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FARMER TO FARMER
The USAID John Ogonowski and Doug Bereuter Farmer-to-Farmer Program



CRS Farmer-to-Farmer Program

Volunteer Assignment Scope of Work

To express interest in this assignment please email chi.olisemeka@crs.org

Summary Information	
Assignment SOW Code	NE311
Country:	Nepal
Country Project:	Agribusiness Development
Host Organization:	Khetipati Organics Pvt. Ltd. (KO)
Partner:	N/A
Assignment Title:	Host capacity building on digital marketing and social media management using free-to-use online graphic design tools.
Objectives of the assignment:	<p>The primary objective of this assignment is to build the capacity of the host on digital marketing and social media management.</p> <p>The specific objectives are to:</p> <ol style="list-style-type: none"> 1) Support the KO team in developing content, including capturing photos and videos, and storytelling for social media advertising using online graphic design tools. 2) Train KO staff on digital marketing and social media platform management. 3) Provide guidance on creating a 12-month digital media strategy. 4) Provide basic-level training to KO's contract growers on importance of digital marketing and the role and importance of producers in the marketing campaigns.
Assignment preferred dates:	November, 2024
Desired volunteer expertise:	<ol style="list-style-type: none"> 1) Experience in digital marketing and managing social media platforms. 2) Expertise in content creation, including capturing photos and videos, storytelling, and social media advertising. 3) Ability to develop a 12-month digital media strategy tailored to the host's audience. 4) Familiarity with cross-cultural communication, particularly in developing economies like Nepal.
Type of Volunteer Assistance:	Business/Enterprise Development (E)
Type of CSA Activity	N Not applicable
PERSUAP Classification ¹ :	Type III

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.

Approx. Number of people to be trained:	Men	Women	Male Youth	Female Youth
	5	8	2	3

Host Information	
Date of completion of baseline & Capacity development plan data collection:	5 th April 2024
Date of host agreement signing:	18 th April 2024
No. of previous assignments: ²	NE303 - Crafting Sales and Marketing Strategies for Export Markets
Recommendations given (Total):	Six
Recommendations applied (Total):	Three
Name of ToT trainee (if already identified)	1. Prakriti Gautam, Founder, CEO 2. Anjal Niraula, Advisor, Growth & Strategy

Gender, youth and climate considerations ³	
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?	Women face numerous barriers to successfully engage in and profit from agribusinesses. Female entrepreneurs often have limited access to training opportunities in digital marketing, social media platform management, business networks, and mentorship. These limitations hinder their participation in agribusiness. This assignment seeks to address this gap by offering training, guidance, and mentorship on digital marketing and social media management.
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?	During discussions with the host, we learned that men face fewer barriers compared to women. However, as digital marketing is still a relatively new technology in Nepal, access to knowledge and skills in digital technology remains a significant challenge for men as well. Therefore, this assignment aims to address these gaps by providing training, guidance, and mentorship on digital marketing and social media management
2.1 How does the assignment contribute to increasing the capacities of women?	The assignment will contribute to increasing the capacities of both men and women by equipping them with essential knowledge and skills on digital marketing and social media platform management to compete and thrive in the digital age.
2.2 How does the assignment contribute to increasing the capacities of men?	
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

² Discuss new hosts with Program Director.

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

	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.
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 the trainees' 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?	Although youth are better at using digital technologies including social media platforms, a lack of knowledge and skills in digital marketing and social media management particularly for business promotion significantly hinders both male and female youth from penetrating markets. Additionally, youth also struggle to access markets due to insufficient market-related information. This assignment aims to address the barriers related to digital marketing and social media management.
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?	
2.1 How does the assignment contribute to increasing the capacities of female youth?	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 digital marketing and social media platform management.
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?	Yes, female youth face barriers that could prevent them from participating in and benefiting from digital marketing and social media management training. Many young women, particularly in rural areas, are often burdened with household responsibilities like domestic chores, farming etc., limiting their availability for training sessions. In rural areas including in Dhankuta districts

	where KO has been working with the avocado farmers, traditional gender roles may discourage female participation in external activities like trainings. Therefore, this assignment will offer flexible training schedules, including sessions during non-peak hours. Additionally, the host will also provide childcare support during training, as required.
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?
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?	No. This assignment will focus on digital marketing and social media management.

A. BACKGROUND

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 prior to 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. This isn't a deal-breaker but we are strongly encouraging it. Therefore, 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, 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 from other locations and outside-country projects are sometimes considered but are seen as exceptions.

About the host organization

Khetipati Organics (KO) is an innovative women-led agro-processing enterprise committed to transforming food habits, enhancing the agricultural ecosystem, and uplifting the livelihoods of small horticulture growers in Nepal. The company's mission is deeply rooted in direct collaboration with farmers, farmer groups, cooperatives, and the government at various levels, all united under the goal of ensuring access to nutritious, high-quality processed agricultural products at affordable prices. Operating under the brand name of "The Laughing Sherpas", KO was officially registered under the Company Registration Act of Nepal in 2019. KO specializes in dehydrated fruits, artisanal high-altitude spices (e.g. Akabare chilies, ginger and turmeric powder, Chinese pepper, and large cardamom) and seasonal fresh produce, including fruits and vegetables.

The company has been using a direct sourcing model, where raw materials, particularly fruits and spices, are collected directly from smallholder farmers across 12 different districts of Nepal, spanning from east to west. Beyond its commercial objectives, the host is committed to fostering financial stability among smallholder farmers and tackling 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.

KO's vision for the next decade is to empower 5,000 smallholder farmers, substantially increase their incomes, process a minimum of 500 tons of perishable agricultural products annually, expand the market by exporting to at least 15 countries, and establish two new facilities, both domestically and internationally. Presently, the team comprises over 15 employees, working in close collaboration with a network of more than 500 farmers, predominantly women, who form the backbone of this agro-based endeavor. KO has, so far, primarily targeted the domestic market. However, recently they've begun exporting dried fruits (ready-to-eat foods) and Himalayan spices to the U.S., Canada, and Australia, although on a limited scale.

B. ISSUE DESCRIPTION

Digital marketing and social media management are essential for increasing sales, particularly in today's digital marketplace. Investing in capacity-building for agro-entrepreneurs and empowering them to harness digital marketing opportunities is crucial. A key challenge KO has been facing is its lack of visibility and a weak digital presence in the market. Implementing strategies such as search engine optimization (SEO), targeted ads, and leveraging social media platforms will enable KO to engage directly with consumers and build brand awareness.

Therefore, KO has sought F2F technical assistance to support its capacity development in digital marketing and social media management.

C. OBJECTIVES OF THE ASSIGNMENT

The primary objective of this assignment is to build the host's capacity in digital marketing and social media management.

The specific objectives are to:

- 1) Support the KO team in developing content, including capturing photos and videos, and storytelling for social media advertising.
- 2) Train KO staff on digital marketing and social media platform management.
- 3) Provide guidance on creating 12-month digital media strategy.

D. HOST CONTRIBUTION

KO will mobilize company staff and 15 lead farmers including women to attend the assignment. The organization will also assign at least one 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.
- Food and lodging when the volunteer is in the field and working with the farming communities.

E. ANTICIPATED OUTCOMES OF THE ASSIGNMENT

1. Enhancement of KO's consumer reach and sales.
2. Increased knowledge and skills of staff and lead farmers related to digital marketing and social media mobilization.
3. Greater knowledge of how to create a 12-month digital media strategy.

F. DELIVERABLES

The anticipated deliverables accomplished by the volunteer include:

1. Host marketing content, including photos and videos, and storytelling for social media advertising.
2. KO staff and lead farmers trained on digital marketing and social media platform management.
3. Guidance on creating a 12-month digital media strategy.
4. Volunteer end-of-assignment report with recommendations for the host organization's action plan and recommendations for CRS (due before departure from Nepal).
5. Group presentation with local stakeholders at the end of the assignment in-country.
6. Final debrief meeting (PowerPoint presentation) with the host organization (plus key stakeholders) and CRS/USAID.
7. 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, Kupondole, Lalitpur, Nepal. <p>NB: If you encounter any difficulties, please request assistance from airport staff to call Asal Kattel (on WhatsApp or phone) at +977 9841474180 or Nirmal Gadal 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 study materials while at the CRS Office. • After the briefing, the volunteer will travel to the KO office for introductions and commence the assignment in the company of F2F team members.
Days 4 – 14	Conduct assignment-related activities at the host location.
Day 15-16	Activity close-out.
	<ul style="list-style-type: none"> • Facilitate an in-country/virtual debrief with CRS staff and/or USAID Mission. • Finalize reimbursement of expenditures and liquidations (if any) with the finance department, as required. • Submit volunteer reports, training attendance sheets, assignment reports, PPT presentations, and any reference materials to the CRS F2F team
Day 17	Depart for the USA

H. DESIRABLE VOLUNTEER SKILLS

- 1) Experience in digital marketing and managing social media platforms.
- 2) Expertise in content creation, including capturing photos and videos, storytelling, and social media advertising.
- 3) Ability to develop a 12-month digital media strategy tailored to our audience.
- 4) Familiarity with cross-cultural communication, particularly in developing economies like Nepal.

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 Dhankuta, the volunteer will be suggested stay at the guesthouse which will be managed by the host.
- 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), 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.

J. ASSIGNMENT PREPARATION RECOMMENDATIONS

Training Materials:

- Before travel, the volunteer is advised to prepare all necessary training and demonstration aids and written handouts. Electronic copies of these handouts and any other materials can be printed for immediate use at the CRS office in Kathmandu at the volunteer's request.

Training Participants demographics:

At KO, 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 35.

At KO field sites, Dhankuta

- 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.
- **The farmers' field site** is situated in the suburb of Dhankuta Municipality, Dhankuta district. First, the volunteer will travel from Kathmandu to Biratnagar via a one-hour domestic flight. From there, transportation to the host site will take about three hours. The vehicle will be managed by CRS.
- The volunteer will travel by car from Dhankuta 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.

Communication and Security

- While there are no major security issues nationwide, we advise volunteers to remain vigilant and aware of their surroundings. Avoiding travel during early mornings and late afternoons is recommended. Try to schedule activities between 8:00 am and 5:00 pm.
- Nearby hospitals and clinics are available. In case of need, volunteers are encouraged to refer to the CRS F2F guide for accessing medical care during their assignment.
- In Kathmandu, services such as electricity, internet, and cellphone signals are generally reliable and stable. However, during field visits to rural areas, occasional power 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. It is advisable to accept 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 advantageous to underscore the significance of adhering to mutually agreed-upon deadlines and to communicate how any delays might affect the overall assignment.

Weather-appropriate clothing

- **Weather in Kathmandu:** November happens to be the best month for visiting Kathmandu. The weather and visibility during this month is just perfect for trekking and outdoor activities. The average daytime temperatures are around 15°C (about 59°F) and it is the perfect temperature to enjoy hikes and walks around the town. Casual and comfortable clothes are key when traveling in Nepal. 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 Dhankuta to observe conditions in the field, visit KO's processing facilities and interact with the contract avocado growers. The weather in Dhankuta is similar to Kathmandu.
- You will need to bring warm clothes for winter months (November, December, and January), including a body warmer as a base layer. You can wear it under a shirt and coat or just a down jacket. Body warmer pants are also necessary, especially when it rains or when there are thick clouds.
- 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.

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
Chi Olisemeka Operations Manager Farmer-to-Farmer Program 228 W. Lexington Street Baltimore, MD 21201 +1 410-951-7271 Email: chi.olisemeka@crs.org
CRS Country Program

Nirmal Gadai 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	Asal Kattel Project Coordinator, Farmer-to-Farmer Program Nepal Country Office Maitri Marg - Bakhundole, Lalitpur Metropolitan City Ward No.1, Province 3, Nepal Email: asal.kattel@crs.org Cell: +977-9841474180
Host Organization (Primary contact) Ms. Prakriti Gautam Designation: Founder and CEO Address: KO, Baneshwor, Kathmandu Email: prakriti@khetipatiorganics.com Contact number: +977-9851198546	Host Organization (Secondary contact)

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.

2.2 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?