

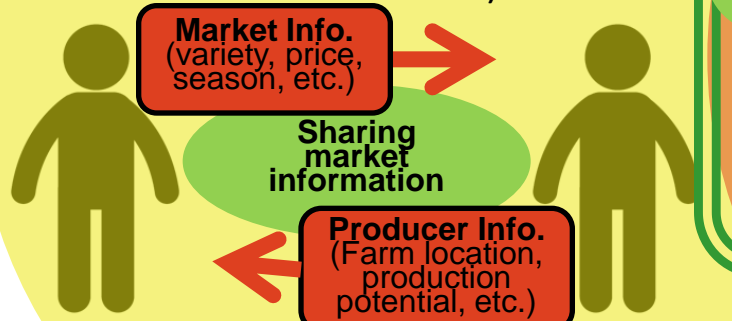
Originality of SHEP

Various donors implement similar projects

Feature of JICA's technical cooperation (Capacity Development)

Promoting "Farming as a Business"

Sharing information among market actors & farmers for improving efficiency of local economies (Mitigating the **asymmetry of information**)



- Retailers, middlemen
- Agricultural inputs companies (seed, fertilizers, etc.)
- Agricultural product processors

Empowering and motivating people by using various "tips"

Raising intrinsic (internal) motivation for continuous activities implementation (Self-determination Theory)

-Three psychological needs to motivate people-



Autonomy

People need to feel in control of their own behaviors and goals



Competence

People need to gain mastery of tasks and learn different skills



Relatedness

People need to experience a sense of belonging and attachment to other people