



# Outline of the “Proposal System”

The Project for Smallholder Horticulture Farmer Empowerment through Promotion of Market-Oriented Agriculture (Ethio-SHEP)



I learned carrots production from DA experts.

So I planted carrots in a row and applied fertilizer between the plants.

Now plants grow better than before.

# Background

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- Target woredas are often chosen by geographical potential and other factors (ex. Political)
- Woredas are not always involved in the decision making whether to join the projects or not

**That leads to**



- Often increase the burden in the target woreda with other activities
- Difficult to follow-up project activities due to limited resources

# Purpose of using the proposal system

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- With considering all those issues, we would like to introduce the proposal systems
- Woreda office can decide whether they will join the project or not by considering several factors

# Contents to be judged

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Target woreda and site will be decided by comparing the following contents:

1. Motivation of Woreda office and DAs
2. Potential of the Woreda
3. Potential of the irrigation scheme and WUA
4. Geographical and socio-economic conditions
5. Knowledge through Ethio-SHEP Questionnaire

Zone: \_\_\_\_\_

Woreda: \_\_\_\_\_ Name: \_\_\_\_\_

### Ethio-SHEP PRACTICAL KNOWLEDGE QUESTIONER

#### Instructions

This test consists of 20 multiple-choice questions. You are given 30 minutes to answer all the questions.

No.	Question	Choices	Answer
1	What is the SHEP Approach?	1. Research-led extension approach 2. Export-oriented industrialization approach 3. Top-down approach 4. Market-oriented approach	<b>1</b>
2	The <b>SHEP's key concept</b> includes two theories. One is concerned with an economic theory called "markets with asymmetric information. What is another theory?	1. Motivation theory in psychology 2. Extension theory in chemistry 3. Prospect theory in international development 4. Nudge theory in International politics	<b>3</b>
3	Which one of the following options is in the right order of activities which follows "SHEP's Four Essential Steps"? (Note: Only some of the activities are listed here.)	1. (1) Conduction Market Survey --> (2) In-field Training and follow-up --> (3) Sensitization Workshop 2. (1) In-field Training and follow-up --> (2) Conducting Market Survey --> (3) Crop Calendar Making 3. (1) Sensitization Workshop --> (2) In-field Training -->(3) Conducting Market Survey 4. (1) Sensitization Workshop --> (2) Conducting Market Survey --> (3) In-field Training and follow-up	<b>2</b>
4	What is the <b>main objective of Sensitization Meeting</b> ?	1. To make the target farmers understand the importance of improving agricultural and managerial skills so that they can become self-reliant farmers. 2. To conduct market surveys for selecting target crops. 3. To promise to the target farmers that if their attendance at SHEP training is high, they will receive a subsidy for seeds and fertilizer. 4. To distribute various survey formats and training materials for the target farmers to take home.	
5	Which of the following statements most appropriately <b>explains why SHEP Approach works on gender issues</b> ?	1. In order to achieve efficient agricultural business at the household level. 2. In order to raise women's political representation both at the community and regional levels. 3. In order to improve production techniques of men and to raise marketing skills of women. 4. In order to attract more funds and attention from international donors.	

# Which farmer group should NOT be selected as a target group of SHEP?

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1. A farmer group whose members' main source of income is horticulture production.
2. A farmer group which has experiences of working together in irrigation management.
3. A farmer group whose main purpose is to receive donations, subsidies and material support from the government and NGOs.
4. A farmer group with both men and female members who are willing to learn managerial skills.

Which of the following voices should the SHEP implementers **expect to hear** from the target farmers **after Market Survey exercise**?

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1. "The Market Survey is something that we can do ourselves without relying on government agencies."
2. "It is most beneficial to look for the most profitable crop sold in the central market."
3. "The Market Survey should be conducted by an individual secretly so that other farmers, in other words, my competitors, will not know valuable information."
4. "We should expect our extension staff to arrange the next Market Survey since we think the survey is useful."



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**Thank you for your attention!**

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**Any Questions?**