



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION ADDENDUM

4 July 2013

1. **Project Code** 13-AG-27-GE-OSM-B
2. **Project Title** Multicountry Observational Study Mission on Best Practices in Promoting Innovation and Productivity in Agriculture for Mass Media Practitioners
3. **Duration:** 21–26 October 2013 (six days)
4. **Venue:** Japan
5. **Addendum No.** 1
6. **Reference:** APO Project Notification 13-AG-27-GE-OSM-B dated 12 June 2013
7. **Details:** Changes in Project Notification Items
No. 3 “Duration,”
No. 8 “Closing Date for Nominations,” and
No. 14 “Actions by Member Countries” as follows:

7-1 Duration

The duration of the study mission changes from 21–26 October 2013 to **9–14 September 2013**.

7-2 Closing Date for Nominations

Closing date for Nomination will change from 15 August 2013 to **2 August 2013**.

7-3 Actions by Member Countries

Closing date for Nomination will change from 15 August 2013 to **2 August 2013**.

Accordingly, the deadline of submission of country papers will be **30 August 2013**.

Unless otherwise modified by the APO in writing, the provisions of the Project Notification dated 12 June 2013 pertaining to this study mission remain valid.

Ryuichiro Yamazaki
Secretary-General



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

12 June 2013

1. **Project Code** 13-AG-27-GE-OSM-B
2. **Title** Multicountry Observational Study Mission on Best Practices in Promoting Innovation and Productivity in Agriculture for Mass Media Practitioners
3. **Duration** 21–26 October 2013 (six days)
4. **Venue** Japan
5. **Implementing Organization** APO Secretariat
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, IR Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand and Vietnam
(see 12. Qualifications of Participants). Other member countries with particular interest in this project may nominate candidates upon consultation with the Secretariat.
7. **Number of Local Participants** Up to six qualified participants
(see 12. Qualifications of Participants)
8. **Closing Date for Nominations** 15 August 2013
9. **Objectives**
 - a) To expose media representatives to modern technologies, innovations, and best practices in Japan to improve productivity in agriculture;
 - b) To establish a platform for networking with the media on information dissemination related to agricultural productivity promotion; and
 - c) To develop a framework for engaging the mass media in productivity promotion.

10. Background

Innovations and productivity improvement are crucial in enabling countries in Asia to meet national food requirements amid challenges posed by declining arable land, climate change, competing nonfood uses for agricultural commodities, and increasing food demand by growing populations. In most developing countries in Asia, the agricultural landscape is dominated by small farms where productivity is low and farmers have meager income to improve their well-being. While there have been substantial technological development and innovations in agriculture, much of these have not reached small farmers due to constraints in the flow of knowledge and information, among other factors.

The mass media can be a potent force in disseminating knowledge and information and influencing opinions and decisions among policymakers and investors. They could be the missing link in efforts of governments to transfer knowledge and information more effectively to the multitude of small farmers scattered in rural areas. In some countries, the mass media have been involved in this endeavor, either through government sponsorship or as a purely private undertaking. Through this project, it is hoped that media representatives can share information on their roles and current activities in this area. It is also hoped that they can be encouraged to be partners of the APO, NPOs, and other relevant national organizations in the promotion of innovative ideas and best practices for improving productivity, particularly in agriculture.

Japan was selected as the venue for this project because of the various existing models of advanced farming technologies and innovations introduced to raise farm productivity and the quality of agricultural products.

11. Scope and Methodology

The mission will include seminar sessions where experts from relevant institutions and private companies in Japan will make presentations on selected topics, workshop sessions among participants, and field visits.

The following topics will be covered in this study mission:

- a) Innovation policies to improve productivity in agriculture;
- b) Precision agriculture technologies for reducing environmental impacts of farming;
- c) Plant Factory for increasing agriculture productivity in land scarce areas;
- d) New generation farm machines for improving productivity in labor scarce regions;
- e) Agrotourism as diversification model for increasing farm incomes;
- f) Branding of agriculture products in Japan; and
- g) Best practices of the mass media in the promotion of agricultural innovation.

The following are the tentative sites to be visited:

- a) Tea farm plantation and tea processing factory;
- b) Plant factory and Chiba University R&D Center;
- c) Biomass recycling and organic fertilizer production center;
- d) Agrotourism sites; and
- e) Farmers' cooperative corporation.

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: Mass media representative, including newspaper and magazine writers and editors or broadcast journalists covering agriculture and agribusiness topics.
- d) Experience: At least two years of public or private experience in the mass media covering agriculture, agribusiness, or other related fields.
- e) Language Proficiency: All proceedings of the study mission 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 study mission requiring participants to complete a number of individual and group activities and strenuous field work (it is therefore recommended that member countries refrain from nominating candidates likely to suffer from physical and mental stress).
- g) Attendance: Participants must attend all six days of the study mission to qualify for the certificate of attendance.
- h) Post Project: All participants are obligated to prepare action plans on how they will disseminate the information and lessons gained from this study mission and share the plans with their respective NPOs. APO will also request participants to submit progress reports six months after completion of the study mission.

13. Financial Arrangements

a) To be borne by the APO

- 1) All assignment costs of resource persons.
- 2) Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Tokyo *for participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal; 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 follow the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to selected participants and is available on the APO website and from APO Liaison

Officers in member countries.

- 3) Hotel accommodations and per diem allowances for up to 18 overseas participants for up to seven days at the rate to be specified later.
- 4) All other local implementation costs.

b) To be borne by participants or participating countries

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 Tokyo.
- 2) Participating country expenses of USD50 per participant, payable to the APO in convertible currency.

For all participants

- 1) Participants should be fully insured in Japan, regardless of any insurance coverage obtained in their own country, against accident and illness (including hospitalization) for:

- accidental death and dismemberment up to ¥4,000,000
- medical expenses for accident up to ¥4,000,000
- medical expenses for illness up to ¥4,000,000

for the entire duration of the project and travel. The APO will secure this insurance on behalf of the participants in the host country from the day before project commencement until the day after project completion. Each participant must pay the premium himself/herself out of the per diem allowances 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.

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.
- 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. Sometimes candidates are not selected because they are overqualified for the 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 governments/public institution making nomination 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:
 - 1) 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 (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: 81-3-5840-5324.)
 - 2) 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 licensed 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)-1, 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 August 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 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 project, 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/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 study mission.

15. Country Case Study Preparation

The participants are required to prepare a country case study prior to departure for the project venue. In preparing the case study, they are expected to follow the attached "Guidelines for the Preparation of Country Case Study."

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 website (www.apo-tokyo.org).



Ryuichiro Yamazaki
Secretary-General

13-AG-27-GE-OSM-B

Multicountry Observational Study Mission on Best Practices in
Promoting Innovation and Productivity in Agriculture for Mass Media Practitioners

Guidelines for the Preparation of Country Case Study

Each participant is required to submit a country paper based on the topical outline described below. The paper should be typewritten, single-spaced on A4-sized bond paper and be between 3 and 5 pages in length, excluding tables/figures. A copy of the paper, together with an executive summary not exceeding 250 words, should reach the APO Secretariat no later than **15 October 2013**. Information on how to submit the papers will be provided to the selected participants later.

Each participant shall be given up to 15 minutes to present the paper. It is strongly suggested that PowerPoint should be used for presentation and the slides should also be submitted by the above deadline so that the presentation files can be prepared in advance at the conference facilities.

Topical Outline

1. Please describe the kind of information dissemination activity related to agriculture and agribusiness that your organization is doing. Cite the frequency of the activity and how long has your organization been doing this activity. Please list all other mass media organizations/companies in your country which are also involved in information dissemination on the same subject at the national level.
2. Please discuss if such activity is being undertaken by your organization and other similar organizations/companies under sponsorship by any government agency, nongovernment organization, or private companies.
3. Please describe the major issues and challenges you encounter in your work as writer in magazines/newspapers or as broadcast journalist covering agriculture, agribusiness and related topics (e.g., do you have difficulty to have access to relevant information?).
4. In your view, what are the major issues and challenges faced by farmers and agribusiness entrepreneurs in your country? How can these be addressed?