PROJECT NOTIFICATION

Ref. No.: 19-AG-02-GE-WSP-B-452

Date of Issue	24 September 2020
Project Code	19-AG-02-GE-WSP-B
Title	Workshop on Digital Agribusiness for Women Entrepreneurs
Timing and Duration	4–6 November 2020 (three days)
Hosting Country	India
Modality	Digital Multicountry (DMC)
Implementing Organization(s)	National Productivity Council (NPC) and the APO Secretariat
Participating Countries	Bangladesh, Cambodia, Republic of China, Fiji, Indonesia, IR Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, Turkey, and Vietnam
Overseas Participants	19
Local Participants	12
Closing Date for Nominations	16 October 2020

Notes: This PN supersedes the PN issued on 7 January 2020 and PNR issued on 17 April 2020.

1. **Objectives**

   a. To review recent trends in e-commerce and e-business in the era of digital agriculture and share successful e-business models for women entrepreneurs; and

   b. To examine how to enhance women's involvement in smart digital agribusiness and food industry enterprises and empower them to raise productivity in agriculture during the COVID-19 pandemic.

2. **Background**

Due to the ongoing COVID-19 pandemic, many agriculture and food sector-related enterprises have been badly hit on both the supply and demand sides. The continued functioning of global and national food supply chains will be crucial in preventing food crises in countries that are already experiencing nutritional security challenges. The adoption of digital technology innovations could be a solution for present and future agrifood business sustainability.

Women are emerging as key players in the development of agribusiness enterprises in many Asian countries. They engage in income-generating activities as the main or supplemental source of family incomes, ranging from making handicrafts to retailing to food processing. Often, they do not have formal training in business planning and management. Thus, in many cases, their enterprises are not sustained or unable to expand. Digital technologies can improve women's ability to sell products, while ICT can be a powerful tool to overcome limited access to information, boost productivity, and facilitate outsourcing, resource sharing, and networking. However, gender disparities in the use of ICT across value chains prevent many women from achieving their full potential in the agribusiness sector. It is thus important to support women entrepreneurs, especially those engaging in smart digital agribusinesses, by developing the capacity and competency.

This workshop will provide opportunities to examine different successful digital business models for women entrepreneurs in rural communities and in micro and small agribusiness to increase productivity in the sector and thereby contribute to meeting the UN Sustainable Development Goals related to gender equality and empowering all women.

3. **Modality of Implementation**

   a. This workshop will be conducted online using videoconference applications.

   b. The resource speakers and participants will participate in the workshop virtually using their own devices, applications, and Internet connections.

   c. The duration of each day's session will be up to three hours.

   d. The APO Secretariat will inform the resource speakers and participants of the applicable videoconference application and link to the virtual sessions.

   e. The videoconference link will be provided exclusively to resource speakers and participants in this workshop and should not be shared.

4. **Scope and Methodology**

The workshop will consist of interactive lectures, case studies, and discussions. The tentative program is given below:

Date/Time	Activity
Wednesday, 4 November	Presentations: • Key concepts and global trends in digital agriculture and agribusiness: Emerging opportunities and challenges for women entrepreneurs in Asia • Creating an enabling environment for women entrepreneurs to accelerate adoption of digital technology in the agriculture and agribusiness sector
Thursday, 5 November	Presentations: • Applications of digital technologies in agribusiness and digitization of supply chains in agriculture • e-Commerce marketing strategies, tools, and techniques
Friday, 6 November	Presentations: • Digital agriculture and digital agribusiness: Case studies from India and other Asian countries Group discussion/action plan preparation: • Formulation of follow-up action plans by individual participants

5. Qualifications of Candidates

Present Position	Women government officials, CEOs or representatives of agribusiness associations, and consultants and academics involved in digital and e-commerce-related agribusiness training/operations of women, especially in rural communities.
Work Experience	Three years of experience or more in the position described above.
Education	University degree or equivalent qualification from a recognized university or similar tertiary institution.
Computer Literacy	Familiarity and competency in connecting to virtual meetings, including independently undertaking troubleshooting in the event of poor or lost connections.
Language	Proficiency in English, both written and spoken. Participants will be required to make presentations and engage in discussions.

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 the entire workshop.

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 three weeks prior to the start of the project.

   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, platform, and link of the virtual meeting, as well as the schedule for technical coordination when applicable, two weeks prior to commencement of the workshop.

10. **Dress Code**

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

Dr. AKP Mochtan
Secretary-General