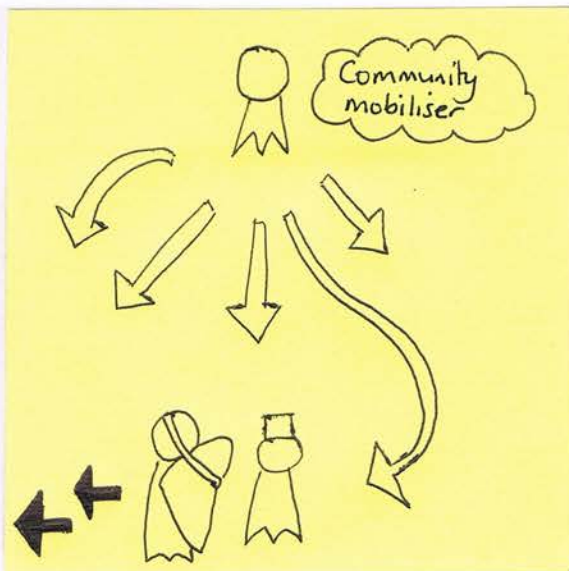


AMPLIFY

Determine What to Prototype

Now, try it with your idea.

Title **FARMER SELECTION**



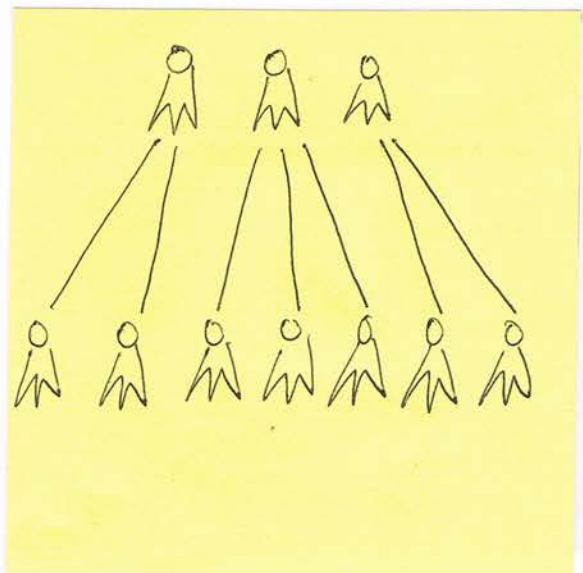
What Is the Most Important Question to Answer?
IS A LOCALLY BASED COMMUNITY (CM) MOBILISER THE BEST PERSON TO SELECT FARMERS FOR THE SC PROGRAMME?

How Might We Test It?

Use theatre as a way to explain the role of CM. The actor would be given lines, props and will offer Kumari a place on the SC programme. The audience are then invited to participate, speak out and answer the question/assumption above.

Priority Ranking # **5**

Title **TRAINING**



What Is the Most Important Question to Answer?
WILL PEOPLE START GROWING HERBS FOLLOWING THE SC TRAINING IN ORGANIC, SUSTAINABLE LAND-USE AND HERBAL PROCESSING AND PRODUCTION?
 How Might We Test It?

THEATRE: In one scene the Organic Champion introduces themselves and provides a sample of the SC training to the group, which contains practical and theoretical information about herbs.

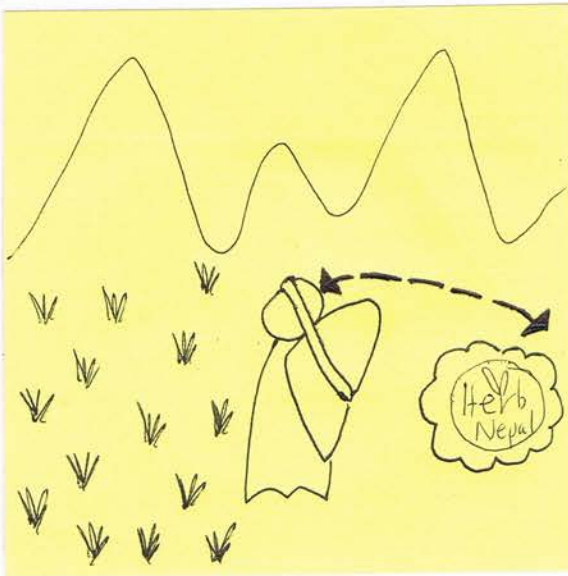
Verbal and non-verbal responses to the Comfrey pack was observed and noted.

Priority Ranking # **1**

AMPLIFY

Determine What to Prototype

Title HERBAL CULTIVATION



What Is The Most Important Question To Answer?
 IS ONGOING TECHNICAL SUPPORT SUCH AS FARMING/ AGRICULTURAL METHODS AND MARKET PRICES IMPORTANT AND NECESSARY FOR FARMERS?

How Might We Test It?

THEATRE: A sample of the technical support was provided in the scene. This allowed the audience to understand the type of technical support to be provided.

Discussion followed about the importance.

THE SC JOURNEY: The complete journey showed what the SC programme is and gave an opportunity for feedback.

Priority Ranking # 4

Title HERBAL PROCESSING



What Is The Most Important Question To Answer?
 WILL PEOPLE BE INTERESTED IN AND WILLING TO GROW HERBS, PROCESS LOCALLY TO INCREASE INCOMES?

How Might We Test It?

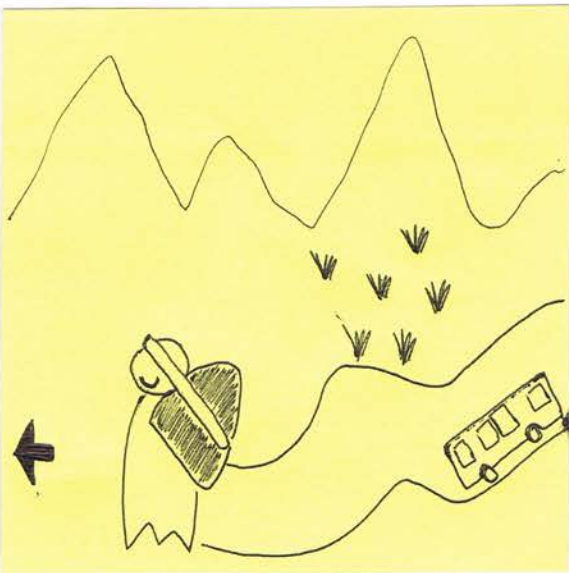
THEATRE: The group were provided with an oil extractor, a Nepali 'nanglo' which is used for drying. This allowed people to understand how processing might take place locally and increase incomes. Kumari talked about the increased opportunity to process locally.

Priority Ranking # 2

AMPLIFY

Determine What to Prototype

Title HERBAL TRANSPORTATION

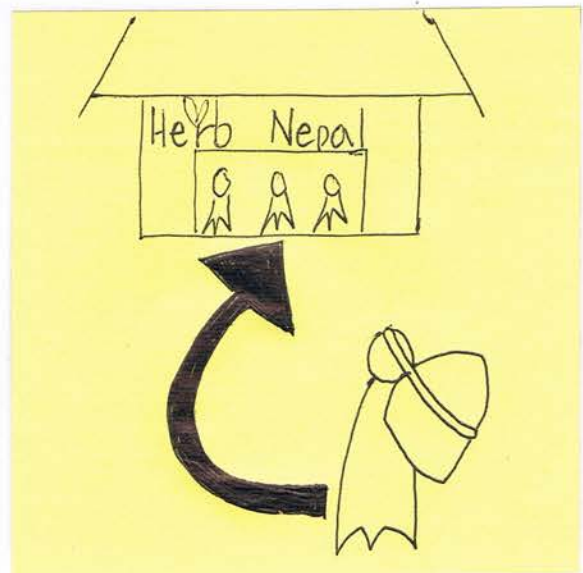


What Is the Most Important Question to Answer?
 WILL FARMERS BE WILLING TO
 TRANSPORT HERBS TO HN PROCESSING
 AND PRODUCTION CENTRE?

How Might We Test It?
 THEATRE: Mock-up created of transportation
 to either Market or HN. This encouraged
 audience to think about transporting
 their crops on the local bus.
 Audience were able to ask questions
 to Kumari about her feelings and
 thoughts.

Priority Ranking # 3

Title HERB NEPAL



What Is the Most Important Question to Answer?
 WHAT IS THE BEST METHOD FOR HERB
 NEPAL TO PAY FARMERS FOR THEIR
 HERBAL CROPS TRANSPORTED TO THE
 HERB NEPAL PROCESSING CENTRE?

How Might We Test It?
 THEATRE: Kumari carried her herbs
 in a dokho (local basket) and
 on arrival at the Herb Nepal
 processing centre was given
 money for her herbs. The
 question was asked after the
 scene to encourage lots of inputs.

Priority Ranking # 6