

Target Countries :

Course No. : (A) J1704094 / (B) J1704095

No. : (A) 1784714 / (B) 1784715

Sector : Agricultural/Rural Development/Rural Development

Sub-Sector : Private Sector Development/Small and Medium Enterprises/Supporting Industries Promotion

Language : (A) English / (B) English

Outline

This training course is designed to learn how to promote local industries, One Village One Product projects (OVOP) in agricultural regions by enhancing management and marketing capabilities of small and medium enterprises (SMEs) and farmers. Participants have various opportunities to understand promotions of value added activities, effective OVOP utilizing local resources based on field trips and case studies.

Objective/Outcome	Target Organization / Group
<p>【Objective】 The participants expected to design effective and feasible promotion policies or support programs for SMEs or farmers in their countries to improve regional economic situations.</p> <p>【Outcome】 By the end of this course, participants should be able to:</p> <ol style="list-style-type: none"> 1. Understand policies for rural development by promoting and assisting small and medium-sized enterprises and farmer's organizations. 2. Increase the ability to analyze and advise management issues and problems of SME's and farmers. 3. Enhance value added activities and OVOP projects of foods and agricultural produce. 4. Improve the teaching method of management and marketing. 5. Design effective action plans (interim report) on promotion for rural industries. 	<p>【Target Organization】</p> <ol style="list-style-type: none"> 1. Central and local governmental organizations dealing with rural development 2. Small and medium-sized enterprise 3. Chambers of commerce 4. NGOs. <p>【Target Group】</p> <ol style="list-style-type: none"> 1. Officers or manager of target organizations who are in charge of support of SMEs or farmers organizations 2. Have more than 3 years' working experience in the field of rural development

Contents	Course Period
<p>The following subjects are taught by lectures, field visits, discussion and workshops:</p> <ol style="list-style-type: none"> 1. (1) Obihiro city rural development policy, "Food Valley" initiative (2) Project of Obihiro University of Agriculture & Veterinary Medicine Human resources development on Agriculture and Biotechnology (3) Promotion Policies and supporting programs for SMEs and farmer's organizations 2. (1) Corporate and business strategies (2) Managerial Accounting (Break-even analysis) and record keeping (3) Operation management (5S, Kaizen) (4) Organization management (SMEs and Cooperatives) 3. (1) Understand marketing basics (2) Analyzing marketing opportunities (3) Product Development (Effective One Village One Product Projects, Local Resource Utilization) 4. (1) Participant centered learning, Case method Teaching and Business games 5. (1) Project Cycle Management 	<p>(A) 2017/09/11~2017/10/14 (B) 2018/01/08~2018/02/10</p> <p>Department in Charge Rural Development Department</p> <p>JICA Center (A) JICA Hokkaido (Obihiro) / (B) JICA Hokkaido (Obihiro)</p> <p>Cooperation Period 2015~2017</p>

Implementing Partner	(A) Insight Management Inc. / (B) Insight Management Inc.
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Remarks and Website	URL http://www.insight-m.com
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