

# 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. 31407/21

Dt. 05-07-2021

Sub: 21-CL-13-GE-CON-B: Conference on Social Empowerment in Agriculture 2<sup>nd</sup>  
September 2021, 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 <https://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 **5th, August 2021**. In this regard, the following points may be noted.

- **Fees and Charges**

The Participation 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](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,

(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.: 21-CL-13-GE-CON-B-PN2100049-001

<b>Date of Issue</b>	05 July 2021
<b>Project Code</b>	21-CL-13-GE-CON-B
<b>Title</b>	Conference on Social Empowerment in Agriculture
<b>Timing and Duration</b>	2 September 2021 (one day)
<b>Hosting Country(ies)</b>	APO Secretariat
<b>Modality</b>	Digital Multicountry
<b>Implementing Organization(s)</b>	APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	130
<b>Local Participants</b>	Not Applicable
<b>Qualifications of Participants</b>	Policymakers, agricultural professionals, and CEOs and managers of agribusinesses; and researchers working on social enterprises, inclusiveness, and empowerment issues in agriculture
<b>Nomination of Participants</b>	All nominations must be submitted through National Productivity Organizations of member countries
<b>Closing Date for Nominations</b>	5 August 2021

## **1. Objectives**

- a. Introduce the concept and indicators of social empowerment for improving community development in the agriculture sector.
- b. Share successful models of and policies on social empowerment and their contributions to socioeconomic development.

## **2. Background**

Social empowerment is the process of developing a sense of independence and self-confidence while acting individually and collectively to change social relationships and the institutions and discourses that exclude the poor and keep them in poverty. It is a broad area of practice drawing upon social work and community development principles at individual, family, community, and social levels to promote equity and inclusion of all, such as persons with different abilities (PWDs) and other vulnerable groups.

Social empowerment can be achieved through inclusive education and socioeconomic integration. It is recognized as a major enabler in meeting the Sustainable Development Goals (SDGs), particularly Goal 1 (eliminating poverty), Goal 3 (good health and well-being), Goal 5 (gender equality), Goal 7 (affordable clean energy), and Goal 8 (decent work and economic growth).

Within this, women constitute an important component of social empowerment. The ability of women and girls to act individually and collectively to change social relationships that might otherwise exclude them and keep them in poverty is key to effective social empowerment. As such, it is imperative to expand and intensify social empowerment initiatives for women through education as well as economic opportunities. A report by the UN FAO (2013) stated that women received only 7% of total agricultural investment for human capital development and education. This level of investment should be raised considering that women serve as an important part of the workforce in the agriculture sector, accounting for 43% in developing countries, 57% in South Asia, and 22% in East Asia and the Pacific. A 2018 report by the UN ESCAP stated that about 61.3 million ASEAN women entrepreneurs owned and operated businesses, which is 9.8% of the total ASEAN population, while in South Asia women entrepreneurs led 20% of social enterprises.

Social entrepreneurship can foster innovation and improve agricultural programs by engaging groups such as PWDs and women, enabling them to support the livelihoods of their families and improve the general social fabric. There have been successful, innovative social enterprise models in recent decades in APO member countries such as Grameen Bank and BRAC of Bangladesh, Hansalim Agricultural Cooperative of the ROK, East Bali Cashews of Indonesia, Agrostar and Kisan Raja of India, and Virtualahan School in the Philippines. These models engage different social groups such as women, youth, PWDs, and marginal farmers in social empowerment efforts.

This conference will discuss the concept of social empowerment for improving community development in the agriculture sector and share successful models of how they can contribute to socioeconomic development.

## **3. Scope, Methodology, and Certificate of Attendance**

The duration of the sessions will be around four hours. The indicative topics of the presentations are:

- Concepts and indicators of social empowerment and inclusion
- Government initiatives and policies on social empowerment in agriculture
- Inclusion of vulnerable groups including PWDs, women, and youth in social agribusiness
- Successful social empowerment and agribusiness models

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**

The APO will meet the assignment costs for overseas and local resource persons, and 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 'Mochtan', with a long, sweeping horizontal line extending to the right.

Dr. AKP Mochtan  
Secretary-General