



## **TERM OF REFERENCE (TOR)**

### **TRAINER FOR: COMPREHENSIVE AGRICULTURAL TRAINING PROGRAM WITH YOUTH ENGAGEMENT**

#### **A. Introduction**

Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. When farmers can sell on Fairtrade terms, it provides them with a better deal and improved terms of trade. This gives them the opportunity to improve their lives and plan for the future. Fairtrade offers consumers a powerful way to reduce poverty through their everyday shopping. Fairtrade Network of Asia and Pacific Producers (NAPP) is a Producer Network of Fairtrade International, working to secure a better deal for farmers and workers in Asia and the Pacific. It assists and empowers Fairtrade certified farmers and workers throughout the Asia-Pacific region in developing holistically sustainable communities.

The NAPP supports and empowers producer organizations across the region through its plans and programmes. In addition to the core business services provided to the producer organizations, there is also a need for support in thematic areas such as workers' rights, gender, next generation (youth inclusion), climate change, child labour, and forced & bonded labor issues.

To ensure that producer organisations have a robust set-up that can help their businesses grow, NAPP has been planning to focus on the next generation - youth who can take the lead in these domains to avoid future risks and can support becoming business compliant. This aspect is an inclusive approach to ensure their voices are heard within the Fairtrade system, building a stronger community in the long run

Considering the members of the next generation to be the key agents of social change, economic development, and technological innovation, NAPP has come up with an innovative programme named the Youth Knowledge Hub Project (YKHP), with an aim to focus on awareness drives, capacity building, and training of youths on related subjects to help them understand and further contribute to the initiatives that help the community. Recognizing the changing and challenging situation that the communities are facing, NAPP, through this programme, seeks opportunities that could benefit and recognize their innovations and creativity for holistic development and further build a strong foundation.

#### **B. Project Idea:**

Under the YKHP Programme, one aspect planned is to provide training on core themes within the agricultural domain. The core idea is to help youth leaders enhance their knowledge and skills in *Agri-Business & Livelihood, Agri-Innovation & Technology, Climate Change & environmental management, Sustainable Farming, Digital Marketing to increase their awareness and develop interest.*

#### **C. Objectives**

1. To enhance the knowledge and skills of participants in **Agri-business and Livelihood strategies.**
2. To provide comprehensive training on **Agri Innovation and Technology** to improve farming practices and efficiency.
3. To create awareness and understanding of **Climate Change** and its impact on agriculture and the environment.



4. To promote **Sustainable Farming practices** for long-term agricultural productivity and environmental conservation.
5. To enhance participants knowledge of **Digital marketing** strategies for business promotion.
6. To provide knowledge on **funding channels** that support agribusiness and agriculture.

#### **D. Expected Outcome from Training:**

1. Participants will be empowered with the knowledge and skills needed to improve their agricultural practices, leading to increased productivity and income.
2. Participants will adopt sustainable and environmentally friendly farming practices, contributing to the overall resilience of their agricultural systems.
3. Enhanced community capacity to adapt to climate change and implement strategies for environmental conservation.
4. Strengthened networks and knowledge-sharing among participants, fostering a community of practice for ongoing learning and support.

#### **E. Methodology:**

1. Interactive workshops combining theoretical learning with hands-on practical exercises.
2. Field visits to successful agri-businesses, innovative farms, and sustainable agricultural models.
3. Group discussions, case studies, and experience-sharing sessions.
4. Continuous assessments and feedback sessions to ensure effective learning and understanding.

#### **F. Deliverables from Trainer**

1. Comprehensive training modules are available for each of the four focus areas: Agri-business and Livelihood, Agri Innovation and Technology, Digital Marketing, Climate Change and Environment, and Sustainable Farming.
2. Practical demonstrations and case studies, illustrate the application of concepts and technologies in real-world agricultural settings.
3. Training materials, including handouts, presentations, and resources, to support participants in their learning.
4. Assessments and evaluations are used to measure participants' understanding and proficiency during the training.
5. Design and facilitate field-level activities and awareness campaigns specifically tailored for youth engagement in agriculture in their region.
6. The training will be considered in a physical mode and will span 3 to 4 days residential training to cover all the topics.

**G. Timeline:-** The workshop is proposed to take place in **Q2 (June 2024)**.

Send your proposal to Mr. Sachin ([india.youthgender.coordinator@fairtradenapp.org](mailto:india.youthgender.coordinator@fairtradenapp.org)) and to Mr. Amit Das ([amit.das@fairtradenapp.org](mailto:amit.das@fairtradenapp.org)).