



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

To express interest in this assignment please email nicole.picon@crs.org

Summary Information				
Assignment SOW Code	NE308			
Country:	Nepal			
Country Project:	Agribusiness Development			
Host Organization:	Munaa Krishi Pvt. Ltd.			
Partner:	N/A			
Assignment Title:	Business Plan and Marketing Strategy Development			
Objectives of the assignment:	<ol style="list-style-type: none"> 1) Review and revise Munaa Krishi’s business plan to adapt to the changing financial and business environments. 2) Develop sales and marketing strategies, including creating sales narratives, establishing communication channels, and formulating networking approaches. 3) Provide training to the board members and staff on the execution of the business plan and marketing strategies. 			
Assignment preferred dates:	Early to mid-September 2024			
Desired volunteer expertise:	<ol style="list-style-type: none"> 1) A business plan development expert. 2) Ability to guide the company to formulate sales and marketing strategies, including networking approach, market positioning, and product differentiation. 			
Type of Volunteer Assistance:	Business/Enterprise Development (E)			
Type of CSA Activity	N Not applicable			
PERSUAP Classification ¹ :	Type III			
Approx. Number of people to be trained:	Men	Women	Male Youth	Female Youth
	15	25	10	10

Host Information	
Date of completion of baseline & Capacity development plan data collection:	28 th June 2024
Date of host agreement signing:	2 nd Jul 2024

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.

No. of previous assignments: ²	1. Business Strategy Development of Munaa Krishi Limited (2021) 2. Marketing and Branding Plan Development (2022) 3. Standard Operation Procedure for Product Handling (2020)
Recommendations given (Total):	16
Recommendations applied (Total):	12
Name of ToT trainee (if already identified)	1. Sita Pandey, General Manager 2. Rita Bastakoti, Member, Board of Director

Gender, youth and climate considerations³	
Gender Sensitivity:	If yes, how? If no, why not?
1.1 Are there particular barriers to women's participation in the value chain associated with this assignment topic? If so, how can the assignment address the particular barriers women face?	The host is engaged in multiple value chains including cereals, pulses, vegetables, fruits, herbs, and spices within their agribusiness operations. Women face numerous barriers to successfully engage in and earn profit from these value chains. Lack of access to vocational training in business planning and marketing strategy development has been identified as a key barrier hindering women's participation in value chains. This assignment aims to address this gap by encouraging their active participation in the training.
1.2 Are there particular barriers to men's participation in the value chain associated with this assignment topic? If so, how can the assignment address the particular barriers men face?	Although men face fewer barriers compared to women, they also have limited access to vocational training in business planning and marketing strategy development. Therefore, this assignment aims to address this gap by encouraging their active participation in the training thereby empowering male participants to successfully benefit from these value chains.
2.1 How does the assignment contribute to increasing the capacities of women?	The assignment will contribute to increasing the capacities of women by prioritizing equal and active participation of women throughout the training period. Additionally, the training plan will be tailored to the needs and interests of women, providing them with valuable skills and knowledge in areas such as entrepreneurship, business planning, and marketing strategies. Furthermore, two women employees of the MKL will be trained as trainers through this assignment.
2.2 How does the assignment contribute to increasing the capacities of men?	Similar to the approach employed with women, men's specific needs and interests will be taken into consideration when planning the training topics to ensure they are suitable and inclusive for male participants.
3.1 How does the assignment motivate women to participate?	This assignment will encourage and motivate women to participate in the training by communicating effectively to them the importance of knowledge and skills that the training will impart and by offering flexible training schedules that meet the multiple needs of women.
3.2 How does the assignment motivate men to participate?	This assignment will aim to encourage and motivate men to participate by clearly communicating the relevance of the training and offering practical, hands-on activities for experiential learning.

² Discuss new hosts with Program Director.

³ Refer to the annex section for the guidelines on answering the questions, along with examples.

4.1 How have the assignment's logistics been organized in a way that facilitates women's participation? If no logistical arrangements have been made yet, how can they be organized to facilitate women's participation?	The host will provide an environment that is accessible, inclusive, and supportive of men's and women's needs. They will identify training venues that are easily accessible, schedule training sessions at times that accommodate diverse responsibilities, and ensure that the venues are comfortable and conducive to both men and women participants.
4.2 How have the assignment's logistics been organized in a way that facilitates men's participation? If no logistical arrangements have been made yet, how can they be organized to facilitate men's participation?	
Youth Empowerment:	
1.1 Are there particular barriers to female youth's participation in the value chain associated with this assignment? If there are, how can the assignment address the identified constraints of the female youth?	Lack of access to information about agribusiness planning and market opportunities are significant barriers to youth - both male and female - in the agriculture value chains. Likewise, lack of access to credit and financial services have hindered them from starting or expanding agribusinesses. Youth also face difficulties in accessing markets due to limited access to market-related information. Another barrier is the perceived risks of business failure in these value chains.
1.2 Are there particular barriers to male youth's participation in the value chain associated with this assignment? If there are, how can the assignment address the identified constraints of the male youth?	This assignment empowers them in proper business and marketing planning, thereby contributing to removing barriers such as access to market and financial services, and business risk management.
2.1 How does the assignment contribute to increasing the capacities of female youth?	Despite the significant opportunities available to youth, both male and female youth in agricultural value chains experience limited access to training opportunities. Therefore, this assignment plays a crucial role in enhancing the capacities of both male and female youth by equipping them with the necessary skills and knowledge in business and marketing planning to participate in the potential agriculture value chains.
2.2 How does the assignment contribute to increasing the capacities of male youth?	
3.1 Are there particular barriers that might prevent female youth from participating in and benefiting from this assignment? How has the assignment been planned to remove those barriers?	Young female farmers often experience hesitancy and reduced confidence compared to their male counterparts when communicating with external individuals and expressing their opinions. This imbalance may lead to decreased participation and dominance by male participants during the assignment. Therefore, this assignment encourages the participation of female youth and enables them to benefit from it by providing targeted support and opportunities for skills development and empowerment in business and marketing planning.
3.2 Are there particular barriers that might prevent male youth from participating in and benefiting from this assignment? How has the assignment been planned to remove those barriers?	None
Climate Change	
If yes, how? If no, why not?	

<p>Will the assignment address climate change? (Yes/No) If yes, please include this in the issue description. How does this assignment plan to address the issue of climate change?</p>	<p>No. This assignment will focus on business and marketing strategy planning.</p>
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A. BACKGROUND

1. Farmer-to-Farmer Program (F2F)

The CRS Farmer-to-Farmer program (F2F) is a five-year (2023-2028) USAID-funded program that provides technical assistance to farmers, farm groups, agribusinesses, and other agriculture sector institutions in developing and transitional countries to promote sustainable improvements in food security and agricultural processing, production, and marketing. The main goal of the program is to generate sustainable, broad-based economic growth in the agricultural sector through voluntary technical assistance. A secondary goal is to increase the U.S. public’s understanding of international development issues and programs and international understanding of the U.S. and U.S. development programs.

F2F volunteers are pooled from a broad range of US agricultural expertise including private farmers, university professors, bankers/certified accountants, animal health and nutrition specialists, soil scientists, and agronomists who can provide technical assistance to the local host organizations. The program introduces new innovations and skills to develop local organizations’ capacity to participate in more productive, profitable, sustainable, and equitable agricultural systems while providing an opportunity for people-to-people exchange within the agricultural sector.

When the COVID-19 global pandemic broke out, CRS F2F introduced a paired remote volunteer (PRV) model whereby a US volunteer who does not travel provides remote support to a local/national volunteer who carries out the assignment in person. This model is still used for up to 10% of assignments.

For the 2023-2028 round of F2F, CRS is taking a gender-sensitive approach to programming, which includes conducting a gender assessment of each host before initiating assignments. CRS is also asking each host to identify at least one person to be a key trainee (under a Training of Trainer [ToT] model) for each assignment in the hope that this person will be able to replicate the training in the future. The volunteer report format will ask you to name the trainee (if there was one) and comment on their level of engagement.

The CRS F2F program in Nepal has identified Agribusiness Development and Climate-Smart Agriculture (CSA) as the topics of its assignments. These are known within F2F as ‘Country F2F Projects.’ The agribusiness development project involves activities such as vegetable and fruit cultivation, dairy and goat farming, honeybee management, and mushroom cultivation, as well as agro-processing, storage, packaging, branding, and marketing. The CSA project includes diversification and crop management, improved water management, and soil conservation. CRS F2F’s working geographic zones are Sudur Paschim, Karnali, Lumbini, Bagmati, and Madhesh provinces. Requests to work in other locations or on sub-sectors that fall outside of the two identified Country F2F Projects are sometimes considered but are seen as exceptions.

2. About the host organization

Munaa Krishi Limited (MKL) is a Non-Resident Nepalese (NRN)-led agribusiness initiative committed to enhancing agricultural production and trade both within and outside Nepal. As a social enterprise, MKL aims to uplift the livelihoods of small-scale and resource-poor growers in Nepal. The company’s mission is rooted in direct collaboration with farmers, farmer groups, cooperatives, local agribusinesses, and various government levels, all

united under the goal of ensuring access to nutritious, high-quality agricultural products at affordable prices. Operating under the brand name "Safe Food," MKL was officially registered under the Company Registration Act of Nepal in 2019. MKL specializes in aggregating and selling fruits, spices, and seasonal fresh produce, including vegetables.

The company employs a direct sourcing model, where agricultural products—particularly cereals, pulses, medicinal and aromatic herbs, fruits, spices, and meats—are collected directly from smallholder farmers across the country, spanning from east to west. Beyond its commercial objectives, MKL is committed to fostering financial stability among smallholder farmers and addressing the critical issue of post-harvest loss reduction. Central to the organization's principles is the promotion of sustainable production systems and practices, integrating environmentally friendly technologies and processes throughout all stages of operations.

MKL's vision for the next five years is to empower 10,000 smallholder farmers, substantially increase their incomes, market a minimum of 1,000 tons of agricultural products annually, expand the market by exporting to at least 10 countries, and establish two new market outlets with processing facilities. Presently, the team comprises over 35 employees (25 women), working closely with a network of more than 700 farmers, predominantly women, who form the backbone of this agro-based endeavor. MKL has primarily targeted the domestic market but has recently begun exporting its products to Belgium, England, Qatar, and Japan.

B. ISSUE DESCRIPTION

In recent years, there has been a notable rise in interest among educated youth in agro-processing businesses in Nepal. However, despite the high potential of agro-processing industries, the sector's growth has been hindered by various factors, including limited access to sufficient capital, inadequate infrastructure, limited access to modern technologies, and a lack of effective branding and marketing strategies including a well-articulated business plan.

Furthermore, for social enterprises like MKL, achieving continued social impact relies on the financial sustainability of the enterprise itself. Market linkages, networks, connections within the industry, and the right channels of sales are crucial for social enterprises that prioritize both serving people and generating profits. Operating in challenging environments and rural areas, agri-business companies like MKL face difficulties in navigating the optimal business path, identifying suitable collaborators, and accessing the right market for their products.

Business plans and marketing strategies are essential components of business success and communication aimed at establishing and promoting a company's brand identity and conveying its message to its target audience. However, effective business plans and marketing strategies in Nepal are generally weak. An initial assessment and discussions with the host have revealed that limited budgets constrain investment in developing business plans and marketing activities, and there is a lack of technical expertise required to develop these essential documents. This has led to missed opportunities for competitive market penetration.

To address these challenges, a key strategy is to invest in capacity-building for agro-entrepreneurs, empowering them to develop business plans and sales and marketing strategies tailored to their specific needs and changing contexts. Therefore, MKL has sought F2F technical assistance to aid in the development of these strategies, alongside capacity building for staff.

C. OBJECTIVES OF THE ASSIGNMENT

The main objective of the assignment is to critically review and update Munaa Krishi's current business plan to adapt to the changing financial and business environments and support the host in developing sales and marketing strategies.

The following are the specific objectives.

- 1) Review and update the business plan for Munaa Krishi to adapt to the changing financial and business environments.
- 2) Develop sales and marketing strategies, including creating sales narratives, establishing communication channels, and formulating networking approaches.
- 3) Provide training to the board members and staff on the execution of the business plan and marketing strategies.

D. HOST CONTRIBUTION

MKL will mobilize company staff, board members, and contract farmers to attend the assignment. The organization will also assign at least two key personnel to work closely with the volunteer during training preparation and implementation to ensure that key staff members can train other organization members once the assignment has been completed.

Furthermore, the host will provide the following contributions:

- Provision of training venue and necessary demonstration materials for the training sessions.
- Provision of stationery and transportation for participants, and other associated training facility costs.

E. ANTICIPATED RESULTS OF THE ASSIGNMENT

1. Enhancement of MKL's sales and marketing strategies.
2. Increased knowledge and skills of staff, board members, and contract farmers related to business plan and marketing strategy development.
3. Contribution to the realization of the company's five-year vision for increased market reach and sales.

F. DELIVERABLES

The anticipated deliverables accomplished by the volunteer include:

1. Revised business plan and marketing strategies.
2. Volunteer end-of-assignment report with recommendations for the host organization's action plan and recommendations for CRS (due before departure from Nepal).
3. Group presentation with local stakeholders at the end of the assignment in-country.
4. Final debrief meeting (PowerPoint presentation) with the host organization (plus key stakeholders) and CRS/USAID.
5. A minimum of 3 volunteer outreach activities in the US and in-country using appropriate media (print, radio, TV, group presentations, social media, etc.)

G. DRAFT SCHEDULE OF VOLUNTEER ACTIVITIES IN THE COUNTRY

Day	Activity
Days 1	<ul style="list-style-type: none"> • Arrival at Tribhuvan International Airport (TIA); pick-up by Hotel Kutumba driver • Check-in at Hotel Kutumba, Lalitpur. <p>NB: If you encounter any difficulties, please request assistance from airport staff to call Dilip Chaudhary (on WhatsApp or phone) at +977 9842862118 or Nirmal Gadai at +977 9851073671.</p>
Day 2	Rest day in Hotel Kutumba, Kupondole, Lalitpur, Nepal.
Day 3	<ul style="list-style-type: none"> • At 10:00 am, the volunteer will be picked up at the hotel by a CRS driver and taken to the office for introductions and briefings. • The volunteer will be briefed by the F2F team about the host and then discuss with the team the related logistics and anticipated outcomes. • The volunteer may also prepare training materials while at the CRS Office. • After the briefing, the volunteer will travel to the MKL office in Kathmandu for introductions and commence the assignment • Visit host facilities in Kathmandu
Days 4 - 6	Visit farmers' fields in Pokhara
Days 7 – 16	Conduct assignment-related activities at the host location in Kathmandu
Day 17	<p>Activity close-out.</p> <ul style="list-style-type: none"> • In-country/virtual debrief with CRS staff and/or USAID Mission. • Reimbursement of expenditures and liquidations (if any) with the finance department, as required. • Drafting and submission of volunteer reports, training attendance sheets, assignment reports, PPT presentations, and any reference materials to the CRS F2F team.
Day 18	Depart for the USA

H. DESIRABLE VOLUNTEER SKILLS

1. Business plan development expertise.
2. Ability to guide the company to formulate sales and marketing strategies, including networking approach, market positioning, and product differentiation.

I. ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS

- In Kathmandu, the volunteer will stay at Hotel Kutumba (www.hotelkutumba.com). The hotel provides services such as airport pickup and drop-off, breakfast, wireless internet, etc. CRS Nepal will cover the costs of lodging. CRS HQ will provide the volunteer with a per diem advance to cover meals and incidentals.
- For the duration of the field visit in Pokhara, the volunteer will stay at Hotel Chino, Pokhara (<http://www.hotelchinopokhara.com/>).
- All required materials will be prepared ahead of time and provided to the volunteer. CRS Nepal will provide the volunteer with a laptop computer (if s/he needs one), a local internet dongle (modem/EVDO), and a mobile phone with a charged local SIM card. Any other required logistics and

facilities can also be requested by the volunteer during her/his stay. CRS will provide a vehicle and accompany the volunteer to the location of the assignment.

- Security information will be provided by the CRS Nepal security focal person at the CRS office on Day 3.

J. ASSIGNMENT PREPARATION RECOMMENDATIONS

Training Materials

- While CRS F2F has crafted the SOW, the volunteer can enhance it further leveraging their professional expertise to effectively execute this assignment.
- Prior to the assignment, the volunteer is advised to prepare the necessary training and demonstration aids and written handouts. Soft copies of the handouts and any other paper materials can be printed for immediate use at the CRS office on request by the volunteer.
- CRS will arrange a connection call between the volunteer and the host prior to the volunteer's departure from the US. At this point, all parties will review and confirm the objectives of the SOW.
- If the volunteer requires simple training aids like flip charts, markers, or tape s/he should make the request in advance and obtain the materials from the CRS office.
- Handouts can be translated into the local language in the locality of the assignment if required.
- The volunteer may use a laptop and projector for PowerPoint presentations.

Training participant demographics

At MKL, Kathmandu

- 50% of the trainees will be women and 30% youth. The host contact persons are educated and can communicate proficiently in English. However, other participants, though literate, do not understand English and will require translation services, which will be managed by CRS. The average age of the participants will be 45.

At MKL field sites, Pokhara

- 20% of the trainees will be women and 15% youth. The majority of the farmers though literate, do not understand English and will require translation services, which will be managed by CRS. The average age of the participants will be 55.

Roads and Transportation

- **Kathmandu where volunteer will be working with the host** has good road connectivity. However, traffic can sometimes be heavy, especially during mornings (8:30 to 10:30 am) and evenings (5:00 to 6:30 pm). Additionally, traffic signs are not always fully respected by drivers. Therefore, it's recommended that the volunteer exercise caution when crossing the road.
- **Farmers' field site** is situated in the suburb of Pokhara Metropolitan City, Kaski district. First, the volunteer will travel from Kathmandu to Pokhara via a 45-minute domestic flight. From there, transportation to the hotel will take about 30 minutes.
- The volunteer will travel by car from Pokhara to the farmers' field which takes about an hour with a section of the road expected to be rough due to poor maintenance.
- All arrangements will be made by the CRS Nepal team and details on flight timings and tickets will be provided closer to the volunteer's departure date.

Security and Health

- Nearby hospitals and clinics are easily accessible if needed. Should assistance be required, we kindly ask volunteers to adhere to the CRS travel insurance process and consult the CRS F2F volunteer handbook (pg. 8) for guidance on accessing medical care during the assignment.
- In case of emergencies, volunteers should contact the host focal point or the F2F country team for assistance.
- There are no major security issues in Kathmandu and Pokhara; however, we ask volunteers to remain vigilant and scan their surroundings. Traveling early in the morning and late afternoon is not advisable. Aim to conclude daily activities between 8:00 am and 5:00 pm.
- In Kathmandu, nearby restaurants are accessible to volunteers in the evening from Hotel Kutumba. However, CRS advises against volunteers venturing out after 8 pm.

Communication

- Due to potential power outages the assignment sites, it's advisable to ensure that electronic devices are fully charged when power is available, as the host may lack a generator.
- Internet access will be provided, with varying speeds dependent on the cellphone internet package. Occasional electricity outages and weak internet and cellphone signals may be encountered.

Working Environment and Culture

- Nepalese people are known for their friendliness and may actively seek to establish meaningful connections with visitors. We encourage you to accept any invitations from host staff or training participants to informal gatherings such as lunches, wedding parties, and cultural ceremonies to nurture personal relationships with them.
- Nepalese culture often exhibits flexibility regarding schedules and deadlines. When collaborating with locals, it is a good idea to underscore the significance of adhering to mutually agreed-upon deadlines and to communicate how any delays might affect the overall assignment.

Weather and climate

- **Weather in Kathmandu:** Casual and comfortable clothes are key when traveling in Nepal. The wet summer season of June, July, and August (sometimes until September) is when you can expect heavy rainfall, and we advise you to pack a lightweight waterproof jacket and an umbrella. The average daily temperatures are around 73°F, reaching highs of 79°F and dropping to an average minimum temperature of 66°F during September. When it rains, the temperature is slightly colder, so bringing a hoodie is advisable. About 2,812 mm (110.7 inches) of precipitation falls annually in Kathmandu. Please visit <https://www.accuweather.com/en/np/nepal-weather> to check the weather forecast closer to your travel dates for any unexpected changes and to pack accordingly.
- **Weather at the assignment locations:** The assignment will primarily take place in Kathmandu. For 3 to 4 days, the volunteer will travel to Pokhara to observe field situations, visit Munaa's market outlets, and discuss with farmers and consumers around Pokhara city. The weather in Pokhara tends to be similar to that in Kathmandu. .
- It is best to pack a variety of clothing to accommodate different conditions: lightweight and breathable clothing, such as cotton shirts, shorts, and dresses, are suitable for the warmer months (e.g., June, July,

and August). A waterproof or water-resistant jacket or raincoat is advisable, especially for the wetter months (e.g., June, July, and August) when there's a higher chance of rainfall.

- Comfortable walking shoes or hiking boots are recommended for exploring the terrain and navigating uneven surfaces, especially if you plan to venture into rural areas or hike in the surrounding hills.

Recommended reading

- CRS recommends that volunteers become familiar with [CRS programming in Nepal](#), and the [Agribusiness Development](#) Country F2F Project.

K. KEY CONTACTS

To express interest in this assignment, please email the CRS Baltimore contact listed below. For additional information about the host, issue description or field conditions, please email the country contact provided below, copying the CRS Baltimore contact.

CRS Baltimore	
Nikki Picon Operations Specialist Farmer-to-Farmer Program 228 W. Lexington Street Baltimore, MD 21201 410-951-7366 Email: nicole.picon@crs.org	
CRS Country Program	
Nirmal Gadal Country Director, Farmer-to-Farmer Program CRS Nepal Country Office Maitri Marg - Bakhundole, Lalitpur Metropolitan City Ward No.1, Bagmati Province, Nepal Email: nirmal.gadal@crs.org Cell: +977-9851073671	Dilip Chaudhary Fleet Officer, CRS Nepal Country Office Maitri Marg - Bakhundole, Lalitpur Metropolitan City Ward No.1, Province 3, Nepal Email: suprava.acharya@crs.org
Host Organization (Primary contact)	Host Organization (Secondary contact)
Mr. Yubaraj Gurung Chairperson Munaa Krishi Limited Mobile: +977-9801157551 Email: munaakrishilt@gmail.com	Ms. Sita Pandey Chief Manager Munaa Krishi Limited Mobile: +977-9801157553 Email: spmunaa2020@gmail.com

Annex

Gender Consideration Questions

1.1 Are there particular barriers to women's participation in the value chain associated with this assignment topic? If so, how can the assignment address the particular barriers women face?

This question examines the unique constraints women may face in participating in the value chain as it relates to the assignment topic. It requires the F2F team to identify and state what those constraints are and explain how the assignment plans to address them. Consider the constraints on both the value chain and organizational levels.

Example: *A poultry farm in Ethiopia has requested a volunteer to assist with maintaining its poultry machines. As part of the training, key team members will learn how to maintain the machines. Are women usually involved in this activity, both within the Ethiopian poultry value chain as a whole and within the host organization specifically? What barriers typically deter women from pursuing this line of work if they want to? How can the assignment help break down these barriers to encourage more women to engage in poultry maintenance work if they wish to - initially within the host organization and potentially beyond?*

1.2 Are there particular barriers to men's participation in the value chain associated with this assignment topic? If yes, how can the assignment address the particular constraints of men?

This question examines the unique constraints men may face in the value chain as it relates to the assignment topic. It requires the F2F team to identify and state what those constraints are and explain how the assignment plans to address them. Consider the constraints on both the value chain and organizational levels.

Example: *A Farmer-to-Farmer nutrition-related assignment will demonstrate how to prepare spinach so it retains its Vitamin A. Women in the community cook the food. Men prefer their spinach cooked in oil which dissolves the vitamin A. The volunteer will show the participants how to sauté spinach without oil.*

What barriers limit men from participating in the cooking demonstrations? How can the assignment help break down these barriers to encourage more men to participate in the assignment?

2.1 How does the assignment contribute to increasing the capacities of women?

This question focuses on how the assignment will contribute to the increased capacity (knowledge, skills) of women. State in what ways this assignment aims to increase the capacities of women.

2.1 How does the assignment contribute to increasing the capacities of men?

This question focuses on how the assignment will contribute to the increased capacity (knowledge, skills) of men. State in what ways this assignment aims to increase the capacities of men.

3.1 How does the assignment motivate women to participate?

This question focuses on the steps the F2F team and/or host organization plan to take or have taken to encourage and motivate women to attend the training sessions.

Is the topic relevant to women's lives? If not, how can it be tailored to be relevant? Are there special advertisements targeting women? Are advertisements posted at locations where women typically visit to ensure they are aware of the event? Are there any pre-assignment gatherings to discuss the benefits with women participants? If the host is an enterprise, what is the enterprise doing to include its women staff in the training?

3.2 How does the assignment motivate men to participate?

This question focuses on the steps the F2F team and/or host organization plan to take or have taken to encourage and motivate men to attend the training sessions.

Is the topic relevant to men's lives? How can the team ensure that men recognize the benefit of the topic even if it's not typically of interest to them or their responsibility such as nutrition/food preparation assignments? Are there special advertisements targeted towards men? Are advertisements posted at locations where men visit? If the host is an enterprise, what is the enterprise doing to include its male staff in the training?

4.1 How have the assignment's logistics been organized in a way that facilitates women's participation? If no logistical arrangements have been made yet, how can they be organized to facilitate women's participation?

This question examines whether the F2F team and host organization have considered the specific logistical challenges faced by women. This differs from motivation, as it focuses on whether women can realistically attend once motivated. Considerations include:

- Are training hours scheduled when women typically have fewer household responsibilities?
- Are training hours such that women can safely return home afterwards?
- If training occurs during afterschool hours, are there areas for children to play safely while parents attend?
- Is the meeting venue situated in a safe area?
- Is the meeting location convenient in terms of proximity to participants' homes?
- Are there any travel restrictions that may pose challenges for women or young females attending?

4.2 How have the assignment's logistics been organized in a way that facilitates men's participation? If no logistical arrangements have been made yet, how can they be organized to facilitate men's participation.

This question examines whether the F2F team and host organization have considered the specific logistical challenges faced by men. This differs from motivation, as it focuses on whether women can realistically attend once motivated. Considerations include:

- Are training hours scheduled when men typically have fewer work-related responsibilities?
- The duration of the training; men tend to respond better to shorter trainings.
- Is the meeting location convenient in terms of proximity to participants' home or place of work?

Youth Consideration Questions

The following questions are similar to the ones above; however, we ask that F2F team - *in consultation with the host* - analyze constraints and barrier specific to male youth and female youth.

1.1 Are there particular barriers to female youth's participation in the value chain associated with this assignment? If there are, how can the assignment address the identified constraints of the female youth?

This question examines the unique barriers that keep female youth (not women or male youth) from participating in the value chain associated with the assignment. Once some of the barriers have been identified, how can this assignment help remove those barriers?

1.2 Are there particular barriers to male youth’s participation in the value chain associated with this assignment? How can the assignment address the particular constraints of the male youth?

This question examines the unique barriers that keep male youth (not men or female youth) from participating in the value chain associated with the assignment. Once some of the barriers have been identified, how can this assignment help remove those barriers?

2.1 How does the assignment contribute to increasing the capacities of female youth?

This question focuses on how the assignment will contribute to the increased capacity (knowledge, skills) of female youth. State in what ways this assignment aims to increase the capacities of female youth.

2.2 How does the assignment contribute to increasing the capacities of male youth?

This question focuses on how the assignment will contribute to the increased capacity (knowledge, skills) of male youth. State in what ways this assignment aims to increase the capacities of male youth.

3.1 Are there particular barriers that might prevent female youth from participating in and benefiting from this assignment? How has the assignment been planned to remove those barriers?

This question focuses on identifying barriers that may hinder female youth from fully engaging and benefiting from volunteer-led training sessions. Once barriers are identified, the team must address these constraints to ensure participation. Examples of barriers include:

- *Logistics*: Some young women may face restrictions on traveling alone to attend the trainings.
- *Active participation*: Some may feel uncomfortable expressing their thoughts and opinions in a setting where adult men and women, as well as young males, dominate the room.

3.2 Are there particular barriers that might prevent male youth from participating in and benefiting from this assignment? How has the assignment been planned to remove those barriers?

This question focuses on identifying barriers that may hinder male youth from fully engaging and benefiting from volunteer-led training sessions. Once barriers are identified, the team must address these constraints to ensure participation. Examples of barriers include:

- *Active participation*: Some male youth may feel uncomfortable expressing their thoughts and opinions in a setting where adult men and women dominate the room.

Climate Consideration

1.1 Will the assignment address climate change? (Yes/No) If yes, please include this in the issues description. How does this assignment plan to address the issue of climate change?