



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT IMPLEMENTATION PLAN

8 October 2015

1. **Project Code** 15-AG-39-GE-NFP-C-2
2. **Title** National Conference on Enhancing the Role of Mass Media Practitioners in Knowledge Transfer to Improve Agricultural Productivity and Farmers' Welfare in Nepal
3. **Reference** Project Notification 14-AG-28-GE-OSM-B, dated 22 April 2014
4. **Timing and Duration** 1–3 December 2015 (three days)
5. **Venue:** Kupondole, Kathmandu, Nepal
6. **Implementing Organizations** 1) National Productivity and Economic Development Centre (NPEDC); and 2) Lalitpur Chamber of Commerce and Industries (LCCI)
7. **Number of Participants** 60 participants
8. **Objectives**
 - a. To assess the current status of the agriculture sector and the system of information dissemination and knowledge and technology transfers to small farmers and other stakeholders; and
 - b. To establish a platform for enhancing the links among agricultural R&D centers, mass media practitioners, and small farmers to facilitate information dissemination and knowledge and technology transfers.

9. Background

Access to information, new knowledge, and technologies is important to increase farm productivity and improve farmers' welfare. In most developing countries in Asia, including Nepal, the agricultural landscape is dominated by small farms where productivity is low and farmers have meager income to improve their well-being. The majority of small farmers are living below the poverty line. Most are scattered in remote rural villages that are inadequately reached by government services. They are prey to the vagaries of nature like droughts and floods. While there have been substantial technological developments and innovations in agriculture, many of these have not reached small farmers due to constraints in the flow of information and knowledge, among other factors. Agricultural development is crucial to the country since more than 80% of the population rely upon agriculture for their livelihood.

Agriculture provides employment to 74% of the total labor force and also accounts for 33.7% of the country's GDP. The April 2015 Ghorka earthquake which devastated major economic infrastructures and tourism establishments further reinforced the importance of agriculture for creating jobs, enhancing the food security of the country and improving the welfare of farm household members.

The mass media are 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. Nepal is currently served by 24 television channels, 404 radio stations, and around 6,847 print publications. Despite the expansion of media, contents on agriculture are not their major priority. There is a need to encourage the media to publish or broadcast news, information, etc. so that the farmers can benefit more. Therefore, the NPEDC along with the LCCI will conduct a three-day conference on Enhancing the Role of Mass Media Practitioners in Knowledge Transfer to Improve Agricultural Productivity and Farmers' Welfare with financial assistance from the APO.

This national conference will allow concerned government organizations and NGOs to share their experiences and current programs to support small farmers through information dissemination and knowledge and technology transfer; mass media practitioners can also discuss their priorities and issues and challenges encountered in covering the agriculture sector. At the end of the conference, a framework of cooperation among all stakeholders may be developed to guide subsequent actions.

10. Scope and Methodology

The conference will consist of resource paper presentations by international and national speakers, discussions of case studies and best practices, group break out session and field visit. International and national experts will share their knowledge and expertise to inform mass media practitioners and other stakeholders of recent developments and innovations in agriculture. The mass media practitioners will explain current practices and policies of media companies. The tentative program and topics are as follows:

Day 1: 1 December 2015

- State-of-the-art technologies and innovations to improve agricultural productivity by an international expert deputed by the APO.
- The current status of agriculture in the country: trends, issues, opportunities, and challenges, by local resource persons from the Nepal Agricultural Research Institute and Federation of Nepalese Chamber of Commerce and Industries.
- Current government programs to increase agricultural productivity and food security, by a senior official from the Ministry of Agriculture.
- Overview of current extension programs for small farmers, by local experts from the Ministry of Agriculture and NGO(s).
- Overview of the programs of mass media companies (newspapers, television, and radio) to support farmers, by local experts representing print and broadcast media.

Day 2: 2 December 2015

- Integrating small farmers into value chains to increase their income and welfare, by an APO officer from the Agriculture Department.
- Value addition to agriculture products to improve productivity and farmers income by local expert from the Federation of Nepalese Chamber of Commerce and Industries.
- Plant factory with artificial lighting (PFAL) - opportunities and challenges- by international expert deputed by the APO.
- Vermiculture for farm income generation and sustainable farming by local expert from the Federation of Nepal Cottage and Small Industries.
- Agritourism development for increasing farm household incomes by an APO officer from the Agriculture Department.

Day 3: December 2015

- Assessment of the effectiveness of current programs on information dissemination and knowledge and technology transfer to small farmers and development of action plan : Group workshop and discussions.
- Developing a framework/platform for enhancing the link between agricultural R&D centers, mass media practitioners, and small farmers to facilitate information dissemination and knowledge and technology transfers: International expert and workshop group discussion.
- Presentation of the group workshop output.
- Site visit.

11. Qualifications of Participants

Participants will be invited and selected from the relevant national and local government organizations, academia, NGOs including leaders of farmers' associations/cooperatives, and mass media practitioners (journalists from print and broadcast media).

12. Resource Persons

The APO will assign one overseas resource person. Local resource person(s) will be assigned by the implementing organization(s).

13. Financial Arrangements

To be borne by the host country (Nepal)

- a. Implementation costs exceeding the APO share of USD10,000.
- b. Project management fees and personnel costs of the implementing organizations, including transportation of the facilitator(s) and project team to and from the project venue, meeting package for the project team, facilitator(s), and local resource person(s) during the conference, personnel service fees for the development of the program, honorarium for the local resource person(s) if applicable, and consultation meetings with key stakeholders.

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

To be borne by the APO

- a. All assignment costs of one overseas resource person.
- b. Implementation costs up to a maximum of USD10,000 for making local arrangements. An itemized breakdown of the implementation costs is attached (Appendix 1).

14. Roles and Responsibilities

The roles and responsibilities of the NPO and APO are:

NPO

- a. Inviting local participants and arranging mass media coverage;
- b. Making copies of the conference materials;
- c. Organizing a three-day national conference in Kupondole; and
- d. Bearing the balance of project implementation costs if the total amount exceeds USD10,000.

APO

- a. Providing financial support for organizing the national conference as detailed in section 13;
- b. Assigning one overseas expert for the national conference; and
- c. Coordinating with the overseas expert and implementing organization.

15. Procedures for Project Implementation

This project is to be implemented in close collaboration with the APO Secretariat, referred to as the APO in this document.

- a. A temporary advance of up to 50% of the total APO share will be remitted to the NPEDC, if necessary.
- b. The proposed project will be carried out by the implementing organization.
- c. The NPEDC will make the expenditures for the assigned items and settle the entire account by providing all necessary bills and receipts to the APO after completion of the national conference.
- d. The NPEDC will submit a project completion report and a statement of expenses supported by receipts, etc., related to the project to the APO within one month of project completion. The report will provide details on how the project was carried out in the

country; program of activities; benefits and advantages to local agriculture sector, implementing organizations, and host country; and follow-up action plans, among others.

16. Final Project Output

Upon completion of the project, the NPEDC will undertake the following:

- a. Submit a “project completion report” on the national conference to the APO and disseminate the report on the proceedings including recommendations to relevant government bodies such as the Ministry of Agriculture within one month after completion of the conference.
- b. Submit a statement of expenses supported by receipts/bills within one month after completion of the conference.
- c. Submit documents and e-links relating to promotional material on the national program, e.g., newsletters, brochures, bulletins, news clippings, written in English or the local language with an English translation of the main points.
- d. Disseminate the knowledge and experience gained to the public and private sectors through publications, consulting and training services, etc.



Mari Amano
Secretary-General

Estimated APO share of costs for
the National Conference on Enhancing the Role of Mass Media Practitioners in Knowledge
Transfer to Improve Agriculture Productivity and Farmers' Welfare in Nepal
(1–3 December 2015, Kuponhole, Kathmandu, Nepal)

No.	Item	Cost (USD)
1	Meeting package for 3 days for 70 persons (including meals, coffee and cocktails for participants and resource persons)	7,000
2	Training kit (including supplies and materials, printing and copying, and documentation)	2,000
3	Rental of conference hall and equipment	600
4	Miscellaneous expenses (including transportation for site visit, and other local costs not covered in items 1 - 4)	400
Total		10,000
Note: The NPEDC is required to submit to the APO receipts for all expenses incurred in implementing this national project.		