

## Asian Productivity Organization "The APO in the News"

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## **Entrepreneurship key** component to economic development: Konrote

ntrepreneurship is indeed the way to go, this notion was shared by Minister for Employment, Productivity and Industrial Relations, Honourable Jioji Konrote at the recent Rural Entrepreneurship Development Workshop.

According to Minister Konrote, entrepreneurship was one of the key contributors to-

wards creating economic development.

"The trend today is that rural development is intricately linked with entrepreneurship development to promote employment and create jobs. One of the key deliverables' of my own Ministry is employment and job creation, and I am convinced entrepreneurship is a strategic development milestone that has the potential to accelerate the rural development process,"

said Minister Konrote.

According to the Minister rural entrepreneurship is vital for generation of employment and promoting income generating capacity, which assists in improving the standards of

people.
"As the Productivity Minister, I see entrepreneurship as an important medium for improving the quality of life for individuals, their fami-lies and communities, promoting sustainable socio-economic development, thus lowering the level of poverty nationawide," he said. The Minister described Entrepreneurs as

risk takers and doers, not dreamers.

"They are innovative, for innovation is the specific instrument of entrepreneurship with which they create wealth. In this regard, entrepreneurs therefore, deserve our assistance and support."

14 APO member countries including Fiji are

part of the weeklong training facilitated by three key international resource persons. Participat-ing countries are Republic of China, India, Ne-pal, Indonesia, IR Iran, Pakistan, Philippines, Cambodia, Mongolia, Thailand, Vietnam, Bangladesh and Sri Lanka.

The objective of the training is to enhance participants' knowledge and understanding of the concepts and principles of and problems and challenges in entrepreneurship develop-ment. It is also to enhance participants' understanding of the applications of various tools and techniques in strategic planning, management, monitoring and evaluation of rural entrepre-neurship development projects and to develop a conceptual policy framework and strategies for the development of rural entrepreneurship.



Participants during the workshop.

## Government supports APO/NPO efforts

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APO representative Muhammad Saeed said Fiji has been the most active APO member country engaged in a lot of activi-

Mr Saeed said APO is pleased to note the Fiji in the only country that has a Minister for Productivity.

National Training and Productivity Cen-tre (NTPC) of the FNU is the National Productivity Organisation (NPO) of Fiji and Fiji joined APO in 1984.

Mr Saeed thanked FNU and NPO Fiji (NTPC) for its' keen support and active par-ticipation in promoting APO goals. "Much of the work on promoting pro-

ductivity and quality in Fiji has been spear-headed by us as the NPO over the past 31 years and this has seen many local companies improve their quality, products, service, safety, profitability and attain various standards and certifications. Today, we have over 90 local organ-isations and over 30 public sector agencies that have been recognized under the Fiji Business Excellence Awards, which is benchmarked against the Malcolm Baldrige National Quality Awards of the United States. The topic of this training course is central to the mission of the APO to contribute to the socio-economic development of its member countries," said NTPC Director Kamlesh Prakash.

The Minister also NTPC as the NPO for all the excellent work it has been undertaking to advance productivity and quality of services and products within Fiji.

APO as a regional intergovernmental organisation is nonpolitical, nonprofit, and nondiscriminatory with the mission to contribute to the sustainable socioeconomic development of Asia and the Pacific through enhancing productivity.

## Minister acknowledges FNU's efforts

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allocation of half million dollars since
last year for development of young
farmers," he added.
Rural entrepreneurship development he said is not only about developing the rural areas with infrastructural development and providing forward and backward linkages and access to all social and health services but it is essentially about bringing in innovative

developments.
"In my view, rural entrepreneurship development is essentially about wealth creation in our economies," he

The Minister said rural urban drift is a universal problem with many leaving a universal problem with many leaving the farms for non-farm occupations in towns and cities, and the productivity of the agricultural sector is falling rapidly resulting in decline in incomes for farmers and the rural areas alike.

This he said is our greatest challenge in Asia and the Pacific.

The challenge for us today is how to establish ad promote a balanced and sustainable development framework that is both pragmatic and sustainable to help reduce the numbers of the

able to help reduce the numbers of the world's poor which now stands at over 2.5 billion people," said the Minister.



Participants at the Asian Productivity Organisations workshop