



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

24 September 2014

- 1. Project Code** 14-AG-30-GE-WSP-B
- 2. Title** Workshop on Innovative Extension Services to Improve Agricultural Productivity
- 3. Timing and Duration** 17–21 November 2014 (five days)
- 4. Venue** Manila, Philippines
- 5. Implementing Organization** Development Academy of the Philippines  
DAP Bldg., San Miguel Ave., Ortigas Center, Pasig City  
Philippines (P.O. Box 12788, Ortigas Center, Pasig City  
Metro Manila, Philippines)  
Phone: 63-2-631-2143  
Fax: 63-2-631-2123  
e-Mail: apolu@dap.edu.ph, apolugrantees@yahoo.com.ph
- 6. Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia Republic of China, Fiji, India, Indonesia, IR Iran, Republic of Korea, Lao PDR, Malaysia, Nepal, Pakistan, 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
- 8. Closing Date for Nominations** 20 October 2014
- 9. Objectives**
  - a. To assess the status of extension services delivered to small farmers in APO member countries; and
  - b. To identify innovative schemes, best practices, and emerging extension systems that promise to be more effective in the transfer of knowledge to and skill development of small farmers to enhance productivity and incomes.

## **10. Background**

The organization and practices of agricultural and rural extension systems are changing significantly. Restructuring and institutional and technological innovations are being introduced to meet the current and emerging needs of farmers. For example, some countries dismantled the centralized system and devolved extension functions to local government units. Others have created separate extension units in new organizations established to cater specifically to a particular group of farmers which are distinct from the extension system under the Department of Agricultural Extension of the Ministry of Agriculture. The entry of NGOs, the private sector, and academia with their own extension programs for small farmers was seen to be adding to the already muddled system of the numerous government agencies established to serve farmers.

Rapid advances in information and communication technologies (ICT) are also influencing institutional and technological innovations in extension services, especially in rapidly modernizing Asia. Some are embracing advanced ICT infrastructures in the delivery of extension services, whereas in resource-poor countries, extension systems seem to be provided in the old mode. Compared with two decades ago, agricultural extension now receives considerably less support from donor agencies, and many governments have not accorded priority in their budgetary allocations to this area. NGOs pursuing social enterprises and private companies with core businesses linked with farmers are now actively providing their own extension services. These institutional dynamics are fueling discussions on the need to rethink agricultural extension programs of governments in light of the current and emerging needs and challenges of small farmers ranging from the deterioration of soil quality, growing scarcity of water for irrigation, agricultural diversification, decreasing productivity, stagnating yields, increasing cost of production and decreasing farm incomes, and climate change. The much larger looming issues and challenges are the aging of farmers, how to make farming more attractive to younger generations, and sustainability of food production amid the rapid rate of urbanization of Asian countries.

## **11. Scope and Methodology**

The tentative topics to be covered are:

- a. Current status of agricultural extension systems in Asia and their impact on agriculture productivity and incomes of small farmers;
- b. What farmers want and need in the age of globalization and ICT;
- c. Applications of ICT in agricultural extension systems: Selected cases in the Asian setting;
- d. Public-private partnerships in agricultural extension delivery;
- e. Role of extension in stimulating youth interest in agriculture;
- f. Emerging models in agricultural extension to enhance productivity and farmers' income and welfare;
- g. Development of a best practice network in extension; and
- h. Retooling and capacity development needs of agricultural extension mechanisms.

The workshop will consist of interactive sessions on theme presentations, sharing of country experiences, individual/group exercises, and field visits.

The tentative program of the workshop is given below:

<b>Date/Time</b>	<b>Activity</b>
Sun., 16 November 2014	Arrival of participants in Manila
Mon., 17 November	Opening session Presentation of resource papers
Tues., 18 November	Presentation of resource papers Presentation of country papers
Wed., 19 November	Field visits to relevant farms, companies, or organizations
Thurs., 20 November	Presentation of country papers Group workshop
Fri., 21 November	Presentation of workshop group discussion output Program evaluation by participants, resource persons, and implementing organization Summing-up session Closing session
Sat., 22 November	Departure of participants

## **12. Qualifications of Candidates**

The participants are expected to possess the following qualifications:

Present Position	Directors or assistant directors of bureau of agricultural extension, directors/heads of agricultural extension departments of agricultural universities and training institutes, and officials of NGOs responsible for the design and implementation of extension services to small farmers.
Experience	At least two 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 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**

- 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 (Philippines)**

- a. Staff costs related to coordination and management of the event.

#### **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 Manila. 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. Per diem allowances and hotel accommodation for up to 18 overseas participants for up to six days at the rate to be specified later.

- d. All other local implementation costs.

#### **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 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 paper prior to departure for the project venue. In preparing the paper, they are expected to follow the attached "Guidelines for the Preparation of Country Papers."

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

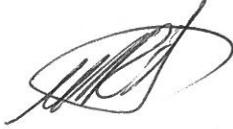
All participants are required to prepare action plans and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the workshop.

#### **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)).

A handwritten signature in black ink, appearing to be 'MA' with a large flourish.

Mari Amano  
Secretary-General

14-AG-30-GE-WSP-B

Workshop on Innovative Extension Services to Improve Agricultural Productivity  
17–21 November 2014, Manila, Philippines

### **Guidelines for Preparation of Country Papers**

Each selected participant is required to submit a paper keeping in mind the scope and objectives of the workshop and topical outline provided below. The paper may be written in the personal capacity of the participant but must be substantiated and should reflect an accurate account of the current status of extension services being provided to small farmers to improve agricultural productivity in their countries. It must be supported by statistical data/information wherever appropriate.

The paper should be typewritten, single-spaced, on standard A4-size paper, and be between 4 and 6 pages in length, excluding tables/figures. A soft copy of the paper should reach the APO and DAP no later than 30 October 2014.

Participants are encouraged to provide in their papers only relevant information and must avoid including unnecessary general information on agriculture as well as the profile of their country.

Participants are also required to prepare a summary of their papers not exceeding 300 words. It should contain only the salient points of the paper. The summary will be used to prepare the highlights of the workshop.

The following topical outline is suggested as a guide. It is not meant to restrict the preparation of the paper but rather to encourage the inclusion of other equally relevant information to make it more substantial and meaningful.

### **Tentative Topical Outline**

1. Please describe the current extension program/system for small farmers in your country, including the institutional arrangements and linkages. Please describe the roles of your organization and your actual responsibilities/involvement in the extension system in your country.
2. Please explain how responsibilities for extension service delivery are being delineated across government agencies and geographic/political subdivisions (i.e., national, regions, province, districts, municipality, villages, etc.). Please specify the kind of support services being provided to small farmers at each level. Please indicate whether ICT is being used and provide a description of how.
3. Please describe any innovations introduced by your organization in the extension system which contributed to increases in farm productivity and income of small farmers in your country.