

# 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. 31506/20  
Dt. 01-10-2020

**Sub:19-AG-02-GE-WSP-B: Workshop on Digital Agribusiness for Women Entrepreneurs 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 **10<sup>th</sup> October 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.

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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.: 19-AG-02-GE-WSP-B-452

<b>Date of Issue</b>	24 September 2020
<b>Project Code</b>	19-AG-02-GE-WSP-B
<b>Title</b>	Workshop on Digital Agribusiness for Women Entrepreneurs
<b>Timing and Duration</b>	4–6 November 2020 (three days)
<b>Hosting Country</b>	India
<b>Modality</b>	Digital Multicountry (DMC)
<b>Implementing Organization(s)</b>	National Productivity Council (NPC) and the APO Secretariat
<b>Participating Countries</b>	Bangladesh, Cambodia, Republic of China, Fiji, Indonesia, IR Iran, Lao PDR, Malaysia, Mongolia, 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>	16 October 2020

Notes: This PN supersedes the PN issued on 7 January 2020 and PNR issued on 17 April 2020.

## **1. Objectives**

- a. To review recent trends in e-commerce and e-business in the era of digital agriculture and share successful e-business models for women entrepreneurs; and
- b. To examine how to enhance women's involvement in smart digital agribusiness and food industry enterprises and empower them to raise productivity in agriculture during the COVID-19 pandemic.

## **2. Background**

Due to the ongoing COVID-19 pandemic, many agriculture and food sector-related enterprises have been badly hit on both the supply and demand sides. The continued functioning of global and national food supply chains will be crucial in preventing food crises in countries that are already experiencing nutritional security challenges. The adoption of digital technology innovations could be a solution for present and future agrifood business sustainability.

Women are emerging as key players in the development of agribusiness enterprises in many Asian countries. They engage in income-generating activities as the main or supplemental source of family incomes, ranging from making handicrafts to retailing to food processing. Often, they do not have formal training in business planning and management. Thus, in many cases, their enterprises are not sustained or unable to expand. Digital technologies can improve women's ability to sell products, while ICT can be a powerful tool to overcome limited access to information, boost productivity, and facilitate outsourcing, resource sharing, and networking. However, gender disparities in the use of ICT across value chains prevent many women from achieving their full potential in the agribusiness sector. It is thus important to support women entrepreneurs, especially those engaging in smart digital agribusinesses, by developing the capacity and competency.

This workshop will provide opportunities to examine different successful digital business models for women entrepreneurs in rural communities and in micro and small agribusiness to increase productivity in the sector and thereby contribute to meeting the UN Sustainable Development Goals related to gender equality and empowering all women.

## **3. Modality of Implementation**

- a. This workshop will be conducted online using videoconference applications.
- b. The resource speakers and participants will participate in the workshop 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 workshop and should not be shared.

## **4. Scope and Methodology**

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

<b>Date/Time</b>	<b>Activity</b>
Wednesday, 4 November	Presentations: <ul style="list-style-type: none"> <li>• Key concepts and global trends in digital agriculture and agribusiness: Emerging opportunities and challenges for women entrepreneurs in Asia</li> <li>• Creating an enabling environment for women entrepreneurs to accelerate adoption of digital technology in the agriculture and agribusiness sector</li> </ul>
Thursday, 5 November	Presentations: <ul style="list-style-type: none"> <li>• Applications of digital technologies in agribusiness and digitization of supply chains in agriculture</li> <li>• e-Commerce marketing strategies, tools, and techniques</li> </ul>
Friday, 6 November	Presentations: <ul style="list-style-type: none"> <li>• Digital agriculture and digital agribusiness: Case studies from India and other Asian countries</li> </ul> Group discussion/action plan preparation: <ul style="list-style-type: none"> <li>• Formulation of follow-up action plans by individual participants</li> </ul>

## 5. Qualifications of Candidates

<b>Present Position</b>	Women government officials, CEOs or representatives of agribusiness associations, and consultants and academics involved in digital and e-commerce-related agribusiness training/operations of women, especially in rural communities.
<b>Work Experience</b>	Three years of experience or more in the position described above.
<b>Education</b>	University degree or equivalent qualification from a recognized university or similar tertiary 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 workshop.

## 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 Alternate 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 workshop.

## **10. Dress Code**

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



Dr. AKP Mochtan  
Secretary-General