

Asian Productivity Organization

Hirakawa-cho Dai-ichi Seimei Bldg. 2F
1-2-10, Hirakawa-cho, Chiyoda-ku
Tokyo, 102-0093 Japan



Tel:(81-3)5226-3920 Fax:(81-3)5226-3950
E-mail: apo@apo-tokyo.org
URL: www.apo-tokyo.org

PROJECT NOTIFICATION

5 March 2012

1. **Project Code** 12-AG-17-GE-TRC-B
2. **Title** Training Course on Entrepreneurship Development for Rural Women
3. **Duration** 21–27 May 2012 (seven days)
4. **Venue** Bogor, Indonesia
5. **Implementing Organizations**
 - 1) Ministry of Agriculture, R.I
Jl. Harsono Room No. 3 Ragunan, Pasar Minggu,
Jakarta, 12550, Indonesia
Phone: (62-21) 780 1189, 780 5205
e-Mail: rini.indi@gmail.com; d.darmayanti@gmail.com
 - 2) Directorate General of Training and Productivity
Development
Ministry of Manpower and Transmigration, R.I.
Jl. Jend. Gatot Subroto Kav. 51, Floor III/B
Jakarta 12950, Indonesia
Phone: (62-21) 5296-3356
e-Mail: suhanda@binaprod.org; protek@centrin.net.id
6. **Cosponsor** Colombo Plan Secretariat
7. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, India, Indonesia, IR Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam (see 13. Qualifications of Participants)
8. **Number of Local Participants** Up to six qualified participants (see 13. Qualifications of Participants)
9. **Closing Date for Nominations** 5 April 2012
10. **Objectives**
 - 1) To enhance participants' knowledge and understanding of the concepts and principles of entrepreneurship; and

- 2) To develop the consultancy, advisory, and managerial skills of participants by providing knowledge of tools and techniques for enterprise planning and management.

11. Background

Entrepreneurship creates job opportunities while driving innovation and economic prosperity. It enables new ideas and innovative approaches to create new products and services to reach the market and consumers. The promotion of entrepreneurship, especially among the rural population, is strategic considering the availability of raw materials, natural resources, and available labor that are often underemployed or unemployed. It is also a relevant strategy for the economic empowerment of women in developing countries where many in the labor force work in the informal economy, are self-employed, or serve as unpaid workers in family enterprises and on family farms. The tendency for women to work in low value-added sectors is attributed to a lack of skills and poor access to finance and business development services. Cultural norms in some societies have also kept women out of the formal labor market. However, there has been increasing recognition of the important roles of women, especially in rural communities, where a significant proportion of the male labor force has moved to urban areas or even overseas for employment. Women are evolving as entrepreneurs who can create new jobs for themselves and others. However, they still represent a minority of all women in the labor force, and therefore more intensive promotion of entrepreneurship through training and business development assistance is needed. In most countries in Asia, there are no comprehensive programs catering to such needs, and institutions meant to serve this sector require more trained experts.

This course is designed to build the capacities of women entrepreneurs and consultants, trainers, and extension officers who provide business advisory services to women. A unique feature of this course is that an online communication protocol to be managed by the APO will be established after the course for online consultations with the trainers and networking among participants. At the end of this course, participants are expected to present action plans on how they will use or apply the knowledge and/or skills acquired in their country.

12. Scope and Methodology

The course will include lectures, case studies, group exercises, and live case studies with successful women entrepreneurs. The tentative main topics to be covered in each module are:

- 1) Concept and principles of entrepreneurship development;
- 2) Gender issues and opportunities for women in business;
- 3) Program for the development of women entrepreneurs;
- 4) Management training methods;
- 5) Basic planning tools for starting a business;
- 6) Organization design and operations management;
- 7) New product development;
- 8) Marketing and market considerations; and
- 9) Managing finance.

13. Qualifications of Participants

The participants are expected to possess the following qualifications:

- (a) Age: Preferably between 30 and 50 years.

- (b) Education: University degree or equivalent qualification from a recognized institution.
- (c) Present Position: Women chief executives, managers, and officers of private food and agribusiness enterprises; consultants of NPOs; academics; and training officers of NGOs and training institutes providing training, extension and consultancy services to women entrepreneurs, especially those in rural areas.
- (d) Experience: At least two years of experience in the subject area.
- (e) Language Proficiency: All proceedings of the training course are conducted in English, and participants are frequently required to make oral and written presentations. They should be proficient in both spoken and written English. Those who are not proficient in English need not apply.
- (f) Health: Physically and mentally fit to attend an intensive training course requiring participants to complete a number of individual and group activities and strenuous fieldwork (it is therefore recommended that member countries refrain from nominating candidates likely to suffer from physical and mental strain).
- (g) Attendance: Participants must attend all seven days of the training course to qualify for the certificate of attendance.

14. Financial Arrangements

a) To be borne by the APO

- i) All assignment costs of overseas resource persons.
- ii) Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Jakarta for participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal and for participants from SMEs and nonprofit organizations from other APO member countries except for those to be sponsored by the Colombo Plan Secretariat. As far as practicable, all participants should purchase discount tickets (following IATA PEX or other applicable discount fares). Please note that the arrangements for the purchase of air tickets should be in accordance with the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants and is available on the APO website and from APO Liaison Officers in member countries.

b) To be borne by participants or participating countries

- i) For participants from profit-making organizations, except SMEs, from APO member countries other than Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal.
- 1) Round-trip international airfare between the member country and Jakarta.

2) Participating country expenses of US\$50 per participant, payable to the APO in convertible currency.

ii) *For all participants*

1) *Participants' insurance premiums:* All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 for the entire duration of the project and travel and must submit to the APO Secretariat a copy of the comprehensive travel insurance certificate before participation.

Such insurance should be valid in Indonesia. This insurance requirement is **in addition** to existing government insurance coverage in some member countries. If any participant is unable to insure himself/herself as stipulated above, he/she should secure this insurance in the host country at the commencement of the project and pay the premium himself/herself, if necessary, from the per diem allowance provided. Neither the APO nor the implementing organizations will be responsible for any eventuality arising from accident or illness.

2) All expenses related to visa fees and airport taxes.

3) Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period on account of early arrival or late departure, for example, due to either limited available flights or any other reason whatsoever.

c) To be borne by the host country (Indonesia)

i) Hotel accommodation for up to eight days for up to 18 overseas participants, and per diem allowances for up to eight days in Bogor for overseas participants except for those to be sponsored by the Colombo Plan Secretariat.

ii) All local implementation costs.

d) To be borne by the Colombo Plan Secretariat

i) Round-trip economy class international airfare via the most direct route between the international airport nearest to the participant's place of work and Jakarta, and per diem allowances for up to eight days in Bogor for up to 15 overseas participants coming from Colombo Plan members.

15. Actions by Member Countries

Nominations

(a) Each member country is requested to nominate two or more candidates for selection in the order of preference. Please ensure that candidates nominated meet the qualifications specified above (13).

(b) Please note that when a candidate is nominated it does not follow that she/he is considered selected. Selection is at the discretion of the Screening Committee. A basic criterion for selection is the homogeneity of the participants in terms of qualifications

and work experience. Nonelection therefore does not mean that the candidates concerned are not competent. Sometimes candidates are not selected because they are overqualified for the given project.

- (c) APO Liaison Officers/NPOs are reminded to make clear in their search for the most appropriate participants that only the APO Liaison Officer/NPO in their country may send nominations to the APO Secretariat. This should eliminate the mistake of various government/public institutions making nominations directly to the APO Secretariat.

Required Documents

- (d) Each nomination should be accompanied by the documents listed below. A nomination lacking any of these documents may not be considered:
 - i) Two copies of the candidate's biodata on the **APO biodata form** together with passport-sized photograph. The biodata form can be downloaded from the APO website. Downloading information is also available from www.apo-tokyo.org. We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the **Agriculture Department**, APO Secretariat (e-mail: agr@apo-tokyo.org, fax: 81-3-5226-3954).
 - ii) **The APO Medical and Insurance Declaration/Certification Form.** Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses enumerated on the reverse side of the medical form. However, for all others, medical certification by a recognized physician on the reverse side of the medical form is required.
- (e) For reasons of expediency or because of time constraints due to approaching nomination deadlines, member countries sometimes send their candidates' biodata forms and medical certificates by fax to the APO Secretariat. While this action is very much appreciated, member countries are requested to mail the originals of the documents to the APO Secretariat as well. They are needed for making clear, clean copies for the host country, especially with regard to the candidates' photos. If the documents are submitted electronically as mentioned in (d)-i), there is no need to send the original by postal mail. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please specify the candidate's name and the project code on the reverse side of the photograph.

Nomination Deadline

- (f) Member countries are requested to abide by the ***nomination deadline of 5 April 2012***. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- (g) For member countries where nominations are required to be approved by higher government authorities and hence require a longer time, the APO Liaison Officers/NPOs are urged to send in the names of nominees on or before the deadline, indicating that government approval will follow.

Others

- (h) The most qualified participant(s) from each member country will be chosen and notified through the APO Liaison Officer/NPO. Should some candidates fail to qualify or be unable to participate after selection, or should some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.
- (i) Member countries are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the project. Further, if they become unable to attend the program, they should be requested to inform the APO promptly of their inability to participate and the reason for last-minute withdrawal through the APO Liaison Officer/NPO in member countries.
- (j) Each selected candidate is required to arrive at the venue one day before the start of the official project. Also, all candidates are expected to return home upon completion of the official project because they are visiting the host country for the specific purpose of attending this APO project.

16. Other Conditions

Other conditions for participation are given in the *APO Guide for Participants*, which is available from APO Liaison Officers/NPOs in member countries and on the APO homepage (URL: www.apo-tokyo.org) and will also be sent to the selected participants.



Ryuichiro Yamazaki
Secretary-General