

Asian Productivity Organization

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PROJECT NOTIFICATION

5 July 2012

1. **Project Code** 12-AG-01-GE-TRC-B
2. **Title** Training Course on Value Addition to Items Produced under the OVOP Movement
3. **Duration** 19–24 November 2012 (six days)
4. **Venue** Phnom Penh, Cambodia
5. **Implementing Organization** National Productivity Center of Cambodia
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, India, Indonesia, IR Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam (other member countries may also nominate candidates upon request)
7. **Number of Local Participants** Up to six qualified participants (see 12. Qualifications of Participants)
8. **Closing Date for Nominations** 10 September 2012
9. **Objectives**
 - 1) To enhance participants' knowledge and understanding of the different tools and techniques for value addition to food and nonfood items produced under the One Village, One Product (OVOP) movement; and
 - 2) To develop the skills of trainers and extension personnel from government agencies and NGOs in the dissemination of such knowledge to various stakeholders involved in the promotion and implementation of OVOP-related projects.

10. Background

The OVOP concept, which emanated from Japan, has been adopted and implemented in various countries as a strategy for developing marketable products using resources available within a village or a rural community. Some countries, notably Thailand, the Philippines, Malaysia, and Pakistan, have achieved remarkable success in implementing programs anchored on this strategy. In other countries, the strategy is being implemented through pilot projects and is making some inroads. However, in various forums on OVOP, one of the common concerns is that most items produced on a micro and small scale are very basic and lack the quality and refinements to meet the standards of national and overseas markets. This is often attributed to the lack of knowledge of tools and techniques for adding value to them.

The promotion of value-adding activities should be an inherent element of OVOP programs to optimize the income of producers or entrepreneurs while meeting the needs and preferences of consumers. This may involve enhancing the item by grading, packaging, and/or labeling; extension of the item range for multiple uses; or adding finishing touches to meet the requirements of specific segments of consumers or capture new markets. In the case of food products, value addition may involve the inclusion of new ingredients for enhanced flavor, texture, and/or scent; improving quality and safety; and reducing consumer effort when using or consuming the product.

Value-adding activities in the village would also make intensive use of human resources, especially of skilled craftspeople and artisans. They would also help preserve indigenous skills, artisans' knowledge, and the uniqueness of specific products. It is therefore important to promote value-adding activities as an essential component of OVOP and related programs in agriculture and/or rural enterprise development.

11. Scope and Methodology

The course will consist essentially of resource paper presentations, case studies, group exercises, and site visits to model villages and OVOP-related projects. The tentative main topics to be covered in each module are:

- 1) Concept and principles of value addition;
- 2) Different approaches and tools for adding value to food and nonfood items;
- 3) Opportunities for adding value to food and nonfood products for overseas markets;
- 4) Exporting OVOP items through fair trade;
- 5) Promotion and marketing tools and techniques for OVOP items;
- 6) Quality and safety concerns related to value-added products;
- 7) Branding and labeling techniques as value-adding tools; and
- 8) Selected models of value-adding activities (showing increased economic benefits).

12. Qualifications of Participants

The participants are expected to possess the following qualifications:

- (a) Age: Preferably between 30 and 55 years.
- (b) Education: University degree or equivalent qualification from a recognized institution.

- (c) Present Position: Extension officers of government and NGOs, academics, and consultants of NPOs involved in providing technical support to rural entrepreneurs involved in the OVOP movement.
- (d) Experience: At least two years of experience in the subject area.
- (e) Language Proficiency: All proceedings of the training course are conducted in English, and participants are frequently required to make oral and written presentations. They should be proficient in both spoken and written English. Those who are not proficient in English need not apply.
- (f) Health: Physically and mentally fit to attend an intensive training course requiring participants to complete a number of individual and group activities and strenuous fieldwork (it is therefore recommended that member countries refrain from nominating candidates likely to suffer from physical and mental strain).
- (g) Attendance: Participants must attend all six days of the training course to qualify for the certificate of attendance.

13. Financial Arrangements

a) To be borne by the APO

- i) All assignment costs of overseas resource persons.
- ii) Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Phnom Penh for participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal and for participants from SMEs and nonprofit organizations from other APO member countries. As far as practicable, all participants should purchase discounted tickets. Please note that the arrangements for the purchase of air tickets should be in accordance with the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants and is available on the APO website and from APO Liaison Officers in member countries.

b) To be borne by participants or participating countries

- i) For participants from profit-making organizations, except SMEs, from APO member countries other than Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal.
 - 1) Round-trip international airfare between the member country and Phnom Penh.
 - 2) Participating country expenses of US\$50 per participant, payable to the APO in convertible currency.

ii) *For all participants*

- 1) *Participants' insurance premiums:* All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 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 Cambodia. 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 organization will be responsible for any eventuality arising from accident or illness.

- 2) All expenses related to visa fees and airport taxes.
- 3) 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 on account of early arrival or late departure, for example, due to either limited available flights or any other reason whatsoever.

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

- i) Per diem allowances and hotel accommodation for up to 18 overseas participants for up to seven days at the rate to be specified later.
- ii) All local implementation costs.

14. Actions by Member Countries

Nominations

- (a) Each member country is requested to nominate two or more candidates for selection in the order of preference. Please ensure that candidates nominated meet the qualifications specified above (12).
- (b) Please note that when a candidate is nominated it does not follow that she/he is considered selected. Selection is at the discretion of the Screening Committee. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonelection therefore does not mean that the candidates concerned are not competent. Sometimes candidates are not selected because they are overqualified for the given project.
- (c) APO Liaison Officers/NPOs are reminded to make clear in their search for the most appropriate participants that only the APO Liaison Officer/NPO in their country may send nominations to the APO Secretariat. This should eliminate the mistake of various government/public institutions making nominations directly to the APO Secretariat.

Required Documents

- (d) Each nomination should be accompanied by the documents listed below. A nomination lacking any of these documents may not be considered:
- i) Two copies of the candidate's biodata on the **APO biodata form** together with passport-sized photograph. The biodata form can be downloaded from the APO website. Downloading information is also available from 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, fax: 81-3-5226-3954).
- ii) **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 enumerated on the reverse side of the medical form. However, for all others, medical certification by a recognized physician on the reverse side of the medical form is required.
- (e) For reasons of expediency or because of time constraints due to approaching nomination deadlines, member countries sometimes send their candidates' biodata forms and medical certificates by fax to the APO Secretariat. While this action is very much appreciated, member countries are requested to mail the originals of the documents to the APO Secretariat as well. They are needed for making clear, clean copies for the host country, especially with regard to the candidates' photos. If the documents are submitted electronically as mentioned in (d)-i), there is no need to send the original by postal mail. 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 specify the candidate's name and the project code on the reverse side of the photograph.

Nomination Deadline

- (f) Member countries are requested to abide by the ***nomination deadline of 10 September 2012***. 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.
- (g) For member countries where nominations are required to be approved by higher government authorities and hence require a longer time, the APO Liaison Officers/NPOs are urged to send in the names of nominees on or before the deadline, indicating that government approval will follow.

Others

- (h) The most qualified participant(s) from each member country will be chosen and notified through the APO Liaison Officer/NPO. Should some candidates fail to qualify or be unable to participate after selection, or should 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.

- (i) Member countries 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. Further, if they become unable to attend the program, they should be requested to inform the APO promptly of their inability to participate and the reason for last-minute withdrawal through the APO Liaison Officer/NPO in member countries.
- (j) Each selected candidate is required to arrive at the venue one day before the start of the official project. Also, all candidates are expected to return home upon completion of the official project because they are visiting the host country for the specific purpose of attending this APO training course.

15. Other Conditions

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 homepage (URL: www.apo-tokyo.org) and will also be sent to the selected participants.



Ryuichiro Yamazaki
Secretary-General