

GENERAL INFORMATION ON
Online Training Program



SHEP Approach

How do we promote “Market-Oriented Agriculture”?
Transforming farmers’ mindset from “Grow and Sell” to “Grow to Sell” through the
Smallholder Horticulture Empowerment & Promotion (SHEP) approach



Course A UTC 4:00 – 8:00 (JST 13:00 – 17:00)

*Course A is especially for participants from Asia (Time zone: between UTC +9 and UTC +5)

1st phase from October 21 to 25, 2024

2nd phase from November 4 to 8, 2024

Course B UTC 8:00 – 12:00 (JST 17:00 – 21:00)

*Course B is especially for participants from Africa and Middle East (Time zone: between UTC +5 and UTC +0)

1st phase from October 28 to November 1, 2024

2nd phase from November 11 to 15, 2024

I. Concept

For What?

Background

The Smallholder Horticulture Empowerment & Promotion (SHEP) approach is a unique agricultural extension method based on supporting smallholder farmers in market-oriented agriculture. The SHEP approach transforms farmers' mind-set from “grow and sell” to “grow to sell”, by supporting their technical and marketing skills. This approach was originally developed through a technical cooperation project between Kenya and JICA started in 2006 and succeeded in doubling the incomes of 2,500 smallholder farmers in just two years. Farmers are now able to think proactively about what they need to do for market-oriented agriculture.

Given such a remarkable result among the target farmers in Kenya, the SHEP approach has been introduced in approximately 60 countries in Africa, the Middle East, Asia and Latin America, benefiting more than 200,000 smallholder families to date.

In 2019, “the Joint Declaration for Achieving Better Lives for One Million Smallholder Farmers through the SHEP Approach” was made by representatives of governments, development partners, private sector and relevant organizations at the Seventh Tokyo International Conference on African Development (TICAD VII), SHEP Approach High Level Event, which aims to scale up the SHEP approach to one million farmers around the world by 2030.



Objectives

This program aims to promote market-oriented agriculture for smallholder farmers in Asia, Africa, and Middle east. Through a series of lectures, observations and discussions, online site visits to agricultural extension systems and marketing/distribution systems in Japan, participants will be able to understand the basic concept of the SHEP approach and how to apply it effectively in their respective countries.

Finally, participants will formulate Action Plans using the SHEP approach based on what they have learned during this program and will be expected to implement it in their respective countries.

For whom?

This program is designed for those who wish to utilize the SHEP approach in their activities, especially for:

- Implementors of agriculture and rural development projects/ programs which supports for smallholder farmers;
- Staff of development partners including international institutions, NGOs and governmental agencies related to agricultural extension services and agribusiness;
- Private companies such as agricultural input dealers or retailers of agricultural produce/ products which seek smallholders as their business clients.



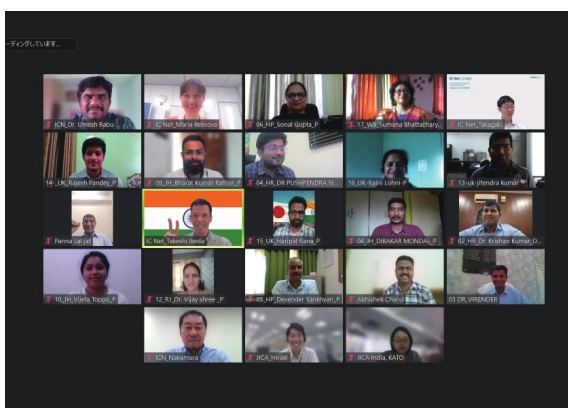
How?

Participants will learn by the methods as below.

- Online Self-Study
- Online Lectures
- Online Site Visits
- Online Workshops
- Discussions
- Presentations
- Domestic survey



Online remote program



JICA conducts this program as an online remote program. Each participant will participate in this program from her/his country using online communication tools. Please note that this online program will provide various contents to understand the SHEP approach including lectures, Q&A sessions, site visits (on video), group work, and so on.

Concept of the SHEP Approach

1) Two Conceptual Pillars of the SHEP Approach

The SHEP approach is supported by two pillars: the economic theory of “asymmetry of information” and the psychological theory of “self-determination theory”. The SHEP approach is to consciously engage in activities that satisfy both of these two theories.



(2) Essential Four Steps of the SHEP Approach

The SHEP approach follows the following four steps in its agricultural extension activities: (i) Share goals with farmers, (ii) Farmers' awareness is raised, (iii) Farmers make decisions and (iv) Farmers acquire skills. By constructing activities in this order, farmers are able to understand their farming challenges and the potential of farming as a business and increase their motivation to learn the skills needed to improve their farming.

Four Steps	Sample Activities
1. Share goals with farmers.	Sensitization Workshop
2. Farmers' awareness is raised.	Participatory Baseline Survey Stakeholder Forum Market Survey
3. Farmers make decisions.	Target Crop Selection Crop Calendar Making
4. Farmers acquire skills.	In-field trainings

II. Description

1. Course Options, Periods and Target Regions

Course A (for Asia)

< Period >

1st phase : from October 21 to 25, 2024

Interval week : from October 28 to November 1, 2024

2nd phase : from November 4 to 8, 2024

< Time >

UTC 4 :00 – 8 :00 (JST 13 :00 – 17 :00)

Course B (for Africa and Middle East)

< Period >

1st phase : from October 28 to November 1, 2024

Interval week : from November 4 to 8, 2024

2nd phase : from November 11 to 15, 2024

< Time >

UTC 8 :00 – 12 :00 (JST 17 :00 – 21 :00)

*The contents of the training program will be the same in both course A and course B.

*During the one-week interval period between the 1st and 2nd phases, participants should do assignments (such as reading textbooks, conducting interviews to a farmer, etc.)

*For those who apply from Asian countries, Course A will be more convenient in time. For those who are from African and Middle East countries, Course B will be more convenient.

Please check the actual time in your time zone and select either Course A or Course B depending on where you live.

*UTC = Universal Time Coordinated, JST = Japan Standard Time

2. Eligible / Target Organization

Target Organization are in charge of agricultural development, agricultural extension support and agribusiness.

3. Course Capacity

Maximum of 30 participants for each course

*More than 2 participants from the same organization are welcome.

*Although the maximum number of participants in each course is 30, those who have not been selected as a participant are welcome to attend as an observer if they wish. More detail will be informed later together with the selection result of the participants.

4. Language to be used in this program

English



5. Course Objective

The Action Plans using the SHEP approach learned through this online course will be implemented after the program.



6. Expected Outputs

(1) Preliminary Phase (before online course)

Output 1 : The challenges of cultivation techniques, distribution channels, and marketing systems, and/or extension services in the horticultural sector in each of the participants' countries are identified and analyzed.

(2) Core Phase (online course): Theories of the SHEP approach and Lessons Learned from Japanese and other cases in the participants' countries.

Output 2 : The theory of “Asymmetry of Information” and its practical cases in Japan are comprehended and explained.

Output 3 : Project management utilizing the theory of motivation is comprehended and explained.

Output 4 : Action Plans (Draft) for the challenges and issues clarified in output 1 are formulated through output 1 to 3.

*Only the participants who have successfully completed the course by attending all training dates and submitting all daily assignments will be awarded a certificate by JICA.

(3) Finalization Phase (after online course)

Output 5 : The Action Plans are finalized, approved and implemented by the participants' organizations.

*Participants will also be required to submit reports periodically after the program.

7. Follow-up Cooperation by JICA

In this program, JICA provides follow-up support to participating organizations after the online course. The follow-up includes online consultation and matching with relevant resource persons of the SHEP approach. The lecturers of the online training visit some of the selected participating organizations to monitor the Action Plan and provide on-site support.



8. Training Fee

Free of charge

*Participants will incur the necessary costs to participate in the training such as communication charges. No allowance will be paid by JICA.

III. Eligibility and Procedures

1. Candidate Qualifications

(1) Essential Qualifications

Willingness and Capacity: to attend all training sessions and submit all daily assignments, and to implement Action Plan to be developed in the course.

- 1) Current Duties: be related to agriculture and rural development, agricultural extension, or agribusiness. Preferably a pair of a mid-level executive officer and a field-experienced officer from the same organization or the same/ related department.
- 2) Experience in the relevant field: ideally have more than 3 years of experience in the above-mentioned domains.
- 3) Educational Background: have a university degree or equivalent.
- 4) Language Proficiency: have a competent command of spoken and written English proficiency (this course includes active participation in discussions, which requires high competence in English.)
- 5) Female participants are strongly encouraged to apply due to the past records of fewer applications from women. JICA is committed to promoting gender equality and women's empowerment, and provides equal opportunities for all applicants.

(2) Requirements* specific to the online course

- 1) Hardware: personal computer with speaker / microphone / web camera and earphone or headset.
- 2) Software: Zoom, YouTube, Google Chrome / Microsoft Edge etc, Microsoft Excel / Word / Power Point, PDF, E-mail, WhatsApp.
- 3) Internet Connection: high speed and stable enough to use software as shown in above

*The program includes many group and individual works on Google Sheet (online activities). Therefore, it is strongly recommended for participants to prepare a PC or a tablet with a large screen for their convenience. With a mobile phone, the online work on Google sheet will not work.



2. Process of Application and Selection

The selection schedule is the same for both Course A and Course B.

(1) Online Application:

Those who meet the criteria mentioned above and would like to apply are kindly requested to access the online application form from the link below. Before applying, please ensure that your application and attendance has been approved by your superior in your organization.

URL:

<https://forms.gle/142Q2tNnKNUYFkxm8>

Closing date for application: **13 September 2024**

*Note : You may be requested to log into your Google Account in the application form. For the purposes of this training, please create a Google Account if you do not have one.



(2) Notice of acceptance:

The result of the selection will be informed by e-mail directly to the participants.

Expected date: **30 September 2024**

(3) Submission:

1) Writing and submitting reports:

Those who have been selected as participants will be required to write and submit a Job Report. The detail will be informed together with the notice of acceptance directly to the selected participants only.

2) Other documents

The selected participants will also be requested to prepare and submit some other documents. The detail will be informed later.

*If you have any questions on this course and/or the application procedure, please inquire us at the email address on the next page.

IV. Administrative Arrangements —

1. Organizer

Japan International Cooperation Agency (JICA)

2. Implementing Partner

Japan International Cooperation Agency

(1) Name : IC Net Limited

Contact : onlineSHEP@icnet.co.jp

(2) URL: <http://www.icnetlimited.com/>

(3) Remark : IC-Net Limited was established in 1993 to contribute to the strengthening of social and institutional aspects of Japan's Official Development Assistance (ODA) to developing countries. Its aim is to provide high quality consulting services and training programs to improve effectiveness of development projects and programs of Japanese and international organizations.

Reference : Example of Training Schedule for FY2024

	Type	Programme
Day 1	Lecture	- Orientation - Introduction of SHEP - Background of Japanese Agriculture
Day 2	Lecture	- Agricultural extension system in Japan (such as agricultural extension center, Japan Agriculture cooperative,) - Mitigating Asymmetry of Information
Day 3	Lecture	- Agricultural products distribution and stakeholders (Such as Sales and promotion for farmers, Selection of sales channels, Wholesale market)
Day 4	Lecture	- Gender in farming
Day 5	Lecture	- Facilitating Intrinsic and Autonomous Motivation in Program
Interval Week		- Market survey and farmers' interview
Day 6	Presentation & Practice	- Presentation of the survey and interview results - SHEP workshop
Day 7	Practice	- Agricultural extension / Provision of technical guidance - SEHP workshop
Day 8	Practice	- SEHP workshop - Action Plan making
Day 9	Practice	- SHEP workshop - Action Plan making
Day 10	Presentation	- Closing ceremony