



No. 31202/23  
Dt. 29-03-2023

**Sub: 23-CL-04-GE-OSM-A: Multicounty Observational Study Mission on Millennial Leaders to Drive Rural Development from 11-13 July 2023, Bali, Indonesia (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 **12th, May 2023**. In this regard, the following points may be noted.

- **Fees and Charges** The APO/host country would meet round trip economy class international airfare by the most direct route from the international airport nearest to the participant's place of work, hotel accommodation, and the per diem allowances charges of the participants, as per the project notification issued by APO. However, the travel insurance, visa fees, and airport taxes are to be borne by the participant. An Application fee (NON-REFUNDABLE) of **Rs. 500/- + 18% GST** for the MSME Sector, Trade Unions, and NGOs 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 the MSME Sector, Trade Unions, and NGOs, **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 favor of the National Productivity Council, New Delhi. In the absence of an application fee, the nominations will not be considered. Kindly e-mail the details of the ECS/RTGS/NEFT payment made to [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in). In this regard, the bank account details are attached herewith. It is the responsibility of the candidates to complete all the official formalities required by their organizations/departments before proceeding abroad.
- **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,

-sd

(K.D. Bhardwaj)

Director & Group Head (Int'l Serv.)

for Director General

e-mail: [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in)



## PROJECT NOTIFICATION

Reference No.: 74

<b>Date of Issue</b>	27 March 2023
<b>Project Code</b>	23-CL-04-GE-OSM-A
<b>Title</b>	Multicountry Observational Study Mission on Millennial Leaders to Drive Rural Development
<b>Timing</b>	11 July 2023–13 July 2023
<b>Hosting Country(ies)</b>	Indonesia
<b>Venue City(ies)</b>	Bali
<b>Modality</b>	Face-to-face
<b>Implementing Organization(s)</b>	Ministry of Agriculture of the Republic of Indonesia and Ministry of Manpower of the Republic of Indonesia
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	38
<b>Local Participants</b>	12
<b>Closing Date</b>	19 May 2023
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Observe successful rural enterprises developed by millennial leaders using innovative business platforms based on digital literacy to contribute to sustainable rural development.
<b>Rationale</b>	The productivity of rural businesses and society must be enhanced to attract and retain young people to rural areas. Millennial leaders have the potential to lead this change with their digital literacy and adaptable, collaborative mindsets. This project aims to contribute to inclusive productivity under the APO Vision 2025.
<b>Background</b>	Attracting talented young people to rural areas has been a core agenda item for APO member governments to achieve sustainable rural development. Some members provide incentives to attract youth to agriculture and rural businesses. Indonesia has operated Farmers' Agricultural Rural Training Centers for many years to develop young rural community leaders. Millennials have successfully applied new lifestyle values and IT literacy to rural development initiatives, which can serve as models for similar efforts in other APO members.
<b>Topics</b>	Overview of rural development policies; Review of critical success factors in attracting youth to agriculture; Strategies adopted in APO members to involve millennial leaders in agricultural productivity initiatives; and Site visits to model rural development communities.
<b>Outcome</b>	Participants understand key success factors including policies and frameworks to assist agricultural communities and young farmers in achieving sustainable rural development and share best practices of technology adoption.
<b>Qualifications</b>	Government officials, community leaders, academics, and senior SME representatives working to create rural businesses and develop community platforms with youth involvement.

Please refer to the implementation procedures circulated with this document for further details.



Dr. Indra Pradana Singawinata  
Secretary-General