



PROJECT NOTIFICATION

Ref. No.: 20-AG-04-GE-WSP-B-PN2100008-001

Date of Issue	17 February 2021
Project Code	20-AG-04-GE-WSP-B
Title	Workshop on Policy Initiatives for Attracting Youth and Preventing Attrition in Agriculture
Timing and Duration	6–8 April 2021 (three days)
Hosting Country(ies)	Indonesia
Modality	Digital Multicountry (DMC)
Implementing Organization(s)	Ministry of Agriculture and Ministry of Manpower, Indonesia, and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	19
Local Participants	12
Closing Date for Nominations	5 March 2021

Notes: This PN supersedes the PN issued on 9 January 2020 and PNR issued on 13 March 2020 due to a change in implementation modality from face-to-face to digital sessions.

1. Objectives

- a. Review recent policy initiatives and schemes to attract the young generation to rural areas and promote the utilization of their talent in agriculture;
- b. Identify and promote good practices that create enabling conditions for making agriculture attractive to youth; and
- c. Discuss opportunities and challenges to promote youth's involvement in the agriculture sector.

2. Background

Urbanization has progressed in Asia, as close to half of the population already resides in urban areas. By 2035, rural populations are expected to become a minority, decreasing to 41% from an estimated 49% in 2025. While the rural population continues to decline, a majority of youth (aged 15–24) continue to reside in rural areas (IFAD 2019).

Employment-wise, the *APO Productivity Databook* (2020) shows that the agriculture sector still dominates in the majority of Asia-Pacific countries, accounting for 31% of total employment in 2018, followed by manufacturing at 16% and services at 16%. The majority of this agri-based population resides in rural areas, indicating that agriculture is one of the major sources of employment for youth in rural areas.

With the emergence of Industry 4.0, more sophisticated applications of digital technologies are being adopted in agriculture. Today, farming no longer relies mainly on manual labor but incorporates mechanical operations combined with real-time digital information. Digitally well-versed young people can contribute to transforming rural agriculture into a more productive, attractive sector.

These young people are becoming innovative entrepreneurs as producers, distributors, marketers, and sellers using innovative technologies and business models. Some develop disruptive supply chains that engage small farmers and secure their markets to promote inclusive, sustainable growth of rural communities. Others create new products from unconventional agricultural resources such as seaweed and insects for food and feed. Youth startups are transforming previously wasted low-quality fruit and vegetables into new, value-added food items. All these demonstrate the huge potential for talented youth to revolutionize the agriculture sector.

Attracting talented young people to agriculture has been a core agenda item for governments across APO member countries. Efforts are being made to understand the specific characteristics of young people, creating conducive working environments for them, and identifying the best methods to nurture their talents. Some APO member countries provide incentives to attract young people to agriculture such as the case of the BUMDes rural development program in Indonesia which gives autonomy to village governments and encourages youth to engage in and lead rural society. This workshop will review recent policies and initiatives for increasing and sustaining youth participation in agriculture in Asia and beyond.

3. Modality of Implementation

- a. The sessions will be conducted virtually.
- b. The duration of each day's sessions will be around three hours.
- c. The APO Secretariat will inform the resource persons and participants of the link to the virtual sessions.
- d. The link will be exclusive to resource persons and participants and should not be shared.

4. Scope and Methodology

The sessions will consist of the following:

Day/Date	Activity
Tuesday, 6 April 2021	Presentations: <ul style="list-style-type: none"> • Increasing the engagement of youth in agriculture: Key challenges and opportunities • Mainstreaming youth in agriculture development • Enabling environment to attract youth to agriculture
Wednesday, 7 April 2021	Presentations: <ul style="list-style-type: none"> • Case study 1 • Case study 2 • Case study 3
Thursday, 8 April 2021	Group Discussions: <ul style="list-style-type: none"> • Issues and challenges in increasing youth involvement in agriculture • Capacity development needs of institutions mandated to promote youth engagement in agriculture • Capacity development needs (knowledge, tools, techniques) of youth to engage in agriculture Plenary Session: <ul style="list-style-type: none"> • Reports from group discussions • Discussion on policy development: Opportunities and challenges • Follow-up plans

5. Qualifications of Candidates

Participants must be competent in connecting to virtual meetings, including independently undertaking troubleshooting in the event of poor or lost connections. They must also be proficient in English, both written and spoken. Specific requirements are as follows:

- a. Senior public officials from ministries and/or local governments working for policy development on youth talent/workforce management in agriculture; leaders of young entrepreneurs' organizations in rural areas; and consultants and academics engaged in sustainable agriculture and rural development, preferably focusing on attracting young people to rural communities and demographic management in rural areas.
- b. Three years of experience or more in the position described above.

6. Requirements

- a. Have necessary devices comprising a computer, web camera, microphone, and speaker or headphones.
- b. Access to Internet connections suitable for videoconferencing. Stable, wired LAN connections are preferred.
- c. Follow the instructions of the moderators/presenters in asking questions, joining discussions, and answering questions.

d. Participate in all sessions.

7. Financial Arrangements

- a. The APO will meet the assignment costs for international resource persons.
- b. The host country will meet the assignment costs of local resource persons and for a virtual site visit(s), either broadcast live or recorded as applicable.

8. Actions by Member Countries

- a. Each participating country will nominate three or more candidates in order of preference.
- b. Self-nominations will not be accepted.
- c. All nominations must be endorsed by an APO Director or Alternate Director and submitted by a Liaison Officer or designated officer.
- d. Each nomination must be accompanied by the APO biodata form and uploaded to the APO Document Management System (DMS)/Fleekdrive by the NPO. The biodata form is available on the APO website.
- e. Late nominations will not be accepted. When a nomination requires the approval of higher authorities and requires a longer time, the member country concerned should send the name(s) of the nominee(s) before or by the deadline, indicating that approval will follow.
- f. If a selected participant becomes unable to participate, the NPO concerned should inform the APO Secretariat and the host country promptly.

9. Actions by the APO Secretariat

- a. Selection of candidates will be at the discretion of the Participant Selection Committee of the APO Secretariat.
- b. Selection of candidates will be completed and announced two weeks prior to the start of the sessions.
- c. Slots that become available due to withdrawal of a selected candidate(s) or lack of nominations by a member country may be filled by alternates to be selected on a merit basis.
- d. The APO Secretariat will inform NPOs of the final program and link of the virtual sessions one week prior to commencement.

10. Dress Code

Participants are required to wear appropriate business attire during the sessions.



Dr. AKP Mochtan
Secretary-General