



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT IMPLEMENTATION PLAN

8 October 2015

1. **Project Code** 15-AG-39-GE-NFP-C-3
2. **Title** National Conference on Enhancing the Roles of Mass Media in Innovation and Knowledge Transfer to Improve Productivity and Competitiveness of the Rice Sector in Cambodia
3. **Reference** Project Notification 14-AG-28-GE-OSM-B, dated 22 April 2014
4. **Timing and Duration** 7–9 December 2015 (3 days)
5. **Venue:** Phnom Penh, Cambodia
6. **Implementing Organizations** National Productivity Center of Cambodia (NPCC)  
Ministry of Industry and Handicraft  
No. 45 Norodom Blvd., Phnom Penh, Cambodia  
Phone: 855-12-814150  
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e-Mail: npccambodia@gmail.com
7. **Number of Participants** 100 participants
8. **Objectives**
  - (1) To share information on the current status of the rice sector in Cambodia, including current government policies and programs, emerging technologies, and opportunities and challenges in view of the operation of AFTA and overall global trends; and
  - (2) To review the current roles of mass media practitioners in the system of information dissemination, knowledge and technology transfers to farmers and identify ways to enhance such roles and cooperation with all stakeholders especially in the rice sector.

### 9. Background

Throughout Cambodia's history, rice always has had a central place in the heart of the economy and culture of the kingdom. Rice has been grown in Cambodia for thousands of years, and even before the 9<sup>th</sup>-century Khmer empire emerged, elaborate irrigation systems were used to irrigate the fields. Rice harvests are depicted on the walls of Angkor Wat, the legendary Khmer city and the country's main tourist attraction today. The "White Gold" as it is known locally, is produced on 84% of the cultivated land, while the entire sector employs

80% of all farmers. Over the past three years, through strong support from the Royal Government of Cambodia and key development partners the rice industry has increased its exports to close to 400,000 tons of milled rice in 2013 and around 700,000 tons by the end of 2014, turning the ancient crop into one of the Kingdom's key exports.

The Royal Government adopted specific strategies under phase three of the Rectangular Strategy to improve productivity of rice and other crops. It also laid out its policy for the rice sector under the "Policy on the Promotion of Paddy Production and Rice Export 2011-2020". Despite all these initiatives and achievements, there is still an urgent need to further enhance the productivity and competitiveness of the sector to sustain and improve the income and welfare of rice farmers especially with the opening of the ASEAN Free Trade Area (AFTA) in 2015. To achieve this goal, there is a need to engage the mass media to support existing government initiatives and mechanisms in the dissemination of production and market information, knowledge and best practices in production, postharvest handling and marketing of rice.

The National Productivity Center of Cambodia (NPCC) in line with its mandate to lead the productivity promotion in Cambodia, is taking the lead in the implementation of this national conference in collaboration with the Ministry of Industry, Mines and Energy, Ministry of Agriculture, Fishery and Forestry (MAFF), Cambodian Rice Association and other stakeholders with financial support from the Asian Productivity Organization. The Conference aims to provide a platform for sharing of knowledge, information and best practices on various aspect of the rice sector and engage the cooperation of the mass media practitioners in dissemination of the information and knowledge to various stakeholders.

## **10. Scope and Methodology**

The conference will consist of resource paper presentations by international and national speakers, panel discussions, stakeholders' consultation sessions and site visit.

The tentative program and topics to be covered are as follows:

### **Day 1:7 December 2015**

- Agriculture innovations and knowledge management to increase productivity and farm sustainability in Asia by APO Staff.
- Global and regional trends and future prospects in production and trade of rice by international expert assigned by APO.
- The rice industry in Japan: innovations and sustainability strategies by international expert assigned by APO.
- Current state of the rice sector in Cambodia: Trends in production, productivity and trade by expert from Cambodia.
- Government policies and programs to improve production and income of rice farmers.
  - Research and development program for rice by local expert from national research institute.
  - Extension support program for rice farmers by national expert from the agriculture

extension department.

- Cambodia's export diversification and expansion program by program staff of IFC.
  - Government policy and program for rice exporters by expert from the Ministry of Agriculture.
- Issues and challenges in rice farming in Cambodia: Views of rice farmers group by representative of farmers' association.
  - Opportunities and challenges in rice trading and exporting: Views of rice exporters group by representative of rice traders and exporters.
  - Mass media support in the promotion of the rice sector in Cambodia by local mass media practitioners.

### **Day 2 : 8 December 2015**

- Current state-of-the-art technology in rice production and the role of IRRI and other R&D organizations in development of new technologies to increase productivity by international expert engaged by APO.
- Approaches to value addition to rice to enhance farm incomes: Experience in Japan by international expert assigned by APO.
- Development of rice farming-based agritourism and homestay: Strategy for rural enterprise development to create jobs and increase farm household income by APO Staff.
- Stakeholders' consultation facilitated by APO and NPCC Staff.
  - Action Agenda for addressing issues and challenges faced by the rice sector.
  - Developing a framework of cooperation between mass media practitioners stakeholders to facilitate dissemination of information and transfer of knowledge.

### **Day 3: 9 December 2015**

Site Visit in Takeo Province.

#### **11. Participants**

Approximately 100 participants who are officials of national and local government; leaders of the private sector rice industry; representatives of the media, academia, international organizations, and other sectors that are directly and indirectly involved in agriculture and the rice sector.

#### **12. Resource Persons**

The APO will assign one overseas resource person. Local resource persons will be engaged from government organizations, academia, and private sector.

#### **13. Financial Arrangements**

**To be borne by the host country (Cambodia)**

- a. Implementation costs exceeding the APO share of USD10,000.
- b. Project management fees and personnel costs of the implementing organizations, 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 and APO are:

**NPO**

- a. Inviting local participants and arranging mass media coverage;
- b. Making copies of the conference materials;
- c. Organizing a three-day national conference in Phnom Penh; and
- d. 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 expert for the national conference; and
- c. Coordinating with the overseas expert 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 NPCC, if necessary.

- b. The proposed project will be carried out by the implementing organization.
- c. The NPCC 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 NPCC will submit a project completion report and a statement of expenses supported by 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 organizations, and host country; and follow-up action plans, among others.

## **16. Final Project Output**

The project is expected to produce a set of recommendations and agreement between stakeholders and mass media to enhance support to the rice farmers through the dissemination of information on technology, best practices, market prices and other relevant information. Upon completion of the project, the NPCC will undertake the following:

- a. Submit a “project completion report” on the national conference to the APO and disseminate the report on the proceedings including recommendations to relevant government bodies such as the Ministry of Agriculture of Cambodia within one month after completion of the Conference.
- b. Submit a statement of expenses supported by receipts/bills within one month after completion of the conference.
- 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.



Mari Amano  
Secretary-General

Estimated APO share of costs for the  
National Conference on Enhancing the Roles of Mass Media in Knowledge Transfer  
to Improve Productivity and Competitiveness of the Rice Sector in Cambodia

(Phnom Penh, Cambodia, 7-9 December 2015)

No.	Item	Cost (USD)
1	Meeting package for 3 days for 110 participants (including meals for participants and resource persons, conference room, and audiovisual equipment)	6,700
2	Interpretation and translation (from English to Cambodian language)	800
3	Conference kit (including supplies and materials, and photocopying, stationery and documentation)	1,500
4	Miscellaneous expenses (including streamers, transportation for site visit, other local costs other than above)	1,000
<b>Total</b>		<b>10,000</b>
<b>Note:</b> The NPCC is required to submit to the APO receipts for all expenses incurred in implementing this national project.		