

Training on Leadership Skills for Asia Pacific Women Farmers

Date of Program : October 7th 2017 & October 9th 2017

Venue : SEWA Manager Ni School



Submitted By



**SEWA Manager Ni School
C/o SEWA Gram MahilaHaat
8. Navrang Colony,
Near Kashmira Chambers,
Near Navrangpura Railway Crossing,
Navrangpura 380009**

A. Background of the Participant

The training was attended by women farmers and leaders representing a number of countries i.e. Philippines, Indonesia, Cambodia, Nepal, Sri Lanka, India, Kyrgyzstan, Mongolia and Tajikistan. The training was attended by participants who are women farmers and leaders.

B. Objective of the Training

The participants are women farmers involved in promoting food security, nutrition, and sustainable agriculture. However, the full potential of their contributions are hindered by numerous challenges and obstacles relating to policy, programs, investments, culture and norms. There is a need to show and affirm what they are doing in their own spheres as well as be part of the decision making processes related to policies and programs.

This training will help them to learn about management, develop leadership skills, communication skills, how to work effectively in a team; goal setting, help them to become planners, decision takers, how to prepare a plan, risk taking, marketing, advertising, product innovation, and diversification.

These acquired skills will help them to effectively communicate with others, work efficiently as well as help them become confident to partake in any of the activities or decision making processes.

C. Training Topics

The training program, included the following topics –

1. Management and its Importance
2. Leadership Skills and how to be an effective Decision Maker
3. Importance of Planning
4. Ownership and Responsibility
5. Importance of Innovation
6. Marketing Skills

7. Promotion of Products
8. Diversification and Risk Management

D. Duration of the Training

The duration of the training was of two days i.e. on October 7th 2017 and October 9th 2017

E. Training Methods

The training was a combination of using many interactive methodologies.

- ✦ Story Telling
- ✦ Videos
- ✦ Games / Activities
- ✦ Discussions
- ✦ Experience Sharing

F. Summary of Training

The training started with an icebreaker activity where in the participants introduced themselves in a fun way. They shared that this is a very interesting and fun way to introduce oneself and remember each other's name.

The training emphasized the importance of management, what is management, how to be a good effective manager, and how to motivate and lead the team towards success. How bad management can lead to the downfall of both the team and the work that they are involved in. The role of team working and differentiation between good vs. bad team members. Moreover they shared that they learnt that a highly motivated employee will lead to results being achieved whereas a de-motivated employee will work only for the sake of working and this will affect the output and quality of work.

They also learnt about the importance of leadership, role of a leader, the activities that she needs to carry out and how her behaviour will impact the team member's performance, output, and ultimately the overall results.

The training also covered a very important session on planning and the steps involved in planning. How a good planning strategy can lead to good results. The way to develop a business plan along with goal setting was also touched upon. Importance of ownership, to take on responsibilities, to make the necessary decisions, to take risks, factors to consider while taking a risk, identify the different risks was also covered.



Marketing, innovation, product diversification, difference between innovation & product diversification and why the need to diversify was also covered.

There were a lot of activities conducted related to team building, ways to plan for the launch of a product, product innovation, and marketing. This helped the participants to understand a particular topic in a better way as well as brought out the important messages and learning's related to a particular training topic.



The team felt and shared that the exercises brought out the essence that working together in a team is better than working independently. They learnt how to be open to new ideas, put forth their points and come to a consensus. Two Heads are better than one !! They also understood and realized that it is very important to trust, have faith and confidence in one another. This was true whether you are a team leader or a team member. All this helps making the tasks easier to be carried out, develops a better understanding, helps in planning and execution making it possible to meet the desired results.



The participants felt that Story telling was such an effective way of learning as by listening to the stories one got the gist of the training topic immediately and was also an interesting way to learn. Similarly they felt that by viewing of different videos related to particular topics also made it easy to comprehend, understand, learn and retain.

After this training they will learn ways to keep team motivated to get the work done, importance of planning, risk taking, marketing, advertising, and how to bring in product innovation. This will thus enable them to become better managers, leaders and decision makers.

G. Way Forward

- ✦ The participants shared that they can adopt this interactive methodology of storytelling, games, group activities, videos at the time of imparting training, conducting workshops or meetings with their farmer groups and co-operatives.
- ✦ The participants learnt about how important it is to have a business plan and do proper planning.
- ✦ The participants shared that they will consider the factors that they learnt during the Business planning session and ensure to continuously monitor and evaluate the goals, activities ensuring that their business is on track.
- ✦ A participant shared that she will improve her leadership skills as she learnt about how to be a good leader, lead the team effectively. She got to know the difference between a good leader and a bad leader and how it affects the productivity of work.
- ✦ The participants learnt about marketing, advertising and how important it is.
- ✦ How to bring in innovation; how to promote products highlighting the product benefits, & appealing to customer perceptions/psyche; how to advertise a product as well as when to do product diversification.
- ✦ They learnt about how to organize women groups and their micro-enterprises.

H. Trainee Testimonials

“I am so happy that I got a chance to attend this training. I not only got a chance to interact as well as learn from the sisters belonging to other Countries. This is a very interesting type of training and the training methodology adopted made it very easy to learn. I feel that it is such an



effective way of both teaching and learning. One can understand the meaning of topics so easily and there is never a dull moment during the training. The facilitator gave enough space to the participants to share their thoughts and experience related to the topics. This training will really help me in my daily activities. I am really thankful to SEWA for conducting this very short training.” – Ika Krishnayanti - Indonesia



"I am very impressed by this training and the training methodology that was adopted. I have attended many such trainings earlier but I found this training very active, interactive and fun way to learn. I found the trainer was strict yet was friendly and smiling. She concentrated on each and every participant and appreciated the inputs received from all of us. I am going to improve my training methodology and adopt the ways in which the trainer imparted training.” – Sophal Chan – Cambodia

“I learnt all about leadership skills, how to be a good leader, qualities of a good leader, and what qualities can make you a bad leader. I also learnt about Business Plan, how to start a business, points to keep in mind for a successful business to flourish. I also learnt about marketing. I am going to improve my leadership skills and ensure I fall under the category of being a good leader.” – Roearn Rom - Cambodia



“I wanted to attend the training from Day 1 but was not able to. I am so glad that I could attend the training on the second day. I found the training very interesting and inspiring. I learnt a lot of new things about marketing, advertising, innovation. In addition to a very detailed explanation being given I found the videos an excellent methodology of training. This training is very interactive in nature and I liked the training methodology adopted. I feel that the methodology of training and the manner in which it is conducted will be an excellent model for trainings to be conducted for our farmers.” – Natalie Manchenko - Kyrgyztan

“I really liked the training and found it very interesting. I liked the sessions on marketing and team building. I also learnt a lot about business techniques. I feel that the methodology can be adopted to organize the women’s group and knowledge gained can be shared to help them in their businesses.” – Manjula Samanthi – Srilanka



Annexure I : List of Participants

SN	Name	Country	Organization	Mobile Number
1	Sopha Chan	Cambodia	FWN	5578548642
2	Roern Rom	Cambodia	FWN	5578548642
3	Bhavnaben Suthar	India	SEWA - Rajasthan	9001624141
4	Geeta Paliwal	India	INHERE	9754416048
5	Khushboo Suthar	India	SEWA - Rajasthan	9001624141
6	Krity T Pachau	India	Neicord	9774158254
7	Noni Lyngdoh	India	Neicord	9774158254
8	Ika Krishnayanti	Indonesia	API	8128387971
9	Natalie Manchenko	Kyrgyztan	UNION OF WHAS	6700252758
10	Amgalan Kh	Mongolia	LUSIIN SERCHIM	7688805522
11	Indra.Dashnyam	Mongolia	NAMAC	7699153185
12	Ganga Laxmi Awal	Nepal	NFIWUAN - ANPFA	9841241747
13	Tika Bastola	Nepal	ANPFA (RC)	9851100737
14	Manic Hilariu	Philippines	ASM	9177029488
15	Samanthi Manjula	Sri Lanka	MONLAR	4772346125
16	Khamroeva Khalimovna	Tajikistan	NADF	9290434470
17	Shoh Sharipov	Tajikistan	NADF	9291821689

Annexure II : Glimpses of the Training



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