



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT IMPLEMENTATION PLAN

17 July 2015

1. **Project Code** 15-AG-39-GE-NFP-C-1
2. **Title** National Conference on Enhancing the Role of Mass Media Practitioners in Knowledge Transfer to Improve Agricultural Productivity
3. **Reference** Project Notification 15-AG-39-GE-NFP-C dated 26 May 2015
4. **Timing and Duration** 20–22 September 2015 (three days)
5. **Venue** Dhaka, Bangladesh
6. **Implementing Organization**  
National Productivity Organisation (NPO)  
Ministry of Industries, Bangladesh  
Shilpa Bhaban (1st Floor) 91  
Motijheel Commercial Area  
Dhaka-1000, Bangladesh  
Phone: 880-2-9587501  
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e-Mail: liaisonbangla\_01@yahoo.com, npobangla@yahoo.com,
7. **Number of Participants** 50 participants
8. **Objectives**
  - a. To assess the current status of the agriculture sector and the system of information dissemination and knowledge and technology transfers to small farmers and other stakeholders;
  - b. To explore ways of enhancing cooperation between agriculture-related government agencies and ministries and mass media practitioners for greater synergy in agricultural knowledge and technology transfers to small farmers; and
  - c. To establish a platform for enhancing links between government agencies, mass media practitioners, and small farmers to facilitate information dissemination and knowledge and technology transfers.

## **9. Background**

Bangladesh is a country heavily dependent on agriculture. It has scarce land with a growing population. The country is struggling to enhance agricultural productivity to meet growing demand, but its farmers are not adequately aware of technological developments that might enhance their productivity. The mass media can play an important role in minimizing that information gap and helping farmers become aware of better methods to improve their production base. Access to information, new knowledge, and technologies are important to increase farm productivity and improve farmers' welfare. In most developing countries in Asia, including Bangladesh, the agricultural landscape is dominated by small farms where productivity is low and farmers have meager incomes to improve their well-being. Some small farmers are living below the poverty line. While there have been substantial technological developments and innovations in agriculture, many have not reached small farmers due to constraints in the flow of information and knowledge, among other factors. The development of agriculture is also critical to enhancing national food security and improving the welfare of farm household members.

The mass media are a potent force in disseminating knowledge and information and influencing opinions and decisions among policymakers and investors. They could be the missing link in efforts of governments to transfer knowledge and information more effectively to the multitude of small farmers scattered in rural areas. In some countries, the mass media have been involved in this endeavor, either through government sponsorship or as a purely private undertaking. At present in Bangladesh there are over two dozen private television channels and state-owned BTV, dozens of FM radio stations, and thousand of newspapers in both Bangla and English. Despite the expansion of media, agricultural coverage is not a major priority. To improve the agriculture sector, there is a need to encourage the media to publish or broadcast news, information, etc. that will benefit farmers. Therefore the NPO of Bangladesh will conduct a three-day conference on Enhancing the Role of Mass Media Practitioners in Knowledge Transfer to Improve Agricultural Productivity with financial assistance from the APO.

In this conference, it is hoped that concerned government organizations and NGOs will share their experiences and current programs to support small farmers through information dissemination and knowledge and technology transfers and that mass media practitioners can also discuss the priorities, issues, and challenges they encounter in covering the agriculture sector. At the end of the conference, a framework of cooperation between all stakeholders can be developed to guide subsequent actions.

## **10. Scope and Methodology**

The conference will consist of resource paper presentations by international and local resource persons, panel discussions, and group workshop sessions.

The tentative program and topics to be covered are given below:

### **20 September:**

Opening session

Presentation on the technological revolution in the agriculture sector (by international resource person)

Presentation on global trends in the food retail business and implications for local agriculture and small farmers (by APO officer)

Presentation on the status of the agriculture sector in Bangladesh (by local resource person).

Presentation on government programs to increase agricultural productivity and food security (by local resource person)

Presentation on programs for small farmers (by local resource person)

### **21 September:**

Presentation on overview of the programs of mass media companies (newspapers, television, and radio) to support farmers (by local resource persons representing print and broadcast media in Bangladesh)

Presentation on strategies and selected models of agribusiness enterprises to improve farmers' income (by international resource person)

Presentation on agritourism and homestays for development of rural enterprises and generation of alternative incomes for farm households (by APO officer)

Presentation on integrating small farmers into value chains to increase their income and welfare (by international resource person)

Presentation on opportunities for cooperation with and support for the agriculture sector from international organizations (by APO officer and international resource person)

### **22 September:**

Assessment of the effectiveness of current programs on information dissemination and knowledge and technology transfer to small farmers (breakout session by group)

Developing a framework/platform for enhancing links between agricultural agencies, mass media practitioners, and small farmers to facilitate information dissemination and knowledge and technology transfers (breakout session by group).

Presentation of group recommendations

Closing session

## **11. Requirements of Participants**

Participants will be from relevant national and local government organizations, academia, NGOs including leaders of farmers' associations/cooperatives, and mass media practitioners (print and broadcast journalists).

## **12. Resource Persons**

The APO will assign one overseas resource person. Local resource persons from the mass media and agriculture agencies will be assigned by the implementing organization.

## **13. Financial Arrangements**

### **To be borne by the host country (Bangladesh)**

- a. Implementation costs exceeding the APO share of USD10,000.
- b. Project management fees and personnel costs of the NPO of Bangladesh, including transportation of the facilitator(s) and project team to and from the project venue, meeting package for the project team, facilitator(s), and local resource person(s) during the conference, personnel service fees for the development of the program, honorarium for the local resource person(s) if applicable, and consultation meetings with key stakeholders.
- c. Any other local implementation costs not covered by the APO.

### **To be borne by the APO**

- a. All assignment costs of one overseas resource person.
- b. Implementation costs up to a maximum of USD10,000 for making local arrangements. An itemized breakdown of the implementation costs is attached (Appendix 1).

## **14. Roles and Responsibilities**

The roles and responsibilities of the NPO of Bangladesh and APO are:

### **NPO of Bangladesh**

- a. Inviting local participants and arranging mass media coverage;
- b. Assigning local resource persons;
- c. Making copies of the conference materials;
- d. Organizing a three-day national conference in Dhaka; and
- e. Bearing the balance of project implementation costs if the total amount exceeds USD10,000.

### **APO**

- a. Providing financial support for organizing the national conference as detailed in section 13;
- b. Assigning one overseas resource person for the national conference; and
- c. Coordinating with the overseas resource person and implementing organization.

## **15. Procedures for Project Implementation**

This project is to be implemented in close collaboration with the APO Secretariat, referred to as the APO in this document.

- a. A temporary advance of up to 50% of the total APO share will be remitted to the NPO of Bangladesh, if necessary.
- b. The proposed project will be carried out by the NPO as implementing organization.
- c. The NPO of Bangladesh will make the expenditures for the assigned items and settle the entire account by providing all necessary bills and receipts to the APO after completion of the national conference.
- d. The NPO of Bangladesh will submit a project completion report and a statement of expenses supported with receipts, etc., related to the project to the APO within one month of project completion. The report will provide details on how the project was carried out in the country; program of activities; benefits and advantages to local agriculture sector, implementing organization(s), and host country; and follow-up action plans, among others.

## **16. Final Project Output**

Upon completion of the project, the NPO of Bangladesh will undertake the following:

- a. Submit a project completion report on the national conference to the APO and disseminate the report on the proceedings of the conference including recommendations to relevant government bodies such as the Ministry of Agriculture of Bangladesh within one month after project completion.
- b. Submit a statement of expenses supported by receipts/bills within one month after project completion.
- c. Submit documents and e-links relating to promotional material on the national program, e.g., newsletters, brochures, bulletins, news clippings, written in English or the local language with an English translation of the main points.
- d. Disseminate the knowledge and experience gained to the public and private sectors through publications, consulting and training services, etc.



Mari Amano  
Secretary-General

## Appendix 1

Project Code: 15-AG-39-GE-NFP-C-1

Estimated APO Share of Costs  
for the  
APO National Conference on Enhancing the Role of Mass Media Practitioners in Knowledge  
Transfer to Improve Agricultural Productivity

**(Dhaka, Bangladesh, 20–22 September 2015)**

No.	Item	Cost (USD)
1	Meeting package for 3 days (including meals for participants, use of audiovisual equipment, conference room, etc.)	Up to 7,500
2	Training kit (including supplies and materials, printing and copying, stationery, photocopies, and documentation)	Up to 2,000
3	Promotion (leaflets, and banner, etc.)	Up to 250
4	Miscellaneous expenses (including local costs other than above)	Up to 250
<b>Total</b>		<b>Up to 10,000</b>
<b>Notes:</b> 1. The APO will make a reimbursement based on the actual expenses with a maximum of up to USD10,000. 2. The NPO of Bangladesh is required to submit to the APO receipts for all expenses incurred in implementing this national project.		



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

26 May 2015

- |                                      |                                  |
|--------------------------------------|----------------------------------|
| <b>1. Project Code</b>               | 15-AG-39-GE-NFP-C                |
| <b>2. Project Title</b>              | National Follow-up Program (NFP) |
| <b>3. Timing</b>                     | 1 June 2015–31 May 2016          |
| <b>4. Venue</b>                      | Member countries                 |
| <b>5. Implementing Organizations</b> | NPOs in member countries         |

### 6. Objectives

To provide technical and financial assistance to NPOs or partner organizations in conducting national follow-up projects (NFPs) following specific multilateral projects; to support member countries in intensifying the transfer of knowledge and best practices on productivity topics covered in multicountry projects; and to enhance the visibility of the APO in member countries.

### 7. Background

The APO has been implementing two main categories of projects: multicountry (A, B); and individual country (C). The former involves the participation of all member countries (A) or a selected number of countries (B). Category C projects are designed to meet specific requirements of a member country and include the following: Technical Expert Services; Development of Demonstration Companies; Bilateral Cooperation between NPOs; Individual-country Observational Study Missions; Institutional Strengthening of NPOs; and the Two-tiered Project-based Approach. Despite implementing these types of projects, several NPOs have raised concern about the limited opportunities their countries have to participate in multicountry (A and B) projects, especially countries with huge populations and where stakeholders generally are not proficient in English. Thus, this program was designed to provide equal opportunities for all countries to have better access and benefit from APO projects dealing with subjects that are most relevant to their needs. Through this program, it is expected that each country will have better access to APO technical and financial support and expand the reach of APO projects to wider groups of stakeholders.

### 8. Scope and Implementation Procedures

#### Scope

- Training of the staff of NPOs and other productivity-related organizations/stakeholders in member countries in the core tools, techniques, methodology, and best practices for

- productivity improvement taken up in a multilateral project;
- b. Disseminating information related to new knowledge and information on various aspects of productivity improvement; and
  - c. Providing financial support to enable NPOs and partner organizations to conduct a national follow-up activity to a multicountry project through a national conference, forum, training course, or workshop focusing on the core topics of an implemented multicountry project. The duration of NFPs is normally from two to five days depending on the nature of the program and number of participants.

### **Implementation Procedures**

In general, each country is entitled to at least one NFP each year. The proposed project should be deemed as a follow-up from any of the multilateral projects implemented in 2014 and 2015. By the third quarter of the year, each country should have submitted proposals or indicated interest in submitting one for the year to allow proper allocation of the program budget. When member countries submit proposals, they should consider the number of NFPs they wish to implement during the year and prioritize their applications. If some countries are not able to submit a proposal by the third quarter of the year, or have expressed disinterest in utilizing the program during the year, the Secretariat will consider proposals submitted by other countries or invite additional proposals from other countries. All projects supported under the NFP 2015 should be completed by 31 May 2016. If a country was not able to submit its proposal for the current year, it may submit the application under the NFP 2016.

#### **a. Application**

1. NPOs or concerned partner organizations in member countries, through the initiative of participants who attended a multilateral project within the prescribed period, are eligible to submit project proposals to be supported under the NFP Program. If the proponent organization is not the NPO, the proponent must submit the proposal through the NPO for endorsement to the APO Secretariat. The proposal should follow the prescribed format (Attachment 1). The application proposal should be submitted electronically.
2. The proposal should provide the required information shown in Attachment 1 to avoid delays in the evaluation and processing of the project.
3. The implementation date of the project should be at least three months from submission of proposal to enable the Secretariat to process the request and contact the requested international expert.
4. The international expert to be engaged should be chosen from among those who were involved in the multilateral project.

#### **b. Processing of Applications**

Applications can be submitted anytime within the year provided that they are received by the APO Secretariat at least three months prior to the proposed implementation date. All applications will be reviewed immediately upon receipt and feedback will be provided to the concerned NPO or proponent organization.

c. Approval Process

When a proposal meets the requirements of the NFP, a PIP will be prepared and processed as usual for the final approval of the Secretary-General. Once the PIP is issued, the concerned NPO or proponent organization may proceed with implementation.

d. Proactive role of the Secretariat

The Secretariat will take a proactive role in designing and coordinating NFPs after the implementation of a multilateral project. For this purpose, Program Officers will introduce the NFP Program during the implementation of multilateral projects.

e. Designation of focal person

The NPO/proponent organization should assign an officer as the focal or official contact person for the project to facilitate close coordination with the Secretariat.

f. Acknowledgment of the APO's role

The NPOs/proponent organizations implementing NFPs should acknowledge the APO for supporting the activity. This acknowledgment may take the form of displaying the APO logo prominently on banners and other promotional materials, displaying the APO flag, etc. and through appropriate statements to the media. Photographs or copies of such displays and statements should be sent to the APO Secretariat with the project completion report.

g. Cancellation policy

If the project is cancelled after issuing the LA for the international expert for reasons attributed to the NPO/proponent organization, any costs incurred such as air tickets and hotel cancellations should be borne by the party concerned.

## **9. Financial Arrangements**

In general, NFPs should be implemented on a cost-sharing arrangement between the APO and the concerned NPOs/proponent organizations in member countries. The NPOs/proponent organizations are expected to bear a portion of the total project costs such as for local experts. Considering the limited financial support from the APO, NPOs/proponent organizations are expected to generate counterpart resources to supplement the APO grant.

### **To be borne by the APO**

The APO will bear the costs for assigning international resource speakers and provide financial support to meet the following costs:

- a. Conference package including rental of function rooms and equipment;
- b. Conference kit including papers and pens;
- c. Reproduction of reference papers and presentation materials;
- d. Interpretation/translation of English materials into the local language when applicable;  
and
- e. Transportation costs for site visits, if any.

To meet the above costs, the APO will bear a maximum of USD10,000.00. Upon issuance of the PIP the APO will advance up to 50% of the estimated cost (not more than USD5,000.00) as requested by the NPO/proponent organization at least one month prior to the start of the project.

**To be borne by the member country**

The NPOs/proponent organizations shall bear the following costs:

- a. All local implementation costs not covered by the APO, including costs for local surface transportation of participants and the assigned overseas expert;
- b. Administrative costs of the project, including personnel costs and other costs related to preparation and coordination work.

The NPOs/ proponent organizations shall settle the entire account by providing all necessary bills and receipts to the APO within one month after completion of the project. The final applicable payment will be based on the actual expenditure and review of the report submitted by the NPO/proponent organization as required.

**10. Post Project Actions**

Upon completion of the project, the NPOs/proponent organizations concerned will submit a comprehensive report on the project with specific follow-up activities and recommendations to promote the productivity movement in the country. The NPOs are also expected to monitor and assess the outcome of the project and submit an evaluation report within six months after its implementation.



Mari Amano  
Secretary-General

## **Suggested Outline of NFP Proposals**

### **1. Project Title**

*Please provide the title of the project.*

### **2. Reference**

*Please cite the multicountry project code/title.*

### **3. Timing and Duration**

*Please specify the target date of implementation and the number of days.*

### **4. Venue**

*Please specify the name of the venue and location.*

### **5. Implementing Organizations**

*Please specify the name of the proponent organization(s) and address(es).*

### **6. Number of Participants**

*Please specify the target number of participants.*

### **7. Objectives**

*Please state the objective(s) of the project.*

### **8. Background**

*Please provide a brief description of the project and its relevance to the development goals of the country/sector/community. Please explain how this project can address the needs of the target stakeholders/participants.*

### **9. Tentative Scope and Methodology**

*Please describe the tentative topics to be covered and the methodology to be used.*

### **10. Resource Persons**

*Please specify the number/expertise/qualifications of the resource persons.*

### **11. Participants**

*Please describe the qualifications/affiliations of target participants.*

### **12. Provisional Program of Activities**

*Please provide the tentative daily program of activities.*

### **13. Financial Arrangements**

*Please specify the cost items of the project and indicate the cost to be borne by the APO, by the NPO, and/or by the implementing organization.*

**14. Procedures for Project Implementation**

*Please describe implementation arrangements by the NPO or implementing organizations and other partners.*

**15. Final Project Output**

*Please describe the outputs of the project and how will these be used.*

## Estimated Cost for [Project Title]

S. No.	Item (select only the applicable items]	Detailed breakdown (unit price, number of persons, and days)	Total (US\$)	APO Share*	NPO Share	Proponent Org. Share
1.	Rental cost (function room/ equipment)					
2.	Conference package (beverages/meals/ snacks)					
3.	Accommodations for participants (when applicable)					
4.	Reproduction of conference materials					
5.	Conference kit (pens, papers, etc.)					
6.	Interpretation/translation of English materials into the local language (when applicable)					
7.	Honoraria for local resource persons (when applicable)					
8.	Transportation (for site, if any)					
9.	Promotion (leaflets, streamers, etc.)					
10.	Coordination activities					
11.	Others					
	<b>Total:</b>					

\*All costs to be charged to APO should be properly documented with official receipts.