



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

8 May 2013

1. **Project Code** 13-AG-06-GE-TRC-B
2. **Title** Training of Trainers in Enhancing Women's Participation in Rural Enterprise Development
3. **Duration** 23–29 September 2013 (seven days)
4. **Venue** Solo, Indonesia
5. **Implementing Organizations**
  - 1) Ministry of Agriculture, R.I.  
Bureau for Agricultural Training, AAEHRD  
Building D, 6th Fl., Jl. Harsono Room No. 3, Ragunan Pasar Minggu, Jakarta 12550, Indonesia  
Phone & Fax: (62-21) 780 5205, 780 1189
  - 2) Ministry of Manpower and Transmigration, R.I.  
Directorate General of Training and Productivity Development  
Directorate of Productivity and Entrepreneurship (NPO Indonesia)  
Jl. Jend. Gatot Subroto Kav. 51, Floor 6-B  
Jakarta 12950, Indonesia  
Phone and Fax: (62-21) 52963356
6. **Cosponsor** **Colombo Plan Secretariat**
7. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, IR Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam  
Other member countries with particular interest in this project may nominate candidate upon consultation with the Secretariat (see 13. Qualifications of Participants).
8. **Number of Local Participants** Up to six qualified participants (see 13. Qualifications of Participants)
9. **Closing Date for Nominations** **15 July 2013**

## **10. Objectives**

- 1) To equip participants with knowledge of and skills in planning, designing, and implementing training courses on enterprise development for women in rural areas; and
- 2) To provide participants with relevant modules to be used in conducting in-country training to encourage and support women in rural areas to become entrepreneurs.

## **11. Background**

Women could play catalytic roles in the development of rural communities and in achieving the goals of alleviating poverty and more inclusive development. Increasingly, women in rural areas are showing that aside from managing and caring for their households and tending their farms and livestock, they can also engage in micro trade and enterprises and contribute more to household income. However, the number of women in rural areas who successfully start and/or expand microenterprises constitutes a small percentage of the total female population. The majority still lack access to skills training and capital for starting and managing a business enterprise. Gender bias, especially in rural areas in developing countries in Asia, still limits access to resources, education and training, financial and business support, and business opportunities.

More initiatives would be required to support women in rural areas in terms of capacity building and access to resources to enable them to have their own business enterprises and/or to develop their entrepreneurship skills. With appropriate training, women could improve their performance and shift from marginal income generation to more profitable, sustainable business, which could create jobs for the unemployed and underemployed in rural communities. Several studies have noted that investing in women can generate significant improvements in productivity and household food security. With an elevated economic status, rural women would be empowered to participate and contribute more to rural community development. To achieve this, there is a need to develop a critical mass of knowledgeable, effective trainers in each developing country and rural community. This training course will serve as the APO's contribution to that goal.

## **12. Scope and Methodology**

The course will include lectures, group exercises, case studies, and visits and interactions with women entrepreneurs in the host country. The tentative topics to be covered are:

- 1) Global and regional trends in women's entrepreneurship;
- 2) Prevailing gender-based issues affecting women's entrepreneurship development;
- 3) Emerging roles of trainers in the capacity development of women in rural areas;
- 4) Tools and techniques in undertaking training need assessment;
- 5) Concepts and principles in enterprise development;
- 6) Case studies of successful enterprises and rural women entrepreneurs;
- 7) Practical business planning tools and techniques;
- 8) Management of enterprises (financial, operations, marketing, and staff);
- 9) Applications of ICT in business planning and management; and
- 10) Productivity improvement tools for micro and small enterprises: 5S and kaizen.

### 13. Qualifications of Participants

The participants in this training course are expected to possess the following qualifications:

- (a) Age: Preferably between 30 and 50 years.
- (b) Education: University degree or equivalent qualification from a recognized institution.
- (c) Present Position: CEOs, trainers, and/or extension officers of governmental and nongovernmental organizations; academics; NPO consultants and representatives of industry associations involved in training women.
- (d) Experience: At least three years of experience in the position described in (c) above.
- (e) Language: All proceedings of the training course 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 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 seven days of the training course to qualify for the certificate of attendance.
- (h) Preparatory Assignments:  
Participants officially accepted for this project are required to complete preparatory assignments on the issues and challenges they encounter in conducting training and identify the prevailing gender-based issues affecting women's entrepreneurship development in their country. Further details of the assignments will be provided later to those accepted.
- (i) Postproject: 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 training course.

### 14. 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 Solo, Indonesia, for participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal; for participants from SMEs and nonprofit organizations from other APO member countries, excluding those covered by the Colombo Plan Secretariat. 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 Solo, Indonesia.
- 2) Participating country expenses of US\$50 per participant, payable to the APO in convertible currency.

*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 Indonesia.* 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.

- 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 (Indonesia):**

- i) Per diem allowances and hotel accommodation for up to eight days for overseas participants except for those whose per diem allowances are sponsored by the Colombo Plan Secretariat.
- ii) All other local implementation costs.

**d) To be borne by the Colombo Plan Secretariat:**

- i) Round-trip economy class international airfare via the most direct route between the international airport nearest to the participant's place of work and Solo, Indonesia, for participants from Colombo Plan developing members, and per diem allowances for up to eight days in Solo for up to 15 overseas participants from Colombo Plan developing members.

**15. Actions by Member Countries**

Nominations

- (a) Each selected 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.
- (b) Please note that when a candidate is nominated it does not follow that he/she 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. Nonselection therefore does not mean that the candidates concerned are not competent enough. 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](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).
- 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, participating countries sometimes send their candidates' biodata forms and medical certificates by fax to the APO Secretariat. While this action is very much appreciated, participating 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 15 July 2013***. 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 the names of nominees on or before the deadline, indicating that government approval will follow.

#### Others

- (h) 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 project, they should inform the APO promptly of their inability to participate and the reason for last-minute withdrawal through the APO Liaison Officer/NPOs 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.

## 16. 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](http://www.apo-tokyo.org)) and will also be sent to the selected participants.



Ryuichiro Yamazaki  
Secretary-General