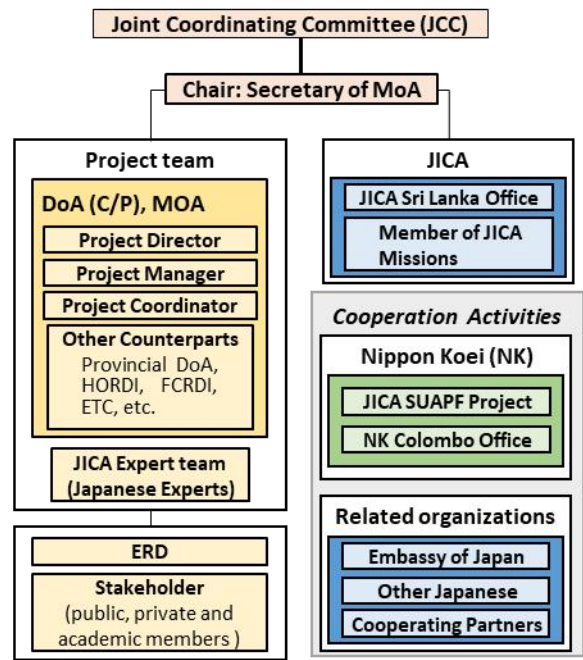
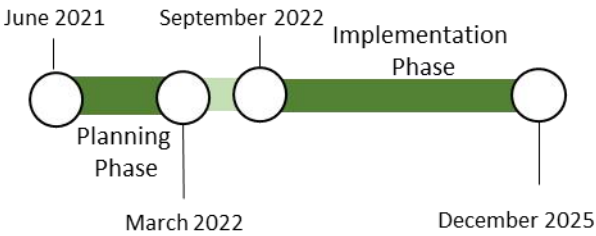


Structure

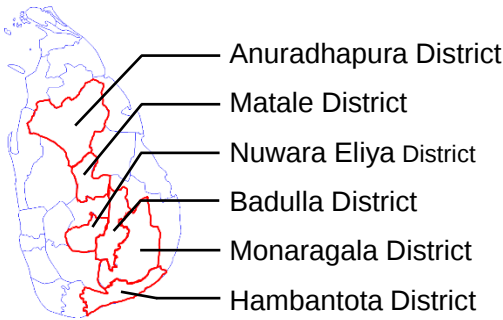


Duration



Sensitization workshop in Nuwara Eliya District, Central Province

Project Sites



The Project Office



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JICA Technical Cooperation SHEP&SSC

Project for Livelihood Enhancement of
Small and Medium Scale Agri Producers through
Strengthening Supply Chain Structure



The livelihoods of small and medium
scale farmers in the target area are
improved by widely strengthening supply
chain structure.
(from the Overall Goal of the Project)

Department of Agriculture
Supported by
Japan International
Cooperation Agency

Background

The National Agriculture Policy (NAP) 2020-2030 emphasizes productivity improvement, increasing the international competitiveness of agriculture, and improving livelihoods and resilience to climate change.



The agricultural supply chain in Sri Lanka faces many obstacles, such as limited distribution channels, high distribution costs through multi-level middlemen, high post-harvest losses. However the government does not have any effective extension approach to improve this situation. Strengthening of the extension system to promote useful technology and market information is the challenge.

The Project



The Project focuses to enhance the livelihoods of target small and medium scale farmers through strengthening of supply chains of horticultural crops by utilizing the Smallholder Horticulture Empowerment and Promotion (SHEP) approach.

Market-oriented Agriculture Extension - SHEP

Smallholder Horticulture Empowerment and Promotion (SHEP) is an agricultural extension approach developed by JICA in Kenya. By applying SHEP, farmers are expected to increase income by proposing a market-conscious agricultural management that "grow to sell" instead of the conventional style of "grow and sell".

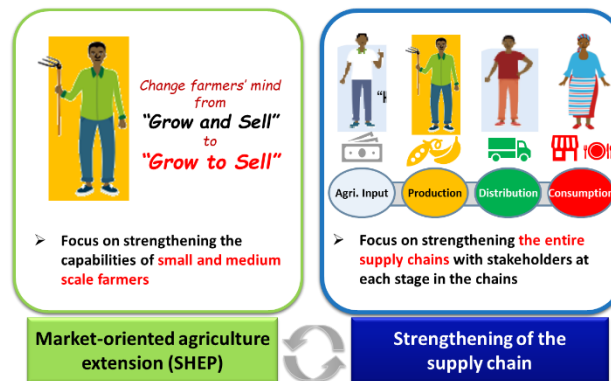
SHEP's Essential Four Steps for activities implementation

4 Steps	Activities
1. Share goal with farmers.	Sensitization Workshop <i>Thinking stage</i>
2. Farmers' awareness is raised.	Participatory Baseline Survey (optional) Stakeholder Forum Market Survey
3. Farmers make decisions.	Target Crop Selection Crop Calendar Making <i>Action stage</i>
4. Farmers acquire skills.	In-field trainings
Follow-up and monitoring (including Participatory Endline Survey)	

Source : Introduction of SHEP program, Dr. Jiro Aikawa

Strengthening of Supply Chain

Through the Public-Private-Academia forum conducted in the planning stage, 9 supply chain action plans are formulated and will be implemented together with stakeholders.



Purpose

The livelihoods of small and medium scale farmers targeted by the project are improved through the strengthening related supply chain structure.

Outputs

1. An action plan to strengthen the supply chain using market-oriented agricultural extension (SHEP) is formulated and agreed upon by the stakeholders.
2. Capacity of the target small and medium scale farmers in market-oriented agriculture is developed.
3. The supply chain for horticultural crops in the target areas is strengthened.
4. The experience and knowledge gained through the project are shared widely in the country.

Activities

For Output 1 Action Planning

- The action plan on market-oriented agricultural extension is formulated.
- The supply chain action plan of horticultural crops is formulated.

For Output 2 SHEP

- Teach the SHEP methods to extension staff.
- Assist extension staff to implement market-oriented agricultural extension activities to the target groups.
- Prepare a Sri Lankan version of the market-oriented agricultural extension manual.

For Output 3 Supply Chain

- Implement the supply chain strengthening activities
- Facilitate matching and information exchange among supply chain stakeholders
- Develop guidelines for supply chain strengthening.

For Output 4 For project sustainability

- Publicize the outputs of the project to the government and other stakeholders.
- Encourage reflection of the outputs in policy and budget formulation for sustainable activities.