



# **【Online & In Japan】 Knowledge Co-Creation Program (Group & Region Focus)**

## **GENERAL INFORMATION ON**

**Market-Oriented Agriculture Promotion for Asian Countries  
(Planning and Management)  
課題別研修「アジア地域 市場志向型農業振興(行政官)」**

***JFY 2021***

**Course No. 202003117J001**

**Online Program Period: 1st week: from July 12, 2021 to July 16, 2021**

**2nd week: from July 26, 2021 to July 30, 2021**

**Site visit to Japan : February 16, 2022 to February 25, 2022 (tentative)**

This information pertains to one of the JICA Knowledge Co-Creation Program (Group & Region Focus) of the Japan International Cooperation Agency (JICA), which shall be implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.

### **‘JICA Knowledge Co-Creation (KCC) Program’ as a New Start**

In the Development Cooperation Charter which was released from the Japanese Cabinet in February 2015, it is clearly pointed out that *“In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic characteristics of the country concerned based on a field-oriented approach through dialogue and collaboration. It has also maintained the approach of building reciprocal relationships with developing countries in which both sides learn from each other and grow and develop together.”* We believe that this ‘Knowledge Co-Creation Program’ will serve as a center of mutual learning process.

# I. Concept

## **Background**

The Republic of Kenya, located in East Africa, is one of the countries which is promoting “market-oriented agriculture”. Its horticulture sector has second largest share in their agricultural exports and smallholder farmers account for 80% of total horticultural production. However, they are struggling with low income due to various issues such as weak capacity of farmers’ group, lack of skills for production and quality control, limited market access, unstable prices and unsatisfactory infrastructure in rural areas.

To tackle this difficult situation, JICA launched market-oriented agriculture projects for small-scale farmers in Kenya from 2006 to date, which are called “*SHEP*<sup>1</sup>”, “*SHEP UP*<sup>2</sup>” and “*SHEP PLUS*<sup>3</sup>”. These projects have made farmers aware of importance of “Grow strategically to Sell” not “Grow and then Sell”, and the farmers practice “*SHEP Approach*<sup>4</sup>”. With their willingness and JICA’s support, the farmers got to strategically think what to do by themselves, and increased their income as a result.

Promotion of the SHEP Approach in other African countries is being planned and it will be adapted to meet the specific conditions in each country. In TICAD V<sup>5</sup> (Tokyo International Conference on African Development V) held in June 2013, Japan pledged to promote the SHEP Approach in 10 African countries. In TICAD VI held in Nairobi, 2016, JICA organized a side event for the SHEP Approach for its further promotion in Africa. TICAD VII, held in Yokohama in 2019, parties such as representatives of Government, development partners, private companies and relevant organizations declared that extending SHEP approach to one million of small scales farmers all over the world by 2030.

This program is offered for the countries which plan to introduce and expand the SHEP Approach in their countries or regions, by obtaining the fundamental and essential knowledge and information on the implementation of the SHEP Approach. So far, in South Asian Region, 27 participants of the Country/ Area-Focused Training Course for Market-oriented Agriculture Promotion for South Asian Region have learned SHEP Approach in 2020.

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<sup>1</sup> SHEP (Smallholder Horticulture Empowerment Project):

Implemented in Kenya from 2006 to 2009. It developed and implemented a series of approaches such as farmers’ group development and productivity increase for improving horticultural-related income of small-scale farmers.

<sup>2</sup> SHEP UP (Smallholder Horticulture Empowerment and Promotion Unit Project):

Implemented in Kenya from 2010 to 2015. Providing support to the SHEP Unit established by the Ministry of Agriculture, Livestock and Fisheries of Kenya to spread the SHEP Approach across the country.

<sup>3</sup> SHEP PLUS (Smallholder Horticulture Empowerment and Promotion Project for Local and Up-scaling): Establishing implementation mechanism to support smallholder horticulture farmers in implementing counties (devolved government in Kenya).

<sup>4</sup> SHEP Approach (Smallholder Horticulture Empowerment and Promotion Approach)

<sup>5</sup> Prime Minister Shinzo Abe's TICAD V opening address: <http://www.mofa.go.jp/files/000005500.pdf>

**For what?**

This program aims to promote “market-oriented agriculture”, which is effective for increasing income of smallholder farmers in Asian Countries. Participants will obtain the clear idea and meaning of market-oriented agriculture through a series of lectures, observations and discussions. Finally, participants will formulate an Action Plan based on their learning through the program. After returning to their respective countries, they are expected to implement the Action Plans to attain increased income for smallholder farmers.

**For whom?**

This program targets the countries which wish to promote the SHEP Approach within their countries. The program is offered to middle level and above executive officers who have the authority to make a decision of implementing agriculture development projects in some extent, or administrative officials and implementers in the target region who wish to take advantage of the SHEP Approach in their agricultural project, including on-going ones.

**How?**

In the Program, through lectures and field visits, participants will learn extension systems and marketing/ distribution systems in Japan and figure out the methods of the SHEP Approach for small scale farmers (from "Grow and then Sell" to "Grow strategically to Sell"), which brought positive results in Kenya. Participants will acquire the fundamental concept of the SHEP Approach through participatory workshops and make Action Plan to be implemented after this training course.

**Online remote program**

Due to the pandemic-of COVID-19, JICA conducts this program as online remote program this year. Each participant will attend this program from her/his country using online communication tool. Please note that this online program will provide various contents to understand SHEP Approach including lecture, Q&A session, site visits (on video), group works, and so on.

## II. Description

1. **Title (J-No.):** Market-Oriented Agriculture Promotion for Asian Countries (Planning and Management)(202003117J001)
2. **Course Period**  
**Online Program Period:** 1st week: from July 12 to 16, 2021  
2nd week: from July 26 to 30, 2021  
\*During the 1 week interval period between 1st week and 2nd week, participants should do assignment (such as reading textbook, conducting interview to farmer)  
**Site visit to Japan:** February 16 to 25, 2022※tentative  
※In the context of the COVID-19 pandemic, please note that there is still a possibility the course period will be changed, shortened, or the course itself will be cancelled.
3. **Target Regions or Countries**  
Bangladesh, Mongolia, Myanmar, Philippines, Tajikistan.
4. **Eligible / Target Organization**  
Central or local government in charge of farming support/extension.  
**It is strongly recommended that participants be selected from the same/ related organization or same/ related department which the participant(s) of the former course(s) belong to.**  
  
They are supposed to draft / improve Action Plan through the course, and implement it after their return. (For details, please consult with JICA office in the country.)
5. **Course Capacity (Upper limit of Participants)**  
28 participants
6. **Language to be used in this program**  
English
7. **Course Objective**  
Action Plan using the SHEP Approach learned in the online course is implemented after returning to the participants' respective countries.
8. **Overall Goal**  
Smallholder farmers at pilot site will increase their income by implementing the Action Plan applying the SHEP Approach.
9. **Expected Module Output and Contents**
  - (1) Preliminary Phase in participant's home country  
Output 1: Horticulture cultivation/ distribution/ marketing system and their extension system in participants' countries are analyzed and visualized.
  - (2) Main Phase (Online course): Theories of SHEP Approach and Learnings from Japanese Cases  
Output 2: Theory of "Asymmetry of Information" and its practical cases in Japan are comprehended and explained.  
Output 3: Project management utilizing the theory of motivation is comprehended and explained.

Output 4: Draft Action Plan for the challenges and issues clarified in output 1 is formulated through output 1 to 3.

(3) Finalization Phase in participant's home country

Output 5: The Action Plan is taken concrete shape, approved by participants' organization and executed.

(4) Follow-up program in Japan will be planned.

**10. Requirements during the implementation of Action Plan after the program**

- (1) within 2 weeks: Presentation of Action Plan in home country
- (2) within 6 months: Submitting Activity Record to respective JICA office

**【Important Notice】**

The time difference between Japan and the participant's Regions or Countries are as follows;

The gray part (1:00pm-4:00pm Japan time) is the online session (live lecture).

Please check your local time.

Japan	Philippines	Myanmar	Mongolia	Bangladesh	Tajikistan
9:00am	8:00am	6:30am	8:00am	6:00am	5:00am
10:00am	9:00am	7:30am	9:00am	7:00am	6:00am
11:00am	10:00am	8:30am	10:00am	8:00am	7:00am
12:00pm	11:00am	9:30am	11:00am	9:00am	8:00am
1:00pm	12:00pm	10:30am	12:00pm	10:00am	9:00am
2:00pm	1:00pm	11:30am	1:00pm	11:00am	10:00am
3:00pm	2:00pm	12:30pm	2:00pm	12:00pm	11:00am
4:00pm	3:00pm	1:30pm	3:00pm	1:00pm	12:00pm
5:00pm	4:00pm	2:30pm	4:00pm	2:00pm	1:00pm
6:00pm	5:00pm	3:30pm	5:00pm	3:00pm	2:00pm
7:00pm	6:00pm	4:30pm	6:00pm	4:00pm	3:00pm

## <Concept of the SHEP Approach>

### (1) Farming as a business

The farmers' activities in SHEP begin with the market research by them, then go through the cycle of activities shown below and conclude with cooperative sales of crops (at the market).

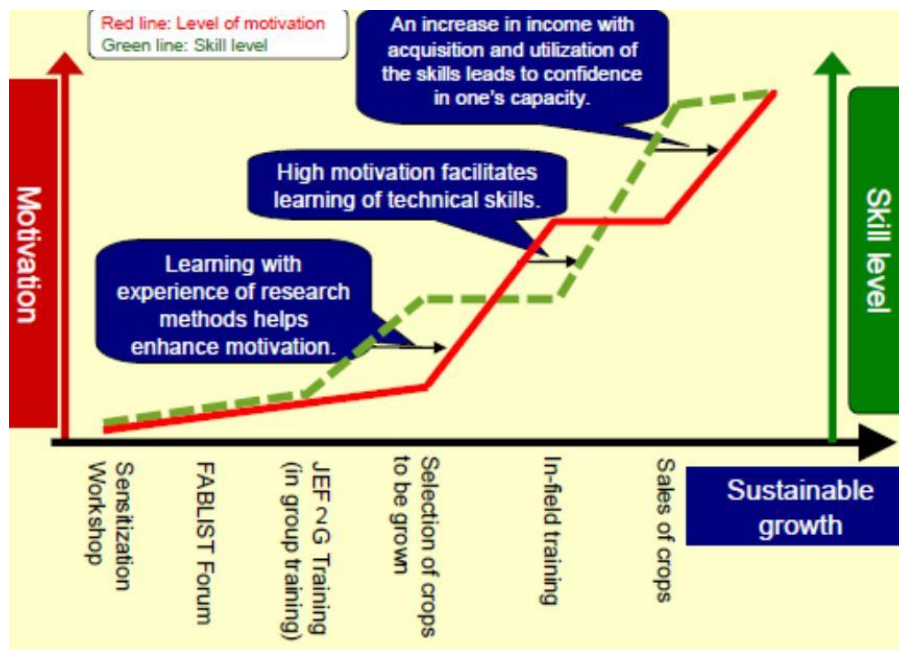


### (2) Closely linked activities

#### Systematic inter-linkage between activities:

SHEP activities are designed to improve the levels of motivation and skills of farmers as the training course progresses.

- Appropriate scheduling of enhancement of motivation and development of skills
- Shortest route to achieve the goal
- Emphasis on learning processes
- Enhancement of motivation and skills at each step of activities for achieving the “grow to sell” paradigm shift



### 11. Follow-up Cooperation by JICA:

In this program, JICA might extend follow-up support to participating organizations that intend to develop the result of the program further. Please note that the support shall be extended selectively based on proposals from the participating organizations.

### ***III. Conditions and Procedures for Application***

#### **1. Nominee Qualifications:**

Applying Organizations are expected to select nominees who meet the following qualifications.

##### **(1) Essential Qualifications:**

- 1) Organization: belong to either central government, local government, or agency which has willingness and capacity to implement Action Plan to be developed in the course. It is preferable to select applicants from the organization which already sent the participants to this course before.  
(If necessary, please consult with JICA office in the country.)
- 2) Current Duties: be a mid or surpass level executive officer/ person who has the authority to start an agricultural project, or a manager of existing agricultural project
- 3) Experience in the relevant field: have more than 3-years experiences in agricultural development and extension.
- 4) Educational Background: be a graduate of university or equivalent.
- 5) Language: have a competent command of spoken and written English which is equal to TOEFL iBT 100 or more (This course includes active participation in discussions, which requires high competence of English ability. Please attach an official certificate for English ability such as TOEFL, TOEIC etc., if possible.)
- 6) Health: must be in good health, both physically and mentally, to participate in the program in Japan. Pregnant applicants are not recommended to apply due to the potential risk of health and life issues of mother and fetus.

##### **(2) Recommendable Qualifications**

- 1) Gender Consideration: JICA is promoting Gender equality. Women are encouraged to apply for the program.

##### **(3) Requirements\* specific for the online course;**

- 1) Hardware: personal computer with speaker/microphone and web camera
- 2) Software: Zoom, YouTube, GIGAPOD, Google workspace, Google Chrome/ Microsoft Edge/ Internet Explorer, Microsoft Excel/ Word/ Power Point, PDF, E-mail.
- 3) Internet Connection: speed enough to use as shown in 2) software above
- 4) willingness to join the Online session.

\*If you need any assistance for preparation of the learning environment, please consult the local JICA office. Please note that the JICA office may not be able to assist with all requirements.

#### **2. Required Documents for Application:**

**(1) Application Form:** The Application Form is available at **the JICA office (or the Embassy of Japan).**

\* If you have any difficulties/disabilities which require assistance, please specify



necessary assistances in the Medical History (1-(d)) of the application forms. It may allow us (people concerned in this course) to prepare better logistics or alternatives.

**(2) Job Report:** Please see **VI. Annex** for details.

**(3) Photocopy of passport:** to be submitted with the application form, if you possess your passport which you will carry when entering Japan for this program. If not, you are requested to submit its photocopy as soon as you obtain it.

\*Photocopy should include the followings:

Name, Date of Birth, Nationality, Sex, Passport number and Expire date.

**(4) Nominee's English Score Sheet (photocopy):** to be submitted with the Application Form, if you have any official documentation of English ability (e.g., TOEFL, TOEIC, IELTS)

### **3. Procedures for Application and Selection:**

#### **(1) Submission of the Application Documents:**

Closing date for applications: **Please inquire to the JICA office (or the Embassy of Japan).**

(After receiving applications, the JICA office (or the Embassy of Japan) will send them to **the JICA Center in JAPAN by June7, 2021**)

#### **(2) Selection:**

After receiving the documents through proper channels from your government, the JICA office (or the Embassy of Japan) will conduct screenings, and then forward the documents to the JICA Center in Japan. Selection will be made by the JICA Center in consultation with concerned organizations in Japan. *The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.* Qualifications of applicants who belong to the military or other military-related organizations and/or who are enlisted in the military will be examined by the Government of Japan on a case-by-case basis, consistent with the Development Cooperation Charter of Japan, taking into consideration their duties, positions in the organization, and other relevant information in a comprehensive manner.

#### **(3) Notice of Acceptance:**

Notification of results will be made by the JICA office (or the Embassy of Japan) **not later than June18, 2021.**

### **4. Conditions for Attendance:**

**(1)** To strictly adhere to the program schedule.

**(2)** not to share videos, textbooks, materials, etc. used in this training or use them for any other purpose.

**(3)** to carry out such instructions and abide by such conditions as may be stipulated

by both the nominating government and the Japanese government in respect of the course.

- (4)** to observe the rules and regulations of the program implementing partners to provide the program or establishments.
- (5)** not to engage in political activities, or any form of employment for profit.
- (6)** to quit the program, should the participants violate the Japanese laws or JICA's regulations, or the participants commit illegal or immoral conduct, or get critical illness or serious injury and be considered unable to continue the course. The participants shall be responsible for paying any cost for treatment of the said health conditions except for the medical care stipulated in (3) of "5. Expenses", "IV. Administrative Arrangements",
- (7)** to return the total amount or a part of the expenditure for the KCCP depending on the severity of such violation, should the participants violate the laws and ordinances.
- (8)** to observe the rules and regulations at the place of the participants' accommodation.
- (9)** to refund allowances or other benefits paid by JICA in the case of a change in schedule.

## ***IV. Administrative Arrangements***

### **1. Organizer:**

**(1) Name:** JICA Hokkaido (Obihiro)

**(2) Contact:** Mr. KANMERA Takahiro (jicaobic@jica.go.jp)

### **2. Implementing Partner:** Tokachi International Association

### **3. Expenses:**

The following expenses will be provided for the participants by JICA:

#### **Online Program**

- (1)** Expenses related to the online program will be paid according to the regulations of JICA Office, if necessary.
- (2)** Details will be provided at the time of notification of acceptance.

## ***V. Other Information***

- 1. Participants who have successfully completed the course will be awarded a certificate by JICA.
- 2. Participants should bring laptop. During the course, participants take online course and work using the computers, including preparation of Action Plan, etc.
- 3. Participants should stay in capital city of each country and take online course at the same place during the course period. There will be group work session in each day so that participants have to work together.
- 4. JICA is planning to arrange 1 week training course in Japan for the participants of this online course, to visit stakeholders of crop distribution system in Obihiro.

## VI. ANNEX

### Market-Oriented Agriculture Promotion for Asian Countries

(Planning and Management) (JFY 2021)

### Job Report

#### ■ Job Report

1. Applicants are requested to prepare a job report and **submit it with their Application Form.**
2. The applicants are strongly recommended to consult with JICA Office in the country for finalizing the job report.

#### ● NOTE:

- (1) For countries which have already on-going SHEP related projects, participants are highly expected to consult JICA Office in their country when they draft the job report before the course. This report will be utilized for the facilitation of the Action Plan that will be developed during the course.
- (2) Participants are **requested to implement their action plan after the course.**
- (3) Participants are supposed **to give their Action Plan presentation after returning to home country.** Please set the date for the presentation before participating in the course.

<Presentation day>	_____ / _____ / _____ (preferably by Aug 13, 2021)
<Presentation venue>	_____
<Main Attendees>	_____

#### ● Job Report Template

##### 1. Basic Information

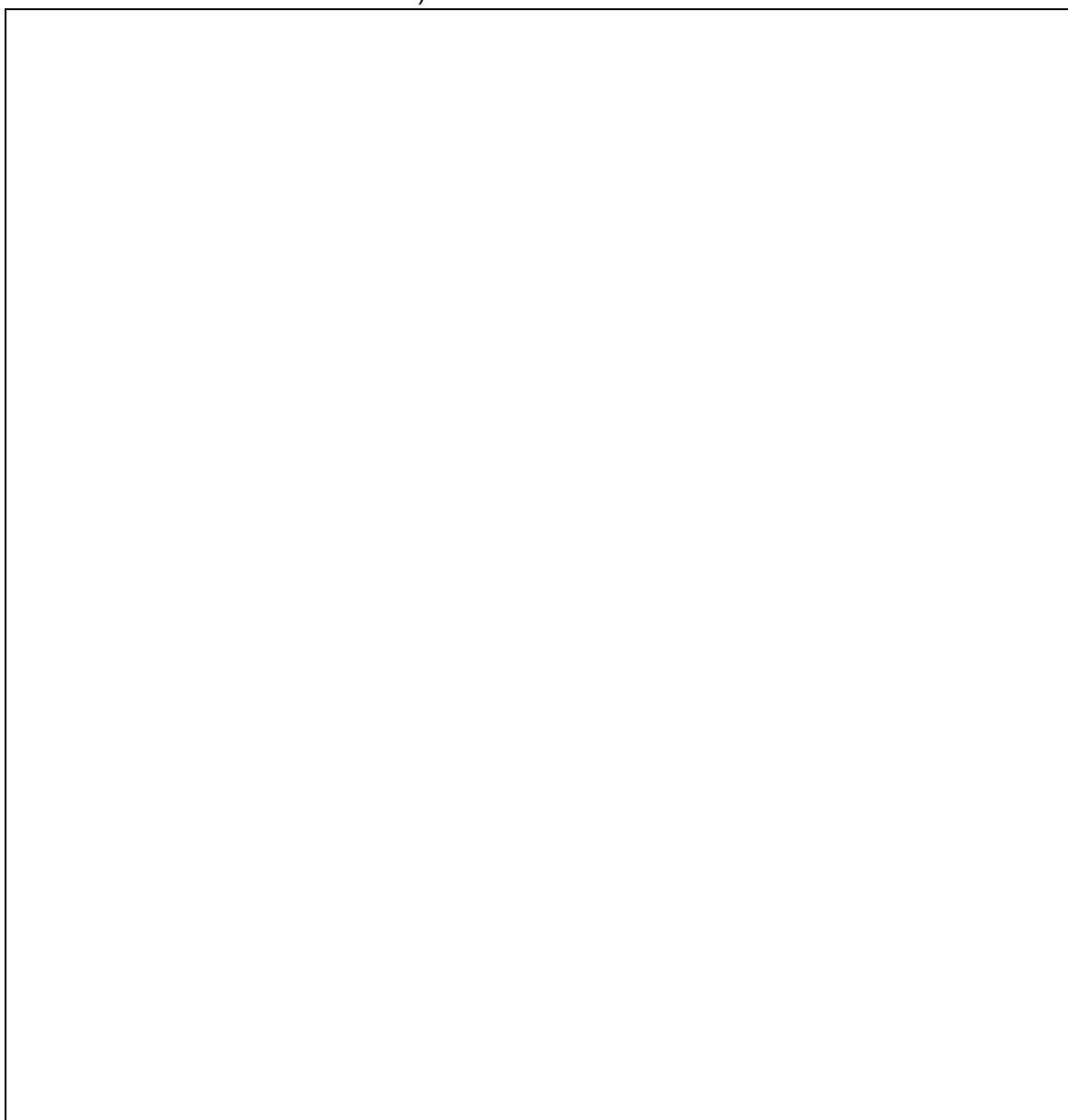
Name	
Country	
Email address <sup>6</sup>	
Organization	
Job title	

<sup>6</sup> The email address will be shared with other participants and people concerned in SHEP Approach expansion.

Your role in implementing Action Plan <sup>7</sup> . (prepared by the ex-participant(s))s	
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## 2. Organizational Structure

Please show the organizational structure of your organization. (Please give figure on number of staffs for each section.)




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<sup>7</sup> If you have ex-participant(s) who you are currently working with, you can elaborate more in 6. (3) in this report. For this column, brief summary of your role in action plan implementation is fine.

### 3. Agricultural Policy/Strategy

Does your organization have policy/strategy related to SHEP Approach, such as “Promoting commercialized farming”, “Transcending subsistence agriculture to market-oriented”, “Agriculture as a business”, etc.? Or, does your organization plan to have policy/strategy related to above topics?

Please give us (1) reference information, and (2) brief summary of the policy/strategy by filling in the table below. If policy/strategy has NOT been formulated yet, please state the situation for introducing SHEP Approach to your country at (3) other remarks.

(1) Reference information (title of the document/section, source, referring pages, issuer, starting year)
e.g. “Promote commercial agriculture”, <i>Mission of the State Department of Agriculture</i> , P150 - P180, XXX Government, 2009.  s
(2) Brief summary (approx. 500 words)
(3) Other remarks

### 4. Major Challenges for increasing income of smallholder farmers

Challenges / Issues	On-going efforts / Possible solutions

\*You can add rows in the table as needed.

## **5. Roles of stakeholders**

What does each stakeholder do in the following topics? Please identify the roles;

### **(1) Agricultural extension system**

- national government:
- district government:
- extension office:
- farmers' group:
- private sector:
- (if more, please add.)

### **(2) Farmers Based Organizations / Farmers' Groups**

- national government:
- district government:
- extension office:
- farmers' group:
- private sector:
- (if more, please add.)

### **(3) Gender issue in agriculture promotion**

- national government:
- district government:
- extension office:
- farmers' group:
- private sector:
- (if more, please add.)

## 1. Progress of Action Plan<sup>8</sup>

### (1) About Ex-Participants

name:

organization:

job title:

### (2) Progress of Action Plan: What has been done, so far.

(You can describe it by writing, or utilizing Action Plan that ex-participant(s) finalized.)

### (3) Plan for Future: Your role in implementing Action Plan from now.

END

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<sup>8</sup> If you don't have ex-participants of this course, or colleagues who are implementing SHEP Approach related project(s) in your country, you may skip this part. For more consultation, please ask for advice to JICA office in your country.



## ***For Your Reference***

### **JICA and Capacity Development**

The key concept underpinning JICA operations since its establishment in 1974 has been the conviction that “capacity development” is central to the socioeconomic development of any country, regardless of the specific operational scheme one may be undertaking, i.e. expert assignments, development projects, development study projects, Knowledge Co-Creation programs (until 2015, so called “training”), JOCV programs, etc.

Within this wide range of programs, Knowledge Co-Creation Programs have long occupied an important place in JICA operations. Conducted in Japan, they provide partner countries with opportunities to acquire practical knowledge accumulated in Japanese society. Participants dispatched by partner countries might find useful knowledge and re-create their own knowledge for enhancement of their own capacity or that of the organization and society to which they belong.

About 460 pre-organized programs cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs are being customized to address the specific needs of different target organizations, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

### **Japanese Development Experience**

Japan was the first non-Western country to successfully modernize its society and industrialize its economy. At the core of this process, which started more than 140 years ago, was the “*adopt and adapt*” concept by which a wide range of appropriate skills and knowledge have been imported from developed countries; these skills and knowledge have been adapted and/or improved using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit its local needs and conditions.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from this “*adoption and adaptation*” process, which, of course, has been accompanied by countless failures and errors behind the success stories. We presume that such experiences, both successful and unsuccessful, will be useful to our partners who are trying to address the challenges currently faced by developing countries.

However, it is rather challenging to share with our partners this whole body of Japan’s developmental experience. This difficulty has to do, in part, with the challenge of explaining a body of “tacit knowledge,” a type of knowledge that cannot fully be expressed in words or numbers. Adding to this difficulty are the social and cultural systems of Japan that vastly differ from those of other Western industrialized countries, and hence still remain unfamiliar to many partner countries. Simply stated, coming to Japan might be one way of overcoming such a cultural gap.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.



***CORRESPONDENCE***

For enquiries and further information, please contact the JICA office or Embassy of Japan. Further, address correspondence to:

**JICA Hokkaido(Obihiro)**

**Address: 1-2, Minami 6, Nishi 20, Obihiro-city, Hokkaido, 080-2470, Japan**

**TEL: +81-155-35-1210    FAX: +81-155-35-1250**

## Tentative Schedule of Market-oriented Agriculture

Date (Day)	Japan Time (JT)	Type	Program
12 Jul. (Mon)	12:30 - 13:30		Greetings Guidance on the Online Program
	13:30 - 14:30		Guidance on the Knowledge Co-Creation Program 2 Theoretical Backgrounds of SHEP
	14:30 - 14:45	Pr	Short break
	14:45 - 15:00	Pr	Knowledge Management
	15:00 - 15:15	L	Introduction of SHEP Game
	15:15 - 15:45	L	Background of Japanese Agricultural System
	15:45 - 16:00	L	Guidance on Chart Making on Extension System of the Participant's Country and Daily Report Writing
	16:00 - 17:30		Lunch break
	17:30 - 20:00	P	Exercise on & Submit Assignment
13 Jul. (Tue)	12:30 - 13:30	Pr	Review on Previous Day's Session Presentation on Extension System of the Participant's Country
	13:30 -	L	Summary of Extension System
		L	Video #1 : Food Valley Tokachi Council / Food Valley Tokachi Initiative
		L	Video #2 : Agricultural Extension Center I / Overview
		L	Video #3 : JA Kino I / Overview
		L	Video #4 : Tsujino Farm I / Benefits of Receiving Extension Services & Farming Record

		L	Video #5 : JA Kino II / Support for New Entrant Farmers (Youth)
	- 14:30	L	Video #6 : Tomomi SHINOZAKI / Starting a New Career in Farming
	14:30 - 14:45		Short break
	14:45 - 15:30	L	How to Reduce Asymmetric Information Distribution Q&A Session
	15:30 - 16:00	L	Distribution Chart of Agricultural Produce in the Participant's Country
	16:00 - 17:30		Lunch break
	17:30 - 20:00	P	Exercise on & Submit Distribution Chart of Agricultural Produce in the Participant's Country and Daily Report
14 Jul. (Wed)	12:30 - 13:30	Pr	Review on Previous Day's Session Presentation on Distribution Chart of Agricultural Produce in the Participant's Country
	13:30 -	L	Distribution of Agricultural Produce and Parties Involved of Japan
		L	Video #7 : JA Kino III / Role of JA on Sales and Promotion for Farmers
		L	Video #8 : Tsujino Farm II / Selection of Sales Channels
		L	Video #9 : Musou Farm I / Overview & Marketing
		L	Video #10 : Obihiro Wholesale Market / Role of Market
			Short break
	15:00 -	L	Video #11 : Ooki Store / Role of Retail Shop and its Effort
		L	Video #12 : Musou Farm II / Direct Transactions with Restaurants
		L	Video #13 : Restaurant Choka / Direct Transactions with Farmers
	- 16:00	D	Discussion
	16:00 - 16:15	L	Introduction to Presentation on Farmers' Situation in terms of Adoption of technique and Marketing

	16:15 - 17:45		Lunch break
	17:45 - 20:00	P	Exercise on & Submit Daily Report
15 Jul. (Thu)	12:30 - 13:30	Pr	Review on Previous Day's Session Presentation on Farmers' Situation in the Participant's Country
	13:30 -	L	Gender in Farming
	- 14:45	L	Video #14 : Musou Farm III/ Gender in Farming
	14:45 - 15:00		Short break
	15:00 - 15:50	D	Wrap-up Session on The first of the 2 theories that support SHEP and Gender Issues Additional Q&A Session
	15:50 - 16:00	L	Report on Farmers' Motivation
	16:00 - 17:30		Lunch break
	17:30 - 20:00	P	Work on & Submit Daily Report
16 Jul. (Fri)	12:30 -	Pr	Review on Previous Day's Session Presentation on Farmers' Motivation
	- 13:30	L	Video #15 : Agricultural Extension Center II / Motivation of Extension Officers
	13:30 -	L	Facilitating Intrinsic and Autonomous Motivation in Program Participation: The Theoretical Bases and Practical Applications of SHEP's Psychological Approach
	- 15:30	D	Q&A Session
	15:30 - 15:45		Short break
	15:45 - 16:00	L	Introduction of Books on Psychology Visiting Farms/Farmers
	16:00 - 17:30		Lunch break
	17:30 - 20:00	P	Discussion on the survey with fellow participants & Submit Report(PowerPoint file) and Daily Report
1st week of interval (19-23 Jul.)			
26 Jul.	12:30 - 14:00	Pr	Review on the 1st Week's Program and

(Mon)			Presentation
	14:00 - 16:30	P	SHEP Workshop(1)
	16:30 - 17:30		Lunch break
	17:30 - 20:00	P	Exercise on & Submit Daily Report
27 Jul. (Tue)	12:30 - 13:00	L	Review on Previous Day's Session Briefing on Today's Program
	13:00 - 16:00	P	SHEP Workshop(2)
	16:00 - 17:30		Lunch break
	17:30 - 20:00	P	Exercise on & Submit Daily Report
28 Jul. (Wed)	12:30 - 13:00	L	Review on Previous Day's Session Briefing on Today's Program
	13:00 - 16:00	P	SHEP Workshop(3)
	16:00 -	L	Guidance on Action Plan Making
	- 16:45	L	Video #16 : Agricultural Extension CenterⅢ/ The Way of Provision of Technical Guidance
	16:45 - 17:45		Lunch break
	17:45 - 20:00	P	Exercise on & Submit Daily Report Prepare Draft Action Plan
29 Jul. (Thu)	12:30 - 13:00	L	Review on Previous Day's Session
	13:00 - 15:00	P	SHEP Workshop(4)
	15:00 - 15:15		Short break
	15:15 - 16:15	D	Discussion with Resource Person from Asia
	16:15 - 17:30		Lunch break
	17:30 - 20:00	P	Complete & Submit Action Plan
30 Jul. (Fri)	12:30 - 15:00	Pr	Action Plan Presentation

	15:00 -		Closing Ceremony
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**\*<Acronyms> L:Lecture, P:Practice,  
D:Discussion, Pr:Presentation**