

Target Countries :

Course No. : (A) J1804239/ (B) J1804240

No. : (A) 1884714/ (B) 1884715

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 one-month intensive training course is designed to master basic management and marketing to develop regional industries. Participants from governments, companies, and NGOs have various opportunities to find out how to enhance competitiveness utilizing existing national or local resources based on lectures, field trips, case studies, workshops.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 The participants expected to design and implement strategic and feasible development policies, support programs or business plan for SMEs or farmers in their countries to improve national or regional economic situations.</p> <p>【Outcome】 By the end of this course, participants should be able to: 1. Understand advanced policies and program 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 (final report) on promotion for regional industries.</p>	<p>【Target Organization】 1. Central and local governmental organizations dealing with rural development 2. Small and medium-sized enterprise 3. Chambers of commerce 4. NGOs.</p> <p>【Target Group】 1. Officers or manager of target organizations who are in charge of national or regional policy making or management support of SMEs or farmers organizations 2. Have more than 5 years' working experience in the field of rural development</p>	
<p>Contents</p> <p>【Preliminary phase in home country】 Submit inception report</p> <p>【Core phase in Japan】 The following subjects are taught by lectures, field visits, discussion and workshops: 1. (1) The cluster development, "Food Valley" initiative by Obihiro city (2) Industry-academia-government collaboration project (3) Agricultural cooperative in Japan (4) Promotion policies and supporting programs for SMEs and farmer's organizations 2. (1) National, Regional and business strategies (2) Basic managerial and financial Accounting (Break-even point, Cashbook, Financial statements) (3) Operation management (5S, Kaizen, GAP) (4) Organization Management (SMEs and Cooperatives) 3. (1) Marketing basics and application (2) Product Development (Local Resource Utilization) 4. (1) Participant-centered (Case Method) learning (2) Workshops (3) Business games (4) Learning management system 5. (1) Project management and business plan (2) Action plan writing</p> <p>【Finalization phase】 Reporting in home country</p>	<p>Course Period</p>	<p>(A) 2018/9/10~2018/10/13 (B) 2019/1/14~2019/2/16</p>
	<p>Department in Charge</p>	<p>Rural Development Department</p>
	<p>JICA Center</p>	<p>(A) JICA Hokkaido (Obihiro) (B) JICA Hokkaido (Obihiro)</p>
	<p>Cooperation Period</p>	<p>2018~2020</p>
<p>Implementing Partner</p>	<p>(A) Insight-Management Co., Ltd. / (B) Insight-Management Co., Ltd.</p>	
<p>Remarks and Website</p>	<ul style="list-style-type: none"> • This course is able to implement twice a fiscal year. • Learning Management System helps participants' understanding by sharing reference materials, practice quizzes and consulting for their questions etc. • Four participants had approved for the Follow-Up Program. • URL http://www.insight-m.com 	