

Participatory planning for initiation

Identify the key stakeholders of tea smallholding sector in the region and invite like-minded organizations to collaborate and initiate discussions



Reach farmer organizations to identify farmers who are interested in improving land productivity and profitability



Identify site-specific limitations for improving land productivity through discussions and field visits with the participation of farmers and government officers



Identify SLM strategies considering local conditions through a participatory approach involving farmers, administrative officers and relevant government institutions



Invite private sector to consider investments and establish direct linkages with farmers



Define roles and inputs in value-chain

Government institutes	Farmers	Private sector
Coordination Training & extension Materials	Managing resources Sharing knowledge and skills	Training Materials Market



Implementation of approach

Training and extension:
Farm field school, field visits, Zoom® programs, WhatsApp® groups

Monitoring, inspection & evaluation:
Field inspection, farm records, use ICT (WhatsApp®)

Rewards for motivating stakeholders:
Provide incentives and recognition

Recruit followers and introduce the approach

Introduce modifications to improve/develop