



Selection Criteria of target group members (Members selection)

Presented to Participants of Ethio-SHEP ToT

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

Introduction

- After selection of target WUA(scheme), General sensitization WS will be organized for the target Scheme.
- To select the target group members ,members selection criteria should be shared with the CPs and WUA representatives.

Group status

- **Group members** should be selected from the target WUA(Scheme).
- (If there is already existing group for Horticulture production and marketing, no need to formulate the new group for Ethio-SHEP project intervention.)

Number of target group members

- **No. of Farmer group member** should be **30-40 members**.
- (**Manageable number**).
- Final decision will be based on the consensus among the target group,,,
- Near by area(Sub-village level) or pick up from different location into one group,,,,

Membership

- **Age:** Out of school youth age(18) to adult(~50).
- Physically active for Horticulture production.(Not too old,,)
- **Attitude:** Positive and eager to learn new thing and technology and share with the nearby farmers
- **Members include:** Model farmers, F HH farmers, wife of Male HH and young farmers etc.
- Group members should have the **sense of representatives** of the scheme or kebele to feedback and share SHEP activity for their group.

Membership Cont,,,

- **Literacy**-Group official should be literate or semi-literate in order to read and write during the training session and may translate the training materials /hands out into their local language.
- **Main business**-each group member must be practicing **Horticulture as main business**
- (More than 50% from horticulture)

Group character,,,

- **Avoid the group members** already supported by similar donor program in Horticulture sector.
- (Avoid overlapping and confusion with the other project intervention)
- Avoid the **group members with serious internal conflict.**(Water distribution ,others internal problems,,)

Group Attitude

- **Healthy and positive attitude for change**
- Group unity for improvement:
- Group members who can agree with the **project intervention modality**:
- Intervention for **Capacity building**:
- **-No free input distribution.**
- **-No infrastructure construction.**
- **-No payment** for the training in the field at kebele level.

Group Attitude

- **Good motivation for change:**
- **Group members who have specific constraints on horticulture production and want to change or improve the current horticulture production and marketing.**
- Their constraints which the project can address or fill the gaps by intervention,,,,.
- **Ability and willingness** to mobilize their own resources for Horticulture production:

Expected Group Activities

- **Group purchase:** Positive understanding of Group purchase of input.(Already started or plan to do,,)
- **Group marketing:** Positive understanding of Group selling / marketing of their output.

Area under coverage

- **High potential for Horticulture Production (Vegetable) area:**
- (Good potential and experience)
- **Not food insecurity area:**
- (Not PSNP target area,,,))
- Avoid insecurity area:
- (Physically difficult to implement the activity on the ground,,,))

Accessibility

- **Physical road Accessibility** from woreda center to the site:
- (Accessible all through year)
- Woreda and Kebele expert can visit the site for frequent F/U.
- (Avoid the difficult location for actual implementation and F/U)

Group sensitivity to Gender issues

- **Gender balance** of target group
- Try to include **Female/HH** and **wife of Male/ HH**
- **Female ration:** More than 30 %
- (or set ambitious goal like 50 %)
- (Based on the actual condition and consensus among group)

- Advocacy: Woreda and kebele office have clear policy to address the gender issue in agriculture extension service

Relationship between extension staffs and groups

- **Committed DAs** at the Kebele
- **Good relationship(Trust)** between Government extension staffs and farmer group
- **Positive attitude and understanding** on agriculture extension service by Government.
- (If they have negative perception or problem ,,maybe not easy,,)