

राष्ट्रीय उत्पादकता परिषद्

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार के अन्तर्गत)

उत्पादकता भवन, 5-6, इंस्टीट्यूशनल 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. 31522/21

Dt. 28-09-2021

Sub: 21-CL-04-GE-WSP-A: Workshop on Innovations in Farmers' Cooperatives and Producers' Associations from 9-11 November 2021, Digital Multicountry (DMC). (Visit 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 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 **22nd October 2021**. In this regard, the following points may be noted.

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

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, isg@npcindia.gov.in, 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, isg@npcindia.gov.in, 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 subjects organized by NPC.

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

Thanking you,

Yours faithfully,

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



PROJECT NOTIFICATION

Ref. No.: 21-CL-04-GE-WSP-A-PN2100077-002

Date of Issue	27 September 2021
Project Code	21-CL-04-GE-WSP-A
Title	Workshop on Innovations in Farmers' Cooperatives and Producers' Associations
Timing and Duration	9–11 November 2021 (three days)
Hosting Country(ies)	Japan
Modality	Digital Multicountry
Implementing Organization(s)	Japan Productivity Center and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Qualifications of Participants	Policymakers and government officials, executives of producers' associations including farmers' cooperatives, academics, and consultants involved in the agrifood industry
Nomination of Participants	All nominations must be submitted through National Productivity Organizations of member countries
Closing Date for Nominations	22 October 2021

1. Objectives

- a. Introduce the roles of farmers' cooperatives/producers' associations in supporting small and medium producers in the agrifood sector to improve their operations.
- b. Learn about innovations by farmers' cooperatives/producers' associations to make small and medium producers in the agrifood sector more competitive.
- c. Enhance the productivity and competitiveness of small and medium producers in the agrifood sector in member countries.

2. Background

Small and medium agrifood producers often face more constraints and challenges compared with large ones. While large producers have their own facilities and equipment, small and medium ones generally do not. In addition, large producers have greater bargaining power through their own market channels. To offset these disadvantages, small and medium agrifood producers organize cooperatives/associations for mutual assistance.

In Japan, 99% of agricultural members cooperatives are individual producers (Ministry of Agriculture, Forestry and Fisheries, Japan, Agricultural Cooperatives Survey 2019). They make joint purchases of agricultural inputs such as fertilizer, share equipment and postharvest facilities, and combine harvest sales. Farmers' cooperatives/producers' associations offer other benefits for members such as sharing information on technology and markets.

Farmers' cooperatives/producers' associations recognize the need for innovation. Some Japanese agricultural cooperatives have developed assistance systems by providing information on farm management conditions, harvest traceability, soil analysis, and Good Agricultural Practice conformity. Smart machinery such as GPS-guided tractors, controlled-environment greenhouses, and livestock management robots are gradually being introduced by Japanese agricultural cooperatives. Some have established their own product brands, which can be sold to quality-conscious consumers at premium prices. In addition to introducing innovative technologies, some farmers' cooperatives/producers' associations in Asia also provide management techniques such as empowering women farmers and developing relationships with other cooperatives/associations domestically and internationally, making them more productive and competitive.

This workshop will discuss innovations and innovative practices by farmers' cooperatives/producers' associations across APO member countries in their quests to assist small and medium producers to become more productive and competitive. This is in line with the goal of contributing to inclusive engagement and shared prosperity under the APO Vision 2025.

3. Scope, Methodology, and Certificate of Attendance

The duration of each day's sessions will be around three hours comprising presentations by experts, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

Day 1:

- Role of farmers' cooperatives/producers' associations in supporting small and medium producers in the agrifood sector
- Innovations and improvements adopted by farmers' cooperatives/producers' associations in the agrifood sector

Day 2:

- Strategies to strengthen the competitiveness of small and medium agrifood producers by farmers' cooperatives/producers' associations

Day 3:

- Best practices of farmers' cooperatives/producers' associations

The detailed program and list of speakers will be provided two weeks prior to the sessions with announcement of the names of the selected participants.

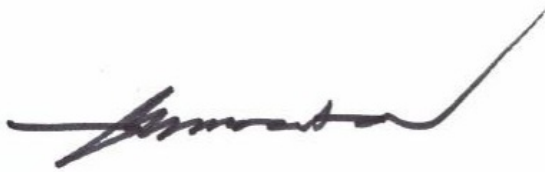
The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

4. Financial Arrangements

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

5. Implementation Procedures

Please refer to the implementation procedures for APO digital multicountry projects circulated with this document.

A handwritten signature in dark ink, appearing to read 'Dr. AKP Mochtan', with a long, sweeping horizontal stroke and a sharp upward curve at the end.

Dr. AKP Mochtan
Secretary-General