



MEKONG
INSTITUTE



Lancang-Mekong Cooperation Projects
Sponsored by Lancang-Mekong Cooperation Special Fund
In coordinated with Ministry of Commerce of Thailand
Implemented by Mekong Institute



Curriculum Design Statement

Regional Modular Training Program on
Rural E-Commerce Development in Lancang-Mekong

October 2018 – March 2019

I. Introduction

Electronic commerce has been a phenomenal force to the global economy development over the last decade. Although the most of e-commerce transactions are found in developed markets, developing countries have started to catch up recently. For example, PR China is now the largest e-commerce (B2C) market in the world surpassing the US. Besides PRC, Indonesia, India, Thailand and Vietnam are also expected to grow at a fast rate in this market segment, even Cambodia, Laos and Myanmar have showed small but real progress of on-line business development. As a result e-commerce has affected the economy development in many different ways. As the upstream of the supply chain, one cannot ignore the potentials of rural e-commerce development. Over 67% of populations in Greater Mekong Subregion (GMS) are living in rural areas, where most of the poor reside. E-commerce is viewed as a potential tool to reduce rural poverty by linking the trade opportunities with the rural areas.

Despite the vast opportunities presented by the digital economy, Lancang-Mekong countries, due to many challenges, is yet to fully realize its potential to harness e-commerce for market development. In addition to the absence of legislation to support cross-border e-commerce, Lancang Mekong countries face barriers related to poor ICT infrastructure, trade facilitation and logistics, e-payments, and inadequate development of the necessary labor skills. National strategies to understand the underpinnings of e-commerce are also lacking in many countries.

Against this background, Mekong Institute (MI), with support from the Lancang-Mekong Cooperation Fund in coordination with the Ministry of Commerce, Thailand, is implementing a two-year project: "Rural E-Commerce Development in Lancang-Mekong" from May 2018 – April 2020.

As part of the project, MI will organize a modular training program from October 2018 to March 2019. The training will include participants representing key stakeholders involved in e-commerce and/or rural e-commerce development in the six Lancang-Mekong countries (China, Cambodia, Lao, Myanmar, Thailand and Vietnam). It will be conducted in three phases in the following manner:

- **Learning Phase** - A one-week training program at MI, Khon Kaen, Thailand on October 22-26, 2018
- **Knowledge application phase** – participants will design respective action plans at the end of the training under the guidance of a resource person through which they would apply the knowledge gained in the training. Each individual participant is expected to implement action plans in his/her country over 4 months between Oct 2018 and Jan 2019. Technical assistance will be provided to participants for implementation of action plans
- **Networking phase** - online synthesis and evaluation will be conducted among participants, which would enable each participant to share his/her outcome of the knowledge application phase and obtain feedback from fellow participants.

II. Training Objectives

- To improve/update knowledge base of participants of the concept of e-commerce and rural e-commerce and their various aspects
- To form a knowledge base to complement existing knowledge on rural e-commerce in the Lancang-Mekong countries
- To share findings from the baseline study on rural e-commerce, which is a project activity carried out prior to the modular training
- To share best practices on e-commerce and rural e-commerce from Lancang-Mekong region and around the world

- To enhance the understanding of potential of rural e-commerce development in the Lancang-Mekong countries
- Identify the key intervention areas in rural e-commerce for each country in Lancang Mekong region.
- To build capacities for exploring online business prospects through different e-commerce opportunities
- To develop the cooperation mechanism among the stakeholders of the Lancang-Mekong countries for promoting rural e-commerce

III. Training Outcomes

At the end of the training, the participants should be able to:

- Understand the concept of rural e-commerce;
- Understand the potential and challenges of various rural e-commerce development modules from the perspective of key players;
- Understand key components for drafting rural e-commerce development strategies; and
- Draft practical action plans to initiate/ improve rural e-commerce development in respective countries.

IV. Target Group

A total of 24 participants (four from each country) are expected to participate in the modular training program. The target participants represent the mid to senior level personnel of following types of agencies in private and public sectors.

- Ministry/ Department of Industry/ Commerce/ Information, Communication and Technology;
- Development and Marketing Agencies for One Tambon One Product (OTOP)/ One District One Product (ODOP)/ One Village One Product (OVOP);
- Rural E-Commerce and E-Commerce Service Providers;
- Agriculture Cooperatives Alliances/ Supply and Marketing Cooperatives;
- SME Clusters, Social Enterprises and Start-ups involved in E-commerce or Rural E-Commerce;
- Research institutes.

In general, participants should

- Have at least three years of experience of working on e-commerce/rural e-commerce/ rural development issues;
- Have a university degree on rural development and commercialization, e-commerce, MBA, international trade and related fields;
- Be able to communicate (speak, understand, read and write) at professional level in English;
- Have sufficient professional capacity to actively participate cross-culturally at international level;
- Be able to attend the entire course cycle, including one week training and phases for action plan implementation and results reporting.

In addition, MI encourages the participation of women and minorities.

24 selected participants will be offered full scholarships covering the cost of round-trip air tickets between home cities to Khon Kaen (KK), Thailand, KK airport transfer, overseas travel insurance, accommodation and lunch during the training period. In addition to the 24 seats, few more seats are available for participants who are willing to bear their cost of the training on self-payment basis. USD 700 per seat will be charged from self-paid participants to cover the cost of training package, KK

airport transfer and MI-Hotel transfer, accommodation and lunch during the training period. For self-paid participants, air ticket is NOT included in the fee. MI team holds the right to select the participants deemed to be eligible for full scholarships.

V. Duration and Location

- **October 22-26, 2018: learning phase** - one-week training course at the Mekong Institute's Residential Training Center, Khon Kaen, Thailand;
- **October 2018 and January 2019: knowledge application phase** – participants implement action plans in his/her country over 4 months, when technical assistance will be provided by MI team;
- **February –March 2019: networking phase** - online synthesis and evaluation will be conducted among participants, which would enable each participant to share his/her outcome of the knowledge application phase and obtain feedback from fellow participants.

VI. Training Content

In this one week course on October 22-26, 2018, participants will explore six interrelated modules:

Module 1	Definition and Trends in E-commerce and Rural E-commerce
Module 2	Strategic Plan and E-commerce Business Models
Module 3	Legislation and Practices on E-commerce and Rural E-commerce
Module 4	Technologies - Development of E-commerce Platforms
Module 5	Logistics and Supply Chains
Module 6	Transaction & Data Management

Module 1: Definition and Trends in E-commerce and Rural E-commerce

- The concept of e-commerce
- The concept of e-commerce for rural based enterprises
- Market scope of rural e-commerce
- Benefits of rural e-commerce (employment, income, inclusiveness)
- Trends in e-commerce/ rural e-commerce

Module 2: Strategic Plan and E-commerce Business Models

- E business models in e-commerce
- Preparing rural enterprises for ecommerce

Module 3: Legislation and Practices on E-commerce and Rural E-commerce

- Harmonization efforts and initiatives in e-commerce legal framework in the ASEAN (e.g. the ASEAN Economic Community (AEC) Blueprint (2007), the ASEAN ICT Masterplan 2015).
- National laws and policies to promote e-commerce for rural based enterprises
- What kind of interventions should be undertaken by governments at national and local government levels in different geographical regions to promote rural e-commerce

Module 4: Technologies - Development of E-commerce Platforms

- The digital skills required for rural e-commerce
- Suitable platforms to develop rural e-commerce (e.g. the kind of software (e.g. open source), the IT providers)
- Step by step process
- Key elements for opening an online store by rural enterprises

Module 5: Logistics and Supply Chains

- Logistics, the great challenge of e-commerce
- Building new supply chains or linking with existing supply chains
- Process and order management
- Customer Support

Module 6: Transaction and Data Management

- Types of payment methods
- Efficient check out processes
- Data piracy and best practices for data security
- Management of risks

VII. Knowledge Application Phase

After the delivery of the training, the second phase will kick in. As part of the training program, the participants will be required to prepare their action plans to disseminate the knowledge and skills they learned/gained during the training. The orientation for action plans, individual and/or joint action plan preparations and group presentations will be delivered on the last day of the training.

The participants are able to develop their feasible action plans to address the group's objectives. An action plan consists of a number of action steps in accordance with the national/local scenario, added with the endowment of clear-cut group work divisions and responsibilities. During this phase technical assistance will be provided to participants for implementation of action plans in respective countries.

VIII. Networking Phase

The final activity of the modular training will be synthesize and evaluate. It will be conducted online according to the monitoring and evaluation system designed by MI. Participants will report their best practices, challenges and lesson learned from their action plans with other participants, receive feedback on the outcome of the knowledge application phase as well as discuss the way forwards for rural e-commerce development in GMS.

IX. Contacts

Please send i) the signed application forms along with ii) your CV and iii) a copy of your passport via email to MI team (see contacts as below). Please specify your email subject as "Country, Name, Application to LMC-4: Rural E-Commerce Development Training Program".



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About Mekong Institute

The Mekong Institute (MI) is a GMS Inter-Governmental Organization (IGO) working closely with the governments of six countries, namely Cambodia, P.R.China (Yunnan and Guangxi), Lao PDR, Myanmar, Vietnam and Thailand, to promote regional development, cooperation and integration by offering standard and on-demand capability development programs across three cutting themes of agricultural development and commercialization, trade and investment facilitation, and innovation and technological connectivity.

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