



Herders' Training Report

1. Introduction

Globe International organised a four-days training for herders in Arvaikheer, central town of Ovorkhangai aimag on 24-27 November 2008. The training is a part of Internews Europe and Globe International project "Business Roaming" under financial support of EU Asia Invest Programme.

Globe International has developed a participatory-based interactive training module and involved 19 participants: 15 herders, two bahg governors, one public relation officer and one head of herders' voluntary group from 19 soums of Ovorkhangai aimag to this intensive training. The participants are potential information brokers who will supply news and information to the editorial staff based in Ulaanbaatar, Mongolia.

Some info on participants:

- **Four herders have more than 1000 cattle.**
- **Nine of participants aged 30-40, eight- aged 40-50 and two of them are 20-30 years old**
- **10 of participants heard about training from soum governors, two from bahg governors, two from friends, two from relatives and three from other resources.**
- **13 of participants came to training voluntarily and six were commissioned to attend the training**

Training conducted by Kh.Naranjargal, GI President and Ch. Monkzhul, News Service Director.

Training consisted from 8 workshops with the following goals.

- Define the information need of herders
- Provide information on government and private services devoted to herders.
- Offer participants to obtain information on the best practices needed to improve their business or get an idea on starting business
- Provide information on how to find money to support their business
- Help participants to get skills in choosing right one from a plenty of information
- Introduce means of access to information
- Offer participants to analyze information they get from different sources
- Introduce with principles of access to information and citizen journalism

During the training worked 13 information points ,where the participants received information from 15 experts from 13 local governmental and non-governmental organizations and two trainers of World bank Sustainable Livelihood project and Khan Bank.

2. Training Results/Outcomes

- Training module and curricula available for herders' participatory-based interactive and intensive training. Attachments 1.1-1.2
- Nine background and educational materials distributed for further use
- The project set up contacts with potential information brokers and they are committed to cooperate with the project
- Participants are committed to share their knowledge and information with other herders
- 17 local trainers including two from GI and 15 others contributed their input

➤ *19 participants obtained information and better understanding on:*

- Business Roaming project concept, goals and objectives
- The project set up the contacts with soums and aimag officials and herders
- Right to access to information, and information quality
- Traditional and new information and communication technologies and types of traditional media
- Project proposal writing and seeking funds
- Social and health insurance and social protection
- Common deceases of animals and preventive measures
- On-line and mobile bank services of Khan Bank
- Citizen journalism principles, information sources, development of questions and volunteerism

➤ *19 participants acquired skills on:*

- More efficient use of their mobile phones
- News and information writing and interviewing
- Internet use of local research engines
- 4 opened their e-mail accounts
- Basic communication in English with tourists

➤ ***Participants gained new ideas to start or extend their business with support of World Bank Sustainable Livelihood project, particularly:***

- 10 families of one bahg of Burd soum get support to increase their live quality
- Pasture protection near river located in Burd soum
- Primary school repairing of Bahg No1 of Dat-Olzii soum
- Establish a fruit product factory in Taragt soum
- Establish a small skin goods factory
- Establish a shoe repairing shop

➤ ***Participants benefited from information on Khan and services, particularly:***

- 12 participants decided to become Khan bank debit or credit card holder
- 6 want to buy laptop computers by Khan Bank leasing service
- 4 decided to open savings account
- 5 expressed their interests to get loans for their new businesses

➤ GI trainers tested the participants mentality and attitude changes, so the results are below:

I would buy, if I have	Before training	After Training
1,000,000MNT	More cattle, fodder for cattle, vegetables and diary products to sell	Buy computer, laptop, wireless modem, equipment for small factory, start small business
500,000MNT	Start business of wooden and felt souvenirs	Pay for computer and other trainings, establish small factory, for example sewing
100,000MNT	Buy telephone and charge for calls	Use for getting or distribution commodity prices , get skills to use Internet
50,000MNT	Start trading	Buy business books, pay for information about good quality male animal, pay for health insurance

20,000MNT	Buy cottage cheese and sell	Buy books
-----------	-----------------------------	-----------

3. Training process

Separate training process report is available. [Attachment No 2](#)

Training started with reference to the French proverb saying: “Well informed man equals to men”

During the beginning session, the participants introduced to each other and exchanged their goals why they came to the training.

The most of participants said they wanted to get more information and share it with others.

They also informed in the project. In order to give better understanding on the project concept, goals and objectives and activities, the trainer asked the participants to make the budget for an average Mongolian family in the countryside that consists from 5 members. The participants worked together on the family assets, monthly income and expenditure. They calculated a monthly budget with a loss equaling 345,000 MNT, so the trainer explained that ‘Business Roaming’ project is aimed to increase their income and help to get some profits.

Workshop 1

Topic: Why I need information?

The participants formed into four groups and brainstormed on the information need. The groups exposed that they need information on:

- Results of relevant researches in the field
- Contacts for cooperation
- Various treatments to increase animal productivity
- Animal breed
- Meat species
- Milk species
- Wool species
- Cashmere species
- Horses of fast species
- How to produce diary products at home
- Handmade souvenirs
- Establishment of small cashmere producing factory
- Establishment of small skin processing factory
- How to make products from skin and goods for horses
- How to make products from wool
- Small meat factory
- How to make winter clothes(coats, hats, boots etc) from sheep and goat skins
- How to make goods for gers

- Hey making
- Better use of wells

The participants want to get the above information from local experts and best herders.

Workshop 2

Topic: I have important information for you- 60 min.

While visiting the four information points, the participants provided information on importance of voluntary social insurance, what is labour protection, how to use protection clothes, health protection policy in aimag and activities devoted to herders, amendments to the Law on Social Protection and how herders can use the law provisions, types of social protection supports, and animal infection deceases and how to prevent.

Information point 1	Tumurkhuyag , Deputy Chairman of Aimag Social Insurance Office
Information point 2	Ankhtuya, Chairwomen of Aimag Health Office
Information point 3	Tserenbyamba, Officer of Aimag Social Protection Office
Information point 4	Nyamdavaa, Officer of Aimag Animal Health Office

Workshop 3

Topic: I have information to help your business

During the workshop, the participants provided information on World Vision activities for rural population and project in Ovorkhanga aimag and cooperation, types of grants for SME allocated by Noyon Uul NGO and growing plants for animals, tourism in Ovorkhanga aimag, possibilities of herders to start such business and how to develop the project proposals. Participants also informed in use of mobile phones and how to make it as information sources and Mobicom services for their clients

Information point 1	Dashdeleg, World Vision
Information point 2	Altantesteg, Noyn Khairkhan, NGO
Information point 3	Jargalbaatar, Sarlag Erdene, NGO
Information point 4	Oyuntsetseg, Ovorkhanga brach of Mobicom

On the 3d day of training as part of the workshop, Narantuya from Ovorkhangai office of the World Bank Sustainable Livelihood project and Osokhbayar, Khan Bank trainer conducted half-day training sessions.

The participants provided information on the activities of stage 2 of Sustainable Livelihood project and acquired knowledge on how to apply to the project, types of projects and what is supported and what is not supported by the project, how to get support from bahgs. They also have given the contacts of the local project staff and tips how to contact them.

During the Khan Bank session, the participants obtained better knowledge on Bank's roducts and services such as loan, leasing and savings products and credit and debit cards. They also provided practical tips how to plan loan and leasing re-payment s.

Workshop 4

Topic: How I can find money to support my business?

While visiting the following information points, the participants provided information on activities of Aimag Branch of Chamber of Commerce and their grants, loans and other opportunities to be engaged, how to get consultancy in proposal writing and tips to seek funds, examples of successful projects, aimag programme to promote small and medium sized business, financial and other supports to SME and news on 40 small factories to build in the aimag, how to write project proposals, how to find the funds and important steps to write successful business projects

Information point 1	Zolzaya, Aimag Branch of Chamber of Commerce
Information point 2	Bat-Ulzii, Small and Micro Business Officer, Aimag Mayor's Office
Information point 3	Tsendsuren, Ovorkhangai Branch of Mongol Post Bank
Information point 4	Adyasuren, Aimag Branch of Chamber of Commerce

After each workshop participants had an opportunity to ask more questions and clarify some details or uncertainties, if occurred.

Workshop 5

Topic: How I can find the important information from plenty of information flow?

The participants formed into two groups and each group was tasked to distribute information provided by the trainer.

Participants learnt that the whole content of information could not be transferred when the people rally communicate and each one losses some part of information or understand wrongly, so skills to catch the most important pieces from what they heard, are needed. Participants practiced how to analyse the information and if privately/orally distributed information or rumors are public interest, how make it public information. They also learnt the principles of writing information for readers.

Workshop 6

Topic: Choosing the right information

The participants worked in groups to choose one from five services below that offered by the market.

- Better medical service
- Better University and colleges
- Better grains of potatoes
- New mobile phones
- Animal vaccines

The groups discussed the services and selected their services basing on the prices, quality, history and previous experiences of use.

Workshop 7

Topic: How I get information?

Goal: Introduce means of access to information

The participants discussed the ways of communication and information distribution such as oral, ordinary telephone, mass media, mobile phones, Internet an so on.

The participants involved to the Internet training during of which one of participants chat to his relative working in South Korea.

Workshop 8

Topic: Role of information brokers

During the workshop the participants informed on the role of brokers and obtained knowledge on the citizen journalism. Every participant practiced writing news and information and leant the interviewing techniques. They had the changes to ask questions during a game: My First Press Conference, where the best herders shared their experiences.

Mr. Munkhdalai, director of Noyon-Uul regional public radio told about his programs devoted to the local community and provided small radio sets to the potential information brokers.

The workshop discussed the information delivering channels. The suggested to deliver their information through SMS, phone, e-mail pass with others and other possible channels.

The said that their main difficulty is they cannot buy the pre-paid cards because they are always very busy.

4. Training Evaluation

Globe International distributed 19 evaluation forms to participants and 19 received. Participants unanimously agreed that training was interesting and efficient, and 30% suggested to organise such trainings among herders at soum and bahg levels.

100% of respondents said the training is very useful for them. 68.5% said organization was excellent and 26.3%-good while 5.2%or one person said it was average.

52.6% of respondents said that they will distribute and share information and knowledge with others and 57.9% will try their best to do it.

100% of respondents assess excellent topics such as Why we need information?, My right to access information, Analising information, Means of access to information and Citizen journalism.

No respondents assessed bad any of training topics. 63.1% of respondents said workshop I have important information for you including sessions of Sustainable Livelihood project and Khan Bank as Good and 36.9% - it was satisfied. They think these sessions were like lectures and little bit boring.

Evaluation grid is available. [Attachment No 3](#)

Comments/Suggestions for further training:

1. Organise often such trainings and if its possible to bring it to soum and bahg and involve more herders.
2. 30% of respondents suggested about formation of the group. Select people in criteria that participant is committed to share knowledge with others, promote the training before selecting participants, participants should be active. They also suggested to think about level of knowledge of participants, and increase the number of participants. C
3. Time for one topic is very limited, so to make it longer. Some participants think it is too long
4. 50% of respondents said about training facilities. They were not satisfied with that training room was very cold, hotel was uncomfortable and cold, lack of light, electricity power cut, cleaning was bad.
5. Participants also suggest to think about season to organize such events
6. One workshop has provided too much information, so it can affect the quality and efficiency
7. Allocate more time for practical works; writing news so on
8. It would be fine, if make parallel trainings, so that participant is allowed to select options
9. It would be fine, if such training provides an opportunity to meet one of top leaders of aimag and exchange opinions and views about crucial issues of the animal husbandry and herders
10. Include more extensive topics such pasture protection, dryness, agriculture etc

5. Problems

Due to shortage of the budget, we had to select cheaper training rooms and hotel for participants. They complained about cold and no comfort, so we had to move 8 participants to another warmer and more expensive hotel.

Travel costs from soums have increased, so the budget was not sufficient and we explained it to participants and they received only budgeted costs.

We missed a participant from Bogd soum due to misunderstanding of soum and bahg governors, so some of funds paid to covering over expenses

G.Galaarid, citizen journalism trainer got sick and his workshop was conducted by Kh.Naranjargal

Annex

Topics	Excellent	Good	Satisfied	Bad
Why we need information?	19/ 100%			
My right to access information	19/100 %			
I have important information for you	10/ 52,6 %	5/26,3%	4/21%	
How to find funding?	10/ 52,6 %	6/31,6%	3/15,8%	
Choosing the right information	9/ 47,4%	9/ 47,4%	1/ 5,3 %	
Information analysis and means of access to information	19/100%			
Интернэт				
Гар утас				
Khan Bank presents		7/ 36,8%	12/63,1%	
Sustainable livelihood project		6/ 31,6 хувь	13/68.4%	
Citizen journalism	19/100%			