



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

17 March 2017

- 1. Project Code** 17-AG-34-GE-WSP-A
- 2. Title** Workshop on Revitalization of Rural Communities through Productivity Improvement Initiatives
- 3. Timing** 21–25 August 2017 (five days)
- 4. Venue** Jakarta, Indonesia
- 5. Implementing Organizations**

Directorate of Productivity Development  
Directorate General of Training and Productivity  
Ministry of Manpower, R.I.  
Jl. Jenderal Gatot Subroto Kav. 51, Floor VI-B  
Jakarta 12950, Republic of Indonesia  
Phone: 62-21-52963356  
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Foreign Cooperation Division  
Public Relation and Cooperation Bureau  
Secretariat General of the Ministry of Village,  
Development of Disadvantaged Region, and Transmigration  
(MVDDRT)  
Republic of Indonesia  
Jl. TMP Kalibata No. 17, Jakarta Selatan  
Jl. Abdul Muis No. 7, Jakarta Pusat, 10110  
Phone: 62-21-7989924/ Fax: 62-21-7974488  
e-Mail: bagianklnkemendesa@gmail.com; tresregar@yahoo.com
- 6. Co-sponsor** Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP)  
Chameli House, 17, Topkhana Road, Dhaka 1000, Bangladesh  
Phone: 880-2-9586508; 9558751/Ext. 205  
Fax: 880-2-9562035; 9571880  
e-Mail: evatuzon@cirdap.org
- 7. Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, Islamic Republic of Iran, Republic of Korea, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Sri Lanka, Thailand, and Vietnam.  
However, other member countries with special interest in this project may nominate candidates upon consultation with the APO Secretariat. (See 13. Qualifications of Participants)

**8. Number of Local Participants** Up to six qualified participants

**9. Closing Date for Nominations** 2 July 2017

## **10. Objectives**

- a. To review emerging approaches to enhance the sustainable productivity of farm/nonfarm sectors of the rural economy;
- b. To examine innovative productivity improvement policies and initiatives for revitalizing rural communities in the Asia-Pacific region;
- c. To share successful models of revitalizing rural communities to promote inclusive growth for sustainable development of humanity and society; and
- d. To develop strategic action plans for the revitalization of rural communities applicable to the participating organizations and countries to foster sustainable rural development.

## **11. Background**

Today rural communities face challenges coming from rapid urbanization and aging societies. A large proportion of the labor force in rural areas has migrated to urban areas to seek better job opportunities and higher wages. Most rural areas are populated mainly by the elderly, who are engaged in less productive, traditional farm and nonfarm jobs. If this trend is not corrected through appropriate interventions, the disparity between urban and rural areas will widen, impeding sustainable, balanced national development.

Many developed countries have planned national schemes to bridge the urban–rural gap by devising ways to increase the performance output of rural communities. For this, local governments have organized people’s participation in collective efforts to plan and manage community strategies to revitalize rural economies in farm/nonfarm areas. For example, promoting the community image and developing local products and services are incorporated into a rural business “blue ocean” to create unique localities. There are some successful cases where the average income of rural residents in those countries exceeds that of urban employees, and some young people have returned to the countryside to set up businesses with entrepreneurial mindsets. The influx of educated young entrepreneurs to the realm of rural development will bring the creativity and innovation critical to accelerate the process of rural revitalization while exploring opportunities and dealing with challenges.

This workshop will review different approaches to and models of rural community revitalization and their applicability to the participating organizations and countries. To achieve efficient productivity improvement, it will also cover advanced technical and digitized support as a delivery mode for community development initiatives.

## **12. Scope and Methodology**

The tentative topics to be covered are:

- a. Trends in rural community development in the Asia-Pacific;
- b. Approaches to rural community revitalization;
- c. Government policies and initiatives for stimulating rural economies through the participation of SMEs and local residents for inclusive development;

- d. Successful models of revitalizing rural communities;
- e. Digitized delivery methodologies in achieving community revitalization; and
- f. Changing roles of the public and private sectors, civil society organizations, and NGOs in revitalizing rural communities for inclusive development over the next decade.

The workshop will mainly consist of presentations by experts, presentations of country papers by participants, group exercises, and site visits.

The tentative program of the workshop is given below:

<b>Date/Time</b>	<b>Activity</b>
Sunday, 20 August 2017	Arrival of participants in Jakarta
Monday, 21 August	Opening session Presentation of resource papers
Tuesday, 22 August	Presentation of resource papers
Wednesday, 23 August	Presentation of resource papers/country papers
Thursday, 24 August	Site visit Group workshop/exercise
Friday, 25 August	Presentation of group workshop output Program evaluation by participants, resource persons, and implementing organization Summing-up session Closing session
Saturday, 26 August	Departure of participants

### **13. Qualifications of Candidates**

The participants are expected to possess the following qualifications:

Present Position	Officials of national and local governments engaged in planning or implementing rural community development; CEOs, business managers, and SME staff in rural areas involved in productivity enhancement; and academics, professionals, and representatives of associations and NGOs working for rural community revitalization.
Experience	At least three years of experience in the position described above.
Education	University degree or equivalent qualification from a recognized university/institution.
Language	All proceedings of the project are conducted in English, and participants are frequently required to make oral and written presentations. They must therefore be proficient in spoken and

written English. Those who are not proficient in English will not be accepted.

Health	Physically and mentally fit to attend an intensive project requiring participants to complete a number of individual and group activities and strenuous fieldwork. It is therefore recommended that member countries do not nominate candidates likely to suffer from physical and mental stress.
Age	Candidates who meet the qualifications above are generally between 35 and 50 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

#### **14. Financial Arrangements**

##### **To be borne by participants or participating countries**

- a. Participants' insurance premiums: All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to USD10,000.00 for the entire duration of the project and travel and must submit to the APO Secretariat a copy of the comprehensive travel insurance certificate before participation. Such insurance should be valid in the host country. This insurance requirement is in addition to existing government insurance coverage in some member countries. If any participant is unable to insure himself/herself as stipulated above, he/she should secure this insurance in the host country at the commencement of the project and pay the premium himself/herself, if necessary, from the per diem allowance provided. Neither the APO nor the implementing organizations will be responsible for any eventuality arising from accident or illness.
- b. All expenses related to visa fees and airport taxes.
- c. Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period because of early arrival or late departure, for example, due to either limited available flights or any other reason.
- d. Any cancellation charges for airfare and hotel arising from withdrawals after letters of acceptance have been issued by the APO.

##### **To be borne by the host country and co-sponsor (MVDDRT and CIRDAP)**

- a. Per diem allowances and hotel accommodation for up to 18 overseas participants for up to six days at the rate to be specified later.
- b. All local implementation costs (venue, workshop facilities and kit, local travel arrangements, etc.) for all participants.
- c. Cost of local resource persons and local participants.

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

- a. All assignment costs of overseas resource persons.
- b. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participants' place of work and Jakarta. As far as practicable, all participants should purchase discount tickets. Please note that the arrangements for the purchase of air tickets should follow the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants. It is also available on the APO website and from APO Liaison Officers in member countries.
- c. The APO may select more than 18 overseas participants in anticipation of last-minute withdrawals or no-shows. If more than 18 overseas participants attend, per diem allowances and hotel accommodation costs will be borne by the APO for up to two additional overseas participants at the rate to be prescribed for up to six days.

### **15. Actions by Member Countries**

- a. Each participating country is requested to nominate three or more candidates in the order of preference. Please ensure that candidates nominated meet the qualifications specified under section 13 above.
- b. No form of self-nomination will be accepted. All nominations must be endorsed and submitted by an APO Director, Alternative Director, Liaison Officer, or their designated officer.
- c. Please note that nomination of a candidate does not necessarily guarantee that he/she will be selected. Selection is at the discretion of the APO Secretariat. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent enough. Sometimes candidates are not selected because they are overqualified for a project.
- d. Each nomination should be accompanied by the necessary documents. A nomination lacking any of these documents may not be considered: two copies of the candidate's biodata on the APO biodata form together with a passport-sized photograph. The biodata form can be downloaded from the APO website ([www.apo-tokyo.org](http://www.apo-tokyo.org)). We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the Agriculture Department, APO Secretariat (e-mail: [agr@apo-tokyo.org](mailto:agr@apo-tokyo.org), fax: 81-3-5840-5324).
- e. The APO Medical and Insurance Declaration/Certification Form. Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses listed on the reverse side of the medical form. However, for all others, medical certification by a licensed physician on the reverse side of the medical form is required.
- f. Necessary documents are to be submitted electronically. In that case, there is no need to send a hard copy by postal mail. However, if the documents are submitted by fax,

member countries are requested to mail the originals of the documents to the APO Secretariat as well. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please give the candidate's name and the project code on the reverse side of the photograph.

- g. Member countries are requested to adhere to the nomination deadline given on page 1. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- h. For member countries where nominations are required to be approved by higher government authorities and require a longer time, the APO Liaison Officers/NPOs are urged to send the names of nominees on or before the deadline, indicating that government approval will follow.
- i. If a selected participant becomes unable to attend, he/she should inform the APO Liaison Officer/NPO in his/her country immediately and give the reason for withdrawal. The NPO concerned is requested to transmit that information to the APO Secretariat and the host country promptly.
- j. NPOs are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the project.
- k. Each selected participant should be instructed to arrive at the venue one day before the start of the official project. Also, he/she is expected to return home upon completion of the official project because he/she is visiting the host country for the specific purpose of attending this APO workshop.
- l. NPOs should inform participants that they must attend all five days of the project to qualify for the certificate of attendance.
- m. NPOs should assist the APO and/or host country in collecting amounts corresponding to cancellation charges arising from withdrawal of a participant as provided for under item 13d.

#### **16. Actions by the APO Secretariat**

- a. Under normal circumstances, candidates who are selected will be informed of their acceptance at least four weeks prior to the start of the project.
- b. If some candidates fail to qualify or be unable to participate after selection, or if some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.

#### **17. Project Preparation**

The participants are required to prepare a paper prior to departure for the project venue. In preparing the paper, they are expected to follow the "Guidelines for the Preparation of Country Papers" to be provided later.

## **18. Postproject Actions**

All participants are required to prepare action plans and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the workshop.

## **19. Evaluation of Participants**

If the conduct/attendance/performance of a participant is not satisfactory, these will be reported to the APO director concerned.

## **20. Guide for Participants**

Other conditions for participation are given in the *APO Guide for Participants*, which is available from APO Liaison Officers/NPOs in member countries and on the APO website ([www.apo-tokyo.org](http://www.apo-tokyo.org)).



Santhi Kanoktanaporn  
Secretary-General

