



PROJECT NOTIFICATION

Reference No.: 74

Date of Issue	27 March 2023
Project Code	23-CL-04-GE-OSM-A
Title	Multicountry Observational Study Mission on Millennial Leaders to Drive Rural Development
Timing	11 July 2023–13 July 2023
Hosting Country(ies)	Indonesia
Venue City(ies)	Bali
Modality	Face-to-face
Implementing Organization(s)	Ministry of Agriculture of the Republic of Indonesia and Ministry of Manpower of the Republic of Indonesia
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Closing Date	19 May 2023
Remarks	Not Applicable

Objectives	Observe successful rural enterprises developed by millennial leaders using innovative business platforms based on digital literacy to contribute to sustainable rural development.
Rationale	The productivity of rural businesses and society must be enhanced to attract and retain young people to rural areas. Millennial leaders have the potential to lead this change with their digital literacy and adaptable, collaborative mindsets. This project aims to contribute to inclusive productivity under the APO Vision 2025.
Background	Attracting talented young people to rural areas has been a core agenda item for APO member governments to achieve sustainable rural development. Some members provide incentives to attract youth to agriculture and rural businesses. Indonesia has operated Farmers' Agricultural Rural Training Centers for many years to develop young rural community leaders. Millennials have successfully applied new lifestyle values and IT literacy to rural development initiatives, which can serve as models for similar efforts in other APO members.
Topics	Overview of rural development policies; Review of critical success factors in attracting youth to agriculture; Strategies adopted in APO members to involve millennial leaders in agricultural productivity initiatives; and Site visits to model rural development communities.
Outcome	Participants understand key success factors including policies and frameworks to assist agricultural communities and young farmers in achieving sustainable rural development and share best practices of technology adoption.
Qualifications	Government officials, community leaders, academics, and senior SME representatives working to create rural businesses and develop community platforms with youth involvement.

Please refer to the implementation procedures circulated with this document for further details.



Dr. Indra Pradana Singawinata
Secretary-General