

# राष्ट्रीय उत्पादकता परिषद्

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार के अन्तर्गत)  
उत्पादकता भवन 5-6, इन्स्टीट्यूशनल एरिया,  
लोदी रोड, नई दिल्ली-110 003



NATIONAL PRODUCTIVITY COUNCIL

# NATIONAL PRODUCTIVITY COUNCIL

(Under Ministry of Commerce & Industry, Govt. of India)

Utpadakta Bhavan, 5-6, Institutional Area,  
Lodi Road, New Delhi - 110 003

No. 31102/20

Dt.

**Sub:20-AG-16-GE-TRC-B: Organic Agroindustry Development Leadership Course in Asia from 4-6 November, 2020, Digital Multicountry (DMC). (Visit [www.npcindia.gov.in/NPC/User/InternationalServices](http://www.npcindia.gov.in/NPC/User/InternationalServices) for detailed Project Notification)**

Dear Sir,

We invite your kind attention to NPC [www.npcindia.gov.in/NPC/User/InternationalServices](http://www.npcindia.gov.in/NPC/User/InternationalServices) with regard to above Asian Productivity Organization (APO) project. The project notification and the APO bio data form are available on the above mentioned page and the same are also attached herewith. The duly filled in **single copy** of Performa enclosed (in excel form only) of the suitable officers for participation as per the para (**Qualifications for Participants**) of the project notification may kindly be forwarded to reach us latest by **28<sup>th</sup> September, 2020**. In this regard, the following points may be noted.

- **Fees and Charges**

An Application fees (NON-REFUNDABLE) of **Rs. 500/-+ 18% GST** for MSME Sector, Trade Unions and NGO's and **Rs. 1000/-+ 18% GST** for others is payable along with the nomination form, for each participant.

In case of selection by APO, NPC will charge **Rs. 3,000/-+ 18% GST** for MSME Sector, Trade Unions and NGO's, **Rs. 12,000/-+ 18% GST** for profit making organizations and **Rs. 6,000/- + 18% GST** for others per participant is payable towards handling charges and membership fee for the APO Alumni Association of India (AAAI).

The requisite amount can be paid through a demand draft/cheque/ECS drawn in favour of National Productivity Council, New Delhi. In the regard, the bank account of NPC details is attached herewith. Kindly e-mail the details of the ECS/RTGS/NEFT payment made, **mentioning the name of applicant in remarks**, to [mayank.verma@npcindia.gov.in](mailto:mayank.verma@npcindia.gov.in), [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in), [rk.rawat@npcindia.gov.in](mailto:rk.rawat@npcindia.gov.in). Please note, in the absence of application fee, the nomination will not be considered.

- **Nomination Procedure**

**All nominations should be routed through proper channel and as per the attached APO bio data form.** The nominations received after the last date will not be considered. It is the responsibility of the candidates to complete all the official formalities required by their organizations/department for participating in the program.

It is requested to send nominations by e-mail to [mayank.verma@npcindia.gov.in](mailto:mayank.verma@npcindia.gov.in), [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in), [rk.rawat@npcindia.gov.in](mailto:rk.rawat@npcindia.gov.in) (application in prescribed excel format) and one hard copy by post along with the covering letter of the competent authority on company's letter head. All information pertaining to nominations will be treated as confidential and classified. The nominated officers may be invited as a faculty in programs on the relevant subject/s, organized by NPC.

We look forward to receiving of nominations from your esteemed organization.

Thanking you,

Yours faithfully,

A handwritten signature in blue ink, appearing to be 'K.D. Bhardwaj', written over a faint dotted line.

(K.D. Bhardwaj)  
Director & Head (Int'l Serv.)  
for Director General  
e-mail: [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in)



## PROJECT NOTIFICATION

Ref. No.: 20-AG-16-GE-TRC-B-458

<b>Date of Issue</b>	2 September 2020
<b>Project Code</b>	20-AG-16-GE-TRC-B
<b>Title</b>	Organic Agroindustry Development Leadership Course in Asia
<b>Timing and Duration</b>	4–6 November 2020 (three days)
<b>Hosting Country</b>	Mongolia
<b>Modality</b>	Digital Multicountry (DMC)
<b>Implementing Organization(s)</b>	Mongolian Productivity Organization (MPO) and the APO Secretariat
<b>Participating Countries</b>	Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, Islamic Republic of Iran, Japan, Republic of Korea, Lao PDR, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, Turkey, and Vietnam
<b>Overseas Participants</b>	19
<b>Local Participants</b>	12
<b>Closing Date for Nominations</b>	2 October 2020 The closing date is for the replacement of selected candidates, when applicable. Participants were selected before the project was rescheduled and changed into a virtual session. This new selection allows changes in the participants' list if necessary.

Notes: This PN supersedes the PN issued on 14 November 2019 and PNR issued on 8 April 2020.

## **1. Objectives**

The primary objective of this training-of-trainers course is for participants to broaden their understanding and skills in promoting and leading organic agroindustry for improving the productivity and sustainability of agriculture in their countries. Other objectives are:

- a. To acquaint participants with organic agriculture to enable widespread adoption of truly sustainable farming systems and markets;
- b. To familiarize participants with recent and emerging developments in global organic agroindustry and provide opportunities for networking and sharing of best practices in the management of agribusiness issues; and
- c. To contribute to achieving the Sustainable Development Goals (SDGs) of the UN 2030 Agenda for Sustainable Development, in particular, SDG 2 of ending hunger, achieving food security, improving nutrition, and promoting sustainable agriculture.

## **2. Background**

Organic agriculture combines tradition, innovation, and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved. Organic agriculture can significantly contribute to addressing global environmental and social changes and to achieving the UN SDGs. In order to take full advantage of its potential, organic agriculture needs to grow, continuously improve its performance, inspire mainstream agriculture, and take the lead in agroindustry. Organic solutions, comprising packages of intelligent, innovative farming techniques, sustainable, fair food chains, and principles that strengthen small-scale farmers and empower rural economies, are being adopted globally by governments and local authorities, carried out by millions of farmers, and supported by a rapidly increasing number of consumers. However, the organic segment still accounts for only a small share of global agriculture and is often perceived as having low productivity and being too expensive.

Leadership and institution building are the key factors for greater sustainability in agriculture and development of the organic sector. Actors in the organic sector today share a vision of a fairer, healthier, more sustainable world but sometimes lack the required knowledge, skills, and attitude to contribute effectively to its development. The potential benefits of organic agriculture have not yet been realized. A main reason is that the capacities of leaders in the sector, which includes NGOs, research and certification bodies, and public organizational units, are not yet fully developed.

The organic market has been steadily expanding, however, due to increased consumer awareness, health concerns, and environmental issues. Organic agriculture and markets are well developed in Europe and North America, while Asian organic markets are growing fast and expected to catch up in the future. Alongside the organic movement, there are numerous worthwhile initiatives from farmers, organizations, and businesses to improve sustainability in agrifood systems. Thus, the advocacy and leadership elements of the organic movement need an appropriate strategic course to become more relevant and impactful in view of the challenges global agriculture faces.

## **3. Modality of Implementation**

- a. This training course will be conducted online using videoconference applications.
- b. The resource speakers and participants will participate the course virtually using their own devices, applications, and Internet connections.
- c. The duration of each day's session will be up to three hours.
- d. The APO Secretariat will inform the resource speakers and participants of the applicable videoconference application and link to the virtual sessions.
- e. The videoconference link will be provided exclusively to resource speakers and participants in this training course and should not be shared.

#### 4. Scope and Methodology

The training course will consist of interactive lectures, case studies, and discussions. The tentative program is given below:

Date/Time	Activity
Wednesday, 4 November	Opening Session Presentations: <ul style="list-style-type: none"> <li>• Global organic agriculture movements including Asia</li> <li>• Overview of Mongolian organic agriculture and the way forward</li> <li>• Organic guarantee systems, participatory guarantee systems (PGS), and third-party certification</li> <li>• Organic agriculture in perspective of SDG and local government initiative</li> <li>• Trustworthiness of Organic Produces in Urban Market</li> </ul>
Thursday, 5 November	Presentations: <ul style="list-style-type: none"> <li>• Government interventions for supporting organic growth</li> <li>• Organic agriculture models and best practices</li> </ul> Sharing of country experiences in the organic agroindustry
Friday, 6 November	Presentations: <ul style="list-style-type: none"> <li>• Technology Adoption, Traceability and Supply Chain Integration in Organic Agriculture</li> <li>• Organic agriculture research, extension, and knowledge management</li> <li>• Exporting Asian Non-food Organic Products: Opportunities and Challenges</li> </ul> Group discussion/presentation/Action plan

#### 5. Qualifications of Candidates

<b>Present Position</b>	Agribusiness industry leaders; officials of government and NGOs; consultants involved in the organic movement; and representatives of organic certification bodies, farmers' organizations, and other stakeholders who demonstrate the capacity to play an influential role in promoting organic agroindustry.
<b>Work Experience</b>	Two years of experience or more in the position described above.
<b>Education</b>	University degree or equivalent qualification from a recognized university/institution.
<b>Computer Literacy</b>	Familiarity and competency in connecting to virtual meetings, including independently undertaking troubleshooting in the event of poor or lost connections.
<b>Language</b>	Proficiency in English, both written and spoken. Participants will be required to make presentations and engage in discussions.

#### 6. Requirements

- a. Have necessary devices comprising a computer, web camera, microphone, and speaker or headphones.
- b. Access to Internet connections suitable for videoconferencing. Stable, wired LAN connections are preferred.

- c. Follow the instructions of the moderators/presenters in asking questions, joining discussions, and answering questions.
- d. Participate in the entire course.

## **7. Financial Arrangements**

- a. The APO will meet the assignment costs for international resource persons.
- b. The host country will meet the assignment costs of local resource persons and for a virtual site visit(s), either broadcast live or recorded as applicable.

## **8. Actions by Member Countries**

- a. Each participating country will nominate three or more candidates in order of preference.
- b. Self-nominations will not be accepted.
- c. All nominations must be endorsed by an APO Director or Alternative Director and submitted by a Liaison Officer or designated officer.
- d. Each nomination must be accompanied by the APO biodata form and uploaded to the APO Document Management System (DMS)/Fleekdrive by the NPO. The biodata form is available on the APO website.
- e. Late nominations will not be accepted. When a nomination requires the approval of higher authorities and requires a longer time, the member country concerned should send the name(s) of the nominee(s) before or by the deadline, indicating that approval will follow.
- f. If a selected participant becomes unable to participate, the NPO concerned should inform the APO Secretariat and the host country promptly.

## **9. Actions by the APO Secretariat**

- a. Selection of candidates will be at the discretion of the Participant Selection Committee of the APO Secretariat.
- b. Selection of candidates will be completed and announced three weeks prior to the start of the project.
- c. Slots that become available due to withdrawal of a selected candidate(s) or lack of nominations by a member country may be filled by alternates to be selected on a merit basis.
- d. The APO Secretariat will inform NPOs of the final program, platform, and link of the virtual meeting, as well as the schedule for technical coordination when applicable, two weeks prior to commencement of the course.

## **10. Dress Code**

Participants are required to wear appropriate business attire during the course.



Dr. AKP Mochtan  
Secretary-General