



Asian Productivity Organization “The APO in the News”

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Call to improve farmers’ tech, marketing skills

FE Report

A five-day international training workshop was inaugurated in the capital today (Sunday), with a call to improve the marketing skills of the farmers in Bangladesh and other Asia and the Pacific countries.

Bangladesh has achieved self-sufficiency in food due to quality agriculture inputs and policy support, but marketing of agriculture commodities and expansion of appropriate technologies still remained a big challenge, the inaugural function was told.

National Productivity Organisation (NPO) of Bangladesh in association with Japan-based Asian Productivity Organisation (APO) organised the workshop titled “Emerging Roles of Producers’ Association and Farmers’ Cooperatives”.

The event aims at improving skills of manufacturers and farmers cooperatives to increase the productivity in Asia and the Pacific region.

Inaugurating the workshop, senior secretary of industries ministry Md Mosharraf Hossain Bhuiyan stressed the need for improving capacity of the agro-based manufacturers and farmers' cooperatives to overcome the challenges, said a press release.

He said the manufacturers and cooperatives could play a role in ensuring fair prices for their products, diversification of products and transferring of technology. He also stressed on sharing experiences and skills for improving the productivity in agriculture sector and expansion of agro-based industries.

NPO director and joint secretary SM Ashrafuzzaman and APO representative Ms Jisoo Yun, among others, also spoke at the function, with additional industries secretary Shushen Chandra Das in the chair.

Some 23 representatives from Cambodia, Fiji, India, Indonesia, Malaysia, Mongolia, Nepal, Pakistan, the Philippines, Sri Lanka, Thailand, Vietnam, China, and host Bangladesh are taking part in the workshop being conducted by international productivity and marketing experts.