



STATE OF ISRAEL



MCTC
The Golda Meir Mount Carmel
International Training Center



Ministry of Foreign Affairs Israel's
Agency for International Development
Cooperation



CINADCO
Center for International Agricultural
Development Cooperation
Ministry of Agriculture and Rural
Development

International Course on
Agribusiness -
A Tool for the Empowerment of Rural Women
15th- 31st October, 2012



ABOUT THE COURSE

Background

The UN has declared 2012 as the year of Rural Women, making women's empowerment in agricultural development a priority theme. The importance of addressing gender equality and empowerment of women for global economic and social development and the need for increased attention to rural areas are also recognized in key global frameworks. Rural women play a critical role in rural economies and societies in both developing and developed countries. Across the world, rural women have proven their commitment and resourcefulness in finding or adapting new ways to improve their own lives, as well as those of their families and communities.

While agriculture remains the main pillar of the rural economy of most developing countries, in today's rural world, new forms of income and employment opportunities have emerged that are non-agricultural, or linked to agriculture through related services.

The agricultural sector and food production has been one of the main pillars of the Israeli economy since Israel's independence, with the investment of massive funds for continuous research and development. However, over the last few years, the number of active farmers has been drastically reduced. There is a continuous exit of small farmers from business, due to the limitation of land and water and an ever

increasing trend from farming to other professions. Today's farmers need to adapt to this process by making the required transition from being simple "producers" to becoming "managers" of an agricultural enterprise, armed with the latest technologies, know-how and an understanding of the market.

Agricultural diversification coupled with intensive Research and Development and effective up-to-date extension services for the rural farms will prevent the transformation of additional farming lands for non-agricultural use and keep farmers and rural professions in business. As technology and intensive agricultural methods change the conditions of agricultural production, farmers need to explore other alternatives in order to stay in the rural areas. Israel is ready to share its rich experience in agribusiness for the enhancement of rural development, taking into account current trends.



AIMS

The present course aims at contributing to rural women's empowerment by exploring agricultural entrepreneurship, as well as additional, farm related components of the rural economy contributing to income generation and employment, taking into consideration, the adaptability of methods and technologies, to meet local conditions in each participant's country. The participants will be exposed to the various aspects of planning, development and management of small businesses, so that the participants are able to:

- Organize, supervise and manage farm production effectively and profitably.
- Initiate, organize and manage small agribusiness projects.
- Provide tools for supporting small scale businesses in rural areas
- Plan and organize small and large agriculture enterprises with an emphasis on the entrepreneurial concept
- Improve communication and management skills

THE PROGRAM

The course will be held at two MASHAV training centers and will include professional lectures and visits on the following subjects:

15th – 22nd October ,2012

MCTC - The Golda Meir Mount Carmel International Training Center

- Entrepreneurial Training – Business Laboratories – How to start and manage a microenterprise
- Marketing strategies for small business in the rural areas
- Women in business networking
- Support systems in Israel
- Rural Tourism
- Preparation of a proposal to be implemented in the participants' own settings

23rd -31st October, 2012

CINADCO – Training Center for International Agricultural Development Cooperation

- Agriculture and rural development
- New trends in modern agriculture
- Implementation of agricultural projects
- Women's entrepreneurship in agriculture
- Branding and marketing agricultural produce

CERTIFICATE

Upon completion of the course the graduates will receive a certificate confirming their attendance and active participation.



REQUIREMENTS

The course is geared towards professionals involved in agriculture and rural development. Candidates should hold an academic degree in related disciplines, and at least two years of professional work experience in related fields.

Priority will be given to professional staff involved in national / regional projects, with and/or under the aegis of governmental institutions, national and/or international organizations, research institutes, universities, NGOs, etc. A full command of English is required.

APPLICATION

Application forms and other information may be obtained at the nearest Israeli mission and on Israel's Foreign Ministry's website: <http://mashav.mfa.gov.il> (in Contact Us → Information and Registration).

Completed application forms, including the medical form, should be sent to the relevant Israeli mission, who will forward them to the MCTC Training Center in Israel, by or **before 15th August, 2012.**

GENERAL INFORMATION

Location and Accommodations

The first part of the course will take place at the Golda Meir International Training Center (MCTC) in the city of Haifa in the north of the country. Participants will reside at the Center.

The second part of the course will be held at CINADCO's International Training Center at Kibbutz Hotel Shefayim, situated 20 km north of Tel Aviv near the coastal city of Netanya.

Clothing

The course will be held in autumn. Temperatures may vary between 18°C and 25°C. It is therefore recommended to bring

suitable clothing, comfortable walking shoes for field trips and swimwear.

Insurance

The participants are medically insured by a health insurance policy. This policy does not cover the treatment of chronic or serious diseases, dental care, eyeglasses, pregnancy and/or specific medication taken by the

participant on a regular basis. Participants are required to bring with them their usual medication. No insurance for personal belongings such as money, video cameras, laptops or jewelry will be provided.

Booking

The date and flight number of the booking to Israel must be confirmed to assure **arrival one day before the opening of the course on October 15, 2012.**

Departure should be no later than the day after October 31st 2012. Rerouting is entirely at the participants' expense.

Luggage

Many airline companies allow only 20Kg. (44 lb.) of luggage. There is an extra charge for overweight.

Foreign Exchange

All the major currencies are exchangeable in Israel.

ABOUT MASHAV

MASHAV – Israel's Agency for International Development Cooperation - at Israel's Ministry of Foreign Affairs was founded in late 1957, and is responsible for the design, coordination and implementation of the State of Israel's development cooperation programs.

MASHAV concentrates on human and institutional capacity building by sharing Israel's own development experience and expertise, imparting know-how and transferring innovative technologies and tested

methodologies adaptable to a developing country needs.

MASHAV's approach is to ensure social, economic and environmental sustainable development, joining the international community's efforts to implement the Millennium Development Goals by 2015.

In natural disasters, **MASHAV** also provides humanitarian assistance and participates in reconstruction and rehabilitation efforts. <http://mashav.mfa.gov.il>

ABOUT MCTC

The Golda Meir Mount Carmel International Training Center (MCTC) was established in 1961 to assist in the training of women engaged in community work in the newly emerging states in Africa and Asia.

Since the establishment of MCTC, some 17,500 participants from over 150 countries in Asia, Africa, Europe, Central Asia, Eastern Europe, Latin America, Middle East, Oceania and the Caribbean have attended over 580 capacity building programs and courses, and 27 International Conferences for Women Leaders, conducted in Israel. In addition, MCTC conducts between 20 - 30 institutional capacity building programs in partner countries throughout each year, for hundreds more trainees throughout the developing world.

MCTC focuses on three areas of study: Community Development, Early Childhood Education and Organization and Management of Microenterprises, all with gender as a cross-cutting issue. In each training program there are up to 30 women and men from 10 to 27 countries. Usually two courses are conducted concurrently in different languages (English, French, Spanish, Russian or Arabic).

The Center is located on Mount Carmel in Haifa. The building consists of living accommodation, classrooms, recreation and dining facilities. A library specializing in education, social sciences and humanities, and a computer laboratory with internet access serve the participants.

MCTC enjoys the active cooperation of a number of international organizations, governmental and non-governmental organizations and development authorities.

ABOUT CINADCO

The Center for International Agricultural Development Cooperation (CINADCO) is a part of Israel's Ministry of Agriculture and Rural Development. Since 1958, CINADCO has been in charge of the international agricultural program conducted by MASHAV in Israel and abroad. CINADCO's activities consist of international, regional and country "tailor-

made" courses in Israel, on-the-spot courses, long- and short-term project planning and advisory missions. Israeli experts have also been sent to different locations around the world to conduct projects and to share their expertise in various aspects of agricultural production, extension and project planning. <http://www.cinadco.moag.gov.il/cinadco>



For further information please contact:



**The Golda Meir Mount Carmel International
Training Center (MCTC)**

POB 6111, Haifa 31060, Israel

Tel: 972-4-8375904 Fax: 972-4-8375913

e-mail: mctc@mctc.co.il

<http://www.mctc.co.il>

Facebook:

<https://www.facebook.com/goldameir.mctc?ref=name#!/pages/Golda-Meir-Mount-Carmel-International-Training-Center/220524911309634>

CINADCO - English Division

Hotel Shefayim 60990, Israel

Tel: 972-9-9595729/30 Fax: 972-9-9595'

e-mail: english@cinadco.co.il

<http://www.cinadco.moag.gov.il>

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