

No.12040/51/2013-FTC (Trg.)
Government of India
Ministry of Personnel, Personnel Grievances and Pensions
Department of Personnel and Training
[Training Division]

Block-4, Old JNU Campus
New Mehrauli Road, New Delhi-67
Dated - October 23, 2013

TRAINING CIRCULAR

Sub: Group Training Course in Local Industry Development in Agricultural Regions by Strengthening Capacity of Management and Marketing (B) to be held in Japan from January 14, 2014 to February 15, 2014 under the Technical Cooperation Programme of Government of Japan.

The undersigned is directed to state that the Japan International Cooperation Agency (JICA) has invited applications for the above mentioned training programme to be held in Japan from January 14, 2014 to February 15, 2014 under the Technical Cooperation Programme of the Government of Japan.

2. This programme aims to make a practical implementation plan under the theoretical management and marketing strategy in order to promote small scale local industries in an agricultural sector.

3. This program is offered to official concerned of Central and Local Government Administrators, Non-Governmental Organizations (NGOs), Chambers of Commerce and Agricultural Cooperatives who are pertaining to and dealing with rural development and promotion of small and medium-sized enterprises.

4. This programme is designed for Central and Local Government Administrators who meet the following qualifications:- be a middle-level executive official/manager in administration, planning and implementation of central and local government, NGOs, Chamber of Commerce and Agricultural Cooperatives; should have more than three years of working experience in the relevant field; be a university graduate; be fluent in spoken and written English; be between twenty five (25) to fifty (50) years of age, be in good health (both physically and mentally), not be a part of military service; not be joined in this training before.

5. In addition, the following information in respect of the nominated officers may please be mentioned while furnishing the nomination:-

- a) Whether attended any foreign training programme in the past? If so, the duration/detail thereof;
- b) Whether cleared from vigilance angle;
- c) Age;
- d) Whether working in North East State/J&K;
- e) A brief in 50-100 words justifying the nomination.

6. The course covers the cost of a round-trip air ticket between international airport designated by JICA and Japan; travel insurance from the time of arrival in Japan to departure from Japan; allowances for (accommodation, living expenses, outfit and shipping); expenses for JICA study tours and free medical care for participants who may fall ill after reaching Japan (costs relating to pre-existing illness, pregnancy, or dental treatment are not included).

...2/-

7. It is therefore requested that the nomination of suitable candidates may please be forwarded (**in duplicate**) in JICA's prescribed form (available in **persmin.nic.in**→**DOPT**→**Training Wing**→**Circular**→**JICA**) to this Department duly authenticated by the HOD of the concerned department in accordance with the eligibility criteria.

8. The applications should reach this Department through the Administrative Ministry/State Government not later than **November 15, 2013**. Nominations received after the prescribed date will not be considered. The details of the programme may be drawn from Ministry of Personnel, Public Grievances and Pensions' website (**persmin.nic.in**).



(**S.P. Singh**)

Section Officer (FT/IST)

Tele.No.011-26161781

Copy to:

- a) The Secretary, M/o Rural Development, Krishi Bhavan, New Delhi-110001,
- b) The Secretary, M/o Micro, Small & Medium Enterprises, Nirman Bhavan, New Delhi-110001,
- c) The Chief Secretaries to all the State Governments/Union Territories(with request to circulate the same amongst their related Departments/Organizations),
- d) NIC with request to post the circular along with the JICA's circular on this Department's website.



TRAINING AND DIALOGUE PROGRAMS

GENERAL INFORMATION ON

**Local Industry Development in Agricultural Regions by
Strengthening Capacity of Management and Marketing(B)**

**集団研修「農業地域における経営力、
マーケティング強化による地場産業振興(B)」
JFY 2013**

<Type: Solution Creation / 類型: 課題解決促進型>

NO. J1300662/ ID. 1380331

From January 14, 2014 to February 15, 2014

This information pertains to one of the Training and Dialogue Programs of the Japan International Cooperation Agency (JICA), which shall be implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.

I. Concept

Background

Due to the economic growth, the inequality of incomes between the rural and urban areas is widely spreading in developing countries. To increase the income in rural areas, you should concern about “the needs” in urban areas and produce products which meet the needs.

To promote rural communities, “One Village, One Product” projects have been implemented in many countries. Through these projects, various products have been found out in several rural areas. Most of them, unfortunately, have not been sold well. One of the main reasons is lack of marketing knowledge and skills. Even some products sold well, have not led to income increase due to the insufficiency of management knowledge and skills.

This program aims to ensure capacity development of central and local governments and personnel who pertain to rural development from aspects of its management and marketing skills in agricultural regions.

For what?

This program aims to make a practical implementation plan under the theoretical management and marketing strategy in order to promote small scale local industries in an agriculture sector.

For whom?

This program is offered to personnel concerned of central and local government, non-governmental organizations (NGOs), chambers of commerce and agricultural cooperatives who are pertaining to rural development and promotion of small scale industries.

How?

The course participants shall have opportunities in Japan to identify approaches and methods to ensure marketing skills, enhance management of small and medium size companies (SME's). Participants will also formulate an action plan describing what the participant will do after they go back to home country putting the knowledge and ideas acquired and discussed in Japan into their on-going activities.

II. Description

1. Title (J-No.): Local Industry Development in Agricultural Regions by Strengthening Capacity of Management and Marketing (B) (J1300662)

2. Period of program

Duration of whole program: December 2013 to August 2014

Preliminary Phase: December 2013 to January 2014
(in a participant's home country)

Core Phase in Japan: January 14 to February 15, 2014

Finalization Phase: March to August, 2014
(in a participant's home country)

3. Target Regions or Countries

Nepal, Turkey, Bangladesh, South Africa, Tanzania, Burkina Faso, Egypt, Zimbabwe, Albania, Philippines, Former Yugoslav Republic of Macedonia, Peru, Georgia, Kenya, India (15 countries)

4. Eligible / Target Organization

This program is designed for Central and local government administrations dealing with rural development or small and medium-sized enterprise promotion, staff of Chambers of commerce, non-governmental organizations (NGOs), and leaders of agricultural cooperatives.

5. Total Number of Participants

18 participants

6. Language to be used in this program: English

7. Program Objective:

Practical local industry promotion strategy to increase revenue is set up in the countries of the course participants.

8. Overall Goal

Creation of job opportunities and development of local economy in agricultural regions by means of utilization of local resources and support of local industries are commenced.

9. Expected Module Output and Contents:

This program consists of the following components. Details on each component are given below:

(1) Preliminary Phase in a participant's home country (December 2013 to January 2014) <i>Participating organizations are required to prepare the Program in the respective country.</i>	
Expected Module Output	Activities
Inception report is formulated	Formulation and submission of Inception Report

(2) Core Phase in Japan (January 14 to February 15, 2014) <i>Participants are dispatched by the organizations to attend the Program implemented in Japan.</i>		
Expected Module Output	Subjects/Agendas	Methodology
To understand policies for rural development	(1) Obihiro city rural development policy, "Food Valley" strategy.	Lecture and Exercise
	(2) Project of Obihiro University of Agriculture & Veterinary Medicine Human resources development on Agriculture and Biotechnology	Lecture Observation and Exercise
To understand the concept of management for SME's	(1) Corporate and business strategies	Lecture Observation and Exercise
	(2) Accounting and project management	Lecture Observation and Exercise
	(3) Human resources and organization behaviors.	Lecture Observation and Exercise
To understand marketing strategies to promote local industries.	(1) Understand marketing basics	Lecture
	(2) Analyzing marketing opportunities	Lecture and Exercise
	(3) Making marketing decisions	Lecture and Exercise
To understand the teaching method of management and marketing	Participant centered learning, Case method learning	Lecture and Exercise
Action plan (interim report) on promotion for rural industries.	(1) Issue analysis workshop for planning (2) Action Plan guidance (3) Presentation of Action Plan	Workshop Consultation Presentation

(3) Finalization Phase in a participant's home country <i>Participating organizations produce final outputs by making use of results brought back by participants. This phase marks the end of the Program.</i>	
Expected Module Output	Activities
To implement an interim report (action plan)	Application and implementation of the action plan (interim report) back in the participant's country and submission of its final report by August, 2014 to JICA Office in respective countries.

<Structure of the program>

1. Preliminary phase (activities in your home country): Preparation of the inception report.
2. Core Phase (activities in Japan):

Topic outline (subject to minor changes)

1st week (1/20-1/24)

- (1) Inception report presentation from participating countries
- (2) Project Cycle Management (PCM) (Lecture & exercise)
- (3) Obihiro city's policies for rural promotion (The vision of "food valley", the code of the promotion of SMEs.)
- (4) Obihiro University of Agriculture & Veterinary Medicine (Human resource development for rural communities)
- (5) Visit & Discussion I –Strategy case, a confectionery manufacture (Ryugetsu)

2nd week (1/27-31) Lectures and exercises and site visits in Japan

- (1) Lecture & Exercise-Marketing basic 1 (Marketing concept)
- (2) Lecture & Exercise-Marketing basic 2 (Analyzing marketing opportunities)
- (3) Lecture & Exercise-Marketing basic 3 (Making marketing decisions)
- (4) Visit & discussion II –Marketing case, local bakery chain (Masuya)
- (5) Lecture & Exercise-Business strategy 1 (Company strategy-Vision, Mission, Value)
- (6) Lecture & Exercise-Business strategy 2 (Analyzing company's external & internal environment)
- (7) Lecture & Exercise-Business strategy 3 (Competitive strategy)
- (8) Visit & Discussion III –OVOP case, an integrated food company (Elezo)

3rd week (2/3-7)

- (1) Lecture & Exercise-Human resources (Human resources management)
- (2) Lecture & Exercise-Organization (Leadership, motivation management)
- (3) Visit & Discussion IV-Organization case, a cake shop (Sakuraji Kobo)
- (4) Lecture & Exercise-Accounting1 (Business Game)
- (5) Lecture & Exercise-Accounting 2 (Break even point analysis)
- (6) Visit & Discussion IV-Finance case, a Agri-café (K's farm)
- (7) Making Business Plan – Lecture and discussion of ideas of business plan
- (8) Discussion with young leaders in Obihiro.

4th week (2/10-14)

- (1) Visit – Agricultural Cooperative (Nakasatsunai Agricultural Cooperative.)
- (2) Lecture & discussion of Nakasatsunai Agricultural Cooperative)
- (3) Consultation of action plans of each participants
- (4) Preparation of interim report
- (5) Presentation of interim report (Each participant makes the action plan (interim report) and gives presentation)

3. Finalization Phase

Participants are expected to implement the action plan (interim report) and report on progress within six (6) months after the end of the phase in Japan.

III. Conditions and Procedures for Application

1. Expectations for the Participating Organizations:

- (1) This program is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Participating organizations are expected to use the project for those specific purposes.
- (2) This program is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the project to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.
- (3) As this program is designed to facilitate organizations to come up with concrete solutions for their issues, participating organizations are expected to make due preparation before dispatching their participants to Japan by carrying out the activities of the Preliminary Phase described in section II -9 .
- (4) Participating organizations are also expected to make the best use of the results achieved by their participants in Japan by carrying out the activities of the Finalization Phase described in section II -9.

2. Nominee Qualifications:

Applying Organizations are expected to select nominees who meet the following qualifications.

(1) Essential Qualifications

- 1) Current Duties: be an middle-level executive official/manager in administration, planning and implementation of central and local government, non-governmental organizations (NGOs), chambers of commerce and agricultural cooperatives who are pertaining to rural development and promotion of small scale industries.
- 2) Experience in the relevant field: have more than 3 years' working experience in the field of rural development, preferably such as the "small and medium size enterprises" in agriculture area and "one village one product", as an middle-level executive official/manager or an extension officer.
- 3) Educational Background: be a graduate of university
- 4) Language: have a competent command of spoken, read and written English which is equal to TOEFL CBT 240, **IELTS 6.0** or more ((This course includes active participation in discussions, case readings and action plan (interim report) development, thus requires high competence of English ability, **especially speaking ability**. Please attach an official certificate for English ability such as TOEFL, **IELTS** etc, if possible)
- 5) Health: must be in good health, both physically and mentally, to participate in the Program in Japan
- 6) Must not be serving any form of military service.

(2) Recommendable Qualifications

Age: be between the ages of twenty-five (25) and fifty (50) years

3. Required Documents for Application

(1) Application Form: The Application Form is available at the respective country's JICA office or the Embassy of Japan.

*Pregnancy

Pregnant participants are strictly requested to attach the following documents in order to minimize the risk for their health.

- ① letter of the participant's consent to bear economic and physical risks
- ② letter of consent from the participant's supervisor
- ③ doctor's letter with agreement of his/her training participation.

Please ask National Staffs in JICA office for the details.

(2) Nominee's English Score Sheet: to be submitted with the application form. If you have any official documentation of English ability (e.g., TOEFL, TOEIC, IELTS), please attach it (or a copy) to the application form.

(3) Inception Report: to be submitted with the Application Form. Detailed information is provided in " *VI. ANNEX* ".

4. Procedure for Application and Selection :

(1) Submitting the Application Documents:

Closing date for application to the JICA Center in JAPAN: **November 22, 2013**

Note: Please confirm the closing date set by the respective country's JICA office or Embassy of Japan of your country to meet the final date in Japan.

(2) Selection:

After receiving the document(s) through due administrative procedures in the respective government, the respective country's JICA office (or Japanese Embassy) shall conduct screenings, and send the documents to the JICA Center in charge in Japan, which organizes this project. Selection shall be made by the JICA Center in consultation with the organizations concerned in Japan based on submitted documents according to qualifications. *The organization with intention to utilize the opportunity of this program will be highly valued in the selection.*

(3) Notice of Acceptance

Notification of results shall be made by the respective country's JICA office (or Embassy of Japan) to the respective Government by **not later than December 10, 2013.**

5. Conditions for Attendance:

- (1)** to follow the schedule of the program.
- (2)** not to change the program subjects or extend the period of stay in Japan.
- (3)** not to bring any members of their family.
- (4)** to return to their home countries at the end of the program in accordance with the travel schedule designated by JICA.
- (5)** to refrain from engaging in political activities, or any form of employment for profit or gain.
- (6)** to observe Japanese laws and ordinances. If there is any violation of said laws and ordinances participants may be required to return part or all of the training expenditure depending on the severity of said violation.
- (7)** to observe the rules and regulations of their place of accommodation and not to change the accommodation designated by JICA.
- (8)** to participate in the whole program including a preparatory phase prior to arrival in Japan. Applying organizations, after receiving notice of acceptance for their nominees, are expected to carry out the actions described in section II -9 and section III-4.

IV. Administrative Arrangements

1. Organizer:

(1) **Name:** JICA Hokkaido International Center (Obihiro)

(2) **Contact:** Ms. Yuka Nozaki (jicaobic@jica.go.jp)

2. Implementing Partner:

(1) **Name:** Insight-Management company Limited and Obihiro University of Agriculture and Veterinary Medicine.

(2) **Contact:** Mr. Shinichi Tsuboi

(3) **URL:** <http://www.insight-m.com>

(4) **Remark:** Insight Management is a management consulting and education company. It has strong presence in rural development in Hokkaido, Japan. Insight Management also has experience in international business development for small and medium size enterprises (SME's). It works with various governmental organizations, JICA, Ministry of Economy and Industry, and local governments.

Entrusted by JICA, Insight Management has trained various countries participants, such as Asia, East Europe, Middle East, and Africa in management fields.

3. Travel to Japan:

(1) **Air Ticket:** The cost of a round-trip ticket between an international airport designated by JICA and Japan will be borne by JICA.

(2) **Travel Insurance:** Term of Insurance: From arrival to departure in Japan. The traveling time outside Japan shall not be covered.

4. Accommodation in Japan:

JICA will arrange the following accommodations for the participants in Japan:

JICA Hokkaido International Center (Obihiro)

Address: 1-2, Minami 6-choume, Nishi 20-jo, Obihiro city 080-2470, Japan

TEL: 81-155-35-2001 FAX: 81-155-35-2213

(where "81" is the country code for Japan, and "155" is the local area code)

If there is no vacancy at JICA (Obihiro), JICA will arrange alternative accommodations for the participants. Please refer to facility guide of Obic at its URL, <http://www.jica.go.jp/english/contact/pdf/obic.pdf>

5. Expenses:

The following expenses will be provided for the participants by JICA:

(1) Allowances for accommodation, living expenses, outfit, and shipping

(2) Expenses for study tours (basically in the form of train tickets).

(3) Free medical care for participants who become ill after arriving in Japan (costs related to pre-existing illness, pregnancy, or dental treatment are not included)

(4) Expenses for program implementation, including materials

For more details, please see p. 9-16 of the brochure for participants titled

“KENSHU-IN GUIDE BOOK,” which will be given to the selected participants before (or at the time of) the pre-departure orientation.

6. Pre-departure Orientation:

A pre-departure orientation will be held at the respective country’s JICA office (or Japanese Embassy), to provide participants with details on travel to Japan, conditions of the course, and other matters.

V. Other Information

1. Participants who have successfully completed the program will be awarded a certificate by JICA.

2. Courtesy call to Obihiro city & Ceremony

The program includes courtesy call to Obihiro city and some ceremonies, for which it is recommended to bring appropriate clothes.

3. Medical history

In case you have or have had malaria, you are kindly requested to bring the medicine for malaria with you because it is quite difficult to obtain it in Japan.

4. Climate

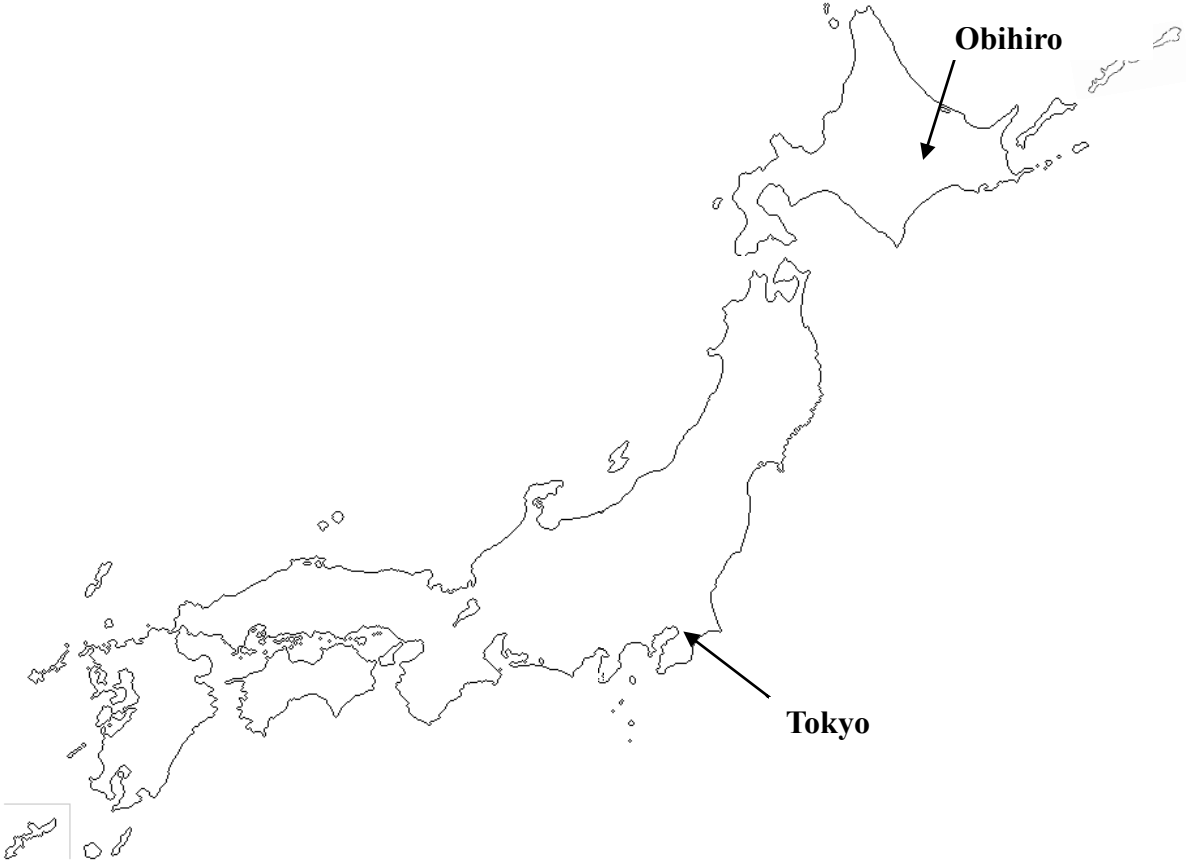
Obihiro

		Winter /		Spring /			Summer /			Autumn / Winter			
		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Temperature (°C)	Maximum	-2.0	-1.0	3.4	11.3	17.6	20.4	23.7	25.1	21.2	15.4	7.7	1.1
	Average	-7.7	-6.8	-1.6	5.4	11.0	14.5	18.4	20.0	16.0	9.6	2.8	-3.7
	Minimum	-13.9	-13.2	-6.9	0.2	5.4	10.0	14.5	16.2	11.6	4.3	-1.9	-8.9
Humidity (%)		70	69	67	66	69	79	83	82	79	73	68	69
Precipitation (mm)		42.3	30.7	49.6	60.5	80.1	85.9	94.4	139.2	139.8	91.7	68.2	40.3

(Data: 1971 ~ 2000 year)

Tokyo

		<i>Jan.</i>	<i>Feb.</i>	<i>Mar.</i>	<i>Apr.</i>	<i>May</i>	<i>Jun.</i>	<i>Jul.</i>	<i>Aug.</i>	<i>Sep.</i>	<i>Oct.</i>	<i>Nov.</i>	<i>Dec.</i>
Temp.	High	13.9	17.0	20.4	25.8	29.0	29.1	34.5	35.3	32.3	25.2	22.3	19.9
	Low	0.8	-0.1	2.8	6.5	9.2	13.4	18.6	19.6	15.4	11.5	5.5	1.8
Prec.		18	57	120	240	255	226	48	388	159	205	74	71



VI. ANNEX:

Local Industry Development in Agricultural Regions by Strengthening Capacity of Management and Marketing

(JFY 2013)

Inception Report

Participants are requested to prepare the Inception Report on the following issues and submit it to the respective country's JICA Office or JICA Obihiro with Application by **November 22, 2013**, preferably by e-mail to jicaobic@jica.go.jp. The report should be typewritten in English on A4 size paper (21 cm x 29.5 cm) in single spacing at maximum of 5 pages.

NOTE:

(1) Participants in this course are requested to present on their inception report for 15 minutes per person at the beginning of the course program.

Topics for discussion: Please fill out a following chart and attach to your inception report from 4 view points in the charts on your organizational viability.

(2) Before making the report, please see the following training video regarding the basics of Project Cycle Management (The title, "The ABCs of PCM") and understand the PCM method. Using the concept of PCM, please implement problem analysis.

URL of the training material; <http://jica-net.jica.go.jp/dspace/handle/10410/724>
After visit the above site, please click "English" bottom then click "play"

1. Background information

A. Country and region overview:		
	(1)	Basic information about agriculture and food industry in your country
	(2)	Basic information about agriculture and food industry in the region where you are in charge.
B. Problem Analysis		
	(1)	Identify the problem of agriculture and food industry in your country
	(2)	Identify the problem of agriculture and food industry in the region where you are in charge
	(3)	If you are from a project of international cooperation, please explain the activities of the project.

2. Topics for discussion: (please prepare your report on all of the following four topics)

Analysis of current situation:

SWOT Analysis of your region of agriculture and food industry

S (internal strength) of your region	W (internal weakness) of your region
O (external opportunity) for your region	T (external threat) of your region

Notes;

“External opportunity” in the above means that favorable factors in your region or country in relations with outer circumstances, such as growth of population, easy access to a market and so on.

For Your Reference

JICA and Capacity Development

The key concept underpinning JICA operations since its establishment in 1974 has been the conviction that “capacity development” is central to the socioeconomic development of any country, regardless of the specific operational scheme one may be undertaking, i.e. expert assignments, development projects, development study projects, training programs, JOCV programs, etc.

Within this wide range of programs, Training Programs have long occupied an important place in JICA operations. Conducted in Japan, they provide partner countries with opportunities to acquire practical knowledge accumulated in Japanese society. Participants dispatched by partner countries might find useful knowledge and re-create their own knowledge for enhancement of their own capacity or that of the organization and society to which they belong.

About 460 pre-organized programs cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs are being customized to address the specific needs of different target organizations, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

Japanese Development Experience

Japan was the first non-Western country to successfully modernize its society and industrialize its economy. At the core of this process, which started more than 140 years ago, was the “*adopt and adapt*” concept by which a wide range of appropriate skills and knowledge have been imported from developed countries; these skills and knowledge have been adapted and/or improved using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit its local needs and conditions.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from this “*adoption and adaptation*” process, which, of course, has been accompanied by countless failures and errors behind the success stories. We presume that such experiences, both successful and unsuccessful, will be useful to our partners who are trying to address the challenges currently faced by developing countries.

However, it is rather challenging to share with our partners this whole body of Japan’s developmental experience. This difficulty has to do, in part, with the challenge of explaining a body of “tacit knowledge,” a type of knowledge that cannot fully be expressed in words or numbers. Adding to this difficulty are the social and cultural systems of Japan that vastly differ from those of other Western industrialized countries, and hence still remain unfamiliar to many partner countries. Simply stated, coming to Japan might be one way of overcoming such a cultural gap.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.



CORRESPONDENCE

For inquiries and further information, please contact the JICA Office or the Embassy of Japan. Further, address correspondence to:

JICA Hokkaido International Center (Obihiro)

Address: 1-2, Minami 6-chome, Nishi 20-jo, Obihiro-city, Hokkaido, 080-2470, Japan

TEL: +81-155-35-1210 FAX: +81-155-35-1250

E-mail: jicaobic@jica.go.jp

Website: www.jica.go.jp/english/