

Government of India
Ministry of Personnel, P.G and Pensions
Department of Personnel and Training
Training Division

Block-4, Old JNU Campus
New Mehrauli Road, New Delhi-67
Dated 14/09/2012

TRAINING CIRCULAR

Subject: A Group Training Course on Tourism Promotion and Marketing Targeting Market (A) to be held in Japan from 17th September to 25th October 2012.

The undersigned is directed to state that the Japan International Cooperation Agency (JICA) under the Technical Cooperation of the Government of Japan has invited applications for the above programme to be held in Japan from 17th September to 25th October 2012.

2. The programme aims to provide administrators who are involved in the tourism promotion with the opportunity to develop the destination marketing plans targeting the Japanese market for tourism promotion by understanding the practical tourism promotion methods and skills used by Japanese tourism sector.

3. The candidate should be currently engaged in tourism promotion and marketing activities in governmental or public tourism organizations; having experience of more than five (5) years in the relevant field; be a graduate of university or equivalent academic background; be under the age of 45 years; not be serving in the military; be proficient in written and spoken English; be in good health to undergo the above training.

4. In addition to the above, the following information in respect of the nominated officers may please be furnished while furnishing the nomination:

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

5. The course covers the cost of a round-trip air ticket between an international airport designated by JICA; 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 is not included).

6. It is requested that the nomination of the suitable candidates may please be forwarded to this Department in accordance with the eligibility criteria.
7. The nomination details should be submitted in the JICA's prescribed proformas duly authenticated by the Department concerned along with the Country Report.
8. The applications should reach this Department through the Administrative Ministry/State Government not later than 16th July, 2012. Nominations received after the prescribed date will not be considered. The details of the programme and the application form may be drawn from Ministry of Personnel, Public Grievances and Pensions website (persmin.nic.in), which is available in "What is New" under the Department of Personnel and Training.

(N.K.kaJ)

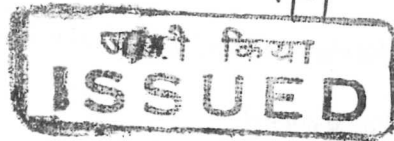
Under Secretary to the Government of India

Copy to:

1. The Secretary, Ministry of Tourism, Transport Bhawan, New Delhi.
2. All State Governments/Union Territories.
(With the request to circulate it amongst the related organizations)
3. NIC with the request to post the circular along with the JICA's circular and the enclosed application Proforma on the Department's website.

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TRAINING AND DIALOGUE PROGRAMS

GENERAL INFORMATION ON

TOURISM PROMOTION AND MARKETING
Targeting the Japanese Market(A)

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FY2012

<Type: Trainers Training / . ~ : At.tRA2B»~>

NO. J1200760 110.1280942

From September 17, 2012 to October 25,2012

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

Tourism industry brings the country in good returns and economic investment, therefore, tourism promotion is the significant issue to develop the regional economy and reduce poverty in developing countries. In order to promote the tourism sector effectively, it is essential to train human resources who are involved in the planning of tourism promotion and develop the destination marketing plan.

From this context, Japan International Cooperation Agency (JICA) has been implementing the training and dialogue program for the purpose of tourism promotion since 1990. During this program, participants will obtain the necessary knowledge and skills to promote the tourism sector and develop destination marketing plan based on Japanese experience and the current situation of participants' countries.

For what?

This program aims to provide administrators who are involved in the tourism promotion with the opportunity to develop the destination marketing plans targeting the Japanese market for tourism promotion by understanding the practical tourism promotion methods and skills used by Japanese tourism sector.

For whom?

This program is offered to governmental and other public organizations involved in the tourism promotion.

How?

Participants are expected to learn required capacity for tourism promotion administration based on Japanese experience. In Japan, participants will study

- 1) the basic knowledge/current situation of Japanese tourism situation by lectures,
- 2) the practical tourism marketing/promotion methods and skills through case studies,
- 3) the basic knowledge of tourism development through the field trips.

Finally, participants will formulate the destination-marketing plan targeting the Japanese market putting the knowledge and ideas acquired and discussed in this program.

II. Description -----

1. Title (J-No.): Tourism Promotion and Marketing: Targeting the Japanese Market(A) (J12-00760)

2. **Period of program:** September 17, 2012 to October 25, 2012

3. Target Regions or Countries:

- <Africa> Botswana, Kenya, Mozambique, Swaziland, Uganda, Zimbabwe
- <Europe> Bosnia and Herzegovina, Kosovo, Montenegro, Former Yugoslav Republic of Macedonia
- <Middle & South America> Peru, Uruguay
- <Middle East> Egypt, Morocco
- <Oceania> Palau
- <Asia> Cambodia, India, Myanmar, Pakistan, Sri Lanka, Viet Nam

4. Overall Goal:

Tourism promotion utilizing the destination-marketing plan is implemented in participants' countries.

5. Objective:

The destination-marketing plan targeting the Japanese market which has been developed through the program will be shared among the participants' organizations.

To achieve this program objective, participants are expected to be able to;

- (1) Understand the trend / characteristics of Japanese tourism market, tourism administration, policy and the structure of tourism industry.
- (2) Analyze their own country's issues of the tourism promotion and marketing.
- (3) Explain and implement the tourism promotion and marketing method of Japan and other countries campaigning in Japan.
- (4) Develop a destination marketing plan targeting the Japanese market based on the knowledge and techniques obtained through aforementioned (1)-(3).
- (5) Review the feasibility of the destination marketing plan through the workshop aimed to disseminate the knowledge and outputs of training program after returning to home country.

6. Eligible / Target Organization:

This program is designed for governmental or public organizations involved in the tourism promotion.

7. **Total Number of Participants:** 20 participants

8. **Language to be used in this project:** English

9. Contents

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

Preliminary Phase in a participant's home country (June 2012 to September 2012) <i>Participating organizations (or Selected participants) make required preparation for the Training and Dialogue Program in the respective country.</i>	
Modules	Activities
<i>Consultation with Supervisor and Colleagues</i>	The final output of this program is the destination marketing plan targeting the Japanese market and its implementation. In this connection, the course leader requests the participants to consult with his/her supervisor about the feasibility of implementing the destination marketing plan after returning from Japan-that is, what organizational resources (time, money, staff, space, etc.) are and are not available.
COUNTRY REPORT	The course leader will ask you to present your Country Report during the first week of the training course (see Structure of the Program and ANNEX). You will only be allowed 15 minutes for your presentation, and so please try to focus on the highlights and/or main issues you wish to address. Four Power Point slides should be sufficient: (1) Introduce your organization, (2) General tourism information in the respective country, (3) Policies and priorities in tourism promotion and marketing, (4) What you expect to learn during the following one month. *It is recommendable to bring some visual materials such as photographs, presentation software, color slides and videos so as to facilitate his/her presentation.

Core Phase in Japan (September 17, 2012 to October 25,2012) <i>Participants dispatched by the organizations attend the Training and Dialogue Program implemented in Japan.</i>		
Modules	Subjects/Agendas	Methodology
<i>(1) Understanding the trend / characteristics of Japanese tourism market, tourism administration, policy and the structure of tourism industry</i>	1) Tourism administration, policy, legislation 2) The trend and characteristics of Japanese inbound/outbound tourists 3) Role and activities of National Tourism Organization (NTO) 4) Role and activities of Japanese Travel Agency (JTA) 5) Japanese outbound market 6) Japanese domestic travel 7) JATA World Travel Forum and Show case [Observation]	Lecture Observation

<p>(2) <i>Analyzing their own country's issues of the tourism promotion and marketing</i></p>	<p>Presentation of country report</p>	<p>Presentation Discussion</p>
<p>(3) <i>Explaining and implementing the tourism promotion and marketing method of Japan and other countries campaigning in Japan</i></p>	<p>1) Tourism marketing 2) Role and activity of national tourism office in Japan 3) Destination marketing by Air liners 4) Role and activity of travel guide book 5) Activity of major Japanese travel agent 6) Promotion activities by foreign national tourism organizations in Japan</p>	<p>Lecture Observation</p>
<p>(4) <i>Developing a destination marketing plan targeting the Japanese market based on the knowledge and techniques obtained through aforementioned (1)-(3)</i></p>	<p>1) Developing the destination marketing plan targeting the Japanese market 2) Presentation of the destination marketing plan</p>	<p>Exercise Discussion</p>

<p>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 Training and Dialogue Program.</i></p>	
<p>Modules</p>	<p>Activities</p>
<p>(5) <i>Reviewing the feasibility of the destination marketing plan through the workshop aimed to disseminate the knowledge and outputs of training program after returning to home country</i></p>	<p>1) Conducting the workshop aimed to disseminate the knowledge and outputs of training program. 2) Answering the questionnaire based on the comment from the workshop within two month after returning to home country</p>

<Structure of the program> (Tentative Schedule)

IVbnth	Date	Day	Program	Method
Sep	17	Mon	Arrival	
	18	Tue	Registration & Briefing Program Orientation and How to Present Country Report	
	19	Wed	General Orientation	Lecture
	20	Thu	JATA Travel Forum and World Tourism Congress	Lecture Observation
	21	Fri	JATA Travel Forum and Showcase	Observation
	22	Sat	JATA Travel Forum and Showcase	Observation
	23	Sun	JATA Travel Forum and Showcase	Evaluation
	24	IVbn	Wrap up session for JATA Travel Forum and Showcase Guidance for presentation	Discussion
	25	Tue	Presentation of Country Report	Presentation
	26	Wed	Presentation of Country Report	Presentation
	27	Thu	Tourism Administration of Japan Role and Activities of JNTO	Observation
	28	Fri	Domestic travel market in Japan Tourism promotion of Tokyop Metropol-ian government	Lecture
	29	Sat		
30	Sun		Observation	
Oct	1	IVbn	Destination Marketing Destination Marketing by Air Liners <IVbve> Tokyo-Hokkaido(Kushiro)	Lecture
	2	Tue	Eco-Tourism in Kushiro Wetland Observation of Kushiro Wetland	Lecture
	3	Wed	Observation of representative tourist spots in Eastern Hokkaido (Transfer from Kushiro to Lake Akan)	Lecture Observation
	4	Thu	Outline of Tourism in Akan <IVbve> Akan - Tokyop	Lecture Observation
	5	Fri	Human Resource Management in Tourism Sector in Japan Tourism Marketing	Lecture
	6	Sat		<Free>
	7	Sun		<Free>
	8	IVbn		<National Holiday>
	9	Tue	Role & Activities of NTO in Japan (other country) Guidance for Action Plan	Lecture
	10	Wed	Activities of Representative Japanese Travel Agent Education at Japanese Hotel School	Lecture Observation
	11	Thu	<IVbve> Tokyo-Nagano Utilization and Conservation of Historical & Cultural Heritage	Lecture Observation
	12	Fri	Utilization and Conservation of Historical & Cultural Heritage <IVbve> Nagano- Tokyop	Lecture Observation
	13	Sat		<Free>
	14	Sun		<Free>
	15	IVbn	Workshop: Poster and Catch Phrase of National Image Role & Activities of National Tourism Organization(NTO) in Japan	Exercise
	16	Tue	Role & Activities of NTO in Japan (other country) Destination Marketing	Lecture Observation
	17	Wed	Role and Activities of Travel Guide Book Group Work :the Analysis of Japanese Outbound Market	Lecture Exercise
	18	Thu	Consultation of Destination Marketing Plan	Discussion Exercise
	19	Fri	Presentation of the Analysis of Japanese Outbound Market Preparation of Destination Marketing Plan	Presentation
	20	Sat		<Free>
	21	Sun		<Free>
	22	IVbn	Presentation of Action Plan	Discussion Exercise
	23	Tue	Presentation of Action Plan Comments on Final Reports	Discussion Exercise
	24	Wed	Evaluation Meeting Closing ceremony	
	25	Thu	Leave	

111. 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 engaged in tourism promotion and marketing activities in governmental or public tourism organizations
- 2) Experience in the relevant field: more than five (5) years
- 3) Educational Background: be a graduate of university or have the equivalent academic background
- 4) Language: have a sufficient command of spoken and written English which is equal to TOEFL IBT 65-80 (CBT 180-213, PBT 510-550) or more
- 5) Health: must be in good health, both physically and mentally, to participate in the Program in Japan

*Pregnancy: Pregnant participants are strictly requested to complete the required procedures before departure in order to minimize the risk for their health. The procedures include a) letter of the participant's consent to bear economic and physical risks b) letter of consent from the participant's supervisor c) letter of consent from your Embassy in Japan, d) medical /... certificate. Please ask National Staffs in JICA office for the details.

- 6) Must not be serving any form of military service

(2) Recommendable Qualifications

- 1) Expectations for the Participants: be active in participating in cross-cultural activities which aims to supplement understanding of typical Japanese traditions and customs, as tourism has a cross-cultural nature
- 2) Age: between thirty (30) to forty-five (45) years old

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.
- (2) Country Report: to be submitted with the application form.

Note: Country Report including the tourism sector fact sheet will be reviewed for the screening of applicants and serves as the training materials for those who are informed of acceptance for participation in this training course. An application without complete Country Report will not be considered as duly qualified.

4. Procedure for Application and Selection

- (1) Submitting the Application Documents:

Closing date for application to the JICA Center in JAPAN: July 30, 2012

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 August 17, 2012.

5. Conditions for Attendance:

- (1) to observe 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 Japan according to 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, and
- (8) to participate the whole program including a preparatory phase prior to the program in Japan. Applying organizations, after receiving notice of acceptance for their nominees, are expected to carry out the actions described in section II -9.

IV. Administrative Arrangements

1. Organizer

- (1) **Name:** JICA Tokyo International Center (JICA Tokyo, TIC)
- (2) **Contact:** Industrial Development & Finance Division

2. Implementing Partner

- (1) **Name:** JAPAN TRANSPORT COOPERATION ASSOCIATION (JTCA)
- (2) **URL:** <http://www.jtca.info/engl/>

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 Tokyo International Center (JICA TOKYO)
 Address: 2-49-5 Nishihara, Shibuya-ku, Tokyo 151-0066, Japan
 TEL: 81-3-3485-7051 FAX: 81-3-3485-7904
(where "81" is the country code for Japan, and "3" is the local area code)

If there is no vacancy at JICA TOKYO, JICA will arrange alternative accommodations for the participants. Please refer to facility guide of TIC at its URL, <http://www.jica.go.jp/english/contact/domestic/pdf/welcome.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 "KENSU-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 workshop, and other matters.

~ Other Information

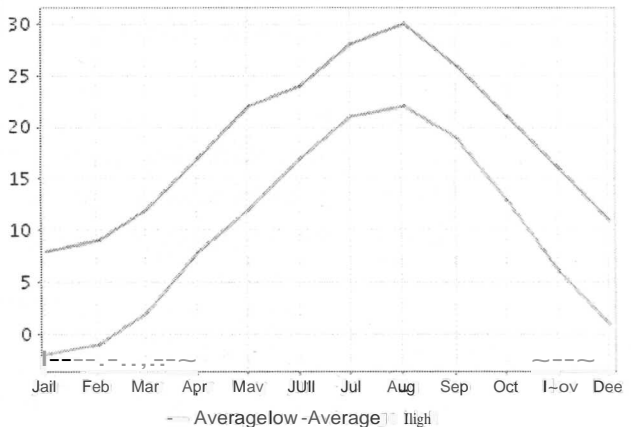
- 1. Due to the limited availability of the personal computers in JICA, participants are advised to bring your own personal computer if possible, in order to prepare presentation and develop a destination-marketing plan.
- 2. If you have a check on medical history of your application form, please write on detail about your condition and submit a certificate which your own doctor writes clearly you have no any obstacles to participate in.
- 3. Belongings to participate field trip in Japanese spring season
In this training course, the participants will take part in the field trip, therefore, you should bring the following things.
 - 1) Shoes for the field trip
 - 2) Raincoat
 - 3) Umbrella
 - 4) Work gloves
 - 5) Rucksack for day trip

<INFORMATION: Japanese Climate>

(1) TOKYO

Autumn (September to November) is the most pleasant season as temperatures cool down to a cozy level and days are often clear and fine. Autumn also means the return of the dramatic foliage season, when the parks and green areas of the city mellow into varying hues of orange and red.

Temperature (average, C)



VI. ANNEX:

Tourism Promotion and Marketing
---Targeting the Japanese Market-----
(FY 2012)
Country Report

All the applicants are required to submit Country Report along with the Tourism sector fact sheet and economic indicators in the following pages. Please provide the information on the subjects below and submit together with the Application Form. The report should be typewritten in English, in double space on A4 size paper.

1. Name of applicant
2. Name of organization
3. Roles and responsibilities of the organization
4. Department / Position of applicant
5. Organization chart
Please attach an organization chart, and describe relationships with other organizations regarding tourism administration.
6. Brief description of the general tourism information in applicant's country
 - (1) Tourism sector fact sheet and economic indicators (as per attached in the following pages)
 - (2) Description of major tourism resources in the country
 - (3) Development initiatives of tourism resources (if any)
7. Policies and Priorities in tourism promotion and marketing
 - (1) Current tourism policy and priorities given by government
 - (2) Government budget allocated for tourism promotion and marketing
 - (3) Governmental aid and incentives to the tourism industry
 - (4) Foreign investment legislation and government incentives for foreign investors
 - (5) Human resources training system/organization
8. Specific Challenges issues
Please describe the major/specific issues (constrains) that you or your office face in the area of Tourism promotion and marketing and expectation for the training program

Tourism sector fact sheet

Name of Country		Area (sq.km)		population (Year)		Expectancy of life Male: Female:	
Religion		Literary ratio		Language Official: Others:			
(Year_____)		(Year_____)		(Year_____)		(Year_____)	
GDP (million USD)		Merchandise export amount (million USD)		Services export amount (million USD)		International tourism receipts (million USD)	
GDP per capita (USD)							
International tourists* (overnight stay visitors)				The number of five main tourists' countries			
Year	Number of visitors	Average length of stay (days)		2010		2011	
				Country	No.	Country	No.
2009							
2008				1			
2007				2			
2006				3			
2005				4			
2004				5			
				Total			
Accommodation capacity at main destination				Hotel occupancy ratio (Year_____) %			
Destination (Region)	Hotel		Main Airport			International/ Domestic	
	Units	Rooms					
						International/ Domestic	
						International/ Domestic	
Others							
Total							

Notes*:Tourist means visitors who stay more than overnights as it defined by WTO and recommended by UN Statistics Committee in 1993.

General description of domestic and inter-regional transport	
Climate	
Kind of tourism resources (main destination and features) *Please designate UNESCO World Heritage, national parks, national treasures, if any. *Please provide a map with main destinations.	
Natural	
a) Coast, bays, islands (beaches, capes, coral reefs, etc.)	
b) Mountains, lakes, rivers, ravines, waterfalls	
c) Flora and fauna (wildlife, animal, eco-tourism)	
d) Others	
Cultural	
a) Historical/ancient heritage	
b) Pilgrimage	
c) City tourism (including architecture, museums, gardens)	
d) Art-related events (exhibition, traditional festivals)	
e) Others	
Indicate SWOT (Strengths, Weaknesses, Opportunities and Threats) of tourism in your country	
Strengths	
Weaknesses	
Opportunities	
Threats	

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Economic indicators

(1) Nominal GDP by economic origin (Unit: _____)

Item	2006	2007	2008	2009	2010	2011
Agriculture, forestry, fisheries						
mining & quarrying						
Manufacturing						
Construction						
Electricity, gas & water						
Transportation & communication						
Trade						
Banking & finance						
Government services						
Other services						
GDP						
Growth rate						

(2) Major products production (Unit: _____)

Item	2006	2007	2008	2009	2010	2011
Agricultural products						
Industrial products						

(3) Balance of payment (Unit: _____)

Item	2006	2007	2008	2009	2010	2011
Current account balance						
(1) Balance of trade						
Export (FOB)						
Import (CIF)						

(2) Services						
Foreign travel						
Others						
(3) Transfers						
Official						
Private						
(4) Capital movement (Net)						
Official						
Private						
Total Balance						

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 enquiries and further information, please contact the JICA office or the Embassy of Japan. Further, address correspondence to:

JICA Tokyo International Center (JICA TOKYO)

Address: 2-49-5 Nishihara, Shibuya-ku, Tokyo 151-0066, Japan

TEL: +81-3-3485-7051 FAX: +81-3-3485-7904

Guidelines of Application Form for the JICA Training and Dialogue Program

The attached form is to be used to apply for the training and dialogue programs of the Japan International Cooperation Agency (JICA), which are implemented as part of the Official Development Assistance Program of the Government of Japan. Please complete the application form while referring to the following and consult with the respective country's JICA Office - or the Embassy of Japan if the former is not available - in your country for further information.

1. Parts of Application Form to be completed

1) Which part of the form should be submitted?

It depends on the type of training and dialogue program you are applying for.

>Application for Group and Region Focused Training Program

Official application and Parts A and B including Medical History and Examination must be submitted.

>>Application for Country Focused Training Program including Counterpart Training Program

Part B including Medical History and Examination will be submitted. Official application and Part A need not to be submitted

2) How many parts does the Application Form consist of?

The Application Form consists of three parts as follows;

Official Application

This part is to be confirmed and signed by the head of the relevant department/division of the organization which is applying.

Part A. Information on the Applying Organization

This part is to be confirmed by the head of the relevant department/division of the organization which is applying.

Part B. Information About the Nominee including Medical History and Examination

This part is to be completed by the person who is nominated by the organization applying.

The applicants for Group and Region Focused Training Program are required to fill in every item. As for the applications for Country Focused Training Program including Counterpart Training Program and some specified International Dialogue Programs, it is required to fill in the designated “**required**” items as is shown on the Form.

Please refer to the General Information to find out which type the training and dialogue program that your organization applies for belongs to.

2. How to complete the Application Form

In completing the application form, please be advised to:

- (a) carefully read the General Information (GI) for which you intend to apply, and confirm if the objectives and contents are relevant to yours,
- (b) be sure to write in the title name of the course/seminar/workshop/project accurately

- according to the GI, which you intend to apply,
- (c) use a typewriter/personal computer in completing the form or write in **block letters**,
 - (d) fill in the form in **English**,
 - (e) use or "x" to fill in the () check boxes,
 - (f) attach a picture of the Nominee,
 - (g) attach additional page(s) if there is insufficient space on the form,
 - (h) prepare the necessary document(s) described in the General Information (GI), and attach it (them) to the form,
 - (i) confirm the application procedure stipulated by your government, and
 - (j) submit the original application form with the necessary document(s) to the responsible organization of your government according to the application procedure.

Any information that is acquired through the activities of the Japan International Cooperation Agency (JICA), such as the nominee's name, educational record, and medical history, shall be properly handled in view of the importance of safeguarding personal information.

3. Privacy Policy

1) Scope of Use

Any information used for identifying individuals that is acquired by JICA will be stored, used, or analyzed only within the scope of JICA activities. JICA reserves the right to use such identifying information and other materials in accordance with the provisions of this privacy policy.

2) Limitations on Use and Provision

JICA shall never intentionally provide information that can be used to identify individuals to any third party, with the following three exceptions:

- (a) In cases of legally mandated disclosure requests;
- (b) In cases in which the provider of information grants permission for its disclosure to a third party;
- (c) In cases in which JICA commissions a party to process the information collected; the information provided will be within the scope of the commissioned tasks.

3) Security Notice

JICA takes measures required to prevent leakage, loss, or destruction of acquired information, and to otherwise properly manage such information.

4. Copyright policy

Participants of the JICA Training and Dialogue program are requested to comply with the following copyright policy;

Article 1. Compliance matters with participants' drafting of documents (various reports, action plans, etc.) and presentations (report meetings, lectures, speeches, etc.)

1. Any contents of the documents and presentations shall be created by themselves in principle.

2. Comply with the following matters, if you, over the limit of quotation, have to use a third person's work (reproduction, photograph, illustration, map, figure, etc.) that is protected under laws or regulations in your country or copyright-related multinational agreements or the like:

- (1) Obtain license to use the work on your own responsibility. In this case, the scope of the license shall meet the provisions of Article 2.
- (2) Secure evidential material that proves the grants of the license and specifies the scope of the license.
- (3) Consult with the third party and perform the payment procedure on your own responsibility regarding negotiations with a third person about the consideration for granting the license and the procedure for paying the consideration,.

Article 2. Details of use of works used for training

- (1) The copyright on a work that a participant prepares for a training course shall belong to the trainee. The copyright on the parts where a third party's work is used shall belong to the third party.
- (2) When using texts, supplementary educational materials and other materials distributed for the JICA training courses, participants shall comply with the purposes and scopes approved by each copyright holder.

**Application Form for the JICA Training and Dialogue Program****OFFICIAL APPLICATION**

(to be confirmed and signed by the head of the relevant department / division of the applying organization)

1. Title: (Please write down as shown in the General Information)**2. Number:** (Please write down as shown in the General Information)

J	0		-					
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3. Country Name:**4. Name of Applying Organization:****5. Name of the Nominee(s):**

1)	3)
2)	4)

Our organization hereby applies for the training and dialogue program of the Japan International Cooperation Agency and proposes to dispatch qualified nominees to participate in the programs.

Date:		Signature:	
Name:			
Designation / Position		Official Stamp	
Department / Division			
Office Address and Contact Information	Address:		
	Telephone:	Fax:	E-mail:

Confirmation by the organization in charge (if necessary)

I have examined the documents in this form and found them true. Accordingly I agree to nominate this person(s) on behalf of our government.

Date:		Signature:	
Name:			
Designation / Position		Official Stamp	
Department / Division			



Part A: Information on the Applying Organization

(to be confirmed by the head of the department / division)

1. Profile of Organization

1) Name of Organization:

2) The mission of the Organization and the Department / Division:

2. Purpose of Application

1) Current Issues: Describe the reasons for your organization claiming the need to participate in the training and dialogue program, with reference to issues or problems to be addressed.

2) Objective: Describe what your organization intends to achieve by participating in the training and dialogue program.



3) Future Plan of Actions: Describe how your organization shall make use of the expected achievements, in addressing the said issues or problems.

4) Selection of the Nominee: Describe the reason(s) the nominee has been selected for the said purpose, referring to the following view points; 1) Course requirement, 2) Capacity /Position, 3) Plans for the candidate after the training and dialogue program, 4) Plan of organization and 5) Others.



Part B: Information about the Nominee

(to be completed by the Nominee)

NOTE>>>The applicants for Group and Region Focused Training Program are required to fill in "Every Item". As for the applications for Country Focused Training Program including Counterpart Training Program and some specified International Dialogue Programs, it is required to fill in the designated "required" items as is shown below.

1. Title: (Please write down as shown in the General Information) **(required)**

[Empty text box for Title]

2. Number: (Please write down as shown in the General Information) **(required)**

J 0 [] - [] [] [] [] [] []

Attach the nominee's photograph (taken within the last three months) here
Size: 4x6
(Attach to the documents to be submitted.)

3. Information about the Nominee(nos. 1-9 are all required)

1) Name of Nominee (as in the passport)

Family Name

[Empty grid for Family Name]

First Name

[Empty grid for First Name]

Middle Name

[Empty grid for Middle Name]

2) Nationality (as shown in the passport)			5) Date of Birth (please write out the month in English as in "April")			
3) Sex	() Male	() Female	Date	Month	Year	Age
4) Religion						

6) Present Position and Current Duties

Organization							
Department / Division							
Present Position							
Date of employment by the present organization	Date	Month	Year	Date of assignment to the present position	Date	Month	Year

7) Type of Organization

() National Governmental	() Local Governmental	() Public Enterprise
() Private (profit)	() NGO/Private (Non-profit)	() University
() Other ()		

8) Outline of duties: Describe your current duties

[Empty text box for Outline of duties]

**9) Contact Information**

Office	Address:	
	TEL:	Mobile (Cell Phone):
	FAX:	E-mail:
Home	Address:	
	TEL:	Mobile (Cell Phone):
	FAX:	E-mail:
Contact person in emergency	Name:	
	Relationship to you:	
	Address:	
	TEL:	Mobile (Cell Phone):
	FAX:	E-mail:

10) Others (if necessary)

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4. Career Record**1) Job Record (After graduation)**

Organization	City/ Country	Period		Position or Title	Brief Job Description
		From Month/Year	To Month/Year		

2) Educational Record (Higher Education)(required)

Institution	City/ Country	Period		Degree obtained	Major
		From Month/Year	To Month/Year		



3) Training or Study in Foreign Countries; please write your past visits to Japan specifically as much as possible, if any.

Institution	City/ Country	Period		Field of Study / Program Title
		From Month/Year	To Month/Year	

5. Language Proficiency (required)

1) Language to be used in the program (as in GI)					
Listening	() Excellent	() Good	() Fair	() Poor	
Speaking	() Excellent	() Good	() Fair	() Poor	
Reading	() Excellent	() Good	() Fair	() Poor	
Writing	() Excellent	() Good	() Fair	() Poor	
Certificate (Examples: TOEFL, TOEIC)					
2) Mother Tongue					
3) Other languages ()		() Excellent	() Good	() Fair	() Poor

¹ Excellent: Refined fluency skills and topic-controlled discussions, debates & presentations. Formulates strategies to deal with various essay types, including narrative, comparison, cause-effect & argumentative essays.

¹ Good: Conversational accuracy & fluency in a wide range of situations: discussions, short presentations & interviews. Compound complex sentences. Extended essay formation.

¹ Fair: Broader range of language related to expressing opinions, giving advice, making suggestions. Limited compound and complex sentences & expanded paragraph formation.

¹ Poor: Simple conversation level, such as self-introduction, brief question & answer using the present and past tenses.



6. Expectation on the applied training and dialogue program

1) Personal Goal: Describe what you intend to achieve in the applied training and dialogue program in relation to the organizational purpose described in Part A-2.

2) Relevant Experience: Describe your previous vocational experiences which are highly relevant in the themes of the applied training and dialogue program. (required)

3) Area of Interest: Describe your subject of particular interest with reference to the contents of the applied training and dialogue program. (required)

***7. Declaration (to be signed by the Nominee) (required)**

I certify that the statements I made in this form are true and correct to the best of my knowledge.

If accepted for the program, I agree:

- (a) not to bring or invite any member of my family (except for the program whose period is one year or more),
- (b) to carry out such instructions and abide by such conditions as may be stipulated by both the nominating government and the Japanese Government regarding the program,
- (c) to follow the program, and abide by the rules of the institution or establishment that implements the program,
- (d) to refrain from engaging in political activity or any form of employment for profit or gain,
- (e) to return to my home country at the end of the activities in Japan on the designated flight schedule arranged by JICA,
- (f) to discontinue the program if JICA and the applying organization agree on any reason for such discontinuation and not to claim any cost or damage due to the said discontinuation.
- (g) to consent to waive exercise of my copyright holder's rights for documents or products that are produced during the course of the project, against duplication and/or translation by JICA, as long as they are used for the purposes of the program.
- (h) to approve the privacy policy and the copyright policy mentioned in the Guidelines of Application.

JICA's Information Security Policy in relation to Personal Information Protection

- JICA will properly and safely manage personal information collected through this application form in accordance with JICA's privacy policy and the relevant laws of Japan concerning protection of personal information and take protection measures to prevent divulgence, loss or damages of such personal information.

- Unless otherwise obtained approval from an applicant itself or there are valid reasons such as disclosure under laws and ordinances, etc., and except for the following 1.-3., JICA will neither



provide nor disclose personal information to any third party. JICA will use personal information provided only for the purposes in the following 1.-3 and will not use for any purpose other than the following 1.-3 without prior approval of an applicant itself.

1. To provide technical training to technical training participants from developing countries.
2. To provide technical training to technical training trainees from developing countries under the Citizens' Cooperation Activities..
3. In addition to 1. and 2. above, if the government of Japan or JICA determines necessary in the course of technical cooperation.

Date:	Signature:
	Print Name:

**MEDICAL HISTORY AND EXAMINATION****1. Present Status**

(a) Do you currently use any drugs for the treatment of a medical condition? (Give name & dosage.)

<input type="checkbox"/> No	<input type="checkbox"/> Yes >> Name of Medication (_____), Quantity (_____)
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(b) Are you pregnant?

<input type="checkbox"/> No	<input type="checkbox"/> Yes (_____ months)
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(c) Are you allergic to any medication or food?

<input type="checkbox"/> No	<input type="checkbox"/> Yes >>>	<input type="checkbox"/> Medication	<input type="checkbox"/> Food	<input type="checkbox"/> Other:
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(d) Please indicate any needs arising from disabilities that might necessitate additional support or facilities.

(_____)
<i>Note: Disability does not lead to exclusion of persons with disability from the program. However, upon the situation, you may be directly inquired by the JICA official in charge for a more detailed account of your condition.</i>

2. Medical History

(a) Have you had any significant or serious illness? (If hospitalized, give place & dates.)

Past:	<input type="checkbox"/> No	<input type="checkbox"/> Yes>>Name of illness (_____), Place & dates (_____)
Present:	<input type="checkbox"/> No	<input type="checkbox"/> Yes>>Present Condition (_____)

(b) Have you ever been a patient in a mental hospital or been treated by a psychiatrist?

Past:	<input type="checkbox"/> No	<input type="checkbox"/> Yes>>Name of illness (_____), Place & dates (_____)
Present:	<input type="checkbox"/> No	<input type="checkbox"/> Yes>>Present Condition (_____)

(c) High blood pressure

Past:	<input type="checkbox"/> No	<input type="checkbox"/> Yes
Present:	<input type="checkbox"/> No	<input type="checkbox"/> Yes>>Present Condition (_____) mm/Hg to (_____) mm/Hg

(d) Diabetes (sugar in the urine)

Past:	<input type="checkbox"/> No	<input type="checkbox"/> Yes
Present:	<input type="checkbox"/> No	<input type="checkbox"/> Yes>>Present Condition (_____)
	Are you taking any medicine or insulin? <input type="checkbox"/> No <input type="checkbox"/> Yes	

(e) Past History: What illness(es) have you had previously?

<input type="checkbox"/> Stomach and Intestinal Disorder	<input type="checkbox"/> Liver Disease	<input type="checkbox"/> Heart Disease	<input type="checkbox"/> Kidney Disease
<input type="checkbox"/> Tuberculosis	<input type="checkbox"/> Asthma	<input type="checkbox"/> Thyroid Problem	
<input type="checkbox"/> Infectious Disease >>> Specify name of illness (_____)			
<input type="checkbox"/> Other >>> Specify (_____)			

(e') Has this disease been cured?

<input type="checkbox"/> Yes	<input type="checkbox"/> No (Specify name of illness)
	Present Condition: (_____)

3. Other: Any restrictions on food and behavior due to health or religious reasons?

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I certify that I have read the above instructions and answered all questions truthfully and completely to the best of my knowledge.

I understand and accept that medical conditions resulting from an undisclosed pre-existing condition may not be financially compensated by JICA and may result in termination of the program.

Date:	Signature:
	Print Name: