



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

6 January 2017

- 1. Project Code** 17-AG-41-GE-OSM-A
- 2. Title** Multicountry Observational Study Mission (OSM) on Community Development for Achieving Inclusive Growth: Saemaul Undong Model of Community-driven Development
- 3. Timing and Duration** 15–19 May 2017 (five days)
- 4. Venue** Seoul, Republic of Korea
- 5. Implementing Organization** Korea Productivity Center (KPC)  
57-1 Sajik-ro, Jongjio-gu, Seoul 110-751  
Republic of Korea  
Phone: 82-2-724-1180  
Fax: 82-2-737-9140
- 6. Number of Overseas Participants** Up to 18 qualified participants
- 7. Number of Local Participants** Up to six qualified participants
- 8. Closing Date for Nominations** 19 March 2017
- 9. Objectives**
  - a. To study community-driven rural development through exposure to the Korean experience of the Saemaul Undong (New Village Movement; SU) from the perspective of global changes;
  - b. To acquaint participants with emerging trends and opportunities in rural development in the age of smart agriculture as a potential industry;
  - c. To enable participants to develop community-based rural development plans engaging key stakeholders in the decision-making process to increase rural productivity and inclusive growth; and
  - d. To formulate follow-up action plans based on the lessons and insights learned from the SU applicable to other member countries.

### 10. Background

The ROK's SU is a community-driven movement spawned in the early 1970s to solve epidemic rural poverty issues. While urban areas were expanding with sudden population influxes and increased wage levels, the economic growth gap between urban and rural areas was widening. The SU movement was a rural-focused development plan systematically supported by the Korean government in efforts to achieve balanced national development. New administrative units were created in local governments and promotional councils were formed as liaison offices between the central government and provincial level in both the

public and private sectors. The government also promoted an inspiring slogan called the “Saemaul Spirit,” which basically translates as “we can do it.” This embraces the mindset of diligence, self-help, cooperation, and a sense of ownership. It also creates a shared will to perform collective work in villages. Building rural infrastructure was another part of the SU movement. The government restructured village road networks to arrange community facilities and agricultural production construction. The living environment of households was enhanced and modernized through electrification and improved sanitation. With those aligned efforts, the ROK achieved rapid economic growth called the “Miracle on the Han River.” The SU movement was at the core of rural development as one of the biggest contributors.

This observational study mission is designed to showcase the model practices of the SU movement and its positive spirit. It will also examine the incorporation of smart agriculture in SU activities in line with recent technological advances in agriculture and rural development. The participants will be encouraged to undertake community development by sharing collective actions and the adoption of current agricultural trends in a globalized world.

## **11. Scope and Methodology**

The tentative topics to be covered are:

- a. The concept, key features, and implementation of the SU movement;
- b. The SU and economic development plans and policies of the ROK;
- c. Emerging roles of community-driven rural development in the age of modern rural development and sustainable smart agriculture;
- d. Developing strategies and action plans for inclusive community development to support small farmers and marginalized groups such as women, the elderly, and youth; and
- e. Developing SU models in the context of the 21st century to promote sustainable rural development and inclusive growth.

The study mission will include field/company visits, presentations by resource persons, sharing of country experiences, individual/group discussions, and action plan formulation.

The tentative program of the study mission is given below:

<b>Date/Time</b>	<b>Activity</b>
14 May 2017 (Sun.)	Arrival of participants in Seoul, ROK
15 May (Mon.)	Opening session, presentations by resource persons
16 May (Tues.)	Field/company visits
17 May (Wed.)	Field/company visits
18 May (Thurs.)	Field/company visits
19 May (Fri.)	Sharing of country experiences, group exercise, action plan formulation, program evaluation, and closing session
20 May (Sat.)	Departure of participants

## **12. Qualifications of Candidates**

The participants are expected to possess the following qualifications:

Present position	Policymakers and senior officials from government ministries and agencies working in the areas of community, rural development, and/or economic development; CEOs, presidents, managers, and professionals in the private sector and representatives of NGOs handling community/rural development projects; and academics in charge of rural community development.
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	Candidates who fit the above profile are typically between 35 and 55 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 Seoul, ROK.
- b. Participating country expenses of USD50 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 USD10,000.00 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 organization 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.
- d. Any cancellation charges for airfare and hotel arising from withdrawals after letters of acceptance have been issued by the APO

#### **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 airports nearest to the participants' place of work and Seoul. 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.
- c. The APO may select more than 18 overseas participants in anticipation of last-minute withdrawals or no-shows. If more than 18 overseas participants attend, per diem allowances and hotel accommodation will be provided for up to two additional overseas participants for up to six days at the rate to be specified later.

#### **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 instructed 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 study mission.
- l. NPOs should inform participants that they must attend all five days of the project to qualify for the certificate of attendance.
- m. NPOs should assist the APO and/or host country in collecting amounts corresponding to cancellation charges arising from withdrawal of a participant as provided for under item 13d.

## **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 paper on rural community development in their countries prior to departure for the project venue. In preparing the paper, they are expected to follow the “Guidelines for the Preparation of Country Papers” 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 study mission.

## **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)).



Santhi Kanoktanaporn  
Secretary-General