



नारियल विकास बोर्ड

(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार),
केरा भवन, कोची - 682 011, भारत

COCONUT DEVELOPMENT BOARD

(Ministry of Agriculture and farmers Welfare, Government of India)

Kera Bhavan, SRV Road, Kochi - 682 011, India

Email: kochi.cdb@gov.in, ho-devpt@coconutboard.gov.in,

Website: <https://coconutboard.gov.in>

फैक्स Fax : 91-484-2377902

दूरभाष Telephones

अध्यक्ष Chairman : 2375216

मु. ना. वि. अ. CCDO: 2375999

निदेशक Director : 2375237

सचिव Secretary : 2377737

कार्यालय Office : 2376265

2376553

2377267

फा.सं.एचओ-विकास01/7/2023(2222)

दिनांक: 10.09.2024

नोटिस

इंटरनेशनल कोकनट कम्युनिटी (आईसीसी) ने नारियल उद्योग में युवा सशक्तीकरण कार्यक्रम शुरू करने की घोषणा की है, जो एक परिवर्तनकारी पहल है जिसका उद्देश्य युवा व्यक्तियों को नारियल क्षेत्र में नवाचार और सुस्थिर विकास को आगे बढ़ाने के लिए आवश्यक कौशल, ज्ञान और अवसरों से लैस करना है। यह कार्यक्रम 2024 से 2025 तक दो वर्ष तक चलेगा और इसमें कार्यशालाओं, इंटरशिप और कौशल विकास कार्यक्रमों सहित व्यापक पाठ्यक्रम शामिल होगा। पहला वर्ष वर्चुअल कार्यक्रम होगा, जो निःशुल्क होगा और दूसरा वर्ष प्रत्यक्ष कार्यक्रम होगा और इसका खर्च उम्मीदवारों को खुद उठाना होगा। इच्छुक उम्मीदवार यानी अधिकारी/उद्यमी/किसान/युवा व्यक्ति जिनकी आयु 40 वर्ष से कम हो, जिनके पास न्यूनतम डिप्लोमा या समकक्ष योग्यता हो और जिन्हें अंग्रेजी भाषा का पर्याप्त ज्ञान हो, वे कार्यक्रम के लिए आवेदन कर सकते हैं।

विचारार्थ विषय, चयन मानदंड और पाठ्यक्रम सामग्री को रेखांकित करने वाला विस्तृत दस्तावेज़ संदर्भ हेतु संलग्न है। आवेदन पत्र भी इसके साथ संलग्न है।

इस संबंध में अनुरोध है कि चयन मानदंडों को पूरा करने वाले इच्छुक उम्मीदवार आवश्यक दस्तावेजों के साथ विधिवत् भरे हुए आवेदन पत्र को 12.09.2024 को अपराह्न 5.00 बजे से पहले ईमेल आईडी: ho-devpt@coconutboard.gov.in पर भेजें।

(डा.बी.हनुमंते गौडा)

मुख्य नारियल विकास अधिकारी



नारियल विकास बोर्ड

(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार), केरा भवन,
कोची - 682 011, भारत

COCONUT DEVELOPMENT BOARD

(Ministry of Agriculture & Farmers Welfare, Government of India)

Kera Bhavan, SRVHS Road, Kochi - 682 011, India

Email: kochi.cdb@gov.in, ho-devpt@coconutboard.gov.in,

Web: www.coconutboard.gov.in

फैक्स Fax : 91-484-2377902

दूरभाष Telephones

अध्यक्ष Chairman : 2375216

मु.ना.वि.अ. CCDO : 2375999

निदेशक Director : 2375237

सचिव Secretary : 2377737

कार्यालय Office : 2376265

2377266

2377267

F.No.HO-DEV01/7/2023 (2222)

10.09.2024

Notice

International Coconut Community (ICC) has announced the launch of the Youth Empowerment Program in the Coconut Industry, a transformative initiative aimed at equipping young individuals with the skills, knowledge and opportunities necessary to drive innovation and sustainable development within the coconut sector. This program will span two years, from 2024 to 2025, and will include a comprehensive curriculum featuring workshops, internships and skill development programs. 1st year will be constituted of virtual program, which will be of free of cost and 2nd year will be physical program and the cost for the same should be borne by the candidates itself. The interested candidates ie, officials/entrepreneurs/farmers/young individuals with age less than 40 years, minimum with a diploma or equivalent qualification and with adequate English language skills can apply for the programme.

A detailed document outlining the Terms of Reference, selection criteria and course content is attached for reference. The application form is also attached herewith.

In this regard it is requested that the interested candidates satisfying the selection criteria may send the duly filled application form along with the required documents before 12.09.2024 at 5.00 pm to the email ID : ho-devpt@coconutboard.gov.in.

(डा. बी. हनुमंते गौडा / Dr. B. Hanumanthe Gowda)

मुख्य नारियल विकास अधिकारी/

Chief Coconut Development Officer

Terms of Reference

Empowering the Future of Coconut Sector: A Youth-Led Transformation Program through Sustainable Partnerships

Youth Empowerment Program in Coconut Industry



An Initiative by International Coconut Community in collaboration with the NAM-CSSTC, Sustainable Coconut Partnership, Private Sector Stakeholders and GATSBY Kenya

Contents

Background.....	2
Overall Goal.....	6
Objectives	6
Scope of the Program.....	7
Methodology, Expected Outputs and Outcomes.....	9
Methodology:.....	9
Outputs.....	10
Overall Outcomes	12
Time Frame.....	12
Stakeholders.....	14
Selection of Participants	14
Monitoring, Evaluations and Reporting.....	15
Monitoring Framework.....	15
Evaluation Framework.....	15
Data Collection Methods	16
Key Performance Indicators (KPIs).....	16
Feedback and Continuous Improvement	16
Reporting.....	17
Proposed Cost Sharing Mechanism	17
Contact Information	17
Annexure I	18
Annexure II.....	21

Background

Coconut palm (*Cocos nucifera* L.) is grown on about 12.25 million hectares in more than 90 countries and consumed by people in more than 110 countries worldwide. The coconut tree is scientifically and practically referred to as the “tree of life”. Almost all parts of the palm, i.e. Meat, Water, Coir, Husk & Shell of the nut, Trunk, Leaves and Roots of coconut tree provide food, essential nutrients for health, material for construction, weaving, pharmaceuticals, cosmetics, biofuel, and eco-friendly materials. Coconut is one of the most attractive functional foods due to its antimicrobial property. As of 2023, World coconut production was at 11.96 M MT copra equivalent. From 2007 to 2023, the total world coconut production has been mostly steady.

The estimated total export volume of coconut products in 2023 amounted to 15.10 million metric tons. Over the past six years, there has been a consistent growth in the global export volume of coconut products, with a compound annual growth rate (CAGR) of 9.67%. This growth is evident in the steady increase from 9.52 million metric tons in 2018 to 15.10 million metric tons in 2023. In terms of value, the global export of coconut products reached 14.19 billion USD in 2023. The highest contribution came from water-based products, accounting for USD 5.73 billion, followed by meat/kernel-based products at USD 5.19 billion. Shell-based products contributed USD 0.95 billion, while husk-based products accounted for USD 0.64 billion.

Stakeholders at all levels from farm to large scale enterprises will be able to engage productive life and in profitable business upon capturing opportunities provided by the market potential of varied products of coconut that are derived from the different parts of the palm tree for edible and non-edible use.

Even though the coconut sector has so much potential, in today's global setting, market requirements are more complex and stringent than ever before, which also the case for coconut industry too. There are numerous requirements and certifications to comply with, ranging from sustainable farming and organic production to maintaining quality standards, while numerous traceability solutions also available, like Geographical Indication (GI). As a result, coconut farmers and producers must be more knowledgeable, have a high level of awareness, and be technologically sound to sustain within the industry in the current context, which is unfortunately not the case with most smallholders who accounts for nearly 95 percent of global coconut

production. There is also the problem of stagnant coconut production versus rising global export demand and low productivity versus high production cost. Therefore, in order to cater those requirements, coconut sector needs some kind of technological advancements that should be adopted by the whole coconut industry, especially small holders, which remains as a huge challenge.

To overcome the above challenges, **the youth**, a dynamic force capable of propelling innovation and ushering in transformative change will be the key driving force in coming times. However, in the current scenario, noticeable absence of youth involvement is a pressing concern and currently find limited avenues within the coconut sector. This program seeks to rectify this imbalance by fostering an environment that attracts, nurtures, and empowers the younger generation.

This youth empowerment program aims to bridge the existing gap in the coconut sector by actively engaging and involving the youth. By identifying and addressing barriers to entry, we aspire to create a more inclusive and diverse industry that benefits from the energy, creativity, and fresh perspectives that young individuals bring.

Through targeted training and skill development initiatives, this program intends to equip young participants with the essential skills and knowledge required for success in the coconut sector. By fostering an entrepreneurial mindset, this program aims to cultivate a workforce that not only contributes to the industry but also leads it into a sustainable and innovative future.

This program is designed to generate employment opportunities within the coconut sector. By promoting diverse income sources, including entrepreneurship and value addition, this youth empowerment program will envision a resilient and economically vibrant community that is less susceptible to external economic shocks.

Recognizing the interconnectedness of the coconut industry with local communities, this program seeks to promote holistic community development. Beyond economic benefits, this initiative aims to enhance social cohesion, infrastructure, and overall well-being in the areas where the coconut cultivation and the industry thrives.

The program acknowledges the importance of a globally competitive coconut industry. By investing in the youth, this will contribute to the sector's long-term sustainability and competitiveness on the global arena, ensuring that coconut products continue to meet global standards and demands.

Knowledge transfer is crucial for the continued growth of the coconut industry. This program will establish mechanisms for the exchange of expertise, technological advancements, and best practices between experienced professionals and the younger generation, fostering a culture of continuous learning and improvement.

Recognizing that access to markets is pivotal for success, the program will actively work towards creating avenues for young participants to enter and thrive in the coconut market. This includes facilitating networking opportunities, market linkages, and exposure to global trade platforms.

This TOR outlines a strategic roadmap for empowering youth within the coconut sector, fostering sustainable development, and contributing to the industry's resilience and global competitiveness. Through collaborative efforts and a commitment to inclusivity, this initiative aspires to create a future where the coconut sector thrives, powered by the innovation and enthusiasm of the next generation. In addition to that, this initiative will help to achieve the following sustainable goals with the active engagement of the youth while increasing the awareness on the same among the younger generation.

SDG 01, SDG 02: No Poverty, Zero Hunger

This includes program to train youth in sustainable coconut farming methods to enhance productivity, reduce post-harvest losses, and contribute to food security in coconut-producing regions. Implementing cultivation of diverse crops alongside coconut farming to promote food diversity, increase biodiversity and address hunger issues as well as global market requirements. Promoting youth to become entrepreneurs by providing training and resources for coconut-related businesses, such as coconut farming, processing, and value-added product development to improve income opportunities for young people.

SDG 03: Good Health and Well being

This program aims to engage youth in producing and promoting healthy coconut-based products, such as coconut water, oil, and snacks, to contribute to improved nutrition and well-being.

SDG 05: Gender Equality

The program will also engage young women to provide equal opportunities in education, training, and leadership roles within cooperatives or businesses.

SDG 08: Decent Work and Economic Growth

It is expected to create job opportunities for youth in various stages of the coconut value chain, including farming, processing, marketing, and distribution. Invest in skill development programs to enhance the capabilities of young individuals in the coconut industry.

SDG 12: Reasonable Consumption and Production

By adopting and promoting sustainable practices in coconut farming, processing, and packaging youth could participate in minimizing environmental impact and enhancing sustainable practices. Exploration of opportunities for youth-led initiatives to develop products from coconut by-products, could promoting a circular economy.

SDG 13: Climate Action

The program include education of youth about the impact of climate change on coconut production and encourage sustainable practices to mitigate these effects. Youth engagement in agroforestry practices aims to integrate coconut farming with other crops, contribute to carbon sequestration and climate resilience.

SDG 15: Life on Land

Involving youth in initiatives to promote biodiversity conservation in coconut-growing areas, The program could also support youth-led reforestation projects, especially in areas where coconut plantations have led to deforestation.

Overall Goal

"To catalyse sustainable development and global competitiveness in the coconut sector by empowering youth with skills, fostering entrepreneurship, and promoting community engagement."

Objectives

1. **To empower youth with skills and knowledge for active participation in the coconut industry:** This objective focuses on equipping young individuals with a comprehensive set of skills and knowledge essential for meaningful engagement in the coconut sector. Through targeted training programs, workshops, and capacity-building initiatives, the program aims to enhance the technical, managerial, and entrepreneurial competencies of youth participants. By doing so, a pool of skilled professionals will be ready to contribute actively to various facets of the coconut industry.
2. **To create avenues for job creation, income diversification, and entrepreneurship among the youth:** This objective underscores the program's commitment to fostering economic opportunities for youth within the coconut sector. It seeks to create a conducive environment for job creation, income diversification, and entrepreneurship. By identifying and promoting sustainable business models, the program aims to empower young participants to become self-reliant contributors to the coconut industry, thereby promoting economic resilience and sustainability.
3. **To foster community development through youth engagement in coconut-related initiatives:** Recognizing the interdependence between the coconut industry and local communities, this objective focuses on leveraging youth engagement to drive holistic community development. The program seeks to involve youth in initiatives that go beyond economic benefits, such as environmental sustainability, social infrastructure development, and community well-being. By doing so, there will be a positive and lasting impact on the communities where the coconut industry prevails.
4. **To enhance the global competitiveness of the coconut industry through the involvement of young professionals:** This objective emphasizes the strategic role of young professionals in enhancing the global competitiveness of the coconut industry. By

integrating young talents into key roles and decision-making processes, the program seeks to infuse innovation, modern perspectives, and adaptive approaches. Through this involvement, the coconut industry can stay abreast of international trends, adhere to global standards, and position itself as a competitive player in the global market.

5. **To facilitate knowledge transfer and create opportunities for market access:** Knowledge transfer and market access are pivotal for the sustained growth of the coconut industry. This objective aims to establish mechanisms for the seamless transfer of knowledge between experienced professionals and the younger generation. Additionally, the program will actively work towards creating opportunities for market access, including networking events, exposure to industry platforms, and support for youth-led enterprises. By doing so, the program seeks to bridge gaps in information, connect youth with market opportunities, and contribute to the overall vibrancy of the coconut industry.

These objectives collectively form the foundation of the Youth Empowerment Program, outlining a strategic and comprehensive approach to developing a skilled, entrepreneurial, and engaged youth cohort within the coconut sector.

Scope of the Program

Year 1:

1. In-depth Workshops (Virtual)

- a. Collaboration with Coconut Research Centers - Conduct virtual workshops in collaboration with multiple Coconut Research Centers, covering the following topics:
 - Biology of coconut and sustainable farming practices
 - Coconut Sector Sustainability
 - Improving the Value of Coconut
 - Coconut product market trends, quality standards, and export opportunities
 - Blockchain technology for supply chain transparency
 - Financial management and investment strategies

b. Skill Development Programs (conducted in research centres or institutes)

- Implement a comprehensive skill development program, including, training in coconut farming, processing, and value addition with a focus on:
 - 1) Healthy coconut oil & VCO
 - 2) Nata de coco
 - 3) Syrup
 - 4) Coconut sugar
 - 5) Husk-based products and
 - 6) shell-based products
- Digital marketing, e-commerce, and online platforms for coconut products
- Skills in social media management to enhance market reach

c. Monitoring & Evaluation

- Establish and implement a robust monitoring and evaluation framework to assess the effectiveness of workshops and skill development programs.

d. Internship Programs (2025)

- Collaborate with coconut farms and processing units to offer internship opportunities for youth participants, providing hands-on experience in the coconut industry.

Year 2

1. Internship Programs

- Collaborate with coconut farms and processing units to offer internship opportunities for youth participants, providing hands-on experience in the coconut industry.

2. Youth Entrepreneurship Grants

- Implement a program offering grants to young entrepreneurs in collaboration with member countries for starting coconut-related businesses, fostering entrepreneurship within the sector.

3. Market Linkages

- Facilitate connections between youth-led enterprises and established markets, ensuring sustainable demand for coconut products. This will include their involvement in the COCOTECH Exhibition.

4. Engagement in Community Development Initiatives

- Actively engage youth in community development initiatives to promote a sense of responsibility and contribute to the well-being of the communities associated with the coconut sector.

5. Monitoring & Evaluation:

- Continue the monitoring and evaluation process to assess the impact of internship programs, entrepreneurship grants, market linkages, and community development initiatives.

Methodology, Expected Outputs and Outcomes

Methodology:

1. Year 1:

- Conducting virtual workshops on various aspects of coconut farming, sustainability, value addition, market trends, and financial management.
- Implementing skill development programs focused on coconut farming, processing, and digital marketing.
- Monitoring and evaluating the effectiveness of the programs.

2. Year 2:

- Establishing internship programs in collaboration with coconut farms and processing units.
- Providing youth entrepreneurship grants to kickstart coconut-related businesses.
- Facilitating market linkages for youth-led enterprises, emphasizing participation in COCOTECH Exhibition.
- Engaging youth in community development initiatives.

- Conducting monitoring and evaluation activities.

Outputs

Year 1: Building Foundations

1. In-depth Workshops: (In 2024, Virtual Mode)

-Outputs:

- Completed workshops on coconut biology, sustainable farming practices, sector sustainability, value enhancement, market trends, quality standards, export opportunities, blockchain technology, financial management, and investment strategies.

- Outcomes:

- Increased knowledge and awareness among youth on critical aspects of the coconut sector.
- Improved understanding of sustainable practices and market dynamics.
- Development of a foundation for informed decision-making.

2. Skill Development Programs: (In 2024/25, Hybrid Mode)

- Outputs:

- Comprehensive skill development program implemented, covering coconut farming, processing, value addition, and digital marketing.

- Outcomes:

- Enhanced skills among youth in various aspects of coconut-related activities.
- Increased capacity to contribute to the coconut industry.

3. Monitoring & Evaluation:

- Outputs:

- Robust monitoring and evaluation framework established and implemented.

- Outcomes:

- Continuous assessment of workshop and skill development program effectiveness.
- Improved program adaptation based on evaluation results.

Year 2: Nurturing Growth (In 2025)

1. Internship Programs:

- Outputs:

- Collaborative internship programs initiated with coconut farms and processing units.

- Outcomes:

- Practical experience gained by youth in the coconut industry.
- Strengthened connection between theoretical knowledge and hands-on application.

2. Youth Entrepreneurship Grants:

- Outputs:

- Entrepreneurship grants successfully implemented for young coconut-related businesses.

- Outcomes:

- Encouragement of entrepreneurial spirit among youth.
- Generation of new ventures in the coconut sector.

3. Market Linkages:

- Outputs:

- Facilitated connections established between youth-led enterprises and established markets.

- Outcomes:

- Sustainable demand for coconut products from youth-led enterprises.
- Increased market visibility and participation in the COCOTECH Exhibition.

4. Engagement in Community Development Initiatives:

- Outputs:

- Active participation of youth in community development projects.

- Outcomes:

- Strengthened sense of responsibility among youth.
- Positive impact on the well-being of communities associated with the coconut sector.

5. Monitoring & Evaluation:

- Outputs:

- Continued monitoring and evaluation process assessing the impact of internship programs, entrepreneurship grants, market linkages, and community development initiatives.

- Outcomes:

- Comprehensive understanding of the overall effectiveness of the youth empowerment program.
- Informed decision-making for future program enhancements.

Overall Outcomes

- Increased youth participation and skills in the coconut sector.
- Generation of new job opportunities and diversified income sources.
- Strengthened community ties and development.
- Enhanced global competitiveness of the coconut industry.
- Effective knowledge transfer and improved market access for youth-led enterprises.

Time Frame

Multi-year program spanning two years from 2024 - 2025, with phased activities and evaluations.

Activity	2024											
	1	2	3	4	5	6	7	8	9	10	11	12
Coordination meetings with potential Partners					█							
MoU with Interested Partners					█	█	█					
Selection of Participants by member countries						█	█					
Virtual training program									█			
Monitoring & Evaluation					█	█	█	█	█	█	█	█
Grouping participants based on their interests and talents									█	█		
MoU with coconut research institutes/centres									█	█		
hands-on experience in the management of coconut plantation and processing of coconut products at coconut research institutes (CRI-SL, Samboanga RC , BSIP, Manado)										█	█	
MoU with Coconut Industries to facilitate internship program											█	

Activity	2025											
	1	2	3	4	5	6	7	8	9	10	11	12
Internship at coconut industries in ICC member countries												
Start-ups establishment in collaboration with government of member countries												
Monitoring & Evaluation												

Year 1: Building Foundations

Phase 1: In-depth Workshops (September 2024) (See Annexure 02)

1. Collaboration with Coconut Research Centres:

- Conduct workshops on the biology of coconut, sustainable farming practices, sector sustainability, improving the value of coconut, market trends, quality standards, and export opportunities.
- Introduce blockchain technology for supply chain transparency.
- Provide sessions on financial management and investment strategies.

2. Skill Development Programs (October 2024)

- Implement a comprehensive skill development program focusing on coconut farming, processing, and value addition.
- Sub-modules include training in healthy coconut oil & VCO, Nata de coco and syrup, coconut sugar, husk-based, and shell-based products.
- Include digital marketing, e-commerce, and social media management.

3. Monitoring & Evaluation (Throughout 2024 - 2025)

- Establish a robust monitoring and evaluation framework.
- Regularly assess the effectiveness of workshops and skill development programs.

Year 2: Nurturing Growth

Phase 2: Internship Programs (March-August 2025)

1. Collaboration with Farms and Processing Units:

- Establish partnerships for internship opportunities.
- Youth gain hands-on experience in coconut farming and processing.

Phase 3: Youth Entrepreneurship Grants (September – December 2025)

2. Grant Implementation:

- Launch a program offering grants for young entrepreneurs in the coconut sector.
- Support the development of coconut-related businesses.

Phase 4: Market Linkages (September – December 2025)

3. Facilitating Connections:

- Facilitate connections between youth-led enterprises and established markets.
- Emphasize participation in the COCOTECH Exhibition.

4. Engagement in Community Development Initiatives (Throughout 2025)

- Actively involve youth in community development projects.

5. Monitoring & Evaluation (Throughout 2024 - 2025)

- Continue monitoring and evaluating the impact of internship programs, entrepreneurship grants, market linkages, and community development initiatives.

Stakeholders

- ICC (International Coconut Community)
- Sustainable Coconut Partnership (SCP)
- NAM-CSSTC (Non-Aligned Movement Centre for South-South Technical Cooperation)
- Gatsby Africa and International Trade Center
- Private sector partners
- Youth in Member countries of ICC

Selection of Participants

NLOs to the ICC will select the participants based on transparent criteria, considering factors such as age, interest, commitment, and potential contribution to the coconut industry. (Annexure I)

Monitoring, Evaluations and Reporting

Monitoring Framework

a. Regular Progress Reports

- Monthly progress reports on the implementation of workshops, skill development programs, and other planned activities.

b. Attendance and Participation Tracking

- Documenting attendance and participation rates for each workshop and training session to measure engagement levels.

c. Quality Assurance Checks

- Periodic quality checks during skill development programs to ensure adherence to standards and effectiveness of training.

Evaluation Framework

a. Pre and Post-Assessment

- Conduct pre and post-assessments to measure changes in participants' knowledge and skills before and after training programs.

b. Impact Assessment

- Assess the impact of internship programs and entrepreneurship grants on the establishment and success of youth-led enterprises.

c. Market Linkages Assessment

- Evaluate the success of market linkages by measuring the sustainability and growth of youth-led enterprises.

d. Community Development Impact

- Assess the contribution of youth engagement in community development initiatives to the overall well-being of local communities.

e. Social Media Analytics:

- Monitor and analyse social media metrics to evaluate the effectiveness of digital marketing and online presence strategies.

Data Collection Methods

a. Surveys and Questionnaires

- Implement surveys and questionnaires to gather quantitative and qualitative data from participants, mentors, and other stakeholders.

b. Interviews and Focus Group Discussions

- Conduct interviews and focus group discussions with participants to gather in-depth insights into their experiences and perspectives.

c. Document Analysis

- Analyse documents such as business plans, reports, and market linkage records to assess the tangible outcomes of the program.

Key Performance Indicators (KPIs)

a. Training Effectiveness

- Percentage increase in participants' knowledge and skills.
- Completion rates for skill development programs.

b. Entrepreneurship Success

- Number of youth-led enterprises established.
- Percentage of enterprises sustaining beyond the initial phase.

c. Market Linkages

- Number of market linkages established.
- Revenue growth and market expansion for youth-led enterprises.

d. Community Development Impact

- Quantifiable improvements in community infrastructure and well-being indicators.

Feedback and Continuous Improvement

a. Feedback Mechanisms

- Establish feedback mechanisms for participants, mentors, and other stakeholders to provide input on the program's strengths and areas for improvement.

b. Adaptive Management

- Use feedback and evaluation findings to make adaptive management decisions for continuous improvement throughout the program's implementation.

Reporting

a. Regular Reporting

- Compile and disseminate regular reports summarizing key findings, lessons learned, and recommendations.

b. Final Evaluation

- Conduct a comprehensive final evaluation at the end of the program to assess overall impact and success against initial goals and objectives.

This Monitoring, Evaluation and Reporting mechanism is designed to provide a comprehensive understanding of the program's progress, effectiveness, and impact. Regular feedback loops and adaptive management will contribute to ongoing improvements, ensuring this Program achieves its intended outcomes in the coconut sector.

Proposed Cost Sharing Mechanism

1. Travel Expenses of participants: Member countries/ donors
2. Accommodation: Donors
3. Experts/Consultants: ICC & donors, Coconut Industries

Contact Information

International Coconut Community
8th Floor BAPPEBTI Building
Jl. Kramat Raya No. 172
Kenari, Senen, Jakarta, Indonesia 10430
Phone: +62 21 3100556-557
Fax: +62 21 3101007
Email: icc@coconutcommunity.org

Selection Criteria for Youth Candidates
Youth Empowerment Program in Coconut Industry

An Initiative by International Coconut Community in collaboration with the Sustainable Coconut Partnership, Gatsby Africa and NAM-CSSTC

“Empowering the Future of Coconut Sector: A Youth-Led Transformation Program through Sustainable Partnerships”

1. Basic Qualifications:

The candidate must be less than 40 years old and a citizen of an ICC member country or another country as requested by donors.

2. Educational Qualification:

Applicants with a diploma or equivalent qualification are preferred. Preference will be given to candidates with educational backgrounds or experience in agriculture or related fields such as agronomy, horticulture, agricultural economics, or food science. However, we encourage applications from individuals with diverse educational backgrounds and relevant experience in areas such as sustainable agriculture, rural development, environmental science, or community development. Applicants should demonstrate a strong interest in agricultural practices and a commitment to promoting sustainable food systems. Alternative qualifications or certifications in relevant fields will also be considered, provided they align with the objectives of the program. Our aim is to empower individuals with a range of backgrounds and experiences to contribute effectively to sustain coconut sector.

3. Demonstrated Interest:

Applicants should exhibit a genuine passion for the coconut industry and a clear commitment to its development. This can be evidenced by their involvement in coconut-related projects, initiatives, or organizations. Candidates who have initiated community-based coconut programs, conducted research on coconut-related topics, or participated in industry events to showcase their dedication to advancing the sector will be preferred.

4. Commitment to Program Goals:

Applicants should demonstrate alignment with the goals and objectives of the youth empowerment program as outlined by the International Coconut Community. This includes a commitment to actively engage in community development initiatives, promote entrepreneurship, and enhance the global competitiveness of the coconut industry. Candidates who share the program's vision and are eager to contribute to its success will be prioritized.

5. Motivation and Enthusiasm:

The selection committee will assess candidates' motivation and enthusiasm for participating in the program. This can be demonstrated through the applicant's statement of purpose, where they articulate their reasons for joining the program, their career aspirations in the coconut sector, and how they plan to contribute to the industry's development. // (Personal interviews may also provide insights into candidates' passion for the subject matter and their willingness to actively participate in program activities.) // Optional

6. Potential for Impact:

Candidates will be evaluated based on their potential to make a positive impact in the coconut sector. This includes their ability to apply the knowledge and skills gained from the program to address real-world challenges and drive meaningful change within their communities or organizations. Applicants with innovative ideas, leadership potential, and a strong desire to create sustainable solutions will be highly regarded.

7. Diversity and Inclusivity:

Efforts will be made to ensure diversity and inclusivity among selected candidates, taking into account factors such as gender, geographical location, and socioeconomic background. By promoting diversity, the program aims to foster a rich learning environment where participants can exchange diverse perspectives, learn from each other's experiences, and collaborate effectively on shared goals.

8. Capacity for Continuous Learning:

The program seeks candidates who have a thirst for knowledge and a willingness to continuously learn and grow. This includes a commitment to participating in monitoring and evaluation activities to track program progress, reflect on personal development, and identify areas for improvement. Candidates who embrace a culture of lifelong learning and self-improvement are well-suited to thrive in the dynamic and evolving coconut sector.

9. English Proficiency:

Since the program will be conducted in English, proficiency in the language is essential for effective communication and participation. Applicants should possess adequate English language skills to comprehend program materials, engage in discussions, and present their ideas confidently. This ensures that all participants can fully benefit from the program's content and activities.

10. Recommendations:

Nominations should be received through the member country's National Liaison Officer (NLO). Letters of recommendation from academic or professional references also welcome to support the applicant's suitability for the program. These recommendations provide insights into the applicant's character, work ethic, and potential for success in the program and endorse the applicant's qualifications and abilities, further strengthening their candidacy.

Youth Empowerment Program

Empowering the Future of Coconut Sector: A Youth-Led Transformation Program through Sustainable Partnerships

TENTATIVE AGENDA

Year 1: 2024, September (Virtual Program)

Maximum 03 hours per day

I. Session 01: Coconut Sustainability (Duration: To be decided)

- **Objective:** To educate youth on the importance of coconut sustainability and provide them with the knowledge and skills needed to promote sustainable practices in the coconut industry.
- **Explanation:** The first topic of the youth empowerment training program focuses on coconut sustainability to highlight the significance of protecting and conserving coconut resources for future generations. Participants will learn about the environmental, social, and economic benefits of sustainable coconut production and explore ways to improve industry practices. By understanding the importance of coconut sustainability, youth can become advocates for change and contribute to a more sustainable future for the coconut industry.
- **Resource Speakers:** 1. Speaker from Sustainable Coconut Partnership
2. Speaker from ICC Secretariat

II. Session 02: Biology of Coconut and Sustainable Farming Practices (Duration: To be decided)

- **Objective:** To familiarize youth with the biology of coconut trees and introduce sustainable farming practices to ensure the long-term viability of coconut cultivation.
- **Explanation:** This session aims to deepen participants' understanding of the biology and lifecycle of coconut trees, including growth patterns, reproductive processes, and environmental requirements. Sustainable farming practices such as intercropping, organic fertilization, and integrated pest management will also be discussed to promote ecological balance and minimize environmental impact.
- **Resource Speakers:** 1. Speaker from Zamboanga Research Center, PCA
2. Speaker from CRI Sri Lanka

III. Session 03: Breeding and Seed Garden Development (Duration: To be decided)

- **Objective:** To educate youth on the importance of coconut breeding and seed garden development for enhancing coconut varieties and ensuring genetic diversity in the industry.
- **Explanation:** Participants will learn about the significance of coconut breeding programs in developing high-yielding, disease-resistant coconut varieties suited to diverse agro-climatic conditions. The session will also highlight establishing and managing seed gardens to conserve and propagate superior coconut germplasm, fostering resilience and innovation in the coconut sector.
- **Resource Speakers:**
 1. Speaker from CRI Sri Lanka
 2. Speaker from BRIN, Indonesia
 3. Resource Speaker from India Representing Private Sector

IV. Session 04: Improving the Value of Coconut (Duration: To be decided)

- **Objective:** To explore strategies for adding value to coconut products and maximizing economic returns for coconut farmers and entrepreneurs.
- **Explanation:** This session will explore various value-addition techniques for coconut products, including processing, packaging, and branding. Participants will learn from experts about innovative product development opportunities using different parts of the coconut, such as the husk, shell, and water, to create a diverse range of marketable goods with enhanced value and appeal.
- **Resource Speakers:**
 1. Speaker from CSIR-NIIST, India
 2. Speaker from Coconut Shell Industry
 3. Resource Speaker from PCA
 4. Speaker from BRIN
 5. Speaker from Coconut Husk / Coir Industry
 6. Resource Speaker from Zamboanga Research Center, PCA

V. Session 05: Quality Standards (Duration: To be decided)

- **Objective:** To familiarize youth with international quality standards and certification processes for coconut products, ensuring compliance with market requirements and enhancing competitiveness.
- **Explanation:** Participants will gain insights into the importance of quality assurance in the coconut industry and the role of standards bodies in setting benchmarks for product quality and safety. The session will cover key certification schemes and regulatory frameworks governing coconut trade, empowering youth to uphold quality standards and access premium markets for coconut products.

- **Resource Speakers:** 1. Resource Speaker from ICC - SACH
2. Resource Speaker from CODEX
3. Resource Speaker from Ministry of Agriculture, Indonesia

VI. Session 06: Blockchain Technology for Supply Chain Transparency (Duration: To be decided)

- **Objective:** To introduce youth to blockchain technology as a tool for enhancing transparency, traceability, and trust in the coconut supply chain, promoting ethical sourcing and consumer confidence.
- **Explanation:** This session will explore the potential of blockchain technology in revolutionizing supply chain management by recording transactions, verifying product origins, and ensuring fair trade practices. Through real-world examples and case studies, participants will learn how blockchain can mitigate fraud, eliminate intermediaries, and empower stakeholders to make informed decisions in the coconut industry.
- **Resource Speakers:** 1. Resource Speaker from ITC
2. Resource Speaker from SCP

VII. Session 07: Financial Management & Investment Strategies (Duration: To be decided)

- **Objective:** To equip youth with essential financial management skills and investment strategies to support sustainable business growth and development in the coconut sector.
- **Explanation:** Participants will acquire practical knowledge in budgeting, cash flow management, and financial analysis to plan and manage resources for coconut-related ventures effectively. The session will also cover investment options, funding sources, and risk management techniques tailored to the unique challenges and opportunities of the coconut industry, enabling youth to make sound financial decisions and drive entrepreneurial success.
- **Resource Speakers:** 1. Resource Speaker from Private sector
2. Resource Speaker from SCP

VIII. Session 08: Digital Marketing, E-commerce & Online Platform for Coconut Products (Duration: To be decided)

- **Objective:** To empower youth with digital marketing skills and e-commerce strategies to promote coconut products effectively in the online marketplace and reach global consumers.
- **Explanation:** This session will explore the fundamentals of digital marketing, including social media marketing, search engine optimization, and content creation tailored to the coconut industry. Participants will learn how to leverage online platforms, e-commerce tools, and digital channels to showcase their coconut products, engage customers, and expand market reach beyond geographical boundaries, unlocking new business growth and expansion opportunities.
- **Resource Speakers:** 1. TBA

IX. Session 09: Skills in Social Media Management to Enhance Market Reach (Duration: To be decided)

- **Objective:** To enhance youth's proficiency in social media management techniques and strategies for building brand awareness, fostering customer engagement, and driving sales in the coconut sector.
- **Explanation:** Participants will gain practical skills in content planning, community management, and influencer collaboration to create compelling social media campaigns that resonate with target audiences and drive conversion. Through hands-on exercises and case studies, youth will learn how to harness the power of social media platforms effectively, optimize performance metrics, and adapt strategies to evolving market trends, positioning themselves as digital-savvy entrepreneurs in the competitive coconut market.
- **Resource Speakers:** 1. TBA

X. Session 10: Organizing Smallholder Farmer Groups (Duration: To be decided)

- **Objective:** To educate youth on the importance and methods of organizing smallholder farmer groups to enhance collective productivity, access to markets, and bargaining power within the coconut industry.
- **Explanation:** This session will focus on the strategic organization of smallholder coconut farmers into effective groups or cooperatives. Participants will learn about

the benefits of collective action, including improved access to resources, shared knowledge, and increased market opportunities. The session will cover practical aspects such as group formation, leadership development, and governance structures. By organizing into groups, smallholder farmers can better negotiate prices, access financial services, and adopt sustainable farming practices. This collaborative approach aims to empower smallholders, improve their livelihoods, and contribute to the overall resilience and competitiveness of the coconut sector.

- **Resource Speakers: 1.** From CDB India



Youth Empowerment Program in Coconut Industry

“Empowering the Future of Coconut Sector: A Youth-Led Transformation Program through Sustainable Partnerships”

Application Form

Personel Information

01. Name in full (Block Letters):

.....

02. Address for correspondence:

.....

.....

03. Telephone number(s): (Country Code).....

(Office).....(Mobile).....

04. Email address (es):

.....

05. Sex..... 06. Date of Birth: 07. Marital Status:

08. Highest education qualification & name of awarding institution:

.....

Field of Study: Year of Graduation:

[Please attach scanned copy of documentary evidence.]

Professional Experiences

09. Details of current employer:

.....

.....

Title of current position: Years in current position:

10. Details of previous (if available):

Company / Organization:

Position / Role: Duration:

Coconut Sector Experience (If available)

11. Experience in Coconut Cultivation, Processing, Research, or Extension (if any):

Description of Role / Activities:

.....
.....
.....

Language Proficiency:

12. Proficiency in English: Fluent: Intermediate: Basic:

Motivation and Interest:

13. Briefly explain why you are interested in participating in the Youth Empowerment Program in the Coconut Sector (maximum 200 words):

.....
.....
.....
.....
.....
.....
.....

Skills and Abilities:

14. Describe any relevant skills, abilities, or knowledge that you possess that would contribute to your success in the program (maximum 200 words):

.....
.....
.....
.....
.....
.....
.....

Community Engagement:

15. Have you been involved in any community development initiatives or projects? If yes, please provide details (maximum 200 words):

.....
.....
.....
.....
.....
.....
.....

Future Goals:

16. How do you envision utilizing the skills and knowledge gained from this program to contribute to the development of the coconut sector in your community or region? (maximum 200 words):

.....
.....
.....
.....
.....
.....
.....

Declaration:

I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that any false or misleading information may result in disqualification from the program.

.....

Date

.....

Signature of the Applicant

Endorsement:

I hereby nominate the above applicant for the Youth Empowerment Program.

.....

Date

.....

Signature of the NLO/ ANLO