

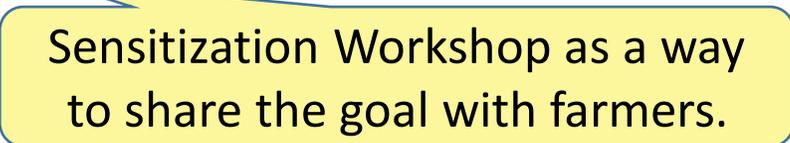
# Sensitization Workshop

## Methods of Implementation

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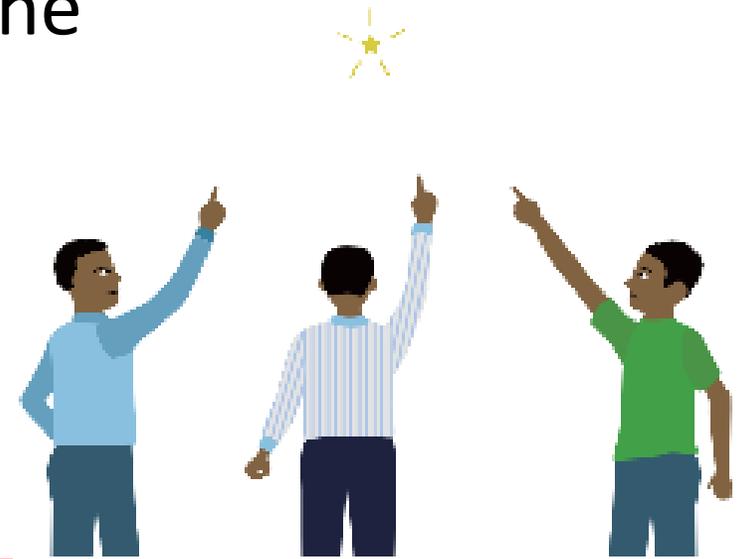
# WHERE ARE WE?: Sensitization Workshop in SHEP's 4 Steps

4 Steps	Activities
<b>1. Share goal with farmers.</b>	<b>Sensitization Workshop</b> 
<b>2. Farmers' awareness is raised.</b>	Participatory Baseline Survey (optional) Stakeholder Forum Market Survey
<b>3. Farmers make decisions.</b>	Target Crop Selection Crop Calendar Making
<b>4. Farmers acquire skills.</b>	In-field trainings
Follow-up and monitoring (including Participatory Endline Survey)	

# PART 1: CONCEPT

# WHY?: Objectives of Sensitization Workshop

- Sensitization Workshop for the target farmers aim at
  1. Sharing the SHEP vision and goal with the farmers.
  2. SHEP's vision and goal are:
    - The SHEP training is about **building the farmers' capacity**, not about giving them financial and/or material assistance.
    - Through SHEP, the farmers will become **self-reliant with entrepreneurial aspirations**.



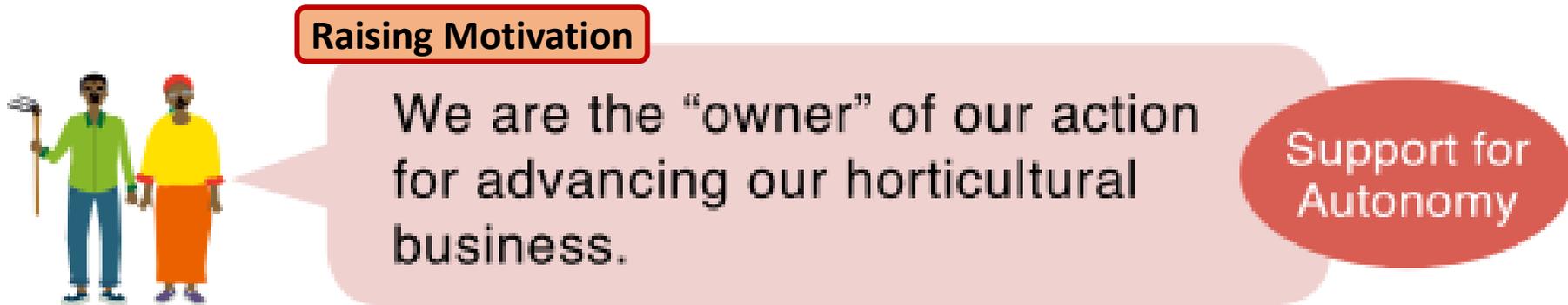
# WHAT?: Outline of Sensitization Workshop

- Ask all the members of the target farmer group to gather for holding a Sensitization Workshop in their community.
  - Explain the details of the SHEP training course.
  - Clarify the timeframe of the training.
  - Share the vision and goal with the farmers.



# HOW?: Key Implementation Tips

- Sensitization Workshop is an important initial event where the implementers and farmers **share SHEP's vision**.
- The farmers understand and agree that the vision will be realized **only through the farmers' own initiatives** to push toward market-oriented agriculture.



# HOW?: Key Implementation Tips

- The farmers understand SHEP is **purely technical assistance without provision of any financial and material support** from the government.



Raising Motivation

We are excited that we can learn something new.

Support for Competence



Raising Motivation

We are happy that our extension staff understands our challenges and helps us to improve.

Support for Relatedness

# PART 2: PRACTICE

# STEP: Implementation Procedures

1. Convene a meeting in the community of the target farmer group.
2. Explain the essence of the SHEP Approach in order to share the vision.
3. Explain the details and timeframe of the SHEP activities, farmers' roles and responsibilities.
4. Emphasize the importance of equal participation from both men and women in receiving training and making decisions.

# STEP: Implementation Procedures (Agenda of Sensitization Workshop)

Write detailed SHEP activities, timeframe, roles & responsibilities of both the implementers and farmers, etc. Use the 4 Steps table below where necessary when you explain the flow of SHEP activities.

4 Steps	Activities	Date (tentative)	Venue & other info.
1. Share goal with farmers.	Sensitization Workshop		
2. Farmers' awareness is raised.	Participatory Baseline Survey (optional) Stakeholder Forum Market Survey		
3. Farmers make decisions.	Target Crop Selection Crop Calendar Making		
4. Farmers acquire skills.	In-field trainings		

# STEP: Implementation Procedures (Agenda of Sensitization Workshop)

Below is just an example. Modify it to suit the situation of your organization.

	Roles and Responsibilities
Implementers	<ul style="list-style-type: none"><li>• The implementers will organize and coordinate the SHEP activities for the farmers.</li><li>• The implementers will give trainings to farmers to raise their marketing &amp; cultivation skills.</li><li>• Assigned extension staff will guide the farmer groups throughout the process of the SHEP training course.</li><li>• The extension staff and/or other government staff will make themselves available for the farmers to answer any questions regarding SHEP implementation.</li></ul>
Farmers	<ul style="list-style-type: none"><li>• The farmers will attend all the SHEP activities to raise their marketing and cultivation skills.</li><li>• The farmer representatives will share their knowledge with other group members in a timely manner.</li><li>• The farmers will utilize the knowledge and skills they have gained through their participation in SHEP in their everyday farming activities.</li></ul>

# CHECKLIST: Points to be Confirmed after Sensitization Workshop

- ✓ The target farmers understand and agree to the time schedule of upcoming trainings.
- ✓ The target farmers understand and explain what roles, responsibilities and rights they have as the participants of SHEP.
- ✓ The target farmers can envision and explain their goal they will achieve at the completion of SHEP training sessions.
- ✓ The male-female ratio of the participants is balanced.
- ✓ Discussion on gender equality and women's empowerment was conducted and the participation of (1) both male and female members and (2) the members and their spouses was encouraged.



# TROUBLESHOOTING

- ✓ What if farmers expect “handouts”? → It is important for the target farmers to **understand and agree, at the very beginning, that they will only receive technical assistance, not material assistance.** Only those farmers who are willing to participate in SHEP training without receiving any material inputs should be selected as the target beneficiaries.
- ✓ Why do we need to talk about gender at this initial stage of the training course? → SHEP’s goal can only be achieved if **gender-balanced participation and decision-making** are in place throughout SHEP implementation. The target farmers should be aware of this issue at the very beginning of the SHEP training course.