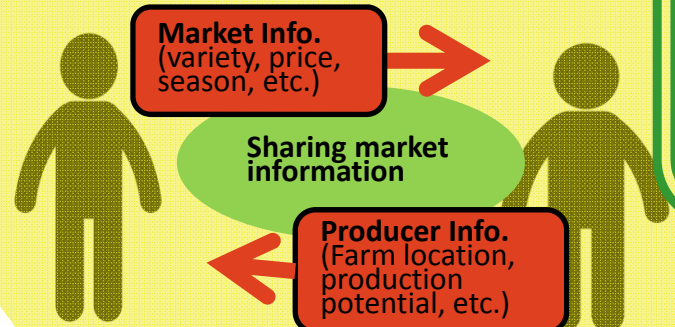


Various donors implement similar projects/programs

Feature of JICA's technical cooperation (Capacity Development)

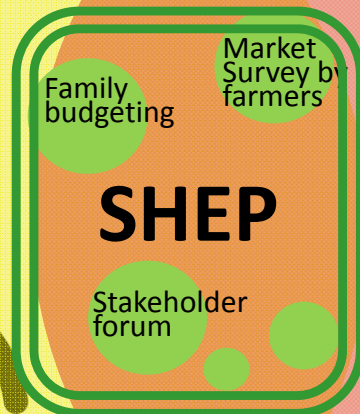
Promoting "Farming as a Business"

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






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

Producers



Developing and motivating people by effective activity designs and "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

SHEP's original activities (ex. Market survey, Crops selection, Stakeholder Forum etc.) raise farmers' intrinsic motivation and mitigate the asymmetry of information.