

## **4<sup>th</sup> ASEAN+3 Village Leader Exchange Program (VLEP)**

### **A Summary Report on the Activities in 2016**

18-24 September, Shanghai, China



## **International Poverty Reduction Centre in China (IPRCC)**

September 2016

## Major Abbreviations and Acronyms

ADB	Asia Development Bank
ASEAN	Association of Southeast Asian Nations
CDD	Community Driven Development
IB	Inclusive Business
IPRCC	International Poverty Reduction Centre in China
LGOP	The State Council Leading Group Office for Poverty Reduction and Development, China
MDG	Millennium Development Goal, UN
NAPC	National Anti-Poverty Council (Philippines)
NDRC	National Development and Reform Commission (China)
NGO	Non-Governmental Organization
OVOP	One Village One Product-a village economic development model
PAO	Poverty Alleviation Office (China)
PRC	People's Republic of China
SSO	Social Service Office (Singapore)
UGVO	University Graduate Village Official (a national program launched in China for promoting the village development)
UNDP	United Nations Development Programme
VCC	Village Consultative Council (Brunei)
VLEP	Village Leader Exchange Program
VOCCD	Visit-Observation-Calculation-Comparison and Discussion, A Working Model for targeting the poor in Guangxi

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## **1. Introduction**

Advocated by the Chinese Premier Li Keqiang at the ASEAN+3 Summit 2013, the “ASEAN+3 Village Leader Exchange Program” was launched in the same year with the aim to strengthen the capacity of village leaders of ASEAN member countries through exchanging best practices and training. In 2013, 2014 and 2015 three training workshops and village stays have been conducted in Sichuan Province and Guangxi. International Poverty Reduction Centre in China (IPRCC), the Leading Group Office of Poverty Reduction (LGOP), the State Council, is the Chinese implementing agency for the exchange program.

The 4<sup>th</sup> ASEAN+3 Village Leader Exchange Program (VLEP) was held from 18 to 24 September 2016 in Shanghai City, PRC. The 2016 program is hosted by IPRCC, organized by the Cooperation and Communication Office of Shanghai Municipal Government. 4<sup>th</sup> VLEP was also supported by ASEAN Secretariat, United Nations Development Programme (UNDP) and Asian Development Bank (ADB). All together 84 participants participated in the program, of which 40 participants are from 10 ASEAN countries, 6 from ASEAN Secretariat, ADB, and ASEAN-China Center, 37 from China, 1 from Republic Korea. IPRCC recruited Prof. Liu Yonggong from China Agricultural University as program facilitator for preparation and implementation of the program. Mr. Armin Bauer, the Principle Economist, Madam Yukiko Ito, Social Development Specialist, ADB Sustainable Development and Climate Change Department (SDCC), provided assistance in participant coordination and program development. The Cooperation and Communication Office of Shanghai Municipal Government, as local organizer, provided logistic service and mobilized a group of volunteers for providing services to participants.

This summary report is prepared by the program facilitator. It summarizes the program activity procedures, major outputs as well as the program evaluation results. It also includes recommendations for the follow up actions made by participants while wrap up session.

## **2. The preparation of the training program**

IPRCC, as the Chinese program execution agency, has developed the program agenda and coordinated with ASEAN+3 Country participants and prepared program materials, etc., which ensured the success of the exchange program. Major preparation works include:

- (i) Consultation and coordination with ADB, ASEAN Secretariat and relevant ASEAN member countries on the program activities and time of implementation. Constructive suggestions and professional supports were received from ADB officials, ASEAN Secretariat and ASEAN member countries;
- (ii) Development of the program agenda through reviewing the results and experiences of 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> program years. For reviewing the previous achievements, preparing the agenda and professional facilitation &

moderation of the training program, IPRCC recruited a national program facilitator.

- (iii) Preparation of China and ASEAN member countries village development best practice and successful case development. Before the workshop, IPRCC prepared the guidelines for preparing the country best practices in poverty reduction and village development and contacted the country liaison officers of the ASEAN member countries to request them developing PPT and papers on village development and poverty reduction best practice. All ASEAN member countries prepared and submitted their cases in PPT prior to the workshop.
- (iv) Up loading the prepared materials into IPRCC webpage before the workshops for sharing among the participants.

### 3. The Activity Implementation and Outputs

#### 3.1 The Opening Session

The opening session was chaired by Madam Li Linyi, the Deputy Chief of International Exchange Division, IPRCC. Mr. Yao Hai, Director General of Shanghai Cooperation and Communication Office, representing the local host institution, delivered his opening speech to welcome participants from ASEAN+3 countries and ADB. He also briefly introduced the economic and modern agricultural development in Shanghai. Mr. Tan Weiping, Deputy Director General of IPRCC expressed his welcome to all participants on behalf of the organizing agency. He also addressed importance of the program for mutual sharing experience among ASEAN+3 countries. Ms Tang Thi Phuong Mai, from ASEAN Secretariat, welcomed the participants from ASEAN countries and expressed thanks to Chinese government and other international organizations for financing hosting the al strategy on rural development and poverty reduction.



Following the welcome speeches, Prof. Liu Yonggong, the program facilitator, introduced the five-day exchange program. To get know each other participants were invited to introduce themselves.

As an extended opening event, on the second day Mr. Hong Tianyun, the Vice Minister of LGOP, attended the afternoon session and delivered a key note speech to welcome the participants from ASEAN countries and relevant international organizations and highlighted the importance and necessity to of the exchanging experiences and sharing successful cases in poverty reduction and village development experiences among the ASEAN



countries and with China. He also briefly reviewed the achievements and successes China made in the past three decades and addressed China's major poverty alleviation strategies in the forthcoming five years.

### **3.2 Session-1: The Poverty Reduction in PR China and Shanghai**

The objective of this session is to let participants from ASEAN countries understand the China's national and local government policies and strategies and achievements made in poverty reduction and village development. The session presentations and discussions were moderated by Madam Li Linyi, IPRCC, China.

#### **3.2.1 China's Experiences on Poverty Reduction and Development**

Mr. Tan Weiping, the Deputy Director General of IPRCC, made a presentation entitled "Poverty Reduction and Development Policies and Practice in China". The major contents of his presentation can be summarized in following aspects:



- (1) China's Achievements in Poverty Reduction: (i) through about 30 years continuous effort by the government China has made remarkable achievements in reduction of rural poverty. A total of 700 million people got out from the poverty. The absolute poverty incidence in China has been decreased from 40% in 1980s to 5.0 % in 2013. (ii) The per capita income increase in the poverty stricken counties is faster than the national average, all administrative villages in poor areas had access to rural roads, TV/telephone network, drinking water, rural clinics, the school enrolment rate has been increased to 97.7%. (iii) China is the first developing country in the world achieved its 2015 MDG goal and therefore greatly contributed to the global MDG achievement by 2015.
- (2) China's Experiences in Poverty Reduction: China's unique experiences made in poverty reduction could be summarized in three aspects, namely: (i) increasing governmental investment in poverty reduction which is benefited from the fast economic growth driven by the dynamic institutional reform; (ii) construction and improvements of rural economic and social infrastructures, i.e. roads and transportation facilities, irrigation, etc.; (iii) Consistent implementation of special governmental poverty reduction policies and mainstreaming the poverty reduction into the social economic development plan;
- (3) Challenges that China faces in Poverty Reduction: (i) still large number (70 million) of absolute poor to be alleviated by 2020; (ii) large development disparities and gaps still exist between east and west regions; (iii) high investment demand for improving the social and physical infrastructures in poor villages; (iv) migrant workers in urban area lack of social welfare and service, left-behind old and children in poor villages;
- (4) China's Targeted Poverty Reduction Strategy and Approaches: LGOP has formulated Poverty Reduction Strategy (2011-2020) and poverty reduction will be mainstreamed in the 13<sup>th</sup> Five Year Development Plan as priority. For achieving the goals and ensuring the performances, LGOP set up overall strategy for poverty reduction through eight approaches:

### **Box 3-1 Eight poverty reduction approaches in China in 13<sup>th</sup> Five Year Poverty Reduction Plan**

1. Sector and industrial development in poor areas, value chain development;
2. Resettlement of the poor villages to the better areas;
3. Improving the social infrastructures and social services in poor villages
4. Promoting labor transfer from agriculture to urban and non-farming activities;
5. Improving education facilities in poor areas and skill enhancement
6. Improving the health care and medical services in poor areas
7. Increasing financial support to poor areas
8. Poverty alleviation through compensating the ecosystem conservation

### **3.2.2 Shanghai Experiences on East-West Cooperation in Poverty Reduction and Rural Development**

Mr. PAN Xiaogang, Secretary General, Cooperation and Communication Office, Shanghai Municipal Government, presented Shanghai's experiences in east-west cooperation in poverty reduction. The major contents can be summarized in following aspects:



- (1) Shanghai Municipality, as the most developed province in China, provided poverty reduction supports to Yunnan and Tibet since 1980s<sup>1</sup>;
- (2) In the past 20 years, Shanghai invested a total of 50.2 billion CNY to support poverty reduction in Yunnan. The support includes direct financial support to poor prefectures and counties in Yunnan; economic and commercial cooperation for promoting the economic and industry development of poor areas in Yunnan; importing Yunnan agro-products to Shanghai; improving rural education; enhancing public health service; scientific exchange, ethnic minority development; commissioning Shanghai cadres and technicians to Yunnan, etc.
- (3) In the interprovincial cooperation, municipal governmental departments and districts of Shanghai built their partnership with Yunnan prefectures and counties for poverty reduction. The pairing modality will be further applied in 13<sup>th</sup> Five Year Plan period.
- (4) Shanghai Municipal government will further increase the financial support to Yunnan and Tibet during the 13<sup>th</sup> Planning Period, the total fund volume will be doubled.

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<sup>1</sup> The inter-provincial poverty reduction program was initiated by the central government since 1980s. Coastal provinces provide supports to poor provinces through financial transfer, aid programs and commissioning cadres and technical human resources



### 3.2.3 China's Commissioned Village Leaders On-site Poverty Reduction Practices

#### A. Dispatched Village Leader in Village Development

Mr. LIU Wei, First Party Secretary of Nanmeng Village, Leishan County, Guizhou Province dispatched by the State Council Leading Group Office of Poverty Reduction and Development in China presented his experiences. The following contents have been presented:



- (1) Brief introduction to Leishan County and Langde Township where the Nanmeng Village is located;
- (2) The Nameng Village, the colorful ethnic arts and culture, Lusheng Instrument and Dancing, as unique resource for tourism;
- (3) Village leader's experiences made in household visits and planning the village poverty reduction projects. Project implemented: the road construction, drink water supply, street lamp installation, eco-cultural tourism development, establishment of villager's cooperative for producing handicrafts and manufacturing the Lusheng Instrument (a local bamboo blowpipe instrument), tea plantation and tea processing, villager's skill training for cash income, etc. Mr. Liu Wei, as village leader played very important roles in planning and implementing these projects.

#### B. Dispatched Village Leader in Poor Village Development

Madam Zhang Wanting, the dispatched village leader from LGOP to Yuangu DUI Village, Gansu Weiyuan County, shared her experiences of working as party secretary in one poor village. Her presentations mainly focused on:



- (1) **The six key approaches for increasing household income:** (i) Sheep Breeding driven by the Gansu Shenlong and Shengyuan Livestock Development Enterprises to provide lambs to poor households and each households can receive 1000 Yuan/year profit; (ii) Households put physical properties and production materials as well as live sheep as share of the sheep production cooperative for the construction of the sheep farm and production, individual farmers can benefit from the share; (iii) poor household put their poverty funds and loan with lower interest rate to the cooperative as share capital; (iv) Using the social enterprise donated funds and governmental grant funds for lending to the poor households in crops and livestock production; (v) Land resource as share for the cooperative for cash crop production; (vi) Based on the enterprise, built an economic corporation with enterprise and share the profit. Through share-holding reform, the household income increased from 920 Yuan in 2012 to 4100 Yuan in 2015. Village Poverty Incidence declined from about 57% in 2012 to 3.0% in 2015.

- (2) **4 duties of Village Leaders in Village Development.** Village leaders dispatched from government have at least four major duties: (i) Facilitation of the establishment of grassroots level village organizations and strengthen the capacity building of the organizations; (ii) planning and implementing the governmental supported accurate poverty reduction programs; (iii) Provide social services to the poor people in the village; (iv) facilitate the governance capacity building of the village committee and village party branch committee.
- (3) **Working Experiences of village leaders:** (i) specific roles and function positioning and identification, what the native village are not able to do, is the tasks of dispatched village leaders; (ii) understanding the poverty situation and reasons for poverty; (iii) find the right and effective solutions to the problems and constraints by using the appropriate working methods; (iv) promote the people's engagement and commitment to the poverty reduction activities; (v) building the capacity of the village leadership.

### 3.3 Session-2: Poverty Reduction Approaches in ASEAN Countries

In the afternoon session ASEAN Countries presented their country poverty reduction approaches and successful cases. This session and discussion were moderated by Mr. Armin Bauer from ADB and Prof. Liu Yonggong from China Agricultural University.

#### 3.3.1 Poverty Reduction and Successful Cases from Cambodia

Mr. Kasal Vathnak Long, the Community Development Officer of Ministry of Rural Development, Cambodia, delivered a presentation on Cambodia Country Poverty Reduction. Following major key points have been presented:



- (1) Governmental Administrative Structure for poverty reduction in Cambodia, organizational set up and mandates of the Ministry of Rural Development in poverty reduction, rural development administrative structure at local level;
- (2) Rural Development and Poverty Reduction Policy and Strategy in Cambodia: promoting the rural economic development, improving the livelihoods of rural poor and rural infrastructures;
- (3) Cambodia rural development and poverty reduction strategy, approaches and core activities and programs implemented in rural areas, including: (i) rural road construction;(ii) primary health care and sanitation; (iii) rural drink water supply; (iv) rural education and vocational skill training;(v) community development; (vi) household farming system improvement; (vii) rural credit program; (viii) rice bank; (ix) small and micro enterprises development.
- (4) Case study on Rural Development Project in Kampot, Cambodia. The project is implemented in 6 villages from 2011 to 2015. Major project components include the improvement of irrigation facilities; demonstrating farming production models; improvement and building ponds; improvements of the village social

service infrastructures, such as drink water supply, pump station construction, village road improvements, etc.

### 3.3.2 The Village Development Cases in Lao PDR

Ms. Nalinthone Vorasane, the Technical Officer of Planning and International Cooperation Department, Lao PDR, and her country colleagues presented the Koesenkham Village Development Fund in Xaychamphone District Borikhamxay Province of Lao PDR. The presentation focused on following aspects:



- (1) Introduction to the Koesenkham Village.

The village has a total of 2430 ha arable land, 1064 villagers, 191 households, of which 101 are poor households. Livestock is the major income source for the villagers. The village has access to basic public services, such as education, health care center and hygiene drink water, etc.
- (2) The village development fund was set up in 2014 with initial fund of 77,370,500 kip. In 2014 the fund had initial member of 46. The fund management committee consists of 9 persons.
- (3) The village development fund management:
  - Lending to member : interest rate is 2% per month, annual interest rate is 24%.
  - Time for lending: 6-12 months.
  - Interest rates for deposits : 0.5% per month
  - Budget for deposits: begin 2 \$ up.
  - Borrowers mainly use the money to engage in crops cultivation and livestock raising;
  - Set up the borrowers' groups base crops and livestock production
- (4) Performance and achievements: increased the per capita monthly income from 150,000 kip to 300,000 kip; reduced the number of poor households from 191 in 2014 to 101 in 2016. Poor households can have access to micro-credits for their cultivation and livestock production activities.
- (5) Weaknesses and challenges: (i) borrowers cannot pay back the credit in schedule; (ii) farmers are lacking of production skills, management committee members are lacking capacity building training; (iii) fund management regulations are not effectively implemented in the daily management;

### 3.3.3 Myanmar Village Development Cases

On behalf of Myanmar delegates, Mr. Aye Min Tun, the staff officer of Department of Rural Development Ministry of Livestock, Fishery and Rural Development, Myanmar, presented the cases of Myanmar. The major contents can be summarized in following aspects:



- (1) The geo-location and map of the project villages and townships;
- (2) Social economic profiles Aye Chan Thar San Pya Village and Min Pyin Village. Paddy rice and seasonal crop and livestock production are the major income sources from agriculture; there are also seasonal labors transferred to non-farming activities and working in factories for cash income;
- (3) Development needs from two villages:
- (4) Development needs identified for Aye Chan Thar SanPya Village:

No.	Village Needs and Priority
1	Bridge Construction
2	Electricity Post Extension
3	Water Supply
4	Health Clinic Construction
5	High School Construction
6	Domestic Chores Training
7	Loans for agricultural
8	Livestock
9	Farming Machine

Development needs identified for Min Pyin Village:

No.	Village Needs and Priority
1	Earth Road
2	Bridge
3	Solar Electricity
4	Earth Road
5	R.H.C (Rural Health Center)

- (5) Different governmental line agencies and NGOs, Township Level Departments ( Governments) for related sectors, NGO, CSOs (Philanthropy base) and NCDDP, etc., supported projects in the 2 villages include:

- (i) Village earth roads, bridges, and field infrastructures;
  - (ii) Drink water supply facilities;
  - (iii) Supply of solar electricity;
- (6) Major behavior changes due to the project implementation: (i) Communities welcomed the developments activities in their communities and improve the habit of cooperation with the Government Departments. (ii) According to the experiences, communities interest to contribute for the In Kind (Working Force and necessary materials) and Cash contribution; (iii) after the project completion, the governmental departments handed over the projects to the communities and communities will be responsible for the maintenance of the project outputs. (iv) More transparency at the community level through implementing People Centered Approach).

### 3.3.4 Vietnam National Poverty Reduction Policies and Achievements

Mr. DINH Pham Hien, official of the Department of Agriculture and Rural Development of Soc Trang, Viet Nam, presented the poverty reduction and village development cases in Vietnam. Key points of the presentation are as follows:



- (1) Importance of Agriculture and Rural Development in Vietnam. In Vietnam, about 66% population is still living in rural area, agriculture contributes 18% to national GDP, and 15% to national exports. Agricultural export growth rate 2015 is 12.4%. Agriculture employs 48% labors in Vietnam.
- (2) The overall achievements of Rural Poverty Reduction in Vietnam. The Vietnamese Government always attaches high priority to Rural Poverty Reduction in its national development strategy. Improving living conditions and narrowing the gap with the UN MDG have been the national development priority.
- (3) Achievements made in Poverty Reduction. In the past 5 years, Vietnam made remarkable achievements in Poverty Reduction, through implementing poverty alleviation programs and social supporting policies, the national poverty incidence reduced from 12.6% in 2011 to 7% in 2015.
- (4) National Target Program (NTP) and Supporting Policies are in place for the poverty reduction from 2016 to 2020. A multi-stakeholder involvement poverty reduction mechanism has been set up which is consisting of central government, local authority, rural communities, private sectors and international development organizations, such as ADB, World Bank and UNDP.

### 3.3.5 Thailand's Poverty Reduction Approaches

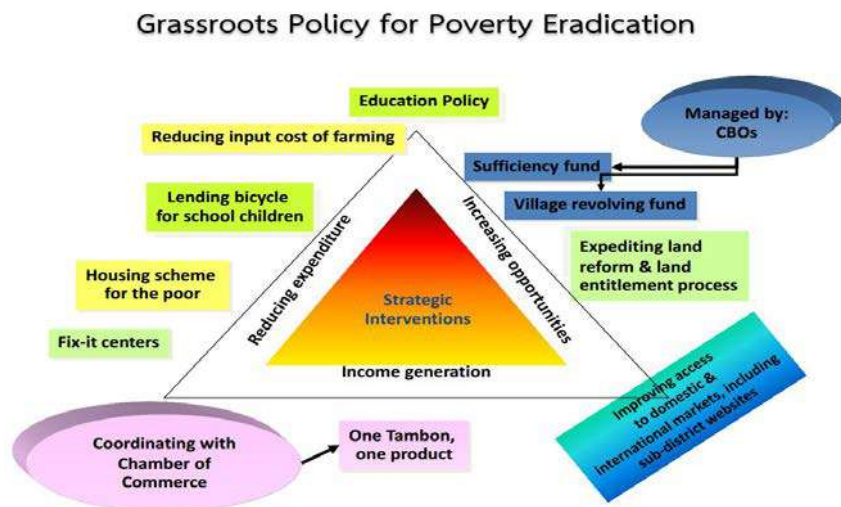
Ms. Pathomporn AJALAKITTISIN, community development worker, Ministry of Interior, Thailand, and her three village leaders from Thailand, jointly presented the case in Thailand. The presented case can be summarized in the following:



- (1) The Development Status of Thailand.  
Through 4 decades remarkable social and economic development, Thailand

became upper-middle income economy in 2011. However, there are still poor people mostly (80%) living in rural region, the poverty incidences are varying from region to region in the country. There is still large social disparity between urban and rural areas.

(2) Grassroots policy framework for poverty eradication in Thailand.



(3) Farm Productivity Enhancement through Sufficiency Economy and Farmer Network. Two village cases were presented: (i) Case of Mae Hong Son Village with approaches of diversified agriculture, organic farming, reducing the chemicals and organizing the village supermarkets; (ii) Case of Phatthalung Village, changed from many species low return to major species with high value and high return and meeting the market demand;

(4) One Tambon One Product Program (One Tambon One Product-OTOP). OTOP was a successful national program initiated by Thai Government. Until 2015 there are 40,694 entrepreneurs involved in OTOP program, OTOP produced about 83,538 agro-products and reached a total production value of 109 billion Thai Bahts. Three types of entrepreneurs involved in the OTOP, namely merchant groups of 25,277, sole owners of 14,853 and small and medium enterprises (SME) of 614, which are graded in 3-5 stars. These entrepreneurs are playing very important roles in the development of OTOP and marketing the products. Nowadays, OTOP is already developed to a comprehensive platform for agro-trade fairs, product distribution, processing, tourism/hotel, etc.

**3.3.6 Singapore Country Case: Delivering Localized Assistance to Vulnerable Social Groups**

Singapore is a developed member country in ASEAN with a well established inclusive social service network for vulnerable social groups. Ms. Yong Hwee Li, the Assistant General Manager of Social Service Office (SSO), Ministry of Social and Family Development Singapore and her two colleagues, introduced the SSO implemented social assistance program to vulnerable communities.



Singapore has developed a national social security network consists of healthcare, public housing, education, compulsory saving and workfare. A social care network named “ComCare” scheme has been developed and functioning for delivering social services to people who need help. SSO is a governmental agency for providing social services to vulnerable people at the community level. The service target group includes older people, children, disabled and unemployed people, etc. At the same time, the government also built the partnership among different agencies and NGOs for jointly providing assistances to the target groups. The service network already covered all towns in Singapore.

SSO has three fundamental functions, namely working at the ground through coordinated partnership, tapping on existing partnership schemes and providing additional layers of helps. SSO has two major operational functions: Administration of the ComCare Scheme and delivering regional services which consist of regional ground sensing, service planning and delivering and regional stakeholder management and coordination.

The Singapore Model of Inclusive Social Service Network for assisting vulnerable social groups can be learned from other ASEAN countries as well as China in the course of the Social and Economic Development.

### **3.3.7 Malaysia Case: SME Development for Poverty Reduction**

Mr. MOHD Adam, Rural Development & Development Supervisor, Ministry of Rural & Regional Development, Malaysia, and his colleagues presented the successful case in Malaysia. The case can be summarized in following aspects:

- (1) From 1970s to 2015 Malaysia has made remarkable achievements in rural development and poverty reduction. The rural poverty incidence has been declined from 58.6% in 1970 to 3.4% in 2012. The absolute poverty incidence in 2012 reduced to 0.6%.
- (2) Strategic Approaches for promoting the development of Small and Medium Enterprises (SME). Following strategic approaches have been development in promoting the SME: (i) Targeting the youth who are competent and wanting to start their business; (ii) Knowledge Development; (iii) Attitudinal Development; (iv) Vocational and Entrepreneurship Development; (v) Healthy Lifestyle; (vi) Facilities for Social Interactions; (vii) Promoting building the Partnership in Development; (viii) International Relations and Networking;
- (3) Programmes and initiative for promoting the SME Development:
  - Business Advisory Services @ORC
  - Branding & Packaging Mobile Gallery
  - Access to Financing
  - Human Capital Development
  - Infrastructure



- Innovation & Technology Adoption
  - Market Access
- (4) Remained Challenges for future Development of MSE:
- Less Job Opportunity because to many postgraduates (urban & rural) from universities and colleges;
  - Land Owner (Rural Community) is minority
  - Foreign Migration

### 3.3.8 Philippines Poverty Reduction Strategies

Ms. Glenda Oliveros Dimaandal, the Development Officer of Philippines National Anti-Poverty Commission (NAPC) and her colleagues presented the national institutional structure and the poverty alleviation programmes in Philippines:



- (1) National Anti-Poverty Commission: The Philippines government set up a national agency called National Anti-Poverty Commission (NAPC) in 1997. NAPC consists of about 30 governmental line agencies and NGOs and NPOs. NAPC serves as coordination and advisory body for the implementation of Social Reform Agenda (SRA). NAPC focuses on poorest people, people's participation and empowerment and rationalization of the poverty reduction programs. NAPC has established 14 basic sectors for serving different kind of vulnerable target groups, including children, women, disabled persons, indigenous ethnic groups, etc.
- (2) NAPC Program Thrusts: (i) Focus on the poorest of the poor. Interventions are focused on the poorest municipalities from the poorest regions and provinces; (ii) people's participation and empowerment. People's participation in governance can make poverty reduction work more effective; (iii) rationalization of the poverty reduction programs. Poverty reduction strategy that locates poverty reduction within economic development planning, and bridges national and local poverty planning.
- (3) Social Development Program implemented in the Philippines: (i) Conditional Cash Transfers – The Pantawid Pamilyang Pilipino Program or 4 Ps is patterned after the conditional cash transfer (CCT), provides cash grants to beneficiaries provided they comply with the set of conditions required by the program. As of August 2015, 4,353,597 registered households in all 17 regions. (ii) Assistance and Target groups: (a) Education: Children for promoting their school education; (b) health care: Pregnant Women and their children;
- (4) Fisher Folk poverty reduction program. Fish industry is an important sector in the Philippines, however the fish folk has the highest poverty incidence comparing with the sectors due to various reasons. The poverty reduction program for promoting fishery folk focused on following approaches: (i) Establishment of fisher folk settlements; (ii) empowerment and participation of fisher folk in the poverty reduction program; (iii) supporting the livelihood



programs covering seaweed production, community fish landing centers (post harvest facilities), women managed areas, mangrove plantations, etc.

### 3.3.9 Indonesia Village Development Case

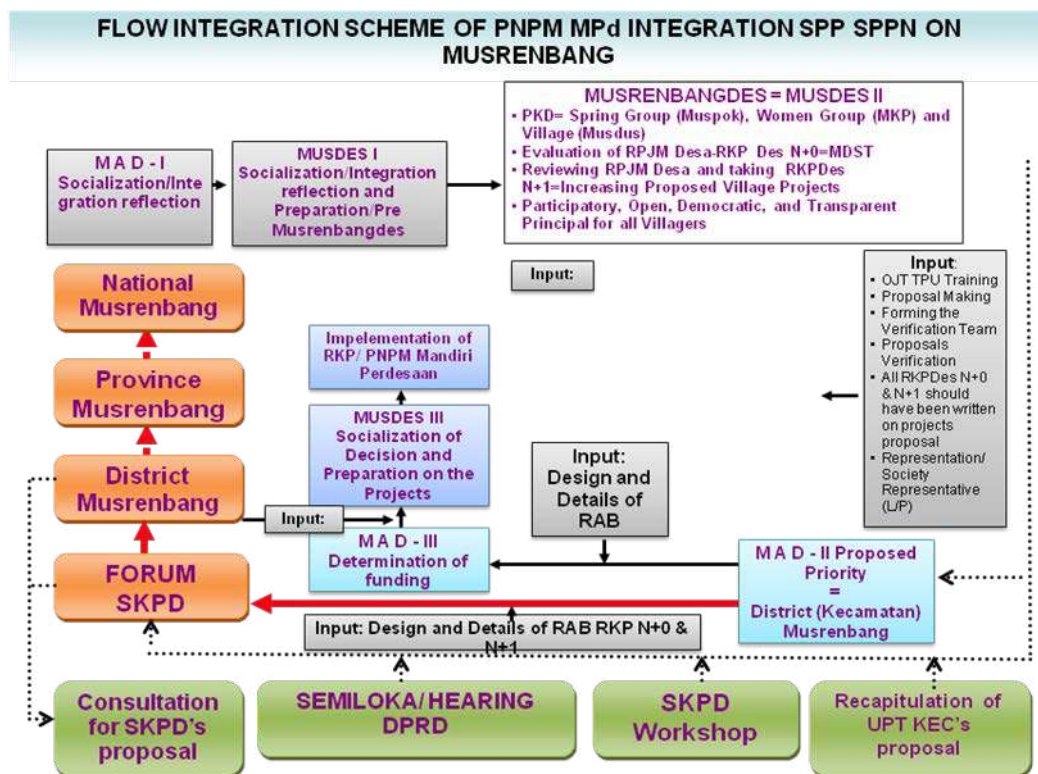
Mr. Soekirman, District Governor of Serdang Bedagai District, North Sumatera Province, Indonesia, and his colleagues, jointly presented the Indonesia Village Development Case with the title “Building a Village as A Central Region’s Economic Development to reduce Poverty”. Key contents of the case include:



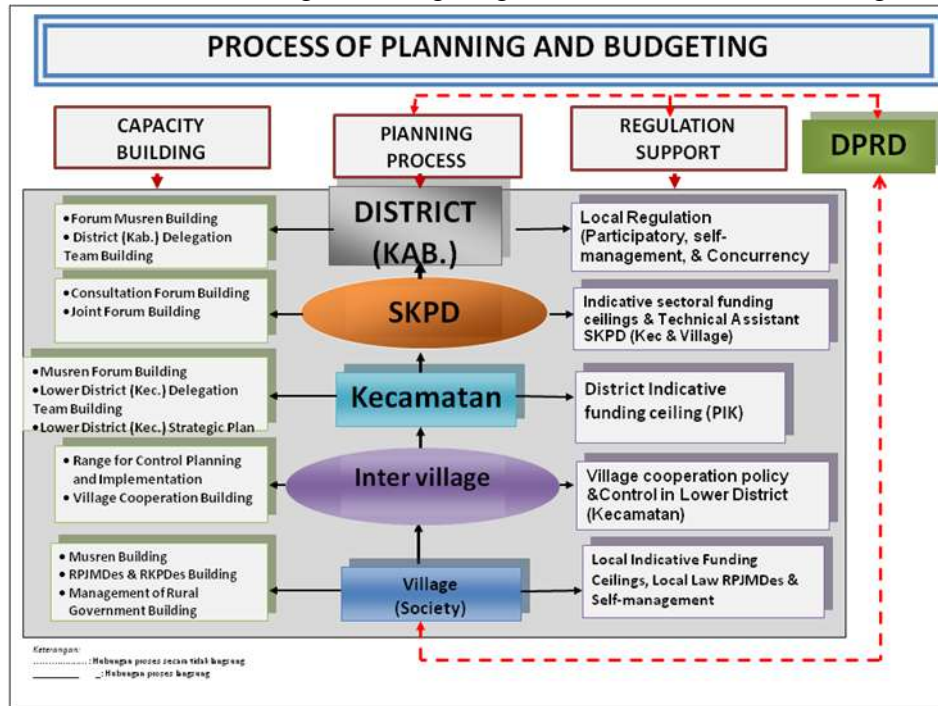
(1) Community Development Driven (CDD)

Model for Village Development. CDD was developed from an innovative idea to rural development policy. The process of the CDD evolution, namely from Sector Projects to National Program and further to Village Law. The effective integration of Governmental Policy, Technologies and Beneficiaries Participation;

(2) Integrated Project Implementation Approach is presented in the following diagram:



(3) The Process of Planning and Budgeting is illustrated in the following diagram:



- (4) Women's empowerment in the village poverty reduction: The project empowered women in the poverty reduction and supported women in processing marine fish, banana, cassava, and other handicrafts by using the revolving funds. Participatory Rural Appraisal Methods were applied in empowering women's participation in the project planning and capacity building and skill training.
- (5) Experiences made in the program implementation: (i) Village preparation and rural capacity building; (ii) Assuring the Local and Regional Government to take the responsibility based on local law (UU Desa); (iii) Considering the effectivity of local management and Corruption Risk; (iv) Policy, institutional, programs, and sources Consolidation from National and Regional level to local villages; (v) Creating the Village Meetings as the field of democracy and consolidation
- (6) Challenges still faced: (i) There are still a lot of poor/underdeveloped villages, which has not gotten basic services. (ii) Local governments do not have sufficient information about the conditions, characteristics, and problems of poverty, particularly in rural areas.
- (7) Some countermeasures to resolve challenges and constraints: (i) Collaborating with national and local government in the provision of data and information, particularly in relation to poverty aspects. (ii) Building a web-based information system services that can be accessed by local governments and other stakeholders involved in poverty eradication. (iii) Educating local governments about how to use the datas & information in planning process and monitoring the implementation of the program

### 3.3.10 One Village One Product: the Case of Brunei

Mr. Mohammad Fadzil bin Md Yanie, Province Senior Special Duty Officer of Local Authority, Ministry of Home Affairs of Brunei Darussalam, presented the case of One Village One Product (OVOP) implemented in Brunei. The Title of the Presentation is “OVOP: A Community Centered Development Approach toward Economic Diversification”. Major contents presented are as follows:



- (1) Introduction: Brunei started to implement One Village One Product (OVOP) for promoting rural development. OVOP is one of the strategies to enable the local community to participate and involve in the country’s economic activities.
- (2) The Village Consultative Council (VCC) as important implementation body for OVOP. VCC establishment is to ensure the effectiveness of the grass root leadership, inculcate a good national spirit, planning and executing government’s programs benefiting to citizens. Currently, there are 178 VCC established in Brunei and its member comprises of villagers reside in the particular village and headed by a Chairman who is also the Head of Village.
- (3) OVOP objectives and major approaches adopted:
  - To encourage the culture of self-employment efforts.
  - To increase the community spirit and interest in local products.
  - To strengthen local community to specialise in a sustainable community-oriented economy.
  - To focus on brand values of local village products.
  - To promote a community-based rural development which utilizes local resources for the development of products or services unique to each village.
  - To promote OVOP approach of economic development at community level;
  - To facilitate product quality control and packaging;
  - To increase opportunity to generate more incomes and wealth among the local villagers;
  - To strengthen local society with socio-economic activities that is viable;
  - To create unique identity among villages through one or more competitive sustainable products and services which have economic values.
- (4) Current Development of Brunei’s OVOP: Though governmental policy and financial support until, upto now, there are 62 VCCs established in Brunei and implemented totally 162 projects, of which 30 handicraft projects, 83 food processing projects, 25 service projects and 24 agricultural development projects.

### 3.4 Session 3: Poverty Reduction Approaches in Korea and China

Purpose of this session is to let participants from ASEAN countries understand and study the village development cases and experiences from Korea and China. This session was moderated by Prof. Liu Yonggong.

#### 3.4.1 Saemaul Undong in Korea

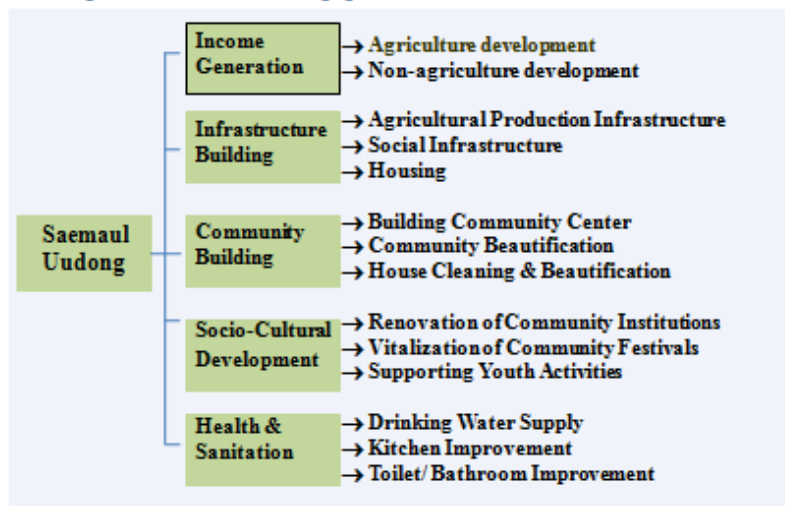
Mr. Do-Hyun HAN, Senior Researcher of Korea Saemaul Undong Center (New Rural Development Movement Centre), presented the Korea Rural Development Movement and impacts on the Korea rural transformation. His presentation can be summarized in following aspects:



- (1) Overall Introduction to Saemaul Undong (SMU): Before SMU housing conditions, village infrastructures and farmer's livelihoods in Korean rural communities were very poor. SMU promoted the farmer's income increase by ten times from 1971 to 1981;
- (2) The Comprehensive Approaches for Village Development adopted in SMU. SMU consisted of comprehensive approaches, such as Income Generation; Infrastructure Building; Community Building; Social Cultural Development and Health and Sanitation;

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#### Comprehensive Approach



- (3) The roles of government in SMU: The government was playing following roles in SMU:
  - **Land reform and land-to-the-tiller policy:** Land ownership helping farmers get the fruits of their labor;
  - **Bureaucracy (administration) for development:** Transparency, Capacity, Incentives;
  - **Investment in Agricultural infra, research and extension services:** Irrigation, electrification, farmland rearrangement, etc; The

- development of agricultural extension service centers; Price Support for Rice (government' s buying vs selling)
  - **The Nationwide network of agricultural cooperatives:** low interest loans; purchasing agricultural tools/fertilizers; Helping Farmers in improving farm products
  - **The Education of Saemaul Village Leaders:** Supporting The Saemaul Leaders Training Institute
- (4) Local governance and administrative reform for SMU. Local government and local officials played critical roles in SMU. Major roles of local officials in SMU include:
- Local officials advised, oversaw, and monitored *Saemaul* projects.
  - Indeed, local officials made frequent and periodic on-site visits to projects.
  - This led to cooperative partnership between local government and villagers, and thus, greater mutual accountability.
  - Performance of villages was directly linked to the evaluation of local officials (i.e. job promotion).
- (5) Village leaders roles in SMU. (i) SMU Village Leader is an innovative reformer for setting up the goal of income increase and managing to achieve the goals; (ii) SMU Village Leader is an Organization Manager for conducting the villager's meeting, developing village organization and resolving the conflicts; (iii) SMU Village Leader is competent entrepreneur for developing new cash crops and marketing the products. For effectively playing the roles, the government provides training to SMU village leaders.
- (6) SMU aimed to empower women in the village development and promote the female village leaders. Women were encouraged involve in many village projects, such as communal kitchen, community sanitation, community nutritional projects, community saving funds, etc.
- (7) SMU Experiences for ASEAN Countries: (i) Consistent focusing on Income Increase; (ii) Competition and Performance-based differentiated supports to villages; (iii) The supportive partnership: the government- farmers; (iv) Capacity Building: Education and training for farmers and village leaders are decisive for sustainable and self-relied development; (v) Community failure should be prevented; (vi) Technical supports, consulting, on-site advice, reviews by the local governmental officials are also important for the success.

### 3.4.2 New Village Development Approach in PR China

In this session two village development cases in China were presented:

#### A. Poverty Reduction through Rural Tourism Development

Poverty Alleviation through Rural Tourism- the Case of Leishan County presented by Mr. Lu Liqun, Deputy County Mayor, Leishan County, Guizhou Province. Mr. Lu presented following contents:

- (i) Overview of Leishan County. The county is located in Southeastern Part of Guizhou Province, 180 km from Guiyang, the Provincial Capital City, and 36



km from the Kaili City, the prefecture capital. The county has 157,000 residents, 92% of the population is Miao and Dong Minorities.

- (ii) Poverty situation in Leishan County. Leishan is located in the Karst Mountain Region, the county is suffering from the stony desertification, and recognized as national poverty stricken county with a total of 27,700 poor people, 70 poor villages. Major reasons for poverty: lack of arable land; poor access to the transportation facilities; poor social and public services; lack of income sources due to poor industrial foundation; poor education; lack of self development competency and low resilience to the natural disaster risks.
- (iii) Rural Cultural and Ecotourism as an important approach for reducing the poverty in county. the county has very good resource endowment for developing ecotourism: Beautiful natural landscape; rich and colorful Miao Ethnic Culture; Beautiful, colorful and traditional Miao Villages; well known tourism brand; special agricultural and cultural products;
- (iv) Achievements made in Ecotourism. In 2015 Leishan County received 5.48 million tourists and visitors, tourism revenue reached 4.52 billion Yuan, increased by 24% comparing with 2014. Tourism contributed about 25% to county GDP.
- (v) Major countermeasures taken by the county government for promoting the ecotourism development: Comprehensive planning the tourism sector; Constructing and improving tourism infrastructures; Improving the tourism service quality; enriching the ethnic cultural elements for tourism; providing financial support to villages and households to develop the rural tourism;
- (vi) Future strategic outlook of rural tourism in poverty reduction: Promoting the rural tourism in the whole county; Integrating relevant industries with rural tourism; further enhancing business upgrading and development; pooling various resources together for rural tourism investment; further increasing the service quality in all aspects; further improving the tourism infrastructures; developing customer's need oriented tourism products; enlarging the tourism market through various channels; further consolidating the unique tourism brand.

## **B. Roles of College Graduate Village Leaders in Village Development**

College Graduates Village Leader in Village Poverty Reduction: Turing a Poor Village into Prosperity – the case of Hunan Province. Mr. Qin Yuefei, a Graduate from Yale University, USA, shared his experiences and personal stories as First Secretary of CPC in Baiyun Village, Hengshan County, Hunan Province, and as CEO of “Serve for China”, a NPO for facilitating



college graduates from various high profile universities. After graduation from Yale University in 2011, Qin Yuefei became a Village Leader in Baiyun Village with a monthly salary of 1450 Yuan and living in a simple rural house. He told the participants how the social position change from a Yale graduate to a village leader in a remote and poor village shocked him brought him challenges and difficulties. He

shared his experiences how to help village children to connect to the internet and operate the computers; how to helped villagers to select local products for increasing farmer's income; how was he elected as village first party secretary and further elected as the representative of county people's congress; As CEO, Qin Yuefei also introduced the NPO "Serve for China" and the organization's mission and strategy for promoting the college and university graduates engaging in poor village development.

### **3.5 Session 4. Promoting Farmer's Cooperative and Value Chain**

#### **Development and Inclusive Business for poverty reduction**

##### **3.5.1 Capacity Building for Farmers' Cooperatives in P. R. China**

Dr. Li Erchao, Deputy Director of Farmers' Cooperative Development Centre, Institute of Village Enterprises Management, Ministry of Agriculture, P. R. China, presented the development of China's farmers' cooperatives and challenges faced in the capacity building of farmer's cooperatives. His presentation mainly focused in following areas:



- (1) Origin of Cooperatives and Development Profile of Foreign Cooperatives. The cooperative, as a special economic entity for small farmers, was originated from Europe in late 19 century. Today, the livelihoods of about 3.0 billion people are relying on the cooperatives, and about 800 million people are participating in the cooperative movement. Today, the International Cooperative Alliance (ICA) has 239 members from about 89 countries, of which 26.8% members are from Asia.
- (2) Agricultural Cooperatives Development: about 36% of cooperatives in the world are engaging in agriculture. The cooperatives' participation rate in Europe, America and other developed economies are higher than other continents. In French, New Zealand, Australia, Japan and Korea, more than 90% farmers jointed cooperatives. The figure in Brazil and South America countries is about 80%, Asian countries is about 30-60%, African countries is about 10-30%. In developed economies, 40-80% of dairy and livestock products are marketed through agricultural cooperatives, 50-90% of production means are purchased through cooperatives.
- (3) The Latest Developments of Cooperatives in China. Farmer's cooperative development movement started in 1990s, but fast development took place in the past ten years since PRC Farmer Cooperative Law was enacted in 2007. At the end of June 2016, the legally registered farmer cooperatives (FCs) in China reached nearly 1.7 million, about 42.7% of the Chinese rural households became members of cooperatives. About 50% of established cooperatives have dual functions of production and marketing. About 50,000 cooperatives hold product trademarks, 30,000 hold organic or green food production certificates. However, Chinese cooperatives are still facing difficulties and challenges, such as: (i)

cooperatives still cover a small number of farmer's households, less than 50% participation rate; (ii) Service functions and self development capacity are still weak; (iii) limited marketing and sales capacity; (iv) non-standardized organizational and structural development and not standardize operation of business; (v) lack of effective and adequate supporting policy.

- (4) Core Competence Identification and Capacity Building of Cooperatives: Capacity building of cooperatives consists of (i) capacity assessment and identification of the capacity building needs; (ii) conducting the capacity building. Major capacity building needs identified in a survey: (i) capacity of the membership development; (ii) capacity for members services; (iii) market and value chain development competences for selected agro-products; (iv) cooperatives standardized operation and management capacity; (v) fund raising capacity for business development;
- (5) Successful cases of Cooperative Business Development Model. Dr. Li presented two successful cases how the cooperatives developed the market and value chains. (i) Longzhu Livestock Specialize Cooperative in Longyou County, Zhejiang Province; (ii) Xiaoxi Red citrus Specialized Cooperative in Yichang City, Hubei Province. Both cooperatives are successful in market development through product fairs, establishing retail market and shops and signing the product supply contracts with outside purchasers.

### 3.5.2 Poverty Reduction through Value Chain Development

Prof. Liu Yonggong from China Agricultural University presented the successful cases of China's National OVOP Program and Value Chain Development. His presentation focused on following major contents:



- (1) Evolution and development of OVOP program in China. OVOP model was introduced to China in 1983. Since 1983, both Ministry of Agriculture (MOA) and local governments promoted the OVOP development through projects and organizing product fairs and expos. In 2009 MOA issued an official document for promoting nationwide OVOP development. Until 2016, 11,000 villages/townships engaged in OVOP of which 1922 OVOP villages/townships are recognized by MOA as special villages for OVOP production.
- (2) The success of OVOP in China. In the past twenty years development, OVOP significantly contributed to increase of farmers' income in about 55,000 villages, of which 2419 villages reached more than 100 million CNY production value, 214 villages reached 1.0 billion CNY. A survey reported that the per capita income of OVOP villages is about 11600 CNY, 18% higher than that of non-OVOP villages. OVOP also greatly promoted the farmer's cooperative development, 67% of OVOP villages established their cooperatives. OVOP also promoted the agro-value chain development within the region and nationwide. OVOP also increased the standardized production and the quality improvement of the products, ca. 23,000 villages are certified as organic and green food



production units. Local special products and geographical brands were both driven by OVOP programs.

- (3) Replication of OVOP in poor communities. There is great potential for replicating the OVOP model in poor communities, following actions should be considered in the replication: (i) Selection of the products based on the local natural resources and ecosystem; (ii) Village leaders should play initial roles in the beginning, cooperatives/dragon head enterprises/supermarkets/outside investors must involved in the development; (iii) Market development/value chain development as major strategy for the local OVOP products; (iv) Organization of small farmers, skill training for farmers; (v) Combining OVOP concept with Governmental Poverty Reduction Program
- (4) Value Chain Development for OVOP: (i) Selecting the village products from the existing products;(ii) Conducting value chain analysis for the selected products, identifying the gaps and weak points in the existing market value chain; (iii) Formulating the value chain development actions, particularly focus on the post harvest sections of the value chain, storage, grading and processing, marketing channels, marketing facilities, branding, quality (green and organic) certification, etc. (iv) Identifying and selecting the stakeholders related to the value chain sections; (v) Formulating the value chain development project proposal;(vi) Applying for governmental supports; (vii) Attracting and inviting investors who are interested in the project proposal;(viii) Implementing the value chain development projects.
- (5) How to select a competitive product for OVOP: (i) Identifying local products; (ii) Estimating and searching the market demands on these products, local, regional and global market demands and changes of the market prices; (iii) Reviewing governmental sector development policies; (iv) Reviewing the resource endowment, ecosystems for the production of the products and sector development.

### 3.5.3 Inclusive Business for Poverty Reduction

Mr. Armin Bauer, the ADB Principle Economist, delivered his presentation with the title “Inclusive Business-Opportunities for Private Sectors and Government to provide Jobs and Services for Poor”. He answered following questions in his presentation:



- (1) Why involve private sector in poverty reduction?

Comparing with better off social groups, low income people more depend on private sector to provide jobs and possible income opportunities which government and other social organization might not be able to provide; Only small percentage of private sector is business and development oriented which can be defined as Inclusive Business. IB is aiming at achieving a “Triple-Wins” for Low Income People, Business and Government.

- (2) What is Inclusive Business: IB are defined as commercially viable and bankable companies whose core business model is to provide, in certain scale, innovative and systemic solutions to the relevant problems of the poor and low income people. IB engages the poor as Supplier, laborer, distributor and consumer of

enterprises. IB not only pursues the profits, but also concerns the social impacts and social entrepreneurship, which will create decent job and income opportunities for the poor. IB needs innovation.

(3) How to promote the IB? What can government and others do to promote the enterprises' IB:

- Conduct accreditation by use of preset criteria+ and ex-ante impact assessment for justifying the governmental supports;
- Ensure policy alignment, business ombudsman, checking which existing industry support program can prioritize IB, what new incentives can the government bring?
- Investment and finance IB
- Business plan support. Need to develop an innovative IB practice, pilot and scale up;
- Knowledge enhancement for IB: sector studies; Workshops; Bankers training; Market scoping studies; Helping companies with making CSR more strategic; Studies for public utility companies to do IB (actually they would have the “natural” mandate)
- Advocate IB: Making IB business models known; IB challenge and awards; publishing studies on social impact of companies; Strong role for business associations

(4) What is happening in ASEAN countries

- Manila Water (PHI)
- BPI student loans for skills training (PHI)
- Indofoods (INO), Gladsome Modern Agriculture (Shanghai)
- Microbenefits (IT training for blue color workers (PRC),
- Shared value: Nestle coffee, Unilever, Friesland milk, etc
- Strategic CSR: CG (KOR+VIE), etc
- Social enterprises: many; example of Grameen (BAN), Narada Foundation \*(PRC)
- many other innovative and profitable models and examples with large scale social impact especially in IND

(5) What is ADB doing in Asia and ASEAN?

(i) Market scoping studies in 2012-2014 in Vietnam, Indonesia, Bangladesh, Sri Lanka, Pakistan, Philippines, Tajikistan, PR China;

(ii) ADB's IB Initiative (since 2014):

- IB is in ADB's Strategic Framework, IB Action Plan (2016)
- More ADB financed private sector deals are IB
  - from 1 project on average in 2000-2012 to
  - 16 deals (\$560 million) in 2012-2015
  - ex-ante impact assessment
- Working with the public sector on better enabling environment for IB: IB accreditation, IB policy alignment, public sector loans for IB, such as in PHI, PAK, MYN, VIE, INO, TAJ, PRC/Shanxi.
- IB in G20 + APEC

- Knowledge work and partnership building: sector studies, 2<sup>nd</sup> Asia IB Forum (Feb 2016), market scoping studies, thematic studies (role of SE, gender, role of development banks, study on labor impact, IB finance study, etc.)
- What is ADB doing for IB in PRC/Shangxi?
  - IB in Shaxi project
  - IB in Heilongjiang project
  - Other provinces (Inner Mongolia)
  - IB and “guangcai”
  - Market scoping study: 2 workshops in mid November for Southern and for Northern PRC

### 3.6 Session 5: Rural Finance and Micro-Credit for Poverty

#### Reduction: Case of China

In this session, Mr. Du Xiaoshan, Professor of Rural Development Center of Chinese Academy of Social Sciences, delivered a presentation on China’s rural finance institutions and impacts on China’s rural poverty reduction



- (1) China’s major policies of poverty reduction through finance. In the past twenty years, People’s Bank of China (PBOC) and Leading Group Office of Poverty Reduction (LGOP), issued various Policy Guidelines and Documents for guiding the establishment and operation of rural micro credit for poverty reduction.
- (2) China’s practices of poverty reduction through finance.(i) Major Finance Institutions dealing with China rural finance include: (a) National Development Bank of China and Agricultural Development Bank of China; (b) Commercial banks, such as Agricultural Bank of China, Postal Saving Bank and Local Rural Banks; (c) Rural Credit Cooperative (RCC). These institutions have their major target groups and investments areas for rural poverty reduction and infrastructure improvements. Development banks mainly support the poverty areas infrastructure investments and industrial development; commercial banks mainly support the business investment; RCC mainly support individual households in developing their income generation activities. Among these institutions, RCC is the largest finance service institution with 68% agricultural loan lending portfolio.
- (3) Governmental driven Microcredit Projects. The micro credit implementation modality was introduced into China in 1997 and benefited 44.4% rural households in 1997 and the figure reached 82.7% in 1999. Until 2000 the lending out portfolio in the whole country reached 6.0 billion Yuan, about 6.0 million households and 30 million people benefited from the microcredit projects. Until 2013 about 19,379 villages in 28 provinces established Village Development Fund (VDF) with a total portfolio of 4.51 billion Yuan, of which central and local government supported 3.43 billion. About 1.9 million

households participated in the VDF, of which about 988,000 are poor households who received about 4.82 billion Yuan credits.

- (4) Micro-Credit operated by NGOs. NGO driven Microcredit is an important component of China's Rural Finance. In 2006 the NGO Microcredit Projects reached a peak with 1.0 billion Yuan lending portfolio. The number of NGOs declined from 100 in 2006 to 56 in 2015. As an exception, "Zhonghe Rural Credit Fund" operated in Inner Mongolia was very successful, until 2016, the cumulative lending portfolio reached 15.3 billion Yuan, benefited 345743 households.
- (5) E-Lending Finance Platform for rural poor. As the development of the internet, e-finance platforms were developed very quickly in China, Yixin Company established Yinongdai (easy for farmer's borrowing) Platform through drawing capital from urban area and lending to rural poor households, 19630 households benefited from the total 200 million Yuan lending portfolio. In addition, large internet companies, such as Alibaba, Jidong established their platforms for e-pay, e-lending, e-insurance for supporting poor household developing their products and extending the value chain.
- (6) Prospects and reflections on poverty reduction through finance in China. In his presentation Prof. Du also highlighted the challenges faced by China's Rural Poverty Reduction and Rural Finance: (i) Demand on poverty reduction fund is still very large (600 billion Yuan) in the next five years; (ii) remained poor people is distributing in large scattered areas resulting in difficulty for targeting; (iii) stricken poverty of poor households, lack of collateral for borrowing the loan and local government is lacking of co-finance capacity and service capacity, etc.;
- (7) Suggestions and recommendations for coping the challenges: By end of the presentation Prof. Du made following suggestions: (i) Improving the rural finance policies and institutions; (ii) improving the rural finance organization system, coordinating the functions and mandates of different institutions; (iii) Improving the service infrastructures of local service agents; (iv) Strengthen the risk preventions and mitigation mechanism; (v) further promote the e-lending, e-payment and e-insurance platforms for effective rural finance services.

### **3.7 Session 6: Village Governance, Public Service and CDD**

This session consists of three major topics related to village development, namely Village Governance, Village Public Service and Community Driven Development. The cases are from China, Indonesia and Philippines. Presentation and discussion were moderated by Madam Yukiko Ito from ADB.



### 3.7.1 Village Governance and Village Development: The Case of China

Prof. Liu Yonggong presented a China Case: Village Leaders in Village Governance and Village Development. He introduced the roles of innovative and competent village leaders in promoting the village economic development and providing village public services.



- (1) Administrative villages as grassroots entities in China's Administrative Structures. China has 680,000 administrative villages and 5.2 million sub-villages which are the grassroots level communities for about 200 million households and 671 million rural population. Administrative villages therefore become fundamental entities for the rural social economic development.
- (2) Village governance structure: Village Party Branch Committee and Village Committee are the two major governance bodies for administrative villages. The village party secretary and the director of the village committee are two important persons for village governance and village development. Party secretary is elected by the party members of CPC every three years, the director of the village committee is elected by villagers every three years. Village committee is a villager's self governance body. There are also mass organization governed by the party branch and village committee, namely village agent of All China Women's Federation, Chinese Youth League, Farmer's Cooperative, etc.
- (3) Key roles of village leaders in the village governance and village development:
  1. Planning village development, economic development;
  2. Mobilization of collective actions of individual villagers
  3. Poverty reduction
  4. Social services to villagers
  5. Receiving governmental supports and distributing to individual households
  6. Mediation and mitigation of social conflict between villagers
  7. Community Environmental Protection and Hygiene Improvement
  8. Land use right re/distribution
- (4) Successful cases of village development under the leadership of village leaders.
  - **Hancunhe Village, Beijing:** The village is located in southwest Beijing, about 40 km to the Downtown of Beijing, with 910 households and 2700 residents. In 1978, Mr. Tian Xiong, the Party Secretary of the Village, established the Hancunhe Construction Team and started the industry based village development process. In 1996 the Hanjian Construction Group was established and become the No.1 Rural Enterprise in China. Hancunhe becomes the No.1 Construction-Based Village in China. Since 2000, the village has fully urbanized with very sophisticated community public services, including housing, water supply, entertainment and hygiene facilities. Per capita annual income reached 30000 Yuan/person in 2009.
  - **Liuminying Village, Beijing:** Located in southeast suburb of Beijing, Liuminying Village is a well known eco-agriculture-based community in Beijing. Mr. Zhang Zhanlin, secretary of the village party branch, is an very innovative

village leader who persuaded villagers to adopt ecological development strategy in 1980s. Currently the village has an ecological agriculture-based industry system consisting of livestock farming, biogas generation and ecological and organic farming and ecotourism. 2013 the per capita income reached 15000 Yuan/person. The village covers all community expenditures, such as public infrastructure investment, community public services.

- **Huaxi Village, Jiangsu:** Located in Jiangyin City, southern part of Jiangsu Province, Huaxi Village owned a famous reputation in its economic and social development and regarded as “China Village No.1”. Started in 1980s, the village gradually developed its initial small village enterprises to a modern Industry Corporation. Mr. Wu Guobao, the former village leader, was an innovative and well known entrepreneur who led the village to transform from agriculture to manufacture industry. In 2000, Huaxi Village merged 16 neighboring administrative villages and enlarged its total area from 0.96 k m<sup>2</sup> to 30 k m<sup>2</sup>. In 2012 the annual per capita income reached 80000 Yuan/person.
- **Nanjiecun Village, Hennan:** Nanjie Village is located in Linying County, Central part of Henan Province. The village covers 1.78 k m<sup>2</sup> territory area with 67 ha arable land, 834 households and 3800 residents. Before the rural reform, Nanjie Village was a very poor village. Under the leadership of Mr. Zhang Hongbin, the party secretary and village committee head, the village established a comprehensive agro-processing industry and manufacture industry system. The village has 26 agro-processing enterprises with 11000 workers, the products are exported to Russian, USA, Canada, etc. The village remained the collective ownership and adopted the “Salary+Profit Share+Collective Welfare” distribution system.

##### (5) Roles and functions of village leaders in Village Development

Village leaders are playing crucial and decisive roles in village development and poverty reduction.

More concretely, village leaders can play following roles in village development:

###### **Box 3-2 Village leaders’ roles in the village development process**

- Key roles of village leaders in village development, in planning, accessing to market, organizing the collective actions for infrastructure construction and green food and organic food production
- Key roles in preparing and applying governmental investment projects
- Identifying the niche products and opportunities for economic development
- Governmental policy supports and investments to village development are decisive preconditions for village development

##### (6) Village leaders’ roles in value chain development:

- a) Identification and Selection of the agro-products and industries;
- b) Coordination of the collective actions within the communities, including building the farmer’s cooperatives and production groups, etc.;
- c) Promotion of the new technology adoption and dissemination, demonstration
- d) Development of market access for individual households

**(7) Roles in village administration/governance:**

- a) Organize the village election
- b) Connectors between government and farmers
- c) Mediation of the conflicts between different stakeholders within the village

**(8) For effectively playing these roles, village leaders need following commitments and qualification:**

- a) Full dedication and commitment to serve the villagers and village development;
- b) Development of your leadership competences, organization and mobilization, coordination, decision making, facilitation to villagers;
- c) Capacity and skills of village development planning, implementation, Monitoring and Evaluation, etc.
- d) Interpersonal Communication Skills

**3.7.2 CDD in Philippines**

The participants from Philippines presented the Bottom-up Budgeting (BuB) Program. The program seeks to increase citizens' access to local service delivery through a demand-driven budget planning process and to strengthen government accountability in local public service provision.



**Bottom-up Budgeting** - is an approach to the preparation of agency budget proposals, taking into consideration the development needs of cities/municipalities as identified in their respective local poverty reduction action plans that shall be formulated with the strong participation of basic sector organizations and other civil society organizations.

The CDD approach is characterized by the movement of responsibility over resources and planning decisions to local decision-makers in an effort to more accurately and efficiently identify the needs on the ground. Empowering communities to take charge of their own development may also lead to long-term effects on how they perceive their own role in governance, with improvements in accountability, transparency, and the quality of decisions. Community Driven Development Program consists of community participation in the project planning, community participation in the project implementation and community participation in the monitoring and evaluation.

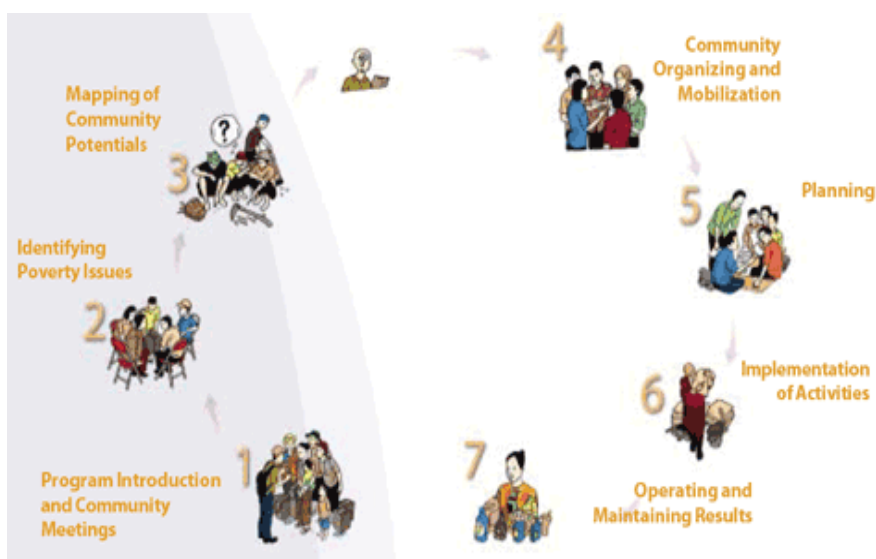
BuB and CDD approaches were applied in flood control and Disaster Risk Reduction and Mitigation Program, Livelihood Support for Transport Group Project, and Community Bridge Construction Project.

### 3.7.3 CDD Case in Indonesia

As the second presentation Indonesia delegation introduced the case of National CDD Program-Poverty Reduction through Community Empowerment which provides policy framework and guidelines for various community-based poverty reduction programs implemented at national and local levels. Main objectives of the CDD is to empower community participation in the planning, implementation and monitoring the impacts.



#### Mainstreaming CDD in the project:



#### The fact about CDD in Indonesia:

1. Biggest PNPM Program in the world, in coverage and the number of participants
2. PNPM presents in all sub-districts in Indonesia, it covers 72,700 villages from total 78,000 villages
3. Created 750,000 community groups, and 22,000 groups among them are for economic empowerment driven by women
4. 63% of beneficiaries in PNPM are women, they also act as an agent of change in the village

#### Challenges faced in CDD Program:

1. Corruptions, misuse of fund and miss-procedures, done by community groups, local NGOs, facilitators;
2. Disobedience of procedures at community level;
3. Intervention from head of villages, community leaders, elites in villages;
4. At national level, some ministers and director general, executing PNPM schemes reject to be coordinated, disobey the procedure and common consensus, these phenomena are impacted by the appointment of ministers from political parties supporting government;



5. Politicization of PNPM in certain provinces and districts: by member of parliament, regent and governor;
6. Too much institutions to give directions and to intervene to PNPM, including from parliament, individuals who has strong influence to government elites or public figures who are closes to government elites;

Countermeasures to cope challenges:

1. Strong and Risk Taking Leadership.
2. A Clear Policy and Regulation
3. Consistent Implementation
4. Support From Public, Community, Recipient of PNPM Mandiri.
5. Continues Information and Communication To Public : Bad News and Good News of PNPM Mandiri.
6. Increasing Public Ownership on PNPM Mandiri.

### 3.8 Group Discussion Session

As last session of day 3, the group discussion session was conducted with the purpose to wrap up the shared experiences among countries and to put forward suggestions for the future cooperation with China and among ASEAN countries. China, ASEAN countries and ASEAN Secretariat built country-based group. The discussion was moderated by a selected country representative, Mr. Armin Bauer, Madam Yokiko Ito and Prof. Liu Yonggong provided rotational facilitation to the groups. The documented results of the group works were presented in the plenary session. The assigned discussion topics are:



- (1)Based on the shared country experiences, what and how would you change the poverty reduction strategy in your country?
- (2)How can China and IPRCC support your country in poverty reduction?
- (3)How can ASEAN support your country in poverty reduction?
- (4)Your suggestions for future exchange program?



Following table summarizes the major results and outputs of the group discussion:



Topics	Results and outputs of the groups
Based on the shared experiences what and how will you change your countries poverty reduction strategy and	<ul style="list-style-type: none"> <li>- Adopt and strengthen value-chain development, market access, OVOP in village economic development;</li> <li>- Improve governmental rural finance, micro-credits for income generation of the poor;</li> </ul>

<p>approaches?</p>	<ul style="list-style-type: none"> <li>- Strengthen the village governance, capacity building of village leaders, sending officials to villages (China case)</li> <li>- Strengthen the cooperation and coordination of governmental line agencies, NGOs, etc.</li> <li>- Rural cooperatives development and capacity building;</li> <li>- Community driven development (CDD) replication in village development</li> <li>- Private sectors involvement in village development, piloting inclusive business model in governmental and international supported projects</li> </ul>
<p>What can China and IPRCC support your poverty reduction and village development?</p>	<ul style="list-style-type: none"> <li>- Provide more support to governmental officials training in China; more technical training and know-how transfer;</li> <li>- Support additional funds for exchange programs between China and ASEAN countries</li> <li>- China sending experts to ASEAN countries;</li> <li>- Promote the agro-trade between China and ASEAN countries</li> </ul>
<p>What can ASEAN Secretariat support you?</p>	<ul style="list-style-type: none"> <li>- Provide scholarship for personnel exchange program among ASEAN countries;</li> <li>- Organize study tours to successful cases in ASEAN countries</li> <li>- Promote the trade between ASEAN countries;</li> <li>- Poverty reduction and rural development policy dialogue</li> </ul>
<p>Your suggestions for further exchange program (topics, and locations)</p>	<ul style="list-style-type: none"> <li>- Training governmental policy makers in ASEAN countries in poverty reduction planning and rural development policies;</li> <li>- Select more relevant locations for next program;</li> <li>- Further strengthen the communication between ASEAN countries and China;</li> <li>- Initiate relevant programs, such as Rural Transformation Program</li> <li>- Develop tool-kit for guiding the village development and poverty reduction program implementation</li> <li>- Value chain and OVOP as key issue for next program</li> <li>- More detail explanation for the successful cases, stage by stage</li> <li>- NGOs roles as topic in next exchange program</li> </ul>

### 3.9 Field Trip to Jinshan District of Shanghai

The purpose of the two days field trip to Jinshan District is to study the modern agriculture development cases and village governance models in suburb of Shanghai. Jinshan District is located in the Southwest Shanghai with a total area of 611 k m<sup>2</sup>, 800,000 population, 10 townships. Modern agriculture is an important sector in the Jinshan District. From 22 to 23 September, following activities have been undertaken:

- (1) Shanghai Jinshan Modern Agricultural Demonstration Park. The park was established in 2000 with a total area of 5100 ha. The park has 6 functional areas, namely: (i) Economic tree production; (ii) green food vegetable production; (iii) Greenhouse Horticulture; (iv) Modern Animal Husbandry Production; (v) Rice Breeding Area; (vi) Agro-Processing Zone. The whole park has a multi-demonstration functions, i.e production, processing, demonstration and training and research. The park has established cooperative partnership with Shanghai Agricultural Academy, Agricultural College of Shanghai Jiaotong University, Nanjing Agricultural University. Green vegetables, flat peach and flower and horticulture seedlings have become three key products of the park.
- (2) EP-Exotic Plant Shanghai Co. Ltd. As a Belgium Company, EP Shanghai was established in Langxia Township in 2007. EP has a 3000 m<sup>2</sup> tissue culture laboratory for pineapple seedling production. The tissue culture, seedling cultivation media preparation and seedling cultivation, packing, etc., are high efficiently mechanized and assembled in 26000 m<sup>2</sup> greenhouses equipped with automatic irrigation, ventilation, drainage and rainwater harvest facilities. EP is producing pineapple seedlings for Chinese market and exporting to Europe, America and Asian countries. The company recruits 200 local workers from the nearby villages, the average monthly salary is 2000-2400 Yuan. The annual production value in 2015 reached 30 million Yuan, the unit production value is 300,000 Yuan/mu. This is also an example of inclusive business (IB) concept which can create employment opportunities for the local people.
- (3) Jinshan District Vegetable Research and Development Center. The Center is a non-profit entity affiliated to Jinshan District Vegetable Technical Extension Center. The center covers about 10 ha area, with intelligent control greenhouse, automatic integrated irrigation-fertilization equipment, hydroponic cultivation and waste disposal and reuse. The intelligent operation system includes: (i) intelligent field data collection system; (ii) visualized remote production monitoring system; (iii) computerized intelligent remote control system; (iv) e-traceability system for product quality traceability; (v) field climate station.

- (4) Shanghai Shiquan Grape Cooperative. The cooperative has 1710 mu planting area producing 1700 ton grapes with high quality. The members of the cooperative adopted the unified production standard, registered the same brand, using the unified packing materials and marketing the product through unified channels. The visited production base



of Shiquan Grape Production Cooperative is located in Baiyang Village of Jinshan with an production area of 450 mu (30 ha). The annual production is 338 tons, 10 million Yuan annual production value. The production base adopted the organic fertilizer and integrated pest management (IPM). The cooperative provides systematic services to members, such as technical advises, purchases inputs and marketing the products, etc.

- (5) Shanyang Countryside Park (SCP). SCP is located in Shanyang Township of Jinshan District with 200 ha land area. The park is featured in integrated leisure agriculture, agri-tourism and on-farm entertainment. The services consist of production of vegetables and fruits, on-farming planting practice for children, family fruit harvesting, resort,



restaurant and accommodation, farming practice education, camping, etc. The major clients are the urban families with young kids. The park has very innovative and client oriented business concept through systematic integrating all leisure agricultural elements, such as farming practice, organic farming, entertainment and resorting which can be greatly increase the extra value of agriculture. E-marketing and e-payment have been established in the park. In the first 8 months of 2016, the sale value has reached 4.0 million Yuan.

- (6) Round table discussion with Village Leaders in Jinshan District. In the morning of 23 September. Three village leaders (village party secretaries) and about 20 villagers were invited to the round table discussion. Mr. Shen Yinhuan, Party Secretary of Hutang Village, Mr. You Liming, Party Secretary of Xinyi Village and Madam Li from Xinjiang Village introduced their villages with focus on economic development, village public services and village governance and their roles as village leaders in village development and village governance. After their presentations, participants from ASEAN countries asked questions on the experiences and challenges faced by the village leaders in China.

- (7) Visiting Jinshanzui Fishery Village. Jinshanzui Fishery Village is a national 3- A grade tourism spot located at the coastal line of Hangzhou Bay. The village has unique history and tradition of maritime and fishery culture. The



construction toward a fishery culture-based tourism spot was initiated in 2011, through five years development, until the end of 2015 the village already received 2.36 million tourists and visitors. The tourism business is developed on the basis of home stay and household shops. The tourism service projects include maritime and fishery culture museum, fishermen old houses, fishing tool exhibition, folk collection, fishery inns and restaurants, tea houses and tourism shops.

## **4. Outcomes of the 2016 Program**

### **4.1 Achieved outcomes**

Through three-day experiences exchange presentations, lectures and two-day field visits to Jinshan District the 2016 VLEP Program achieved its objectives. Village leaders and governmental officials from ASEAN countries and China shared successful cases and experiences in village development and poverty reduction. The major outcomes can be summarized in followings:

1. Participants realized the importance of governmental poverty reduction policies, poverty reduction programs and governmental financial investment for village development and poverty reduction in ASEAN countries and China. Cases in China, Vietnam, Republic Korea and other ASEAN countries shown that the consistent governmental policy in pro-poor development and increasing financial investments in rural infrastructures and agricultural development are the institutional preconditions for the village development.
2. All village development cases, particularly the Chinese cases, show that village leaders, including the government commissioned first party secretaries and university graduate village officials (China case), are playing decisive roles in village economic development and community public services and village governance. Village leaders can play important roles in governmental poverty reduction programs, in promoting cooperative establishment and development, in OVOP program, in marketing the products, etc. Through case studies, participants realized the importance of village leaders capacity building and sharing their experiences among each other;
3. Participants shared the successful cases and experiences in village development and poverty reduction. The successful cases of OVOP in Thailand, Brunei, Malaysia and China, the CDD models in Indonesia, Philippines, Myanmar, Laos and other countries, SMU model in Korea, can be applied and piloted in ASEAN and China;
4. Through lectures and case presentations and field survey to Jinshan District participants learnt and realized the importance of value chain development (VCD), farmer's cooperatives and rural micro-finance (MF), inclusive business (IB), eco-tourism, city suburb leisure agriculture development, etc., for promoting the village economic development and increasing household income.
5. Through case studies and group discussion, participants reviewed the existing country poverty reduction and village development policies and strategies, made suggestions for collaboration with China and among ASEAN countries and recommendations for next program.

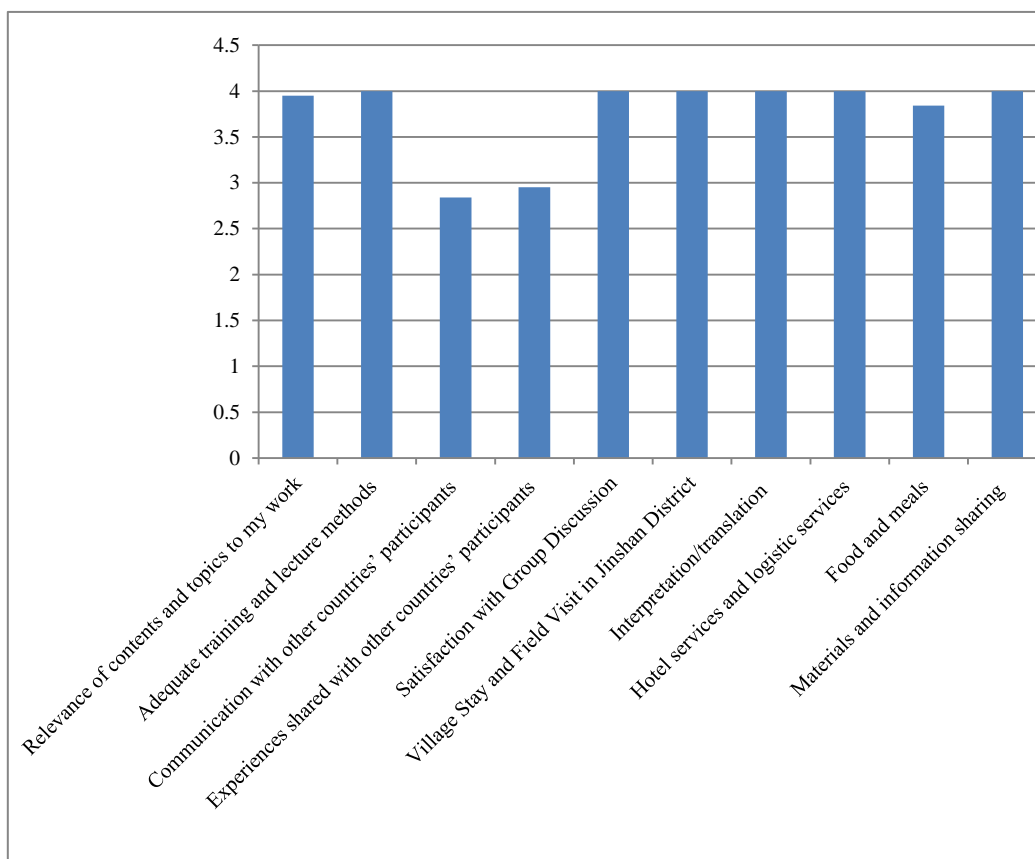
## **4.2 Evaluation of the program activities**

Before the plenary evaluation, IPRCC, as organizer and host for the activity, prepared a systematic activity evaluation questionnaire and distributed to participants. During the wrap up session in Xinjiang Village, an oral evaluation was conducted in which participants were invited to give their assessments to the activity implementation effectiveness, achievement of their expectations.

In the oral evaluation, all participants expressed their appreciations to Chinese government, IPRCC and Shanghai Cooperation and Communication Office, ASEAN and ADB for supporting the VLEP and giving them the opportunity to share the successful experiences and cases in China and other ASEAN countries. During the group discussion session participants also made their suggestions for follow up activities.

The evaluation questionnaire was filled by 38 participants from ASEAN countries. Scoring against the questions is graded in four satisfaction levels, namely strongly agree (4), agree (3), disagree (2), strongly disagree (1). The average evaluation score of 10 questions is 3.758. This shows that participants from ASEAN partner countries are highly satisfied with the program results.

The communication and experiences sharing with partner countries received lower score (about 3.0). Reasons for these results are because of the language barriers constrained the formal and informal communication between villager leaders from various ASEAN countries. Although IPRCC requested each ASEAN country should nominate at least one official who can speak fluent English and be available for the interpretation during the presentation and informal communication of village leaders, the translation from English to native language is still a challenge for the country interpreter.



## 5. Recommendations for the follow up Activities

Following recommendations were made by the participants during the group discussion and evaluation and ADB officials<sup>2</sup> who attended the first three days from 19 to 21 September:

- (1) Training medium level governmental officials from ASEAN countries who are responsible for policy formulation and program planning. The training could be conducted in forms of seminars and workshops. China (IPRCC), ADB and ASEAN Secretariat will further discuss and jointly develop the thematic topics and agenda. A wider and ASEAN+3 poverty alleviation policy forum or dialogue platform could be considered. China, Japan and Korea will jointly finance the forum, these forums will be hosted China, Japan and Korea, to give participants more opportunities to study the policy instrument in all three countries.
- (2) Further training village leaders in the more focused thematic areas. Each year will select one topic, with more focused and systematic introduction and case studies in the field. Following thematic topics might be considered for selection of annual thematic topics for future VLEP program: (i) Market and value chain development approaches and strategy linked with One Village One Product (OVOP), agro-product branding, quality certification, processing, e-commerce and agro-marketing through internet; (ii) Rural Cooperative Development and Capacity Building for poverty reduction; (iii) Inclusive Business (IB) and social

<sup>2</sup> Two ADB officials attended the program shared their back office report with IPRCC

- entrepreneurship in poverty reduction; (iv) Development of rural finance schemes and income generation activities; (v) Approach and strategy of eco-tourism development in poverty areas, etc. ADB, China, Japan, Korea and ASEAN countries can provide expertise and trainers.
- (3) To overcome the language barriers for effective communication and participation of the village leaders from Laos, Myanmar, Cambodia, it is suggested to conduct the village leader training in these partner countries. So that the training topics and case studies can be more focused on one country, and linked with the on-going governmental programs. It was also suggested by Myanmar and Lao participants to conduct next VLEP in their countries.
  - (4) Materials preparation and on-line information sharing for the 4<sup>th</sup> VLEP has been improved significantly, however, ASEAN countries partners further suggested for continuous information exchange on poverty reduction through a website. Such website was developed with support of ADB and is currently being populated by IPRCC. It was suggested that the ASEAN Secretariat links to this while building up its own poverty website for ASEAN countries with concrete country cases. APEC Secretariat might approach ADB for support on this.
  - (5) An interesting suggestion came up from a Chinese presentation on a government program to send university graduates for 3 year into poverty villages and ask them to advise the village leaders on coming up with social and income generating programs including business start-ups. In PRC, since 2009, this program has exposed more than 200,000 university graduates to poverty issues. It was suggested that such program could also be initiated in other ASEAN countries, and the NGO organizing the student program in PRC could help with knowledge exchange.
  - (6) Participants from ASEAN countries, particularly from Cambodia, Laos, Myanmar, Vietnam and Thailand also expressed their wishes to strengthen the agricultural product trade between China and ASEAN and among ASEAN countries. This might be considered as a topic for the VLEP in 2017.
  - (7) Participants from Laos, Myanmar and Cambodia also suggested that China (IPRCC) might consider to provide bilateral supports to these countries in government official training, village leaders capacity building, technology extension and other demand-driven thematic areas. ADB can perhaps explore supporting such cross-country learning opportunities through south-south funding through KSSC.

## 6. Annex

### 6.1 Participant list

No	Name	Agency/village	Position
<b>Participants from ASEAN Countries</b>			
1	Mr. HAJI Abd Rahman Bin Hashim	Brunei	



2	Mr. HAJI Ramli Bin Haji Lahit	Brunei	
3	Mr. NAIM Bin Haji Kamis	Brunei	
4	Mr. MOHAMMAD Fadzil bin Md Yanie	Brunei	
5	Mr. LONG Kosal Vathnak	Ministry of Rural Development Key Provincial Department, Cambodia	Community Development Officer
6	Mr. HANG Savan	Ministry of Rural Development Key Provincial Department, Cambodia	Community Development Officer
7	Mr. MIS Pheap	Kampong Chhang Province, Cambodia	Village Leader
8	Mr. PHOM Thon	Kampong Chhang Province, Cambodia	Village Leader
9	Mr. SOK Nop	Kampong Chhang Province, Cambodia	Village Leader
10	Mr. Soekirman	Regent Serdang Bedagai, North Sumatera Province, Indonesia	Head
11	Mr. FAKHRULSYAH Mega	Strategic Alliance for Prosperity Achievement(SAPA), Indonesia	Staff
12	Mr. Muliadi	SAPA, Indonesia	Staff
13	Ms. KOMINTA Sari Purba	SAPA, Indonesia	Staff
14	Ms. VORASANE Nalinthone	Planning and International Cooperation Department, The National Committee for Rural Development and Poverty Eradication, Lao PDR	Technical Officer
15	Mr. XAYASOUK Phonchith	Houaphanh Province, Lao PDR	Village Leader
16	Mr. INKEOMANIVONG Somsack	Borikhamxay Province, Lao PDR	Village Leader
17	Ms. CHOUMTHOUMMALA Vongsai	Sekong Province, Lao PDR	Village Leader
18	Mr. MOHD Adam	Ministry of Rural & Regional Development, Malaysia	Rural Development & Development Supervisor
19	Mr. HASHIM MD Nazori	Ministry of Home Affairs National Anti-Drug Agency, Malaysia	Prevention Unit Assistant
20	Mr. ANNUAR Rizrikin	Ministry of Rural & Regional Development, Malaysia	Assistant Community Development Officer
21	Mr. HAN SHWE	Tetgone Township, Myanmar	Village Representative
22	Mr. MOE KYAW MYO	Leiway Township, Myanmar	Village Representative
23	Mr. THEIN HTIKE	Ministry of Agriculture, Livestock and Irrigation, Myanmar	Staff Officer
24	Mr. AYE MIN TUN	Myanmar	
25	Ms. PLANTILLA Christie Rowena	Federation of People's Sustainable Development Cooperation,	Chief Executive Officer

		Philippines	
26	Mr. MOKUDEF Deonato P.	Organization of Teduray and Lambangian Conference, National Anti-Poverty Commission(NAPC), Philippines	Secretary General
27	Mr. PASCUA Felix JR	Farmers and Landless Rural Worker, NAPC, Philippines	Member
28	Ms. DIMAANDAL Glenda Oliveros	NAPC, Philippines	Development Management Officer
29	Ms. ANG Yun Ting	Ministry of Social and Family Development, Singapore	Assistant Manager
30	Ms. YONG Hwee Li	Ministry of Social and Family Development, Singapore	Assistant General Manager
31	Ms. HAN Lyn	Ministry of Social and Family Development, Singapore	Officer
32	Mr. KHAMHOUGSA Khamboa	Ministry of Interior Community Development, Department, Thailand	Community Leader
33	Mr. ORNKAEW Nat	Ministry of Interior Community Development, Department, Thailand	Community Leader
34	Mr. YUENYONG Sasassanai	Ministry of Interior Community Development, Department, Thailand	Community Leader
35	Ms. AJALAKITTISIN Pathomporn	Ministry of Interior Community Development, Department, Thailand	Community Department Worker
36	Mr. HA Tan Viet	Department of Agriculture and Rural Development of Soc Trang, Viet Nam Province	Official
37	Mr. NGO Van Anh	Phu Thang Cooperative, Steering Committee, Viet Nam	Member
38	Mr. VANG Van Khuong	VANG Van Khuong	Manager
39	Mr. DINH Pham Hien	Dinh Pham Hien	Official
<b>Participants from International Organizations</b>			
40	Ms. TANG Thi Phuong Mai	Community Relations Division Community Affairs Directorate, ASEAN Secretariat	Senior Officer
41	Ms. HNIN Myat Thu	Poverty Eradication and Gender Division, ASEAN Secretariat	Attachment Officer
42	Mr. BAUER Armin	Sustainable Development and Climate Change Department(SDCC), Asian Development Bank	Principal Economist
43	Ms. YUKIKO Ito	SDCC, Asian Development Bank	Social Development Specialist
44	Mr. MOUAVIXARY Palee	Investment and Trade Department, China-ASEAN Center	Deputy Director
45	Ms. XUE Jia	Investment and Trade Department,	Assistant

		China-ASEAN Center	
<b>Participants from PLUS Three Countries</b>			
46	Mr. YAO Hai	Shanghai Communication Office of Shanghai Municipal Government	Director- General
47	Mr. TAN Weiping	IPRCC	Deputy Director-General
48	Mr. PAN Xiaogang	Shanghai Cooperation and Communication Office of Shanghai Municipal Government	Secretary General
49	Mr. LIU Ruiqun	Shanghai Cooperation and Communication Office	Division Cheif
50	Mr. LIU Wei	China Poverty Alleviation and Development Center	Dispatched Village Leader in Guizhou Province
51	Ms. ZHANG Wanting	The State Council Leading Group Office of Poverty Alleviation and Development of China	Dispatched Village Leader in Gansu Province
52	Mr. LU Liqun	IPRCC; Leishan County, Guizhou province, P.R. China	Deputy County Major
53	Mr. LI Erchao	Agriculture Management Institute of MOA, China	PhD, Associate Professor, Deputy Director
54	Mr. DU Xiaoshan	Rural Development Institute, Chinese Academy of Social Sciences	Professor
55	Mr. LIU Yonggong	China Agricultural University	Professor
56	Ms. GAO Yang	China Agricultural University	Research Assistant
57	Ms. FANG Bing	Regional Cooperation Division, Asian Department, Ministry of Foreign Affairs	Deputy Director
58	Mr. JIANG Juwang	Jinshan District Cooperation and Communication Office, Shanghai Municipal Government	Direct General
59	Mr. YOU Liming	Xinyi Village, Fengjing County, Jinshan District, Shanghai	Secretary of CPC Village Committee
60	Mr. SHEN Yinluan	Hutang Village, Caojing County, Jinshan District, Shanghai	Secretary of CPC Village Committee
61	Ms. LI Hui	China Poverty Alleviation Development Center Weiyuan County, Dingxi City, Gansu Povince	Dispatched Village Leader in Gansu Province;
62	Ms. FENG Xiulan	Tea Development Bureau, Leishan County, Guizhou Province	Director
63	Mr. LI Xue	Publicity Division of the Leishan County, Guizhou Province	Cadre
64	Mr. LI Shengkang	Tea Development Bureau, Leishan	Cadre

		County, Guizhou Province	
65	Mr. SHI Hengchang	China Xijiang Company	Staff
66	Mr. Qin Yuefei	Baiyun Village, Futianpu Township, Hengshan County, Hunan Province	CEO of Serve for China, First Secretary of Village CCP Committee
67	Mr. Do-Hyun HAN	Korea Saemaul Undong Center	Senior Researcher
68	Ms. YANG Li	Da Long De Yi Tea Ltd. , Leishan County, Guizhou Province	Assistant Manager
69	Mr. YANG Shengcai	Kong Bai Miao Sliver Workshop, Leishan County, Guizhou Province	Manager
70	Mr. LI Yuqiang	Nanmeng Village, Langde Town, Leishan County, Guizhou Province	Farmer
71	Ms. HAN Linghua	Nanmeng Village, Langde Town, Leishan County, Guizhou Province	Farmer
72	Mr. YU Zhengjiang	Nanmeng Village, Langde Town, Leishan County, Guizhou Province	Farmer
73	Mr. YU Hongbao	Nanmeng Village, Langde Town, Leishan County, Guizhou Province	Farmer
74	Mr. YU Hongxian	Nanmeng Village, Langde Town, Leishan County, Guizhou Province	Farmer
75	Ms. YU Lan	Nanmeng Village, Langde Town, Leishan County, Guizhou Province	Farmer
76	Ms. TENG Shulan	Nanmeng Village, Langde Town, Leishan County, Guizhou Province	Farmer
77	Ms. LI Linyi	International Exchange Division(IED), IPRCC	Deputy Director
78	Mr. YU Hui	IED, IPRCC	Program Officer
79	Ms. ZHOU Liang	Cooperation Division, IPRCC	Program Officer
80	Ms. ZHANG Mengmeng	Social Poverty Reduction Division, IPRCC	Program Officer
81	Ms. WU Xinyue	IED, IPRCC	Program Assistant
82	Ms. LI Tiezheng	IED, IPRCC	Program Assistant
83	Mr. LIU Hui	China Development Gateway	Reporter
84	Mr. QU Qiang	Beijing Foreign Studies University	Simultaneous Interpreter
85	Ms. JIANG Yuan	Beijing Foreign Studies University	Simultaneous Interpreter

## 6.2 Agenda of the Training Program

### **Sunday, 18 September 2016**

*Arrival of international and domestic participants in Shanghai. Registration at the Shanghai Hotel.*

### **Monday, 19 September 2016 (Shanghai Hotel)**

07:00-08:30 *Breakfast*

**09:00-09:30 Opening Ceremony**

Chair: Ms. LI Linyi, Deputy Director, International Exchange Division of IPRCC

Opening Remarks:

Mr. YAO Hai, Director General of the Cooperation and Communication Office, Shanghai Municipal Government

Mr. TAN Weiping, Deputy Director General, IPRCC

Ms. Tang Thi Phuong Mai, Senior Officer of Community Relations Division, Community Affairs Directorate, ASEAN Secretariat

Mr. Armin Bauer, Principal Economist, Sustainable Development and Climate Change Department, Asian Development Bank

**09:30-09:45 Group Photo**

09:45-10:00 *Coffee/tea break*

**10:00-10:30 Introduction**

Introduction to the Program (Prof. LIU Yonggong, China Agricultural University)

Participants' Self-introduction (Each delegation has 1-2 minutes to name their participants and background)

**10:30-12:30 Poverty Reduction in P. R. China, and Shanghai's Experiences on East-West Cooperation**

China's Experience on Poverty reduction and Rural Development (Mr. TAN Weiping, Deputy Director General, IPRCC)

Shanghai's Experiences on East-West Cooperation for Poverty Reduction and Rural Development (Mr. PAN Xiaogang, Secretary General, Cooperation and Communication Office, Shanghai Municipal Government)

Village Leaders On-site Poverty Reduction Practices (Mr. LIU Wei / Ms. ZHANG Wanting, the State Council Leading Group Office of Poverty Reduction and Development in P. R. China)

Questions and Answers (moderated by Ms. LI Linyi)

12:30-14:00 *Lunch break*

**14:00-15:30 Poverty Reduction Approaches in ASEAN Countries (1)**

The case of Cambodia

The case of Lao PDR

The case of Myanmar

Questions and Answers (moderated by Mr. Armin Bauer)

15:30-15:45 *Coffee/tea break*

- 15:45-17:35 Poverty reduction approaches in ASEAN countries (2)**  
The case of Viet Nam  
The case of Thailand  
The case of Brunei  
The case of Singapore  
Questions and Answers (moderated by Prof. LIU Yonggong)

*18:00-19:00 Dinner*

**Tuesday, 20 September 2016 (Shanghai Hotel)**

- 09:00-10:30 Poverty reduction approaches in ASEAN countries (3)**  
The case of Malaysia  
The case of Philippines  
The case of Indonesia  
The case of Brunei  
Questions and Answers (moderated by Mr. Armin Bauer)

*10:30-10:45 Coffee/tea break*

- 10:45-12:15 Poverty reduction approaches in Korea and China (4)**  
The Samaul Udong Movement in the Republic of Korea (Dr. Do-Hyun HAN, Senior Researcher, Korea Saemaul Undong Center)  
New approaches in P. R. China  
Poverty Alleviation through Tourism – the Case of Leishan County (Mr. LU Liqun, Deputy County Mayor, Leishan County, Guizhou Province)  
College Graduates Turing a Poor Village into Prosperity– the case of Hunan Province (Mr. QIN Yuefei, CEO of Serve for China & First Secretary of Village CCP Committee, Baiyun Village, Futianpu Township, Hengshan County, Hunan Province )  
Questions and Answers (moderated by Prof. LIU Yonggong)

*12:15-13:30 Lunch break*

- 13:30-15:00 Promoting Farmers' Cooperative Movement**  
Capacity Building for Farmers' Cooperatives in P. R. China (Dr. LI Erchao, Deputy Director of Farmers' Cooperative Development Centre, Institute of Village Enterprises Management, Ministry of Agriculture, P. R. China)  
Cases from ASEAN countries & Korea  
Discussion (moderated by Prof. LIU Yonggong)

*15:00-15:15 Coffee/tea break*

- 15:15-17:00 Poverty Reduction through Agricultural Value Chains**  
The one village one product program in P. R. China (Prof. LIU Yonggong, China Agricultural University)

Promoting Inclusive Business (Mr. Armin Bauer, ADB)  
Cases from ASEAN countries (Philippines and Indonesia)  
Discussion (moderated by Mr. Armin Bauer)

18:00-19:00 *Dinner*

**Wednesday, 21 September 2016 (Shanghai Hotel)**

07:00-08:30 *Breakfast*

**09:00-10:30 Rural Finance and Micro-Credit for Poverty Reduction**

The case of PRC China (Prof. DU Xiaoshan, China Academy of Social Sciences)  
Examples from ASEAN countries & Korea  
Discussion (moderated by Prof. LIU Yonggong)

10:30-10:45 *Coffee/tea break*

**10:45-12:30 Village Governance, Public Services, Community Driven Development (CDD)**

The case of PRC (Prof. LIU Yonggong, China Agricultural University)  
The case of Philippines  
The case of Indonesia  
Discussion (moderated Yukiko Ito, ADB)

12:30-13:30 *Lunch break*

**14:00-17:15 Group Discussions**

*Each ASEAN country + China built a group for discussing following issues:*

- Based on what you learnt from the presentations what will you change in your country's poverty reduction and village development?
- What and how can China/IPRCC support your in village development and poverty reduction?
- What and how can ASEAN Secretariat support your country in poverty reduction and village development?
- Your suggestions for next program?

Moderators for the 11 working groups: Mr. Armin Bauer (ADB), Yukiko ITO (ADB), Prof. LIU Yonggong

Presentation of the discussions, others

**17:15-17:45 Preparing the Field Trip**

Introduction of the 5 village case studies  
Key questions to be answered during the field trip  
Distribution of participants to the village case studies

18:00-19:00 *Dinner*

**Thursday, 22 September 2016 (Jinshan District)**

07:00-08:30 *Breakfast*

08:30-10:30 *Travel from the Shanghai Hotel to Jinshan District*

**10:30-11:30** Visiting the Shanghai Jinshan Modern Agricultural Demonstration Park and EP-Exotic Plant Company Shanghai.

*12:00-13:30 Lunch break (Bohai restaurant)*

**13:30-17:00** Field Visit to Intelligent Agricultural Base (Jinshan District Vegetable Research and Development Center, No. 7199 Jinshi North Road); and to **Shinjan Professional Grape Cooperative** (No 4218-8 Baiyang Village) **Shantian Countryside Leisure Agriculture Park**

*18:00-20:00 Hotel check-in in Jinshan, then dinner in the hotel*

**Friday, 23 September 2016 (Jinshan District)**

*07:00-08:30 Breakfast*

**09:00-10:45 Roundtable Discussions with Village Leaders and Villagers**

Transparence in village administration, and people's empowerment

Rural economic development, including cooperative-driven income and wealth creation

Rural public affairs management

(Moderated by Prof. LIU Yonggong)

*10:45-11:00 Coffee/tea break*

**11:00-12:00 Wrap-up and Feedback** (moderated by Prof. LIU Yonggong)

Overall Evaluation

Suggestions and Advices for the Next VLE Course Program

Proposed Follow up Actions

*12:00-13:30 Lunch break (Jinshan Hotel)*

**13:30-16:30 Visiting Jinshanzu Fishing Village and Shanyang Countryside Garden**

*16:30-18:30 Travelling back to Shanghai*

*18:30-20:30 Hotel check in and Dinner*

**Saturday, 24 September 2016:**

*07:00-08:30 Breakfast*

*08:30-11:00 Free time*

*12:00-13:30 Lunch*

**Afternoon Departure of the Participants**