



To express interest in this assignment please email mireille.ngokion@crs.org

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

Summary Information	
Assignment Code	NEP202
Country	Nepal
Country Project	Crops Country Project
Host Organization	Nepal Agriculture Cooperative Central Federation (NACCFL)
Assignment Title	Marketing strategy development
Assignment preferred dates	1 st March 2019 – 15 th March, 2019
Objectives of the assignment	Design and Assist to Implement Marketing Strategies and Techniques
Desired volunteer skill/expertise	Marketing expert – experience in agro-products marketing is desirable
Type of Volunteer Assistance ¹	Marketing (including branding, advertising, promotion, distribution, sales) = M
Type of Value Chain Activity ²	Information and Input Support Services (S) on agro-produces from member cooperatives, grading and labeling, packaging, storage, pricing and marketing.
PERSUAP Classification ³	PERSUAP Type III

A. BACKGROUND

NACCFL is a membership organization having 970,200 household members, that includes 995 Small Farmer Agriculture Cooperatives Limited (SFACLs) and similar types of primary agricultural cooperatives in 69 districts out of 75. Ever since the establishment of the organization it has targeted small farmers who largely comprise of women, with more than 78% of female members i.e. 4.8% of the female population of Nepal.

Small Farmers Cooperatives (SFACLs) have emerged not only as one of the leading microfinance model in Nepal, but have also been recognized as a holistic model for rural development. The NACCFL has been involved in farmers to farmer's replication since its establishment, and has experience in value chain and its development. NACCFL has started the initiative of farmer's basket (KKP). KKP is an organized food box service which offers an alternative way of distributing local non-perishable agro-product to consumers.

¹ USAID precisely classifies Types of volunteer assistance as; Technology Transfer = **T**; Organizational Development = **O**; Business/Enterprise Development = **E**; Financial Services = **F**; Environmental Conservation = **C**; or Administrative = **A**

² **Precise** classification as: Information and Input Support Services (areas as extension services, input supplies, veterinary services—most Administrative assignments are expected to fall into this classification) = **S**; On Farm Production = **F**; Processing (including primary and final product transformation, storage, transportation) = **P**; or Marketing (including branding, advertising, promotion, distribution, sales) = **M**

³ 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.

B. ISSUE DESCRIPTION

Small-scale farmers face challenges in producing above subsistence quantities as well as enough to access markets for commercialization. With the inability to access markets, many of the cooperative members are forced to sell through middlemen around the country and do not receive a fair or reasonable price for their produce. Given that the majority of the producers in Nepal are subsistence oriented, there is a need to support agriculture commercialization wherever possible. Support is needed for enhancing the scale of production, post-harvest operations, processing and trade. There is a need to link farmers to markets and develop each step in the value chain for various commodities that will eventually connect with domestic markets. In this light, KKP (Marketing strategy) was designed by NACCFL to provide small-scale farmers a guaranteed market system through cooperatives and thus involve the farmers from different districts of Nepal in a creative way to produce agro-products commercially and creation of employment opportunities and thus contributing their livelihood sustainably through marketing the products produced by them.

At present, NACCFL is running two cooperative shops in Kathmandu valley and selling the produces from more than 100 different member cooperatives produced by around 2000 producers. NACCFL has target to extend outlets in other 8 areas within the Kathmandu valley and later to major cities of Nepal outside valley. Since we have the target to extend the business all over Nepal, we need to develop different strategies and plans together with other techniques, approaches to increase customers (pricing, discount, offers, etc). The model now need a clear vision with appropriate strategies, methodologies and target.

C. OBJECTIVES OF THE ASSIGNMENT

Design and Assist to Implement Marketing Strategies and Techniques

D. HOST CONTRIBUTION

The NACCFL will provide the space for the volunteer's table work, will provide one full time support staff for any type of assistance he/she needs.

E. ANTICIPATED RESULTS FROM THE ASSIGNMENT

Market strategies and techniques learned would help ' Kisan ko poko', the cooperative shop, run and expand smoothly and sustainably.

F. DELIVERABLES

- Analysis of supply demand part
- Analysis of cooperative shop scope
- Pricing and other strategies development to increase consumers
- Others

G. SCHEDULE OF VOLUNTEER ACTIVITIES IN COUNTRY (DRAFT)

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
Day 4	Visit one of cooperative to collect information, clarify needs
Day 5-7	Organize marketing strategies workshop
Day 8	Meeting with Bod to report and discuss marketing strategies workshop findings
Days 9– 10	Production of Hand book related to marketing strategies
Day 11-12	Orientation to staff of Kisan poko about the marketing skills
Day 13	Design the action plan for 1 years
Day 14	Complete assignment related activities at the host location
Day 15	Activity close out, host action plan preparation for implementing recommendations
Day 16	Debriefing including CRS country Office and Local mission
Day 17	Departure to the US

H. DESIRABLE VOLUNTEERS SKILLS

- Masters/PHD in Marketing
- Adequate knowledge on Agro-products Groceries

I. 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, **Greenwich village Resort (<http://www.greenwichnepal.com>)** or another hotel that will be booked and confirmed before the arrival date. In 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.
- During the assignment period, the volunteer will be booked in a hotel at the project site, to be confirmed prior to volunteer arrival. 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.

J. 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: <https://www.accuweather.com/en/np/nepal-weather> (will provide later)

K. KEY CONTACTS

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