**EXERCISE 3B. IDENTIFYING YOUR TARGET GROUP**

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| *OBJECTIVE*  **After this exercise the participants will be able to:**   * Sort the members of a community into groups according to wealth or other criteria. * Identify a target group for your project. | |
| *EQUIPMENT NEEDED*   * Cards or pieces of paper (one-quarter of Letter or A4 size), marker pens | *EXPECTED OUTPUTS*   * Understanding of the structure of the target community * List of people or households according to certain categories |
| *TIME*  60 minutes | *PREPARATION*   * Obtain a list of all the households or individuals in the target community from the village chief or local authority, or ask a small group of knowledgeable local people to make a list. Write the names of the households or individuals on the cards. |

There are many ways to sort the members of a community into groups. This one divides households of individuals into categories according to wealth. You can also sort on other criteria, such as land size, vulnerability or income source, depending on the nature of your project. Complete the exercise with a group of interested men and women from the community.

*SUGGESTED PROCEDURE*

1. Give the participants the cards, and ask them to divide them into several piles according to their wealth, land size, or another criterion you have chosen. The groups can decide how many piles to use.
2. Ask the participants to give each pile of cards a letter and a category, such as “A: Large farmers”, “B: Medium farmers”, “C: Small farmers” and “D: Landless”.
3. Write the category on each card.
4. Repeat steps 1–3 several times, using a different category (such as commercial orientation, house type, number of livestock, type of income source) each time.
5. Sort the cards to select those individuals or households that fit the criteria your project aims to support.