



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION ADDENDUM

7 November 2017

1. **Project Code** 17-AG-01-GE-DLN-B
2. **Project Title** e-Learning Course on ICT-based Services for Agricultural Extension
3. **Duration:** Session 1: 3–6 October 2017 (four days)
Session 2: 27–30 November 2017 (four days)
4. **Venues:** Session 1: Bangladesh, Cambodia, Thailand, Vietnam
Session 2: India, IR Iran, Malaysia, Nepal, Sri Lanka, Pakistan
5. **Implementing Organizations** APO Secretariat and the following NPOs

Session 1 Bangladesh: National Productivity Organisation
Cambodia: National Productivity Centre of Cambodia
Thailand: Thailand Productivity Institute
Vietnam: Vietnam National Productivity Institute

Session 2 India: National Productivity Council
IR Iran: National Iranian Productivity Organization
Malaysia: Malaysia Productivity Corporation
Nepal: National Productivity and Economic Development Centre
Sri Lanka: National Productivity Secretariat
Pakistan: National Productivity Organization
6. **Addendum No.** 2
7. **Reference:** APO Project Notification 17-AG-01-GE-DLN-B dated 28 March 2017 and APO Project Notification Addendum No.1 17-AG-01-GE-DLN-B dated 26 September 2017
8. **Details:** Changes in Project Notification Items No. 4 “Venue” and No. 5 “Implementing Organizations”

8-1 Change in Item 4 Venues and Item 5 Implementing Organizations

Nepal is unable to participate in the course. Therefore, Item 4 and Item 5 of the PN have been revised as follows:

Item 4: Session 2: India, IR Iran, Malaysia, Sri Lanka, Pakistan

Item 5: Session 2 India: National Productivity Council
IR Iran: National Iranian Productivity Organization
Malaysia: Malaysia Productivity Corporation
Sri Lanka: National Productivity Secretariat
Pakistan: National Productivity Organization

Unless otherwise modified by the APO in writing, the provisions of the Project Notification dated 28 March 2017 and Project Notification Addendum dated 26 September 2017 pertaining to this e-learning course remain valid.

Any inconvenience due to this change is regretted.

A handwritten signature in black ink, appearing to be 'S. Kanoktanaporn', written over a horizontal line.

Santhi Kanoktanaporn
Secretary-General



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION ADDENDUM

26 September 2017

1. **Project Code** 17-AG-01-GE-DLN-B
2. **Project Title** e-Learning Course on ICT-based Services for Agricultural Extension
3. **Duration:** Session 1: 3–6 October 2017 (four days)
Session 2: 27–30 November 2017 (four days)
4. **Venues:** Session 1: Bangladesh, Cambodia, Malaysia, Thailand, Vietnam
Session 2: India, IR Iran, Nepal, Sri Lanka, Pakistan
5. **Implementing Organizations**
APO Secretariat and the following NPOs

Session 1
Bangladesh: National Productivity Organisation
Cambodia: National Productivity Centre of Cambodia
Malaysia: Malaysia Productivity Corporation
Thailand: Thailand Productivity Institute
Vietnam: Vietnam National Productivity Institute

Session 2
India: National Productivity Council
IR Iran: National Iranian Productivity Organization
Nepal: National Productivity and Economic Development Centre
Sri Lanka: National Productivity Secretariat
Pakistan: National Productivity Organization
6. **Addendum No.** 1
8. **Reference:** APO Project Notification 17-AG-01-GE-DLN-B dated 28 March 2017
7. **Details:** Changes in Project Notification Items No. 4 “Venue” and No. 5 “Implementing Organizations”

7-1 Change in Item 4 Venue and Item 5 Implementing Organizations

At the request of one of the implementing organizations, the Malaysia Productivity Corporation, Malaysia has been moved from session 1 to session 2.

Unless otherwise modified by the APO in writing, the provisions of the Project Notification dated 28 March 2017 pertaining to this e-learning course remain valid.

Any inconvenience due to this change is regretted.

Santhi Kanoktanaporn
Secretary-General



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

28 March 2017

1. **Project Code** 17-AG-01-GE-DLN-B
 2. **Title** e-Learning Course on ICT-based Services for Agricultural Extension
 3. **Timing and Duration** Session 1: 3–6 October 2017 (four days)
Session 2: 27–30 November 2017 (four days)
 4. **Venues** Session 1: Bangladesh, Cambodia, Malaysia, Thailand, Vietnam
Session 2: India, IR Iran, Nepal, Sri Lanka, Pakistan
 5. **Implementing Organizations** APO Secretariat and the following NPOs:
 - Session 1 Bangladesh: National Productivity Organisation
Cambodia: National Productivity Centre of Cambodia
Malaysia: Malaysia Productivity Corporation
Thailand: Thailand Productivity Institute
Vietnam: Vietnam National Productivity Institute
 - Session 2 India: National Productivity Council
IR Iran: National Iranian Productivity Organization
Nepal: National Productivity and Economic Development Centre
Sri Lanka: National Productivity Secretariat
Pakistan: National Productivity Organization
- (Note: To maximize project benefits, the local venue [city and/or videoconferencing center] may change depending on the level of interest, participant type, and suitability of the venue as advised by the NPO.)*
6. **Number of Participants** At least 20 qualified participants from each participating country
 7. **Closing Date for Nominations** Session 1: 27 August 2017
Session 2: 10 October 2017
 8. **Objectives**
 - a. To review recent trends in and the latest applications of information and communication technology (ICT) and digital technology for agriculture extension services (AES);

- b. To study successful cases of ICT adaptation for the benefit of less-privileged sections of society such as women, aged farmers, youth, and small farmers in rural areas for inclusive growth; and
- c. To discuss recommendations and draft action plans for the organizations/companies visited by utilizing the lessons learned from the course.

9. Background

In rural areas, agricultural extension plays crucial roles in delivering information and knowledge and transferring agricultural technologies to farmers and rural communities. The scope of AES encompasses a wide range of agricultural and rural activities that could increase agricultural productivity and bring economic benefits to rural residents. It provides advisory services for crop cultivation and livestock rearing and organizes learning activities in various areas such as value addition and marketing for agricultural products of rural SMEs. Usually, AES are supported and managed by government agencies. However, private-sector agribusiness companies also provide AES, which are basically meant to promote their own products.

The application of ICT in AES has shown many promising outcomes for small farmers. People who live in remote rural areas are susceptible to isolation from or being beyond the outreach of AES. They have limited access to appropriate information on weather changes, the latest market prices of products, and updates on recent sustainable, innovative farming practices. For such cases, ICT devices distributed to small farmers have freed them from spatial constraints by receiving and sending data at appropriate times. For example, real-time weather forecasts delivered to mobile phones provide farmers with the critical time needed to prepare for and minimize the potential damage from natural calamities. Taking online courses and using Internet search engines reduce information disparities that are prevalent in marginalized rural areas. In addition, computer-aided agriculture extension and the engagement of electronic media expand the scope of farmers' learning experiences. ICT facilitates and democratizes learning opportunities.

With the convergence of ICT infrastructure, the methods of AES are also being rapidly transformed through easy interfaces for users' convenience. Responding to technological advances, this e-course will provide an arena to study and discuss the utilization of ICT in AES and raise awareness of action plans required to adapt to the future learning environment.

10. Modality of Implementation

This course is offered using the APO's own videoconferencing (VC) platform. Appropriate VC centers in participating countries will be used for this purpose. Professional experts will conduct the training course, which will be implemented in two sessions as described above. Each participating country team will make VC presentations to share their experience in ICT-based AES, which will be moderated by a local coordinator. At end of the session, a written examination will be conducted to test participants' learning from the course. Performance in the examination will be one of the criteria for the selection of participants for the subsequent follow-up project relating to the subject.

11. Scope and Methodology

The tentative topics to be covered are:

- a. Key concepts and features of AES and ICT;
- b. Emerging models of and trends in ICT-based AES;
- c. ICT utilization to accommodate the needs of farmers and rural SMEs;
- d. Case studies for promoting ICT-based learning platforms and enhancing the participation of rural communities;
- e. Reframing AES to incorporate ICT-based services;
- f. Policies to promote and implement ICT-based learning environments in Asia and beyond; and
- g. Strategies for developing user-friendly, online interfaces for knowledge sharing in rural areas.

This distance-learning course will consist of a combination of VC and offline sessions such as online lectures, online discussions, and online presentations of country case studies as well as offline group exercises, field/company visits, and written examination.

The tentative program outline of the training course is given below:

Date	Activity
Day 1	Opening session through VC Presentation of resource papers through VC Offline group exercise/individual assignments
Day 2	Presentation of resource papers through VC Offline group exercise/individual assignments
Day 3	Field/company visits Offline group exercise
Day 4	Presentation of group exercise output by countries through VC Summing-up and closing sessions through VC Offline written examination

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Officials of national and local governments engaged in AES for rural development; CEOs, business leaders, and managers of private-sector agribusinesses who want to develop digital learning; and representatives of NGOs and academics involved in planning, organizing, promoting, and managing ICT-based agricultural extension.
Experience	At least two 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. Proficiency in spoken and written English is essential.
Age	Candidates who meet the qualifications above are generally between 25 and 45 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

13. Financial Arrangements

To be borne by the APO

- a. All assignment costs for resource speakers to prepare presentation materials and deliver presentations.
- b. Rental and other charges of VC centers in participating countries, resource persons' countries, and the APO Secretariat.
- c. Honorarium for a local coordinator in each participating country.
- d. Transportation costs for field visits.

To be borne by participating countries

- a. Any other local implementation costs not covered by the APO.

14. Actions by Participating Member Countries

- a. The NPO of each participating country is requested to nominate more than 20 participants and submit a list in the format to be provided by the Secretariat later. Please adhere to the nomination deadlines specified under section 7 of this document and ensure that candidates nominated meet the qualifications prescribed under section 12.
- b. Each NPO will identify an appropriate local coordinator. The coordinator will moderate all technical sessions and group exercises/individual assignments in consultation with the NPO and chief resource person identified by the APO. The group exercises will include experience sharing, views of participants on ICT applications to AES, and review of online sessions. The coordinator will also make all necessary arrangements with the local VC centers prior to the commencement of the training course to ensure that the facility is ready for the training sessions.



Santhi Kanoktanaporn
Secretary-General