

Summary of training of trainers (TOT) on basic concepts and methods of Rapid Market Appraisal (RMA) and linking farmers with markets

Place, date and number of participants:

- 52 participants from Amhara National Regional State, at Bahir Dar, during October 27-30, 2008

Trainers: Drs. Berhanu Gebremedhin and Moti Jaleta

Training objectives:

This training of trainers was aimed at equipping the training participants with basic concepts and methods of RMA and linking farmers with markets. The training was designed in such a way that the trainers present basic concepts and methods to the participants, open a forum for deliberation, and help participants to do group discussions/exercises on selected questions from each topic. Once the groups finished their group work, representatives from each group present their respective group works and the whole training participants deliberate on each presentation. Later, the trainers give their comments on the outcomes of each group works.

Once the participants successfully finished the training, the trainers expected that the trainees would be able to:

1. Understand and describe the basic concepts in agricultural marketing
2. Conduct rapid market appraisal studies and write reports
3. Differentiate and apply different market and price analysis methods/techniques
4. Understand and apply different methods of linking farmers with markets.

According to the information from the Regional Agricultural Marketing Agencies, who demanded this type of TOT to be offered by IPMS, the trainees are expected to offer similar trainings to marketing experts at zonal and woreda level, who later train development agents that would also train farmers on agricultural marketing.

The training schedule and list of participants are attached below together with the evaluation.

**Schedule for the Training of Trainers on
Basic Concepts and Methods of Rapid Market Appraisal and Linking Farmers with Markets
Bahir Dar, Amhara National Regional State, October 27-30, 2008**

Day 1: 27/10/2008		1. Basic Concepts		
Time	Session	Topic/Activity	Method	Facilitator(s)
8:30-9:00		<ul style="list-style-type: none"> Registration 		Organizers
9:00- 9:30		<ul style="list-style-type: none"> Welcome/Introduction of participants 		Organizers
9:30 – 10:00		<ul style="list-style-type: none"> Participants expectations on the training 	Writing own expectations	Dr. Berhanu Gebremedhin
10:00-10:30		Coffee/tea Break		
10:30-11:15	Session 1.1	<ul style="list-style-type: none"> Markets, Marketing, Market forces and actors market orientation, markets and economic development, market participants 	Presentation/discussion	Dr. Berhanu Gebremedhin
11:15-12:00	Exercise on session 1.1	<ul style="list-style-type: none"> Group work 	Group deliberations	Groups
12:00-13:00		Lunch Break		
13:30 – 14:00	Group reports	<ul style="list-style-type: none"> Group presentations 	Group presentations	Groups
14:00-15:00	Session 1.2	<ul style="list-style-type: none"> Value chains, Market channels, BDSs, Marketing functions and costs, Market institutions, SCP of markets, Ansoff matrix, Market policy instruments 	Presentations/Discussion	Dr. Berhanu Gebremedhin
15:00-15:30		Coffee/tea Break		
15:30 – 16:15	Exercise on session 1.2	<ul style="list-style-type: none"> Group work 	Group deliberations	Groups
16:15 – 17:00	Group reports	<ul style="list-style-type: none"> Group presentations 	Group presentations	Groups

Day 2: 28/10/2008		2. Designing and Implementing Rapid Market Appraisal (RMA)		
Time	Session	Topic	Method	Facilitator(s)
8:30-9:30	Session 1.3	• Agricultural marketing Extension	Presentation/Discussion	Dr. Berhanu Gebremedhin
9:30-10:00	Exercise on Session 1.3	• Group work	Group deliberations	Groups
10:00-10:30	Group reports	• Group presentations	Group presentations	Group representatives
10:30-11:00		Coffee Break		
11:00-12:00	Session 2.1	• Why RMA? RMA-principles and prerequisites	Presentation	Dr. Moti Jaleta
12:00-13:00		Lunch Break		
13:00-13:45	Exercise on session 2.1	Group work on RMA prerequisites	Group deliberation/work	Groups
13:45-14:15	Group reports	Presentations of the group work on RMA prerequisites		Group representatives
14:15-15:00	Session 2.2	• RMA-tools	Presentation	Dr. Moti Jaleta
15:00-15:30		Coffee/tea Break		
15:30-16:15	Exercise on session 2.2	• Group work on RMA tools	Group deliberation/work	Group leaders
16:15-17:00	Group reports	• Presentations of the group work on RMA tools	Presentation/Discussion	Group representatives

Day 3: 29/10/2008		3. Methodologies/Techniques in Agricultural Marketing and Price Analysis		
Time	Session	Topics	Method	Facilitator(s)
8:30-9:30	Session 3.1	<ul style="list-style-type: none"> • Writing RMA report <ul style="list-style-type: none"> • RMA data analysis • Report Writing (guidelines, structures, styles, etc) 	Presentation	Dr. Moti Jaleta
9:30-10:00	Exercise on Session 3.1	<ul style="list-style-type: none"> • Group work on RMA report writing 	Group deliberations	Groups
10:00-10:30		<ul style="list-style-type: none"> • Coffee/tea Break 		
10:30-12:00	Exercise on Session 3.1	<ul style="list-style-type: none"> • Group work on RMA report writing 	Group deliberations	Groups
12:00-13:00		Lunch Break		
13:00-14:00	Group reports	<ul style="list-style-type: none"> • Presentations of the group work on RMA report writing 	Presentation/Discussion	Group representatives
14:00-15:00	Session 3.2	<ul style="list-style-type: none"> • Methodologies and techniques in market and price analysis. <ul style="list-style-type: none"> • Price analysis 	Presentation	Dr. Moti Jaleta
15:00-15:30		Coffee/tea Break		
15:30-16:15	Exercise on Session 3.2	<ul style="list-style-type: none"> • Group work on price analysis 	Group work	Groups
16:15-17:00	Group reports	<ul style="list-style-type: none"> • Presentation of group work on price analysis 	Presentation/Discussion	Group representatives

Day 4: 30/10/2008		4. Methodologies/Techniques in Agricultural Marketing and Price Analysis 5. Linking Farmers with Markets		
Time	Session	Topics	Method	Facilitator(s)
8:30-9:30	Session 4.1	• Marketing margin analysis	Presentation	Dr. Moti Jaleta
9:30-10:30	Exercise on Session 4.1	• Group work on marketing margin analysis	Group deliberations	Groups
10:30-11:00		Coffee/tea Break		
11:00-12:00	Group reports	• Presentation of the group works on marketing margin analysis.	Presentation/Discussion	Group representatives
12:00-13:00				
13:00-14:00	Session 4.2	• Linking farmers with markets	Presentation	Dr. Moti Jaleta
14:00-15:00	Participants' reflections	• Practical reflections on the existing farmer-market linkages in Amhara Region	Deliberation	Dr. Moti Jaleta
15:00-15:30		Coffee/tea Break		
15:30-16:00		Course evaluation	Filling form	Dr. Moti Jaleta
16:00-16:30		Closing remarks		Organizers

RMA Training participants, ANRS, Bahir Dar (October 27-30, 2008)

No	Name of Participants
1	Teferi Wondale
2	Getachew Misikir
3	Shumet Gobeze
4	Girma Kebede
5	Melesse Fenta
6	Achenif Abe
7	Honelegne Demessie
8	Sisay Alebel
9	Nega Eshetie
10	Solomon Tadesse
11	Tesfaye Mekonnen
12	Endris Muhe Said
13	Mekonen Adugna
14	Worku Teka
15	Ayalneh Mulugeta
16	Sisaynew Yalew
17	Fikre Asnakew
18	Sitotaw Bayleyegn
19	Gubena Hailu
20	Adem Dawi
21	Tigabu Habtu
22	Tilahun Gebey
23	Nuru Hussen
24	Mohammed Nuru
25	Hailemichael Tsegaye
26	Yohannes Mehari
27	Wagshum Tefera
28	Yemisirach Asmare
29	Haimanot Belete
30	Adgeh Mekuria
31	Seyoum Zewde
32	Yohannes Kahessay
33	Belaynesh Kumsa
34	Mulat Hailu
35	Getachew Atnafu
36	Kassa Melaku
37	Yigzaw Desalegn
38	Seyoum Kebede
39	Bogale Betre
40	Abebaw Zerihun
41	Fentie Bishaw
42	Getahun Mulu

43	Shibabaw Temesgen
44	Yenealem Melese
45	Tadesse Adgo
46	Awake Tessema
47	Getachew Mesfin
48	Yibabe Adane
49	Ayen Mulu
50	Biyazine Gebeyehu
51	Abebe Getahun
52	Zelalem Addis

**Training of Trainers on
Basic Concepts and Methods of Rapid Market Appraisal and Linking Farmers with Markets
October 27-30, 2008, Bahir Dar**

Summary of training evaluation by participants

No.	Criteria	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Average
		1	2	3	4	5		
1	The training was relevant.	0	1	1	12	26	40	4.58
2	The training was timely	0	5	3	17	14	39	4.03
3	The contents are in line with the training title and purpose.	0	0	1	20	19	40	4.45
4	Contents are discussed in depth.	0	4	3	21	11	39	4.00
5	The training was well structured.	0	2	1	20	17	40	4.30
6	Methods used during the training were appropriate.	0	1	3	16	20	40	4.38
7	Group exercises were helpful to understand the concepts and methods.	0	0	4	14	22	40	4.45
8	Handout printing and delivery was good.	0	1	2	13	22	38	4.47
9	The training has filled knowledge and skill gaps that I had to do my job effectively.	0	2	4	27	7	40	3.98
10	I believe that I will apply the concepts and methods that I have learned.	0	1	3	34	2	40	3.93
11	My expectations from the course are duly met.	0	0	7	22	11	40	4.10
12	I am satisfied with the training.	0	1	6	20	13	40	4.13
13	I am determined to train others since this is a training of trainers.	0	1	4	23	11	39	4.13
Total		0	19	42	259	195	515	4.22

Additional Remarks

1. Strength:

No.	Strengths	Frequency
1	The training method and approach were very good	7
7	Trainers showed high commitment/effort	5
6	The use of group discussion approach was good	4
10	Training materials are fully provided	3
11	Time allocation was good/short and precise	3
2	The training was participatory	3
8	The training was timely	3
3	It enables to fill the knowledge gaps in marketing	2
4	Very good training methodology and manual	1
5	Course contents and methods are pertinent	1
9	Relevant training	1
Total		34

2. Weakness:

No.	Weaknesses	Frequency
1	The number of days allocated for this training was too short	20
2	Time management (lunch and coffee breaks were not on time).	4
3	Topics like business development plan were not in the content	3
4	Too many questions for group work (but short time for group works)	2
5	More detailed handouts should be distributed, not only the power points	2
6	RMA was not easily understandable	2
7	No detailed handout (The slides are very brief)	1
8	The training was not in a working language	1
9	Price analysis should have been supported by white board	1
10	Trainers should get training manuals earlier	1
11	There was lack of practical examples	1
12	The training was more concerned on concepts and principles than practical experiences	1
Total		39

3. Suggestions to improve the weaknesses:

No.	Suggestions	Frequency
1	Increase the number of training days (suggested between 5 and 10 days)	12
2	Time management should be improved (lunch and coffee breaks should be on time)	2
3	Give more practical examples	2

4	Assign group leaders before the group work starts	1
5	Decrease the number of group work questions or increase the allocated time	1
6	Elaborate the training materials, slides alone are not sufficient	1
7	Include business development plan in the training	1
8	RMA exercise should be done in the market	1
9	Use whiteboard than flip chart to explain things	1
10	The training should continue	1
Total		23

4. General Comments:

No.	General Comments	Frequency
1	Very important training and should continue to fill knowledge gaps	7
2	It is good, go on/keep it up	6
3	Revise your time schedule	2
4	Adjust the number of days	2
5	Incorporate business development plan in the course content	1
6	Pay attention to trainees with less knowledge of the subject matter	1
Total		19