



Knowledge Co-Creation Program (Group & Region Focus)

GENERAL INFORMATION ON

**Market-Oriented Agriculture Promotion -SHEP Approach- for
Asia (Administrator)(B)**

課題別研修「アジア 市場志向型農業振興 -SHEP アプローチ-(行政官)(B)」

JFY 2026

Course No. 202517159J001

Course period in Japan: From August 23, 2026 to September 5, 2026

Course period in Sri Lanka: From September 6 to September 12, 2026

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

JICA Knowledge Co-Creation Program (KCCP)

The Japanese Cabinet released the Development Cooperation Charter in June 2023, which stated, "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." JICA believes that this 'Knowledge Co-Creation Program' will serve as a foundation of mutual learning process.

How do we promote “Market-Oriented Agriculture”?

Transforming farmers' mindset from “Grow and Sell” to
“Grow to Sell” through the Smallholder Horticulture
Empowerment & Promotion (SHEP) approach

I. Concept

For What?

· **Background**

The United Nations set the period from 2019 to 2028 as the “Decade of Family Farming” at the 2017 UN General Assembly and is calling for promotion of measures for and sharing of knowledge on family farming. In order to improve the livelihoods of smallholder farmers through agriculture, it is necessary to increase their profits by producing and supplying farm products that meet the market needs, in other words by making their agriculture more market oriented. African countries have put emphasis on transforming agriculture from subsistence to commercial based and have made market-oriented agriculture as an important agenda in their policy strategies.

The Smallholder Horticulture Empowerment & Promotion (SHEP) approach is a unique agricultural extension method based on supporting smallholder farmers in market-oriented agriculture. The SHEP approach transforms farmers’ mind-set from “grow and sell” to “grow to sell”, by supporting their technical and marketing skills. This approach was originally developed through a technical cooperation project between Kenya and JICA started in 2006 and succeeded in doubling the incomes of 2,500 smallholder farmers in just two years. Farmers are now able to think proactively about what they need to do for market-oriented agriculture. Given such a remarkable result among the target farmers in Kenya, the SHEP approach has been introduced in approximately 60 countries in Africa, the Middle East, Asia and Latin America, benefiting more than 200,000 smallholder families to date.

In 2019, “the Joint Declaration for Achieving Better Lives for One Million Smallholder Farmers through the SHEP Approach” was made by representatives of governments, development partners, private sector and relevant organizations at the Seventh Tokyo International Conference on African Development (TICAD VII), SHEP Approach High Level Event, which aims to scale up the SHEP approach to one million farmers around the world by 2030.

· **Objectives**

This program aims to promote market-oriented agriculture for smallholder farmers in Asia. Through a series of lectures, observations and discussions and field visits to agricultural extension systems and marketing/distribution systems in Japan, participants will be able to understand the basic concept of the SHEP approach and how to apply it effectively in their respective countries.

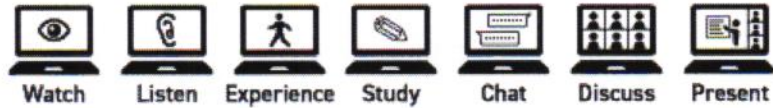
Finally, participants will formulate an Action Plan using the SHEP approach based on what they have learned during this program and will be expected to implement it upon returning to their respective countries.

For whom?

This program is designed for countries that are using or plan to use the SHEP approach in their agricultural extension services. The program is offered to middle and above senior level officials who have the authority to make implementation decisions for agricultural development projects of a certain size, or administrators and implementers in the target region who want to use the SHEP approach in their agricultural projects, including those already underway.

How?

- Online Self-Study
- Classroom Lectures
- Field Visits
- Classroom Workshops
- Discussions
- Presentations



Commitment to the Sustainable Development Goals (SDGs)

JICA is committed to achieving the SDGs. This program is organized to contribute to the achievement of the following goals:



II. Description

1. **Title (Course No.):** Market-Oriented Agriculture Promotion -SHEP Approach- for Asia (Administrator)(B) (202517159J001)

2. **Course Period in Japan**
August 23, 2026 to September 5, 2026

***Program of Follow-up Sessions in Sri Lanka**
From September 6 to September 12, 2026

3. **Target Regions or Countries**
Bhutan, Nepal, Sri Lanka

4. **Eligible / Target Organizations**
Central or local government in charge of agricultural extension support and agribusiness promotion.

It is strongly recommended that participants be selected from the same/ related organization or same/ related department as the participant(s) in the previous Knowledge Co-Creation Program (Group and Region Focus) titled Market-Oriented Agriculture Promotion -SHEP Approach- for Asia (Administrator), so that they are able to collaborate with the ex-participants in implementation of their Action Plans.

Participants will formulate a draft Action Plan or improve the existing one through the course and implement it upon returning to their respective countries. (For details, please consult with the JICA overseas office in the participant's country.)

5. **Course Capacity**
4 participants

6. **Language to be used in this program**
English

7. **Course Objective**
The Action Plans using the SHEP approach learned through this program will be implemented after the participants return to their respective countries.

8. **Overall Goal**
The income of smallholder farmers in the SHEP projects or pilot sites will be increased as a result of the implementation of the Action Plans.

9. Expected Output

- (1) Preliminary Phase in participant's home country
Output 1: The challenges of cultivation techniques, distribution channels, and marketing systems, and/or extension services in the horticultural sector in each of the participants' countries are identified and analyzed.

- (2) Core Phase in Japan and Sri Lanka: Theories of the SHEP approach and Lessons Learned from Japanese and other cases in Asia
Output 2: The 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: Through practical cases of the SHEP approach in Sri Lanka, the way of supporting smallholder farmers is comprehended and applicable points in the participants' countries are identified.
Output 5: Draft Action Plans for the challenges and issues clarified in output 1 are formulated through output 1 to 4.

- (3) Finalization Phase in the Participants' countries
Output 6: The Action Plans are finalized, approved and implemented by the participants' organizations.

<Course structure>

General idea of the topics (subject to minor changes).

1. Before departure: Pre-assignments

1-1. Watch 2 videos on the SHEP approach

- 1) The SHEP Approach Training Digest (Full ver.) -You Tube
- 2) The SHEP Approach Training: Practice(Full ver.) -You Tube

1-2. Read the SHEP materials

- 1) SHEP Handbook for Extension Staff
- 2) Introduction to the Psychology of International Cooperation

1-3. Conduct an interview with former participants who attended the past KCCP from your country.

1-4. Conduct an interview with famers/Market stakeholders.

The formats and submission instructions for the above pre-assignments will be provided to the accepted participants later.

2. In Japan

- Week 1 (from August 24 to August 28)
 - 1) Orientation
 - 2) Basic concept of the SHEP approach (theory of "asymmetry of information" and "motivation")
 - 3) Cases in Japan (farming techniques, distribution channels, marketing systems, extension services, etc.)
 - 4) Cases in Asian countries
 - 5) Presentation and discussion
 - 6) Field visit
 - 7) Daily report and feedback

- Week 2 (from August 31 to September 4)
 - 1) The SHEP approach exercise
 - 2) Field visit
 - 3) Presentation and discussion
 - 4) Daily report and feedback
 - 5) Formulation of the Action Plans

3. In Sri Lanka (from September 7 to September 11)

The practical cases of the SHEP approach in Sri Lanka is studied to deepen the understanding of the SHEP approach, and to identify elements applicable to participants' countries. Finally, participants present their Action Plans at the end of the program.

4. After the program

- 1) Within 2 weeks: Presentation of the Action Plans in the participants' countries.
- 2) Within 6 months: Submission of the activity reports to the respective JICA overseas offices.
- 3) JICA will continue to monitor and advise on the Action Plans.

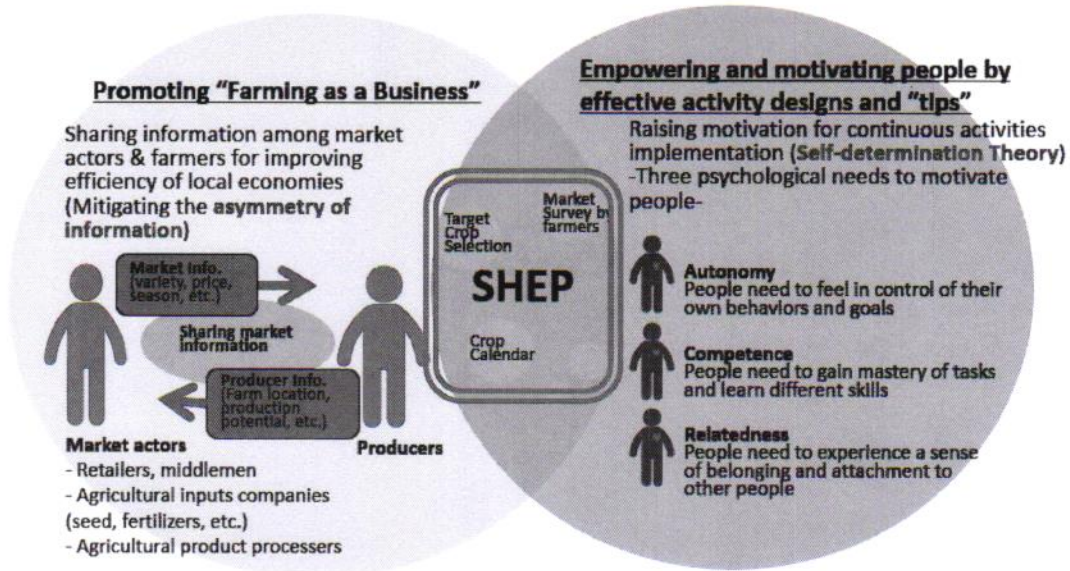
<Follow-up Cooperation by JICA>

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.

<Concept of the SHEP Approach>

(1) Two Conceptual Pillars of the SHEP Approach

The SHEP approach is supported by two pillars: the economic theory of “asymmetry of information” and the psychological theory of “self-determination theory”. The SHEP approach is to consciously engage in activities that satisfy both of these two theories.



(2) Essential Four Steps of the SHEP Approach

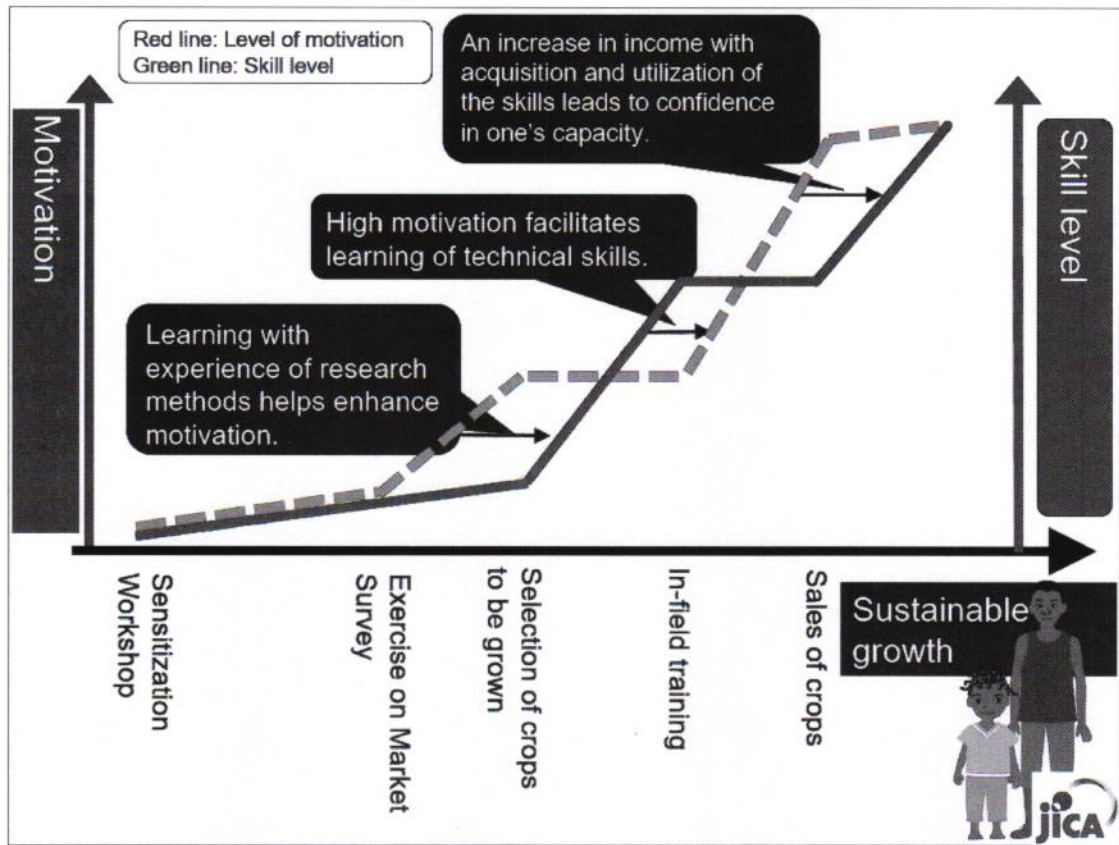
The SHEP approach follows the following four steps in its agricultural extension activities: (i) Share goals with farmers, (ii) Farmers’ awareness is raised, (iii) Farmers make decisions and (iv) Farmers acquire skills. By constructing activities in this order, farmers are able to understand their farming challenges and the potential of farming as a business and increase their motivation to learn the skills needed to improve their farming.

Four Steps	Sample Activities
1. Share goals with farmers.	Sensitization Workshop
2. Farmers’ awareness is raised.	Participatory Baseline Survey Stakeholder Forum Market Survey
3. Farmers make decisions.	Target Crop Selection Crop Calendar Making
4. Farmers acquire skills.	In-field trainings

(3) Interlinkage between Motivation and Skills Development

The figure below illustrates the interlinkage between farmer motivation and skill levels as activities are implemented along the four steps of the SHEP approach. The farmers’ motivation and new skills increase in an interrelated manner as

activities are implemented based on the four steps.



III. Eligibility and Procedures

1. Expectations to the Applying Organizations

- (1) This course is designed primarily for organizations that intend to address specific issues or problems identified in their agricultural extension services. Applying organizations are expected to use the program for these specific purposes.
- (2) This course is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the course to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.
- (3) In this connection, applying organizations are expected to nominate the most qualified candidates to address the said issues or problems, carefully referring to the qualifications described in the Section III-2 below.

2. Nominee Qualifications:

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

[Remarks] Each Organizations is requested to strongly encourage female candidates to apply for the course to accelerate the realization of gender equality and women's empowerment.

Disabilities: Persons with disabilities who meet the required qualifications also have an opportunity to apply. Reasonable accommodations will be considered for participants with disabilities. Some programs of the course might have difficulty for persons with disabilities to participate due to environmental and other conditions. "Reasonable accommodation" means necessary and appropriate modification and adjustments not imposing a disproportionate or undue burden, where needed in a particular case.

(1) Essential Qualifications

- 1) **Organization:** belong to either central government, local government, or agency which has the willingness and capacity to implement the Action Plan to be developed in the course. It is preferable to select applicants from the organizations which have previously sent participants to this course.
(If necessary, please consult with the JICA overseas office in the country.)
- 2) **Current Duties:** be a middle or senior level officers/ persons who have the authority to start an agricultural project, or managers of existing agricultural projects.
- 3) **Experience in the relevant field:** have more than 3-years of experiences in agricultural development and extension.
- 4) **Educational Background:** have a university degree or equivalent.
- 5) **Language Proficiency:** have a competent command of spoken and written English proficiency equivalent to TOEFL iBT 100 or above (This course includes active participation in discussions, which requires a high level of English proficiency. Please attach an official English proficiency certificate such as TOEFL, TOEIC etc., if possible.)

- 6) Health: must be in good health to participate in the program in Japan. Participant's health and safety should be most respected. Pre-existing conditions and pregnancy may lead to health problems that were not present prior to arriving in Japan due to stress from international travel, changes in climate, and a new living environment. In recent years, regrettable cases have occurred, including the exacerbation of symptoms after arrival and, in the case of pregnancy, stillbirth. Some participants have also incurred substantial out-of-pocket medical costs. If any of the conditions below may apply, please take a moment to consider whether to participate, and continue after confirming your agreement to the points below.

① Questionnaire ("QUESTIONNAIRE ON MEDICAL STATUS AND RESTRICTION")

If any of the following apply, you must state them accurately in the questionnaire, even if they do not affect your current work or daily life.

- a. Chronic diseases (e.g., hypertension, diabetes)
- b. Conditions currently under treatment
- c. Past illnesses that have resolved (including serious conditions affecting the heart, liver, or brain; tuberculosis, etc.)
- d. Pregnancy (for female applicants)

② Medical certificate

Please submit a medical certificate issued by a doctor that your condition is stable and that, from a medical standpoint, there is no problem with your participation in KCCP in Japan.

Applicable cases:

- a. Chronic diseases (e.g., hypertension, diabetes)
- b. Conditions currently under treatment
- c. Past illnesses that have resolved (including serious conditions affecting the heart, liver, or brain; tuberculosis, etc.)

③ Reporting changes

If pregnancy or any health issues are identified after submitting the form, please report them to JICA promptly.

④ Insurance coverage

Medical and additional living expenses related to pregnancy and pre-existing conditions are NOT covered by insurance arranged by JICA. Such costs must be borne entirely by the participant; JICA assumes no liability.

* Please understand that insurance coverage applies only to sudden illness or injury occurring during your stay in Japan.

* Medical expenses in Japan could be a significant financial burden when not covered by insurance.

3. Required Documents for Application:

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

* If you have any difficulties/disabilities which require assistance, please specify the necessary assistances in the QUESTIONNAIRE ON MEDICAL STATUS RESTRICTION (1-(c)) of the application form. The information will be reviewed and used for reasonable accommodations.

(2) **Job Report:** to be submitted with the application form. Fill in **VI. Annex** of this General Information.

(3) **Photocopy of passport:**

You should submit this with the application form if you possess your passport which you will carry when entering Japan. If not, you are requested to submit its photocopy as soon as you obtain it.

* The following information should be included in the photocopy:

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

*It is recommended that your passport be valid for more than 6 months after the last day of the program.

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

4. Procedures for Application and Selection:

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

Closing date for applications: **Please confirm the local deadline with the JICA Overseas Office (or the Embassy of Japan)**.

(After receiving applications, the JICA Overseas Office (or the Embassy of Japan) will send them to **the JICA Hokkaido (Obihiro) in JAPAN by June 22, 2026**)

(2) **Selection:**

Primary screening is conducted at the JICA Overseas Office (or the Embassy of Japan) after receiving official documents from your government. The JICA Hokkaido (Obihiro) will consult with concerned organizations in Japan in the process of final selection. Applying organizations with the best intentions to utilize the opportunity will be highly valued.

The Government of Japan will examine applicants who belong to the military or other military-related organizations and/or who are enlisted in the military, taking into consideration of their duties, positions in the organization and other relevant information in a comprehensive manner to be consistent with the Development

(3) Notice of Acceptance:

The JICA overseas office (or the Embassy of Japan) will notify the results **not later than July 6, 2026.**

5. Additional Documents to be Submitted by Accepted Participants

Accepted participants are required to prepare a Preliminary Market Survey Report before their departure. The report should be written in English by using Microsoft PowerPoint. Please submit it by Aug 17, 2026 through email to the following address: mailto:obic_kccp@jica.go.jp

6. Conditions for Participation

The participants of KCCP are required:

- (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) not to record/shoot of Zoom screen due to copyright reasons, participants must follow the "Terms of Use",
https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/online/online_01.html
- (4) not to change the air ticket (and flight class and flight schedule arranged by JICA) and lodging by the participants themselves,
- (5) to understand that leaving Japan and Sri Lanka during the course period (to return to home country, etc.) is not allowed,
- (6) not to bring or invite any family members,
- (7) 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,
- (8) to observe the rules and regulations of the program implementing partners to provide the program or establishments,
- (9) not to engage in political activities, or any form of employment for profit,
- (10) to discontinue the program, should the participants violate the Japanese laws or JICA's regulations, or the participants commit illegal or any type of immoral conduct including sexual harassment, 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",
- (11) 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,
- (12) not to drive a car or motorbike, regardless of an international driving license possessed,

- (13) to observe the rules and regulations at the place of the participants' accommodation, and
- (14) to refund allowances or other benefits paid by JICA in the case of a change in schedule.
- (15) to obtain a visa for entry to Sri Lanka in advance with accordance with the guidance of JICA.
- (16) to promptly notify JICA in the case that there are any changes in the health status since the time of application (such as changes requiring medical attention due to illness or discovery of pregnancy).

IV. Administrative Arrangements

1. Organizer (JICA Center in Japan)

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

(2) **Program Officer:** Ms. HIROHASHI Hiroko (obic_kccp@jica.go.jp)

2. Implementing Partner

Name: Tokachi International Association

3. Travel to Japan and Sri Lanka:

(1) **Air Ticket:** In principle, JICA will arrange an economy-class ticket between an international airport designated by JICA and Japan.

(The projected flight route is Participant's country⇒Japan⇒Sri Lanka⇒Participant's country)

(2) **Travel Insurance:** Coverage is from time of arrival in Japan to departure in Sri Lanka. Thus, traveling time outside Japan and Sri Lanka (include damaged baggage) will not be covered.

4. Accommodation in Japan:

Basically, JICA will arrange the accommodations such as a hotel for the participants in Japan.

5. Expenses:

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

(1) Allowances for meals, living expenses and stopover.

(2) Medical care for participants who become ill after arriving in Japan and Sri Lanka (the costs related to pre-existing illness, pregnancy, or dental treatment are not included).

(3) Expenses for program implementation, including materials.

(4) For more details, please see "III. ALLOWANCES" of the brochure for participants titled "KENSU-IN GUIDE BOOK," which is available from JICA Website.

*Link to JICA HP (English/French/Spanish/Russian):

https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/index.html

6. Pre-departure Orientation

A pre-departure orientation will be held at JICA overseas office (or the Embassy of Japan) in respective country, to provide participants with details on travel to Japan and Sri Lanka, conditions of the course, and other matters.

*YouTube of "Knowledge Co-Creation Program and Life in Japan" and "Introduction of

JICA Center" are viewable from the link below. **Part I: Knowledge Co-Creation Program and Life in Japan**

English ver.	https://www.youtube.com/watch?v=SLurfKugrEw
Part II: Introduction of JICA Centers in Japan	
JICA Hokkaido (Obihiro)	https://www.jica.go.jp/obihiro/english/office/index.html

V. Other Information

1. Certificate

Participants who have successfully completed the course will be awarded a certificate by JICA.

2. For Your Health


It is advisable for participants to bring the household medicine. Especially in case you have or have had malaria, you are requested to bring the medicine for malaria with you because it is quite difficult to obtain it in Japan. In addition, accepted participants are kindly requested to provide information the JICA center in advance, if you have the restriction of food for any reasons (illness or religion, etc.)

3. Ceremony

The program may include some ceremonies, for which it is recommended to bring appropriate clothes.

4. Climate

The climate condition (air temperature, pressure, wind speed, and humidity) in Obihiro is given below. Participants are advised to prepare appropriate clothes.

AUGUST		SEPTEMBER	
Day	Night	Day	Night
+26°	+20°	+24°	+15°
 753 mmHg		 756 mmHg	
 1.6 m/s		 2.1 m/s	
 82 %		 77 %	

World Weather <https://world-weather.info/forecast/japan/obihiro/2024/>

Japan Meteorological Agency <https://www.data.jma.go.jp/stats/data/en/smp/index.html>

5. Currency Exchange

Participants are advised to exchange local currency to Japanese currency upon your arrival in Narita (Haneda) airport if it is needed, since there is not enough time for currency exchange during the training program.

6. Items to be lent to participants by JICA

JICA provides participants with the following necessary items during the program

period; rain jackets & trousers, warm jackets, rubber boots.

7. Electronic Devices

Participants are strongly recommended to bring your own laptop computer, USB flash memory, and suitable conversion plug which is for Japanese type and Sri Lanka type.

VI. ANNEX

Market-Oriented Agriculture Promotion -SHEP Approach- for Asia (Administrator) (B) (JFY 2026)

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 Overseas Office in the country for finalizing the job report.

● NOTE:

- (1) For countries which have already on-going SHEP related projects, applicants are strongly encouraged to consult with the JICA Overseas Office or JICA experts in their country when preparing the job report before the course. This report will be utilized for the facilitation of the Action Plans 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 a presentation of their Action Plan after returning to their home country.** Please arrange the date for the presentation before participating in the course.

<Presentation day>	_____ / _____ / _____	(preferably by <u>September 25, 2026</u>)
<Presentation venue>	_____	
<Main Attendees>	_____	

● Job Report Template

1. Basic Information

Name	
Country	
Email address ¹	
Organization	
Job title	

¹ The email address will be shared with other participants and people concerned in the expansion of the SHEP approach.

Your role in implementing Action Plan ² . (prepared by the ex-participant(s))	
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2. Organizational Structure

Please describe the organizational structure of your organization. (Please include the number of staff for each section.)

² If you have ex-participant(s) whom you are currently working with, you can elaborate more in 6. (3) in this report. For this column, a brief summary of your role in implementing the Action Plan is fine.

3. Agricultural Policy/Strategy

Does your organization have a policy/strategy related to the SHEP approach, such as “promoting commercialized farming”, “transforming from subsistence to market-oriented agriculture”, “agriculture as a business”, etc.? Or, does your organization plan to have a policy/strategy related to the above topics?

Please provide us with (1) reference information, and (2) a brief summary of the policy/strategy by completing the table below. If the policy/strategy has **NOT** been formulated yet, please describe the situation for introducing the SHEP approach to your country in (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 issues? 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.)

6. Progress of the Action Plan developed by ex-participants in this course³

(1) About Ex-Participants

Name:
Organization:
Job Title:

(2) Progress on the Action Plan: What has been done, so far.

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

(3) Plan for the Future: Your roles in implementing the Action Plan from now.

END

³ If you don't have any ex-participants of this course, or colleagues who are implementing the SHEP approach related project(s) in your country, you can skip this part. For more consultation, please contact the JICA Overseas Office in your country.

For Your Reference

JICA and Capacity Development

Technical cooperation is people-to-people cooperation that supports partner countries in enhancing their comprehensive capacities to address development challenges by their own efforts. Instead of applying Japanese technology per se to partner countries, JICA's technical cooperation provides solutions that best fit their needs by working with people living there. In the process, consideration is given to factors such as their regional characteristics, historical background, and languages. JICA does not limit its technical cooperation to human resources development; it offers multi-tiered assistance that also involves organizational strengthening, policy formulation, and institution building.

Implementation methods of JICA's technical cooperation can be divided into two approaches. One is overseas cooperation by dispatching experts and volunteers in various development sectors to partner countries; the other is domestic cooperation by inviting participants from developing countries to Japan. The latter method is the Knowledge Co-Creation Program, formerly called Training Program, and it is one of the core programs carried out in Japan. By inviting officials from partner countries and with cooperation from domestic partners, the Knowledge Co-Creation Program provides technical knowledge and practical solutions for development issues in participating countries.

The Knowledge Co-Creation Program (Group & Region Focus) has long occupied an important place in JICA operations. About 400 pre-organized courses 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 is being customized by the different target organizations to address the specific needs, 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, as the first non-Western nation to become a developed country, built itself into a country that is free, peaceful, prosperous and democratic while preserving its tradition. Japan will serve as one of the best examples for our partner countries to follow in their own development.

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 a process of adoption and adaptation, of course, has been accompanied by countless failures and errors behind the success stories.

Through Japan's progressive adaptation and application of systems, methods and technologies from the West in a way that is suited to its own circumstances, Japan has developed a storehouse of knowledge not found elsewhere from unique systems of organization, administration and personnel management to such social systems as the livelihood

improvement approach and governmental organization. It is not easy to apply such experiences to other countries where the circumstances differ, but the experiences can provide ideas and clues useful when devising measures to solve problems.

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.



Contact Information for Inquiries

For inquiries and further information, please contact the JICA overseas office or the 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

E-mail: obic_kccp@jica.go.jp

<https://www.jica.go.jp/obihiro/english/office/index.html>