



Vacancy for Internship Nepal

Study on market mapping of fish products and consumers in Pokhara and nearby areas

Country: Nepal

Client: Rupa Lake Restoration and Fishery Cooperative Limited (RLRFCL)

Period: From June to August 2019 (tentative)

Deadline for application: 26 April 2019

Number of students we need: 1

Who are we looking for?

A student who is genuinely interested in cooperative development and has strong analytical skills, being keen to explore the cooperative marketing. Preferably the student has experience/knowledge about the theoretical cooperative models and marketing in the Netherlands and Asia, but it is not a must.



Context

Rupa Lake Restoration and Fishery Cooperative Limited (RLRFCL) is located in Rupa Rural municipality in Kaski district. The primary business activity of the cooperative is the fish farming and marketing of the fresh fish which contribute 73% of the total revenue of the cooperative. With the financial and technical support from Nepal Government, the cooperative has established its own fish hatchery. The fingerlings produced from the fish hatchery are used only by the cooperative.

The coordination between Agriterra and RLRFCL started beginning of 2018 with the BHAG of increasing the production by 100% from 50.000 to 100.000 kgs in 2 years' time while protecting the bio-diversity of Rupa Lake. For this purpose, several advisory assignments were undertaken to increase the production; Improving fish harvesting practices, study on impact of feeding to the fingerlings, study on ways to reduce the mortality of fingerlings were few among them. In addition to all the advisory assignments, at the end of 2018, the cooperative hired 4 new fishermen and now the daily harvesting of fish leads up to 300 kgs on an average.



The cooperative now faces the challenge of finding market for the excess fish they cannot sell to the buyers that visit their cooperative.

Agriterra shares the same concern and together with RLRFC in 2019 will focus on finding new market for the Rupa Lake fish and also on diversifying their products. The target for 2019 is to sell at least 10000 kg of fish with branding and packaging.

The assignment

- To understand current practices and challenges of selling fish by RLRFC.
- To perform market mapping of the fish products and its consumers and identify new market segment, activities of current fish competitors, customer demand of fish products.
- To develop clear understanding of market trends, the gap in current market and suggest actions needed to capitalize the gap.
- To use current available sales data to identify the yearly trend of sales of fish.
- To develop action plan that defines targets to be met by the cooperative (BOD and Management) based on the research findings.
- To analyse the capacity of RLRFC in implementing the resulting action plan and advice Agriterra on the support required.

In this assignment, the Dutch student will work closely together with a Nepalese student.



Profile of the intern

Knowledge: Cooperative development, productivity of fisheries

Experience: Cooperative marketing, market analysis

Competences: Reporting skills, Analytical, Good interpersonal skill, Intercultural sensitive

Language level: English on high proficiency level

About Agriterra

We are Agriterra, a Dutch agri-agency that provides business development services to ambitious cooperatives and farmer organisations in developing and emerging economies. We assist them with advice and training by locally based business advisors and by deploying practitioners from the Dutch and international farmer organisations and (cooperative) companies; the so-called AgriPool experts. We apply a three-track approach: we make cooperatives bankable and create real farmer-led companies, we improve extension services to farmer members and we enhance farmer-government dialogues. Our advisory practice covers the full range of services on Management & Organisation, Financial Management, Governance, Business Development and Lobby & Advocacy.

Agriterra works from local offices in a large number of countries. Agriterra has an annual turnover of approximately 15 million euros, is ISO certified and has over 140 employees, both in the Netherlands and abroad. For more information, visit our website

www.agriterra.org

Are you interested?

Are you interested in this position and do you fit the profile? Then apply with a cover letter and curriculum vitae, by sending an e-mail before 12 April to vacancy@agriterra.org, to the attention of C.C. van Rij, manager agri-advice.

If you require further information, you can contact Richard van der Maden by sending an e-mail to vandermaden@agriterra.org.