



# Preparation & Implementation Process of Sensitization Workshop

Presented to Participants of Ethio-SHEP ToT

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

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# Essential 4 Steps

Essential 4 steps	Activities
1. Sharing goal with farmers.	◆ <b>Sensitization Workshop</b>
2. Farmers' Awareness is raised.	<ul style="list-style-type: none"> <li>◆ Participatory Baseline Survey</li> <li>◆ Market Survey</li> </ul>
3. Farmers make decisions.	<ul style="list-style-type: none"> <li>◆ Target Crop Selection</li> <li>◆ (Optional) Market Linkage Forum</li> <li>◆ Crop Calendar Making</li> </ul>
4. Farmers acquire skills.	<ul style="list-style-type: none"> <li>◆ In-field trainings</li> <li>◆ (Optional) Exchange Visit</li> <li>◆ Field Day</li> </ul>
Follow-up and monitoring (including Participatory Endline Survey)	

# 1. Introduction

- **Sensitization Workshop** is the first activity among series of activities of the Ethio-SHEP Approach
- Sensitization is conducted for **farmer group members** in target Water Users Association.
- Can be conducted before selection of target farmers **to select target farmers**

## 2. Objective:

### Sensitization Workshop

- Farmers are informed that Ethio-SHEP is **purely technical assistance** and there will be no financial or material assistance directly given to them.
- Farmers agree to participate in Ethio-SHEP in order to **become self-reliant through developing their technical capacity.**

# 3. Preparation Activities

- Prepare **program** for the Sensitization
- Check available **venues and convenient time** for participants
- **Invite previous experienced farmers** from nearby kebele for the sensitization
- **Prepare necessary items** (stationary, etc.) for the Workshop
- **Identify facilitators** (woreda & Kebele)
- **Inform farmer group** on the date and venue.

# 4. Participants of the Workshop

- **Chair of the Water Users Association**
- **Member of the Water Users Association**
- **Member of the group**

# 5. Contents of the Sensitization:

- Explain **outline of the Ethio-SHEP Approach & Achievements.**
- Share the **planned annual schedule** of activities with participants (Market survey, crop selection, Market Linkage Forum, etc.).
- Explain about contents of the project, intervention modality, role of farmers.
- Agree on selected target farmers for implementation.
- Discussion with farmers about any issues for clarification or expectations raised by participants.



# 6. Contents

## What Ethio-SHEP **does not do** with farmers

- Does **not construct** /maintain irrigation scheme
- Does **not provide inputs** (seeds, fertilizer from project)
- Does **not provide farm tools.**
- Does **not provide cash support.**
- Does **not provide per diem** when trainings at kebele
- No **interference on current water** distribution/management / issues.

# Contents.....

**What Ethio-SHEP approach **does** with farmers  
N.B. capacity building project through:**

- **Baseline survey** (to review current situation)
- **Market survey**
- **Support crop selection using Ethio-SHEP selection technique**
- **Providing opportunity with linking farmers with market stakeholders (Agro-dealers, wholesalers)**
- **Providing technical support on basic production skills.**

# 7. Implementation

- **Duration:** Sensitization workshop is conducted for half day.
- **Date:** should be identified depending on the availability of participants
- **Venue:** should be convenient to participants as well as organizer(s)
- FTC, Church place, Mtg hall, outside of the field, etc.



# 8. Key Implementation Tips

- The Sensitization Workshop is an important initial event where the implementers and farmers **share SHEP's vision.**
- Inviting **previous Ethio-SHEP group representatives (male, female)** to share their **experience** provides strong message.





# 8. Key Implementation Tips

- The farmers understand SHEP is **purely technical assistance without provision of any financial and material support** from the government.
- So before the actual intervention, farmers need to have the **clear understanding and consensus on the modality** among target group .



# 8. Key Implementation Tips

- The farmers understand and agree on the vision will be realized **only through the farmers' own initiatives** to push forward for market-oriented agriculture.
- Farmers need to act proactively for the change.





# 8. Key Implementation Tips

- The implementers should emphasize that **both male and female** members need to equally participate in the trainings.
- In addition, emphasizing the “**farming as family business**”, so **joint decision-making by husband and wife as business partner** is critical for success.
- The implementers should help farmers to engage into discussions on the **importance of gender equality and women’s empowerment through Ethio-SHEP activities**.



## 8. Points to be confirmed after activity

- The target farmers understand and agree on the **intervention modality** and upcoming schedule of trainings or events.
- The target farmers understand and explain what roles, responsibilities and rights they have as the **representatives of the groups** and participants of SHEP.



## 8. Points to be confirmed after activity

- The target farmers can envision and explain their goal they will achieve at the completion of Ethio-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.

***THANK YOU***

**GALATOOMAA**

***DOMO ARIGATO GOZAIMASU***