



APMAS / AIT EXTENSION - PROCASUR LEARNING ROUTE
Learning Route on the Pro-Poor Rural Public-Private Partnership
22 – 31 October 2012
Thailand

INTRODUCTION

It has been realized by international development agencies that participation of private sector is vital for success of rural development projects / programs in developing countries. Without collaborations and partnerships with private sector government agencies will not have enough capacity, specialization and resources to improve socio-economic conditions of the poor and eradicate poverty. It is equally essential to work hand-in-hand with local communities, government authorities, and development institutions. This will help grass-root level stakeholders, especially rural poor households that improve their participation in the market economy.

IFAD definition of PPP: "Voluntary and collaborative relationships between public and private actors that agree to work together to achieve a common goal or undertake specific tasks. It usually implies that partners share the risks, responsibilities, resources and benefits.. In most cases, PPPs supported by IFAD will involve project-level partnerships."

(source:
<http://www.ifad.org/gbdocs/eb/104/e/EB-2011-104-R-4-Rev-1.pdf>)

Globally is now understood that the private and public stakeholders must work together. In the Asia and the Pacific Region, various pro-poor rural public-private partnership (PPP) programs are carried out by IFAD. The programs address development issues under poverty reduction areas such as rural livelihoods, food security, natural resource management, income generation activities and value-chain management in agriculture.

This Learning Route will focus on the exchange of best practices and innovations between Rural and Agricultural Development Projects IFAD Projects and the well-recognized trajectory of the Kingdom of Thailand in reducing poverty level progressively. In the path to become a Middle Income Country (MIC) PPP initiatives and platforms opened spaces for a better livelihood in the rural through access to new dynamic markets at the local, national and international level, better public policies and territorial investments and becoming one of the most dynamic private sectors in the Region.

This Learning Route is an opportunity for farmer organization leaders, government authorities and private companies directives to come together, exchange with other practitioners and scholars and bring back home new concept, tool and strategies that accelerate the fight against rural poverty by joining strengths.

This Learning Route is a joint effort of IFAD, APMAS, AIT-E and the PROCASUR Corporation

THAILAND AS CASE STUDY

Poverty reduction and poverty persistence

Thailand has experienced a considerable decline of rural poverty in the past few decades. Thailand has a fast growing economy and has developed flourishing smallholder agriculture. With successfully pro-poor strategies along the past 40 years, poverty has fallen from 70% to 10% in the country.

Still, 5 million Thai live under poverty line (below 1,5 USD per day), 88.3% lived in rural areas especially in rural areas and more specifically in difficult regions like Isan (Northeast) and the North. For the Northeast, the number of the poor was found to be 2.8 million or 52.2% of the country's poor and 13% of the 20 million regional populations.

The development of Products with Territorial Identity (OTOP) and PPP

PPP of agricultural products in Thailand had been progressing more rapidly when the government launched OTOP programs. OTOP is the brand of products under the 'One Tambon, One Product' project, a nationwide sustainable development initiative launched by the Thai government in 2001. It aims to promote the unique products made by local communities, by utilizing their indigenous and/or local skills and craftsmanship combined with available natural resources and raw materials. OTOP programs allow farmers to have exposure to entrepreneurial environment and to experience SME practices. It also helps connecting relationship between private sector and farmers as well as creating interaction between government and private entities.

The Thai government provides communities with valuable assistance with regard to product development and opportunities to market products in a global arena. This project is also an important way to preserve traditional skills and ancient Thai heritage, which have been passed down through generations. OTOP offers an extensive range of exquisite handicrafts, quality agricultural products, food, beverages, gems, jewelry, textile, garments, etc.

One Tambon One Product (OTOP) is a local entrepreneurship stimulus program designed during the 2001-2006 Thai Rak Thai government. Drawing its inspiration from Japan's successful One Village One Product (OVOP) program,[1] Thailand's OTOP program encourages village communities to improve local product quality and marketing, selects one superior product from each tambon to receive formal branding as a "starred OTOP product", and provides a local and international stage for the promotion of these products. There are 36,000 OTOP groups across the country, with each having between 30 to 3,000 people per group. (Source: <http://www.thai-otop-city.com/background.asp>)

Farmers and communities' learning curve on OTOP / SMEs / PPP are growing, there are much more key stakeholders have to learn from this interaction. With direct experience from OTOP and SME adventure, Thai farming communities and rural people have collected a lot of practical experience and knowledge that will be useful elements in the learning route.

OBJECTIVES

The main objective is to assist IFAD Projects in the implementation of PPP Strategies by learning directly from the field Thailand best practices and innovations on Pro Poor Public-Private-Partnership. By the means of field work, lecture and exercise, this Learning Route aims at:

- i. Learning from successful Thai policies, programmes and SME in the field of agriculture and non-agriculture business.
- ii. Facilitating an exchange platform among rural and agricultural development partners in the region.
- iii. Designing country PPP improvement programs according to IFAD Projects partnerships.
- iv. Managing practical concepts and tools on Pro Poor PPP and Value-Chain development.

A Learning Route is a continuous process of "training in the field" that seeks to broaden and diversify the market of rural technical services, including and valuing the best experiences and knowledge of institutions, associations, communities and rural families. Each Route is organized thematically around experiences, case studies and best practices on innovative rural and local development in which local actors become the trainers. (Visit: www.asia.procasur.org)

Focus areas of the Learning Route:

- I. Overview of Pro-poor PPP rural Development and links with key Concept in Value-Chain Management.
- II. Management for Sustainability of Pro-poor PPP rural development program; Sustainable business model of pro-poor PPP (CSR, Social Business, OTOP).
- III. Role of public sector / private sector in developing and facilitating pro-poor PPP programs
- IV. Performance improvement of PPP program (Achievement Cycle & Project Management) Monitoring and Evaluation of PPP projects.
- V. Public Sector Marketing Strategies

DATES AND ACTIVITIES

The Learning Route start on the 21th of October 2012 in Bangkok, Thailand and it will end on the 31th of October 2012 also in Thailand capital. Here the main activities undertaken, for more detailed information, please consult the Schedule of the Learning Route attached to this document.

- Input sessions: Scholars and practitioners conduct input sessions to enable participants to follow the lessons and allow them to reflect and share their experiences through discussion. In the sessions key concepts and tools will be highlighted.
- Small group exercises: Throughout the Learning Route the country teams will strength their internal network as well will plan and conduct exchanges with the other delegations. This method will also be used when the groups prepare the PPP Improvement Programs.
- Cases studies: Field work to some of the best Thai experiences will be used to enhance analytical skills of participants. By reflecting on current practices, country teams will identify alternatives for addressing opportunities and challenges in their own context.
- PPP Improvement Programs: Each Team will develop a program that improves performance of PPP projects in their countries. The program will be prepared in consultation with experts, AIT and PROCASUR facilitators.

TARGET GROUPS

This Learning Route is designed for rural and agriculture development practitioners from the Asia and the Pacific Region who are promoting Value Chains with a PPP approach

1. Public sector at the national and subnational level.
2. Farmers' economic and social organizations.
3. Private corporate sector.

NOMINATION PROCEEDURE

1. IFAD Country Offices can nominate a public-private partners team to take part in the Learning Route.
2. The team must be composed by practitioners from the different three sectors (min. 3, max 6 candidates)
3. Country Office should select participants in accordance to its PPP strategy so that after the Learning Route the team may remain active.
4. It is the Country Office the one that endorse the list of participants by delivering it to the organizers.

For more information on how to apply, please contact us by email or phone:

Name	Organization	Mail	Phone
Agus Nugroho	APMAS - AIT	anugroho76@ait.asia	+66-2-5245551
Jagriti Shankar		jagriti@ait.asia	
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More information at: asia.ifad.org asia.procasur.org apmasnetwork.org

DEADLINE FOR APPLICATION: SEPTEMBER 30TH 2012

Conditions and services

In order to participate in the Learning Route, each Country/Project Team will have to:

- Cover her/his travel expenses from her/his own place of origin to Bangkok on October 21st and return from Bangkok on October 31st.
- Cover her/his accommodation and daily subsistence allowances (DSA) from the time of arrival, October 21st until her/his return on October 31st. The organizer will assist in securing booking at shared rooms.
- Cover her/his travel insurances from the time of arrival, October 21st until her/his return on October 31st.
- Obtain the entry Visa for Thailand, if required. Assistance such as official invitation letter will be provided.

APMAS and PROCASUR as sponsors of this learning route will provide technical and operational services required between the 21th and the 31th of October 2012, as follows:

- Technical and operational assistance before, during and after the training;
- Payment of experts, trainers and translators;
- Laos, Cambodian and Vietnamese simultaneous translations and translated materials;
- Three daily meals (no-alcoholic beverages);
- Terrestrial and aerial transportation within Thailand;

Organizers established a limited Scholarship Fund that might partially cover the training fee of the Teams that cannot afford it completely. Teams interested in the Fund are encouraged to contact the organizers as soon as possible.

CASE STUDIES

1. Siam Organic Company Limited, Bangkok, Thailand.

The Siam Organic Company Limited is a provider of the healthy natural and organic products. The company aims to improve quality of lives and standard of living of farmers. Starting from developing one of the world's most nutritious and healthy specialty organic rice, with the support of a fully integrated supply chain, Siam Organic builds access to consumers worldwide and develops the most premium-branded organic rice coming out of Thailand. The Company partners with farmer cooperative group in North Eastern province of Thailand and breed the rice within their land through organic farming practice. The company has partnership with Bank for Agriculture and Agricultural Cooperatives (BAAC) and Rice Research Center of Kasetsart University, Thailand. <http://www.facebook.com/siamorganic>



2. Chao Phya Abhaibhubejhr Foundation, Prachinburi Province, Thailand.

The government hospital established non-governmental entity within the hospital to run business on production of herbal medicine. The brand "Abhibhubejhr (ABB)" is very famous in Thai traditional medicine markets and it has a large market share. ABB has collected two decades of experience in producing quality herbal products which are achieved by employing advanced technology to enhance the value of herbal medicine and to make them safe and accessible for users. The ABB is renowned for the social contribution towards sustainable development. ABB contracts local farmers to grow herbal plants, under its quality standard, in order to maintain adequate amount of raw materials for making herbal products. <http://www.abhaiherb.com/en>



3. Thai Organic Farm, Ratchaburi Province, Thailand.

Many Thai farming companies have join hands with government agencies to promote Good Food Good Health policy. This policy supports Thai people access to good quality food and promotes poor farmers earning diversification by participating in market organic farming activities. Thai Organic Farm was founded in 2000, and 2001 the farm has been certified by Organic Agriculture Certification Thailand, accredited by International Federation of Organic Agriculture Movements (IFOAM). The company has the products that are displayed in over 20 branches of Bangkok's five major supermarkets. <http://www.organicthai farm.com/FAQ.html>



4. Sri Muang Agricultural Central Market, Ratchaburi Province

This is a relevant example of an Agricultural Central Market operated by a private company, under regulations of Department of Internal Trade, Ministry of Commerce. This market provides facilities for farmers to bring and sell directly the products. These free markets are looking to reduce middlemen intervention and achieve a fairer trade. Moreover, the market authority makes sure high quality market services and to obey public health and hygiene regulations. http://www.news.kku.ac.th/eng/news/images/stories/KKUNewsletter/vol3_no2.pdf



hygiene regulations.

APMAS / AIT EXTENSION - PROCASUR LEARNING ROUTE
LEARNING ROUTE SCHEDULE
22 -31 October, 2012
Thailand

Time	Monday 22 October	Tuesday 23 October	Wednesday 24 October	Thursday 25 October	Friday 26 October
0830 – 1230	Opening of the Learning Route Input Session: Overview of key concepts and strategies on pro poor PPP in rural development.	Input sessions: Business Models of PPP in Rural Development.	Case Study: Thai organic Farm, Ratchaburi Province	Input Session: Bottom-up Approach Model for Civil Organization -Public Partnership in Pro-poor Community Development.	Input Session: Social Enterprise – A Case of Siam Organic, Thailand.
1230 – 1330	<i>Lunch Break</i>	<i>Lunch Break</i>	<i>Lunch Break</i>	<i>Lunch Break</i>	<i>Lunch Break</i>
1330 – 1630	Input Session: Sustainable management of community-based development project.	Case Study: Chao Phya Abhaibhubejhr Foundation, Prachinburi Province	Case Study: Sri Muang Agricultural Central Market, Ratchaburi Province	TRAVEL TO NORTHEASTERN REGION OF THAILAND.	Case Study: Siam organic Farm, Northeastern Thailand.
Time	Saturday 27 October	Sunday 28 October	Monday 29 October	Tuesday 30 October	Wednesday 31 October
0830 – 1230	Participants review key learning points	Weekend Break	Case Study: Population and Community Development Association (PDA)	Input session: Key Concepts, Identification of gap and possible solution of on-going PPP projects.	PPP IP Design presentations expositions
1230 – 1330	<i>Lunch Break</i>		<i>Lunch Break</i>	<i>Lunch Break</i>	<i>Lunch Break</i>
1330 – 1630	PPP IP Design		Case Study: Contract Farming, Sukhon Nakorn	Case Study: Community-based Social Welfare Programs in Chumpae District	Sharing Experience of Learning Route Module among Participants. Closure Ceremony

#Note: Daily Tea / Coffee Break at 1000 – 1030 and 1500 – 1530

Public Private Partnership

1. Dr. Veerachai Khuprasert
Advisor on SMEs Promotion

Dr. Veerachai is responsible for business development in both Management Consulting and Skill Development areas. He has extensive experiences in arranging and conducting management executive courses in leadership, entrepreneurship and innovation programs for private and public enterprises. He has created effective knowledge management plans and designed knowledge management system and activities including e-learning, e-books, and learning forums for the Office of SMEs Promotion and SME entrepreneurs in Thailand.

His professional expertise covers marketing, finance & banking, knowledge management and entrepreneurship with over 25 years experiences in both the private and public sectors, starting with The Siam Cement Group – Thailand's renowned corporation, and Senior Management levels in Deutsche Bank AG – one of the world's largest banks and TMB Bank, College of Management - Mahidol University, and Office of SMEs Promotion – Thailand's government agency. Dr. Veerachai received PhD in Knowledge Management (EU-Asia International Program) from Chiang Mai University, Master of Business Administration (Management) from University of Central Missouri, USA and Bachelor of Economics and Marketing from Thammasat University. He is a Board Member of Foundation for International Human Resource Development and in the Thammasat Economics Association Committee.

2. Dr. Preeyanuch Apibunyopas

Associate Professor, Kasetsart Business School, Kasetsart University, Thailand.

Dr. Preeyanuch is Associate Professor of the business school, Kasetsart University. She earned Ph. D. in Business Administration from Purdue University, USA. Her fields of specialization are on agribusiness management, small business management and strategic management. She worked as the consultant for developing strategies to progress food industries in Thailand and served as advisor to develop price structure for rubber. She also carried out research projects on Strategic Management in Small and Medium Size Thai Firms. Institute of Southeast Asian Studies and on Organization Behavior of Transnational Corporation, United Nations Centre for Rural Development.

3. Mr. Voravate Chonlasin

Senior Program Specialist, AIT Extension, Asian Institute of Technology, Thailand.

As Senior Program Specialist, Mr. Voravate's major responsibilities are analyzing training needs, designing training courses, planning and managing implementation of training programs, facilitating learning activities and evaluating training programs. Mr. Voravate is specialized in competency-based course design for sustainable environment management, urban environment management, rural-regional planning, infrastructure development, agriculture development and water resources management. He is also interested in knowledge management through facilitative learning.

Mr. Voravate was course coordinator and facilitator for the ADB-PPP GMS training courses on Urban Environment Management and 1st and 2nd learning courses on Environment and Natural Resources Planning and Management. He worked with LEAD Associates as coordinator on the LEAD International Workshop on Cross-Border Resource Flow in the GMS held at AIT. He was AIT-Bangkok-Based workshop coordinator chosen by the World Bank Institute to carry out Trainers' Workshops on Improving Training Quality (ITQ).

Mr. Voravate earned his B.Sc. in Soil Science from King's Mongkut Institute of Technology Ladkrabang (KMITL) in 1989 and M. Sc. in Rural – Regional Development Planning of AIT School of Environment, Resources and Development (SERD) in 1994.

About the Sponsors and Organizers



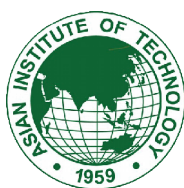
The International Fund for Agricultural Development (IFAD), a specialized agency of the United Nations, was established as an international financial institution in 1977 as one of the major outcomes of the 1974 World Food Conference. The Conference was organized in response to the food crises of the early 1970s that primarily affected the Sahelian countries of Africa. The conference resolved that "an International Fund for Agricultural Development should be established immediately to finance agricultural development projects primarily for food production in the developing countries". One of the most important insights emerging from the conference was that the causes of food insecurity and famine were not so much failures in food production, but structural problems relating to poverty and to the fact that the majority of the developing world's poor populations were concentrated in rural areas. Websites: <http://www.ifad.org>, <http://asia.ifad.org>.



Asian Project Management Support Programme (APMAS) is an IFAD-funded 3-year regional programme being implemented by [Asian Institute of Technology \(AIT\)](http://www.ait.ac.th). It aims at improving the development effectiveness and efficiency of pro-poor rural development programmes in the Asia and the Pacific region. Its short-term objective is to enhance the management capabilities of rural development projects and programmes in the region, specifically in countries such as Cambodia, Laos, India, Indonesia and Vietnam. This will be achieved by (i) building project management capacity; (ii) strengthening the policy environment; and (iii) improving the capacity of service providers. Websites: <http://asia.ifad.org/web/apmas>, <http://www.apmasnetwork.org>.



The PROCASUR Corporation is a private non-for profit international organization established in 1996 in Santiago, Chile. PROCASUR aims to provide the technical services and tools to manage knowledge and build capacity for public and private actors engaged in the fight against rural poverty in the developing world. With Headquarters in Latin America, it has three operating regional offices in Latin America, Africa and Asia and the Pacific. PROCASUR has been promoting and implementing a powerful methodology of capacity building through peer-to-peer sharing of knowledge and face-to-face interactions: The Learning Routes. Websites: <http://asia.procasur.org>, <http://www.procasur.org/>.



AIT Extension (AIT-E) is an innovative and responsive provider of a broad array of capacity building programs, short-course training and consultancy services, affiliated with Asian Institute of Technology (AIT). AIT Extension identifies and responds to regional opportunities for continuing education, training and consultancy, and thus helps realize AIT's mission to develop highly qualified and committed professionals who will play a leading role in the sustainable development of the region and its integration into the global economy. AIT Extension organizes on-campus and off-campus short-term education and training courses, study visits and consultancy services that respond to clients' continuing professional development needs. As well as providing services for organization of conferences, seminars and workshops. Designed, developed and implemented training courses and professional development programs are customized to the specifications of the requesting client organization. AIT Extension works with professionals in national governments, overseas development agencies, multilateral agencies, development institutions, private sector, investment banks, consultants and NGOs. Websites: <http://www.extension.ait.ac.th/>, <http://www.ait.asia>.