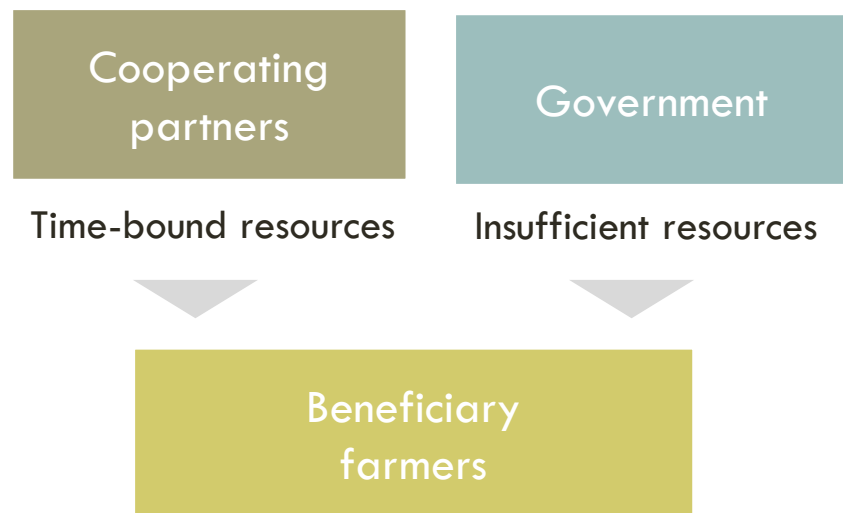


# POTENTIAL DIRECTION OF IFAD-JICA COLLABORATION

## Challenges in East and Southern Africa



***Build-in modality to maintain behavior is important.***

- Multiple channel of communication
- Maximize food/income generation
- Nutrition-sensitive livelihood strategy

## Possible collaborations

- 1 Multi-sectoral behavioral change communication**
  - Targeting: sites of health/School-based nutrition
  - Double/triple the channel of communication
- 2 SHEP-market/finance access collaboration**

JICA's SHEP (graduated)

  - Motivation: Autonomy, competence, relatedness

IFAD's interventions (market/financial access)

  - Market access: effective in undesirable area
- 3 Nutrition-sensitive livelihood strategy**
  - Means of livelihood: biofortification, Nutripond
  - Self-determination: Choice visualizes effect
    - Preservation: additional food in lean season, cash
    - Gravity irrigation: cash in dry season, labor-time needed