



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

15 November 2014

- 1. Project Code** 14-AG-15-GE-TRC-B
- 2. Title** Training Course on Rural Entrepreneurship Development
- 3. Timing and Duration** 2–6 March 2015 (five days)
- 4. Venue** Nadi, Fiji
- 5. Implementing Organizations**

Ministry of Labour, Industrial Relations and Employment  
4th Floor, Civic House, P.O. Box 2216,  
Government Buildings, Suva, Fiji  
Phone: 679-3303 500  
Fax: 679-3304 701  
e-Mail: [snamosimalua@labour.gov.fj](mailto:snamosimalua@labour.gov.fj)

National Training & Productivity Centre  
Fiji National University  
Hotel & Catering School Buildings  
2/8 Queen Elizabeth Drive, Nasese, Suva, Fiji  
Phone: 679-3311-004/3313-074/9990-724  
Fax: 679-3311-756  
e-Mail: [dntpc@fnu.ac.fj](mailto:dntpc@fnu.ac.fj)
- 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 with particular interest in this project may nominate candidates upon consultation with the Secretariat.
- 7. Number of Local Participants** Up to six qualified participants
- 8. Closing Date for Nominations** 15 January 2015
- 9. Objectives**
  - a. To enhance participants' knowledge and understanding of the concepts and principles of and problems and challenges in entrepreneurship development;
  - b. To enhance participants' understanding of the applications of various tools and techniques in strategic planning, management, monitoring, and evaluation of rural entrepreneurship development projects; and
  - c. To enable the participants to develop a conceptual policy framework and strategies for the development of rural entrepreneurship.

## **10. Background**

Globally, 54% of the world's population resides in urban areas. It is projected that 66% of the world's population will be urban by 2050. A serious implication of expanding urbanization will be a decline in the rural population. People migrate from rural areas due to a lack of jobs, inadequate basic amenities of life, and absence of opportunities to expand experience, among others. To ensure the sustainability of rural communities, natural resources, and food production, there may be a need to slow the outmigration of rural populations by accelerating rural development.

Rural development is more than ever linked to entrepreneurship, which creates job opportunities, promotes the strategic use of natural resources and sustainable agriculture, inculcates progressive thinking among local people who are ready to take risks as entrepreneurs, and improves both farm and nonfarm earnings while driving innovation and economic prosperity. It enables innovative approaches and ideas to create new products and services to reach the market and consumers. The promotion of entrepreneurship, especially among the rural population, is strategic considering the availability of raw materials, natural resources, and available labor that are often underemployed or unemployed. It is also a relevant strategy for the economic empowerment of rural populations in developing countries where many in the labor force work in the informal economy, are self-employed, or serve as unpaid workers in family enterprises and on family farms. This is attributed to inadequate primary amenities, lack of skills, and poor access to finance and business development services in rural areas.

Some rural workers are evolving as entrepreneurs who can create new jobs for themselves and others. However, to make entrepreneurship a driving force of rural development and the advancement of rural enterprises, an enabling environment, including policies for promoting it, is needed. Intensive promotion of entrepreneurship through training and business development interventions is also essential. Effective rural entrepreneurship development programs will require rational planning of resources, including capital and people; attracting both public and private investments; close collaboration among public and private sectors, NGOs, and civil society organizations; and monitoring and evaluation of the concerned organizations to determine their effectiveness and efficiency in meeting goals and objectives. In most developing countries in the Asia-Pacific, however, there are no comprehensive programs catering to such needs, and institutions meant to serve this sector require more trained experts.

The course is designed to build the capacities of rural entrepreneurs, rural development planners, trainers, consultants, and extension officers who provide business advisory services to rural workers. At the end of this course, participants are expected to present action plans on how they will use or apply the knowledge and/or skills acquired in their countries.

## **11. Scope and Methodology**

The tentative modules to be covered are:

- a. Concepts and principles of and problems and challenges in entrepreneurship development and unique features of rural entrepreneurship development;
- b. Managing the business cycle including supply chain process, value chain analysis, and marketing strategies;
- c. Policy framework development and how to engage sponsors and other institutions;
- d. Process of highlighting problems and their solutions/project cycle management;
- e. Formulation of development plans and projects;
- f. Monitoring and evaluation of rural entrepreneurship development projects; and
- g. Successful examples of rural entrepreneurs.

The training course will consist of lectures, case studies of successful rural entrepreneurs, group exercises, and field visits.

The tentative program itinerary is given below:

<b>Date/Time</b>	<b>Activity</b>
Sun., 1 March 2015	Arrival of participants at the project venue
Mon., 2 March	Opening session Training modules
Tues., 3 March	Training modules
Wed., 4 March	Training modules
Thurs., 5 March	Onsite studies/training modules
Fri., 6 March	Training modules Program evaluation by participants, resource persons, and implementing organization Sunning-up session Closing session
Sat., 7 March	Departure of participants

## **12. Qualifications of Candidates**

The participants are expected to possess the following qualifications:

Present Position	Rural entrepreneurs, rural development planners, trainers, consultants, extension officers, CEOs of NGOs, and academics in charge of the design, implementation, evaluation, and monitoring of rural development, programs, and projects.
Experience	At least three 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, 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 will not be accepted.
Health	Physically and mentally fit to attend an intensive project requiring participants to complete a number of individual and group activities and strenuous fieldwork. It is therefore recommended that member countries do not nominate candidates likely to suffer from physical and mental stress.
Age	Those meeting the above qualifications are generally between 35 and 50 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 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:

- a. Round-trip international airfare between the member country and Nadi.
- b. Participating country expenses of US\$50 per participant, payable to the APO in convertible currency.

For all participants:

- a. 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 the host country. 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.
- b. All expenses related to visa fees and airport taxes.
- c. 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 because of early arrival or late departure, for example, due to either limited available flights or any other reason.

#### **To be borne by the host country**

- a. Per diem allowances and hotel accommodation for up to 18 overseas participants for up to six days at the rate to be specified later.
- b. All local implementation costs.

#### **To be borne by the APO**

- a. All assignment costs of overseas resource persons.
- b. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participants' place of work and Nadi. As far as practicable, all participants should purchase discount 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 the selected participants. It is also available on the APO website and from APO Liaison Officers in member countries.

#### 14. Actions by Member Countries

- a. Each participating country is requested to nominate three or more candidates in the order of preference. Please ensure that candidates nominated meet the qualifications specified under section 12 above.
- b. No form of self-nomination will be accepted. All nominations must be endorsed and submitted by an APO Director, Alternative Director, Liaison Officer, or their designated officer.
- c. Please note that nomination of a candidate does not necessarily guarantee that he/she will be selected. Selection is at the discretion of the APO Secretariat. 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 a project.
- d. Each nomination should be accompanied by the necessary documents. A nomination lacking any of these documents may not be considered: two copies of the candidate's biodata on the APO biodata form together with a passport-sized photograph. The biodata form can be downloaded from the APO website ([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).
- e. 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 listed 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.
- f. Necessary documents are to be submitted electronically. In that case, there is no need to send a hard copy by postal mail. However, if the documents are submitted by fax, member countries are requested to mail the originals of the documents to the APO Secretariat as well. 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 give the candidate's name and the project code on the reverse side of the photograph.
- g. Member countries are requested to adhere to the nomination deadline given on page 1. 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.
- h. For member countries where nominations are required to be approved by higher government authorities and 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.
- i. If a selected participant becomes unable to attend, he/she should inform the APO Liaison Officer/NPO in his/her country immediately and give the reason for withdrawal. The NPO concerned is requested to transmit that information to the APO Secretariat and the host country promptly.

- j. NPOs 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.
- k. Each selected participant should be informed to arrive at the venue one day before the start of the official project. Also, he/she is expected to return home upon completion of the official project because he/she is visiting the host country for the specific purpose of attending this APO workshop.
- l. NPOs should inform participants that they must attend all five days of the project to qualify for the certificate of attendance.

#### **15. Actions by the APO Secretariat**

- a. Under normal circumstances, candidates who are selected will be informed of their acceptance at least four weeks prior to the start of the project.
- b. If some candidates fail to qualify or be unable to participate after selection, or if 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.

#### **16. Project Preparation**

The participants are required to prepare a case study on a successful rural entrepreneur prior to departure for the project venue. In preparing the paper, they are expected to follow the "Guidelines for the Preparation of Case Studies," to be provided later.

#### **17. Postproject Actions**

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 workshop.

#### **18. Evaluation of Participants**

If the conduct/attendance/performance of a participant is not satisfactory, these will be reported to the APO director concerned.

#### **19. Guide for Participants**

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](http://www.apo-tokyo.org)).



Mari Amano  
Secretary-General