



### ***New JICA - New Challenges***

In Nepal, a highway linking the capital of Kathmandu with the country's agricultural breadbasket on the Terai Plain has been rebuilt with Japanese grant aid. And it is transforming the lives of farmers, small businessmen and school children living along the route.

Across Africa local micro-finance projects and small and medium-sized business enterprises are being launched with the help of 11.5 billion yen in soft loans provided by the Japan Bank for International Cooperation (JBIC).

In Central America Japanese volunteers and experts from JICA are helping to combat the deadly chaggas disease.

All of these projects are part of Japan's Official Development Assistance (ODA), but until now were administered by separate government organizations, the Ministry of Foreign Affairs, JICA and JBIC.

From October 1st, 2008 "New JICA" will start. The operation of soft loans and a part of grant aid will be merged with the technical cooperation into one organization. This agency, with some 8.5 billion dollars of available financial resources, will reputedly be the world's largest bilateral development organization.

JICA president Ms. Sadako Ogata, who will head the expanded organization said, "This decision marks a major historical turning point, not only for JICA, but also for Japan's ODA."

"Development assistance constitutes the largest element of Japan's contributions to the international community," Ms. Ogata said "and implementing it speedily and steadily is essential in order to fulfill our country's international responsibility as a major economic power."



Going forward, Ms. Ogata said, New JICA will work on the principle of the three S -speed up, scale up and spread out: 'speeding up' projects by closer coordination of technical assistance, loans and grant aid, 'scaling up' successful pilot projects to larger programs and 'spreading out' by enlarging community based activities and combining grass roots cooperation with NGOs, volunteers, experts and private organizations.

# Training Course Showcase

## Safe society with safe buildings

### Building codes and control systems (Building Safety and Social /Environmental Consideration) course

In many of the developing countries there are no sufficient systems such as the building codes, appropriate design or construction guidelines to secure the building safety. And the safety of the citizens is not secured yet. Actually many of the major disasters were caused by the natural disasters and the fires. It is essential for the developing countries to create the safety system in the early stage.

Recently, along with the safety consideration, global environmental problems and a barrier-free concept paying attention to the weak should also be taken into consideration when we think about making buildings. The contents of this training program have been changing responding to the

technology are adopted into the building. Participants are amazed with each of those state-of-the-art technologies. The participants who come from an earthquake country were particularly interested in the seismic isolation.

They also had the chance to observe the construction site of a high rise building which has the function of absorbing vibration caused by the strong wind and earthquakes. It was a good opportunity to look around the site under construction escorted by the manager.

The participants were interested in each one of the materials and were busy asking questions one after another and taking many pictures.

After the observation they commented "We were

Save energy with the air-conditioner which outputs air from the floor of the office.



An office built with quake-absorbing structure has a wide open space with no pillar.



A participant is getting answers from the Director General of the research institute.



Participants are taking photos of the earthquake resistant facility.

need of the time.

This year we had the training course of the "Building codes and control systems" and had nine participants from Iran, Ethiopia, El Salvador, Turkey, Pakistan, Mongolia and Laos who are working in the public works and urban development.

During the training they visited a laboratory of a construction company and studied the technology of seismic isolation and vibration control systems. The building was built on the top of a huge thick pillar. The pillar controls the vibration sent to the building. And many of the leading-edge technologies such as the fireproofing and fire-resistance systems, energy conservation, and a biotope of the greenery

very lucky to see many of the state-of-the-art technologies." "It is just amazing." There also are comments as "you should adopt the Japanese traditions and natural elements to the buildings." "I understood the safety of the structure. However where can I find the Japanese beauty?"

We really hope what they have learned and experienced in Japan will be a help in their work to adopt new technology valuing and preserving the present good.



Mana Kikuchi  
JICA Tokyo PR Desk



## (What do you learn in the program?)

### JICA Training Program a la carte menu

Among the many JICA training programs there are several different types. They are a group training which contains participants from various countries, an area program which covers a certain region and the one which targets a certain theme of a country. There is also technical training, done in Japan, which is required for a project running in the target country.

Last May, there appeared a group of 48 people clad in the same T-shirts at JICA Tokyo. Wherever they went they tended to attract attention from the public. Can you imagine who they are?

Actually they are the participants of the "Opportunity for Visionary Leaders for Manufacturing (VLFM)" course. All of them are from India! This program was to boost the competitiveness of the manufacturing businesses by bringing a change of the management mind of the visionary leaders. 48 members had gone through a 5-week training in India and the training in Japan would close the whole program with field trips and other lectures to see and learn about the manufacturing industries in Japan.

Among many JICA training courses, such a big group of 50 is quite rare, and we were concerned about whether the operation would go smoothly or not. However the

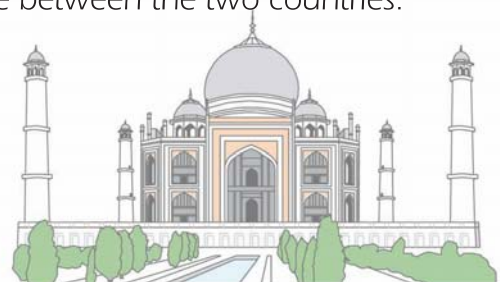


\* Participants working together on the Shinkansen-express



\* Members doing physical exercises in the uniform T-shirt.

group was well organized and carried out without any problems at all. They are enthusiastic to learn and they frequently discuss or work together at JICA Tokyo after the lectures, at local hotels, and even on the Shinkansen express train during a field trip. Today lots of the Japanese firms are considering doing business in India. We hope the personnel who know something about Japan after attending this course will act as a bridge between the two countries.





# Global warming countermeasures face a crucial test

Although the largest share of greenhouse gas emissions which are the causes of warming originated in developed countries, in recent years the amount of emissions in newly emerging economies such as China and India and other developing countries have been increasing rapidly with their economic growth. It is expected that in the future emissions in those

appliances are said to have achieved highest energy saving level in the world. Participants also recognize their high quality and many of them buy some product such as a digital camera during their stay here and take it back home. But there is still a gap in technical capabilities between their countries and Japan and it would be quite difficult to apply immediately the development skills of digital cameras for their countries. Then what can participants learn from this visit and what can they take back home for their countries?

In the scorching heat of 34℃, the participants got to the Bic Camera Shinjuku Store on foot. Already sweltering they hurried to the entrance expecting the cool air inside the store. But in the next moment they looked at each other. "It's not cool in the electric shop!" Yes, it's not very cool inside the store because Bic Camera Shinjuku set the preset temperature at 28℃. They appeared a little disappointed and picked up the fans laid out at the entrance.

After observing the TV department, they moved to the air conditioner department. They thought it must be cool there. But their expectations were not met. The air conditioner department was just the same as the other departments. "Is this part of energy saving? These thorough efforts are marvelous..." Forgetting about the heat, they seemed very much impressed.

Yes. At Bic Camera, since March 2008 they started



Listen to the lecture of a shop staff. Many of the lights shown behind are switched off.

countries will exceed those of advanced countries. So, in order to curb and decrease greenhouse gas emission, it is indispensable that not only developed countries but also developing countries increase their efforts.

Japan has been making efforts for the past thirty years to promote energy conservation as a warming countermeasure and to secure energy, and it has a rich accumulation of capable technology and know-how. And utilizing such Japanese technology and experience, JICA Tokyo has been implementing a training course "Energy Efficiency and Conservation".

This year the course started at the beginning of June and lasted for one and a half months and a total of sixteen participants who are engineers or officials from twelve countries (Brazil, Guatemala, India, Indonesia, Iraq, Kazakhstan, Kenya, Mexico, the Philippines, Serbia, Sri Lanka and the Ukraine) took part in it.

On July 17, near the end of the training course, the participants visited Bic Camera Shinjuku West Store to learn about energy saving promotion of Japanese home electric appliances. Japanese home electric



Observation of a TV selling floor.



## A report from Matsuda-san ...



**Hiroyuki Matsuda**

Industrial Development and Finance Division, JICA Tokyo

gradually to cut the power supply of the larger exhibits whose power consumption was extremely high. And as of July, the power supply of about 30% of flat-screen televisions and PCs and about 50% of illuminating equipment has been cut. In this way, about 3% of the power consumption of Bic Camera as a whole is cut and it is estimated that leads to a saving of electricity costs by 20 to 30 million yen per year.

The lecturer from the sales department of Bic Camera said: "We don't mean to say that Japan is ahead of other developed countries in our



Participants are all ears to how shop staff provides product description on energy saving.

efforts to promote energy saving of electric appliances in terms of technology and policy. But in addition to those efforts, we really hope that you use as a useful reference the selling system of electronics retail stores and the steady efforts made there for energy saving."

After the visit one participant said, "To have product technology is not enough to promote energy saving. The most important thing is the attitude and enthusiasm of those who are involved." I do hope that these words mark the first step for global warming countermeasures.

## FAQ by JICA Participants

**Q: (JICA participant):** What kind of JICA training courses do you have at JICA Tokyo?

**A:** JICA Tokyo mainly handles the Technical Training programs. There are more than 500 training programs in a year and they are classified into four categories as below -

**Economic Infrastructure Development and Environment category:** programs on data communications, TV broadcasting technology and others

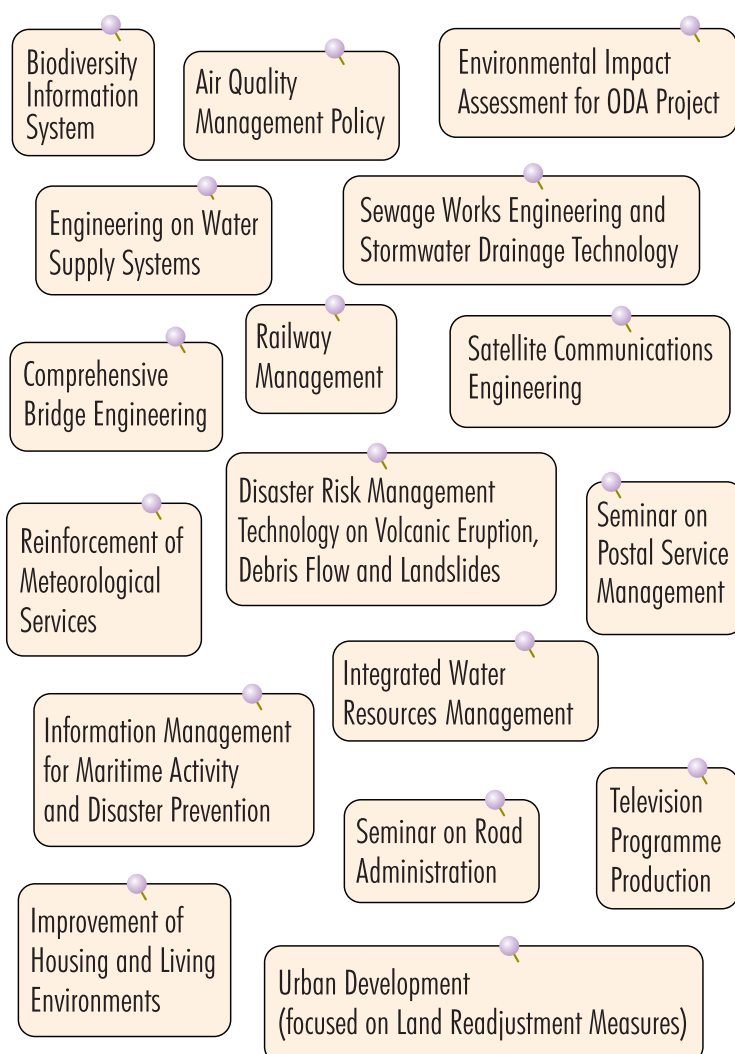
**Human Development category:** programs on social security such as healthcare, advancement of the status of the handicapped and others

**Industrial Development and Finance category:** programs on private sector development in tourism, finance and others.

**Public Policy category:** programs on local administration, intellectual property rights and others

Such Training courses as "Building codes and control systems (Building Safety and Social /Environmental Consideration)" which we featured earlier in this issue is the program managed by Economic Infrastructure Development and Environment Division.

"Economic Infrastructure Development and Environment Division" also administers such training courses as below -



# Cross-cultural communication

- To the participants who have just arrived at Japan and who will come to Japan in the future -

When you arrive in Japan you will straightway encounter Japanese culture, a foreign culture to you. In the training programs you will be with the participants from other countries. And furthermore you will meet lots of people such as JICA coordinators, lecturers, staff and other Japanese who meet at an event or just a person who sits next to you on a train. You inevitably need to communicate with the people who have different cultural backgrounds.

Some can enjoy the differences from the very beginning and some find think it stressful. For instance you might wonder why Japanese people are so keen on time. Or you might want to talk to someone who speaks your language.

The communications can be disturbed by a lack of understanding, prejudice and self assertiveness. When there are cultural differences in language, history, customs and religion the communication difficulty could be worse and will cause misunderstandings.

However don't worry because it is not only you who are struggling with the cultural differences. The person in front of you might also be feeling the same way as you. You just need to show respect to the others and communicate with him or her without stereotypes or prejudice. Try to know each other well. The knowledge of culture and society of others enables you to communicate well.

Do whatever you can. Take one step forward and you will be able to enjoy meeting with a different culture.



## Sports —an International language



There are people from various countries of all over the world at JICA Tokyo. It might be hard to know about all of their countries. On such occasion a sport helps. Especially at the team play players cooperate to win as a common objective and finally attain the strong sense of bonding beyond the difference of culture and language.

Every year JICA holds a football meeting in the fall. Teams from the JICA centers around Tokyo gather and hold a tournament. A JICA Tokyo team also join in it. It is organized right before the tournament with members from all over the world playing hard to get goals.



Mr. Esenbec Urmanov,  
Kyrgystan,  
the leader of JICA Tokyo Team 2007



Sports bring people together regardless of their religion or country. The rule is common and we can play it without any problems. We united as one team. (Mr. Schmidt Rodrigo Afonso, Brazil)

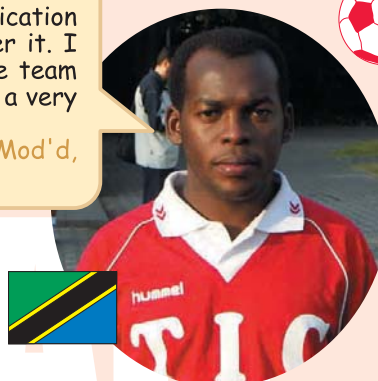


The common aim to win brought the whole team together. Language differences did not bother us at all. (Ms. Enla Mc Mahon, St. Christopher & Nevis)



I joined the team because I wanted play with people from different countries. I made lots of friends. (Mr. Mohammad Reza Lali, Iran)

We first had some difficulties in communication but we finally get over it. I got to know about the team members well and had a very good relationship. (Mr. Ahmad Hamza Mod'd, Tanzania)



We had no problem despite our language differences. Our hearts united as one. (Mr. Haduyen Trung, Vietnam)



# Aikido

## Encounter with Japanese Tradition



The very first step of cross-cultural communication is to know the other. Get to know about Japan through traditional culture and get closer to the Japanese through the vast mysterious world of various Japanese traditional cultures. Aikido, a Japanese traditional martial art, is one of the doors.

If you get closer to the spirit of Japan you might find something very different and very interesting.



Aikido is one of the relatively new martial arts of Japan in which we do not fight with the opponents. It is the technique to utilize the opponent's power to force him and subdue him. And it will offset the confrontation without injury on either side.

There is an Aikido club at JICA TOKYO. It is held on Wednesdays in the auditorium. All the JICA participants are always welcome even if they are not a permanent club member. You can participate or observe the lesson any time.



**Mr. Ta Tien Binh, Vietnam**

"It is only 2 months since I started learning. Learning Aikido gives me confidence. I enjoy learning it."



**Ms. Hoang Thi Hong Hanh, Vietnam**

"I knew Aikido when I was in Vietnam, because there was an Aikido Club in my college. As I wanted to learn it very much, I enjoy learning it."

**Mr. Hiroyuki MORI, Director of Public Policy Division of JICA Tokyo is one of the members. We talked with him.**



"We do not use strength in Aikido. So anyone, even an aged person or one short on physical strength, can do it. You can do it at your own pace. It is a very rational and beautiful martial art. It aims to create 'Wa' or 'Harmony'. So it is mentally useful for you when you do business and create a human relationship. It is good to maintain good posture and helps to ease back pain. If you attend the training several times you would start to learn something.

You might be too busy to attend the training periodically. However, if you are interested in it, just join us once. And you can keep on doing it in your country too. Aikido is very popular in oversea countries nowadays and it is easy to learn for the foreigners too.

Come and join Aikido and enjoy the Japanese spirit of martial art."

## Songs can easily get across the border



A song reminds you of a pleasant memory. When you hear it you can feel and even smell the air of the past. Some songs stay with us for years to come with such vivid memories. We will introduce you a coordinator who knows the magic of singing songs.



"I often teach Japanese songs to the participants of my course.

When we have time on a bus, for instance, I teach them without pushing them.

Everybody enjoys learning and singing very much.

In a sing-along, we are all cheered up and the sense of unity and solidarity seems to be strengthened,"

said Ms. Henmi, JICE coordinator.

She recommends some songs which are popular and easy to memorize for the JICA participants.-

"Shiki no uta (A Song of Four Seasons)" (sung by Seri Yoko)

"Kawa no nagare no youni (As a River Runs)" (sung by Misora Hibari)

"Ue o muite arukou (Sukiyaki)" (sung by Sakamoto Kyu)

"Sekai ni hitotsu dake no hana (The Only Flower in the World)" (sung by SMAP)

**Why don't you remember a Japanese song as a souvenir to take to your home.**

If you want to get lyrics, CDs or other information about Japanese songs, inquire at the Information Desk, Communication Plaza.



# Environmental measures at JICA Tokyo

## The greatest Crisis - Garbage issue

At JICA Tokyo we are practicing saving electricity and water together with recycling of waste materials. And we are showing some successful results. Now the biggest problem at the Center is the general garbage littered at JICA Tokyo.



**MOTTAINAI!**

**Look**, the hallway is full of garbage after JICA participants have left. Lots of usable goods can be found.

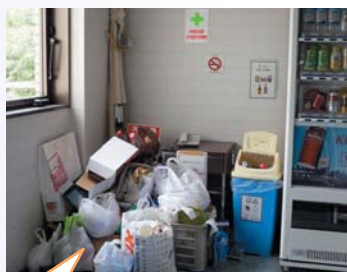
! Garbage you have thrown away is classified by the hands of the cleaning staff because no garbage can be collected to the disposal center before it is properly classified.



Garbage bin in the participants room



This is the recycling box for documents and copy papers. Throw wastepaper here before it becomes a big volume.



In the corridor next to the kitchen after the participants checked out. There is garbage which has overflowed the trash bin. Please dispose of trash little by little every day instead of throwing it all at a time.

## Now we need your cooperation!

- Decrease garbage as much as possible.
- Roughly classify the garbage in your room. (classify them into papers, plastics or food left over, for instance)
- It is helpful to throw waste food away in the dust box in the kitchen room, not in the bin in your room.
- You cannot put garbage in the trash box in front of and inside of the private residence. They are the personal property and exclusively for the private use.

## Celebrating the 350th Anniversary of Ogata Korin's Birth: Treasures by Rinpa Masters - Inheritance and Innovation (大琳派展 継承と変奏)

You can enjoy paintings drawn on a variety of objects such as big folding screens, small boxes and kimonos at this exhibition. All these are created by a group of artists called Rinpa art school led by Ogata Korin who is one of the greatest painters of the Edo period (from early 17th to early 19th century.) The paintings drawn by six artists of great individuality and others are exhibited including the national treasures.

The highlight of this exhibition is to see the plural paintings drawn on the same theme but by the hand of different artists at the same time. It also makes it easy to find the characteristics of each artist as well.

We hope you fully enjoy the masterpieces drawn by the great artists who left a major mark on the Japanese world of art.

Ogata Korin "Wind and Thunder Gods" Tokyo National Museum

**Place:** Tokyo National Museum (Ueno Park), Heiseikan (東京国立博物館 平成館)  
(10 min. walk from Ueno or Uguisudani Station on JR Yamanote Line, 15 min. walk from Ueno Station on Ginza and Hibiya Subway Line and Keisei Ueno Station)

**Date:** October 7 (Tue.) - November 16 (Sun.)

Closed on Mondays (but open on Oct. 13, Nov. 3 and closed on Oct. 14, Nov. 4)

**Time:** 9:30 - 17:00

Saturdays, Sundays & Holidays: until 18:00 Fridays: until 20:00  
Last entry 30min before the closing time.

**Admission:** ¥1,500

\*Free tickets are available at the JICA Tokyo information desk on a first-come, first-served basis.