer volunteer technical assistance on building capacity of members on marketing, marketing strategies and negotiation skills. KOAIRU leadership believes this training will equip members with the right skills for marketing and negotiation, positioning them to lobby for attractive prices.

C. OBJECTIVES OF THE ASSIGNMENT

The overall objective of this F2F volunteer scope of work is to build capacity of KOAIRU members on marketing, marketing strategies and negotiation skills.



More specifically,

- Develop training guide for the trainer and trainees
- Develop the training methodology/approach
- Conduct the training on marketing, marketing strategies and negotiation skills.
- Prepare a training report, detailing how the assignment was conducted, achievements, challenges, lessons, opportunities for future engagements and recommendations.
- Organize a half -day presentation to cooperative members, other stakeholders like local government, buyers, any other partner to share the assignment achievements and recommendations.

D. HOST CONTRIBUTION

To conduct this assignment, KOAIRU GANZA cooperative is expected to meet the following requirements:

- Mobilize and facilitate cooperative members and staff to attend all the training sessions.
- Provide venue for the training sessions and any other logistics
- Commit to implement all the recommendations provided by the volunteer (s) after the completion of the assignment.

E. ANTICIPATED RESULTS FROM THE ASSIGNMENT

Following the completion of this assignment, the outcomes below will be anticipated:

- Cooperative members, Board of Directors, and Staff and members will have a good understanding of marketing principles, marketing strategies and good negotiation skills.
- Submit a final report explaining how the assignment was conducted, it should include recommendations to be implemented by the cooperative.

F. Schedule of Volunteer Activities in Country (Draft)

Day	Planned Activity
Day 1	Meet with F2F Team to review the scope of work and for the orientation Meet with the host CAPRORE Management, and members for introduction and review of the Scope of work. Develop detailed Work Plan covering all activities required to effectively implement this scope of work
Day 2-8	Conduct the feasibility study as agreed in the work plan
Day 9	Organize a debrief with the host to share feasibility study, implementation plan and other recommendations.
Day 10-11	Prepare assignment report and Conduct debrief session with CRS Country team and USAID Mission on the completed assignment

This is a draft schedule, a final itinerary will be discussed and agreed upon arrival by all parties



G. DESIRABLE VOLUNTEERS SKILLS

- As described above.

Additional requirements: A volunteer should be:

- Proactive, results-oriented, and service-oriented.
- Have very good interpersonal skills, and
- Flexible to work in rural settings.

H. ACCOMMODATION AND ANOTHER IN-COUNTRY LOGISTICS

- Volunteer transportation and accommodation will be provided by CRS Rwanda. In Gatsibo District, the volunteer will stay at the hotel Ntende (<http://ntendehotel.rw/WELCOME-TO-NTENDE-HOTEL.html>)
- In addition, the country team will provide flip charts, markers, and a projector if needed.

I. RECOMMENDED ASSIGNMENT PREPARATIONS

- **Training Materials:**
The volunteer is advised to read more about CAPRORE Cooperative business model, maize value chain , and the maize milling business in Rwanda.
- **Training Materials:**
In case the volunteer prepares materials for hand out, it will be printed at CRS office in Rwanda. Regarding Flip charts, markers, and a projector if needed, can be obtained at CRS Rwanda office.
- **Working Environment**
This assignment will be conducted at the venue provided by KOAIRU GANZA cooperative whose office is located at Rwintama village, Rubira cell, Gitoki Sector, Gatsibo District, Eastern Province. The volunteer will work closely with KOAIRU GANZA Cooperative Board, and CRS -F2F Field team.
- **Recommended Reading**
Rwanda F2F program recommends that the volunteer reads more about marketing modules for maize , marketing strategies, negotiation, and the maize value chain in Rwanda.

J. REMOTE/LOCAL VOLUNTEER ROLES AND RESPONSIBILITIES

Both volunteers participate in a call to discuss objectives and collaboration approach at the start of the assignment. Collaboration platforms vary depending on the assignment and connectivity. The most frequently used platforms are MS Teams and WhatsApp. The volunteers are highly encouraged to visit CRS' F2F Digital Resource Library, and search for resources that they could use or customize for training. Upon completion of your assignment, volunteers are requested to send any resources they would like to contribute to the library (whether created or found) to farmertofarmer@crs.org.

The local volunteer is responsible for assignment design, preparation, training, developing assignment reports, conducting action planning with hosts and outreach in country, and achieving the assignment



objectives. The local volunteer works directly with the host with assistance/input from the US volunteer. Assignments usually last up to 2 weeks; Sometimes extending beyond two weeks due to pending follow up visits, emails etc. Local Volunteers are asked to track assignment hours per day, to stay under 112 hours (14 days x 8 hours).

Virtual support from a paired US volunteer helps provide supplementary training resources, fill in the gaps for technical areas, and share creative ideas and solutions. Two specific responsibilities are to: (i) complete the outreach component of the assignment and (ii) support the in-country volunteer as needed. US Volunteers typically put in 4-8 hours per week, depending on the nature of the assignment and collaboration.

K. Key Contacts

<p>CRS Baltimore Maria Figueroa Volunteer Coordinator Farmer to Farmer Program 228 W. Lexington Street Baltimore, MD 21201 410-951-7366 Email: maria.figueroa@crs.org</p>	<p>Rwanda Grace Gasana CRS Farmer- to -Farmer Program Director for Rwanda Tel: +250,788307254, Email: grace.gasana@crs.org Or Musafiri Ndatsikira Farmer to Farmer Project Coordinator Tel:0788460167 Email: Musafiri.ndatsikira@crs.org</p>
<p>Host Organization:</p>	
<p>NDAYISABA Germain The president of KOAIRU GANZA cooperative Tel: +250781087644/0785450586</p>	<p>NYIRANEZA Marie Xaviere The vice president of KOAIRU GANZA Cooperative Tel: +250780380997</p>