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MINISTRY OF FOREIGN AFFAIRS
ROYAL GOVERNMENT OF BHUTAN,
THIMPHU, BHUTAN



DIRECTOR

MFA/BD-30/101/1704

9th October 2020

1. Secretary, Ministry of Education
2. Secretary, Ministry of Economic Affairs
3. Chief of Police, Royal Bhutan Police
4. Vice Chancellor, Royal University of Bhutan
5. Executive Director, Youth Development Fund
6. Executive Director, RENEW
7. Secretary General, Bhutan Chamber of Commerce and Industry
8. Director, National Commission for Women and Children

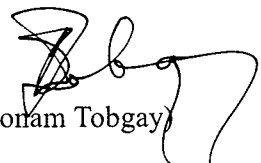
Dear Sir(s)/Madam(s),

The Ministry of Foreign Affairs would like to inform that interested candidates from Bhutan can participate free of charge in the following online courses from the Israeli Agency for International Development Cooperation (MASHAV):

| Sl. No | Courses | Duration | Deadline for Application |
|--------|--|--------------------------------|--------------------------|
| 1 | Marketing strategies in Business | 5-23 November 2020 | 15 October |
| 2 | Children Youth at Risk, Educational Challenges during Covid-19 | 18 November - 16 December 2020 | 22 October |
| 3 | Violence Against Women and Children | 3-21 December 2020 | 26 October |

The registration form and details of the courses are attached herewith. The Ministry would like to request your respective Offices to kindly disseminate the information on the courses.

With warm regards,


(Sornam Tobgay)



MASHAV - Israeli Agency for International Development Cooperation

MCTC - MASHAV Carmel Training Center

**International Online Course on
Combating Violence against Women and Girls**

**Six online meetings
December 3-21, 2020**

Dates and hours:

3/12/20: 13.30 – 16.00 Israeli time

7/12/20: 14.00 – 16.00 Israeli time

10/12/20: 14.00 – 16.00 Israeli time

14/12/20: 14.00 – 16.00 Israeli time

17/12/20: 14.00 – 16.00 Israeli time

21/12/20: 14.00 – 16.30 Israeli time

Background

Violence against women and girls is one of the most widespread, persistent and devastating human rights violations in our world today. It occurs globally, cutting across all generations, nationalities, communities and spheres of our societies. It is a major obstacle to the fulfilment of women's human rights and to the achievement of the 2030 Agenda for Sustainable Development.

Despite international and national laws and conventions to prevent violence, and despite States' commitments to punish and eventually eradicate this dreadful phenomenon, violence persists, and in some cases, such as in times of crisis, increases drastically. One of the major difficulties in implementing effective policies to combat violence against women and girls is the lack of understanding about the underlying causes of violence rooted in continuous gender inequalities and in social constructions of masculinities and femininities, which act to normalize and reproduce relations of violence between the sexes.

This online course will allow participants to learn best practices in the areas of service provision, intervention and prevention. The course content will also relate to COVID-19 crisis and effects of the phenomena on violence.

Aims

- Analyze causes of violence against women as well as means of intervention, emphasizing cultural norms and practices
- Analyze prevention and intervention models and techniques for treatment and rehabilitation of survivors of violence
- Review intervention and treatment programs/models for male perpetrators

Main Subjects

- Violence as a phenomenon and the environment in which it occurs
- Intervention models and techniques for dealing with survivors of violence
- Emergency response services
- Rehabilitation services
- Intervention models aimed at perpetrators of the abuse
- Preventive measures
- Engagement of civil society organizations in combatting violence against women and girls

Target population:

The course is intended for managers working in social service and protection organizations; government and local authority officials; NGO representatives; police officers and lawyers; psychologists; social workers; crisis center teams and other health care professionals with at least 5 years of experience.

Methodology

The course will use the Zoom platform for meetings and group work enabling participants to interact with each other with the aim of creating an effective network of like-minded professionals.

Participants will need an access to computer, camera, microphone, speakers, and a stable internet connection and will be expected to participate fully in every session. A convenient, quiet and adequate working environment is extremely important.

Application

Completed application forms should be sent to the relevant Israeli mission in the respective country **no later than October 29, 2020**.

Proposed program **

- Models and services for protection and recovery of survivors of violence
- Emergency response services and organizations
- Sexual education and education against violence as tools for prevention
- Engaging men in preventing and combating violence against women
- Intervention and treatment programs for male perpetrators

**Topics are subject to change

About MASHAV

MASHAV – Israel's Agency for International Development Cooperation is dedicated to providing developing countries with the best of Israel's experience in development and planning, and focuses its efforts on capacity building, sharing relevant expertise accumulated during Israel's own development experience to empower governments, communities and individuals to improve their own lives.

MASHAV's approach is to ensure social, economic, and environmental sustainable development, and is taking an active part in the international community's process of shaping the 2030 Agenda of Sustainable Development.

MASHAV's activities focus primarily on areas in which Israel has a competitive advantage, including agriculture and rural development; water resources management; entrepreneurship and innovation; community development; medicine and public health; empowerment of women; and education. Professional programs are based on a "train the trainers" approach to institutional and human capacity building, and are conducted both in Israel and abroad.

About MCTC

The Golda Meir MASHAV "Carmel" International Training Center (MCTC) was founded by Golda Meir in Haifa in 1961. MCTC was the first of its kind in the domain of women's empowerment, and since its inception has had a profound influence on both individuals and policymaking. MCTC endeavors to

provide professional women and men from developing countries and transitional societies with the necessary tools for women's empowerment. It aims to enable women to contribute to the socio-economic development processes of their communities and consequently advance their status. To this end, MCTC conducts training activities, both in Israel and overseas, to advance women's participation in public life.

To date, more than 25,000 women and men from over 150 countries have benefited from hundreds of training activities. Many of them now hold key positions at the local or national level, or within United Nations development agencies.



REGISTRATION FORM

WEBINAR/ONLINE COURSE NAME: _____

SURNAME: _____

FIRST NAME: _____

Gender : [f] [m] DATE OF BIRTH: __/__/__

E-mail: _____

Cell Number: _____

COUNTRY: _____

KNOWLEDGE OF COURSE LANGUAGE (tick):

FAIR GOOD VERY GOOD

EDUCATION: _____

EMPLOYER: _____

POSITION: _____

DESCRIPTION OF DUTIES AND RESPONSIBILITIES:

SHORT AUTOBIOGRAPHY:

WEBINAR/ONLINE COURSE EXPECTATIONS:



REGISTRATION FORM

ONLINE COURSE NAME: _ Marketing Strategies in Business

SURNAME: _____

FIRST NAME: _____

SEX: [f] [m] DATE OF BIRTH: __/__/__

E-mail: _____

COUNTRY: _____

KNOWLEDGE OF COURSE LANGUAGE (tick):

FAIR GOOD VERY GOOD

EDUCATION: _____

EMPLOYER: _____

POSITION: _____

DESCRIPTION OF DUTIES AND RESPONSIBILITIES:

SHORT PROFESSIONAL AUTOBIOGRAPHY:

ONLINE COURSE EXPECTATIONS:

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**MASHAV - Israel's Agency for International
Development Cooperation**

with

**The MASHAV Educational Training Center in
cooperation with The Division of Special Education
Ministry of Education Israel**



STATE OF ISRAEL

invite professionals
to participate in the

On Line Webinar:

Children and Youth at Risk

Educational Challenges during Covid 19



5 online meetings between

Once a Week

18/11 -16/12/2020



“Joy, feeling one’s own value, being appreciated and loved by others, feeling useful and capable of production are all factors of enormous value for the human soul.”

Maria Montessori

About the Course

The COVID-19 pandemic has created the most massive disruption of education systems in history, affecting nearly 1.7 billion learners in almost all countries worldwide. The social distancing and quarantine during the coronavirus crisis increased the exposure of children and youth, experiencing unprecedented challenges to their lives.

Programs and responses, which are available during regular times, have been significantly reduced during the current crisis. The situation affects children and youth who already experience barriers accessing education or who are at higher risk of being excluded for a variety of reasons.

Another aspect is the reduced ability to identify and locate children and youth at risk following the closing of schools and social distancing between the children and their teachers and counselors. There is a pressing need to develop methods and guidelines for identifying needs remotely. This goal presents a significant challenge that must be met with creativity, resourcefulness, and hard work.

Within the framework of the 2030 education agenda, many stakeholders are advocating for the introduction of a learning-related goal as the most appropriate way to monitor educational progress and the prevention of early dropout rates and reducing inequality. Accessibility initiatives have been created in terms of improving quality and endeavors to improve teacher training and support. Provide relevant and modern learning materials and integrate technology and gender-sensitive practices, focusing all efforts on creating favorable conditions and individual skills to foster resiliency and offset risk factors.

In collaboration with The Youth and Society Administration, Ministry of Education of Israel, we will address the challenges of the subject face in these times.

Goals

- To introduce the participants to the Youth and Society Administration guidelines and it's work, to different theories, approaches and technologies,
- To provide a base for future activities according to the needs of the different realities
- Reduce alienation from the community and society
- To provide tools for equitable and quality education
- To provide tools and guidelines for curricular development
- Raise multicultural awareness in those working toward the advancement of disadvantaged children and youth

- Train and advance educational staff and support them in sustaining their duties and promoting their programs
- Enable participants to choose the methods and tools suitable to the particular needs of their environment
- Provide a basis for future training activities according to the needs of the different countries and institutions

Main Subjects

- Latest concepts, methods, and tools for educational staff training
- Model of the Pluralistic Identity and Multicultural Education
- The development of social skills, practical skills and leadership
- The training of special educational personnel to work with youth at risk
- Computerized information centers to provide services for youth, locally and nationally
- Improving awareness in teachers of disadvantaged students
- Correlation between cultural gaps and learning perseverance level
- The influence of achievement, motivation, and aspiration on learning processes
- Education to prevent the use of drugs and alcohol

Audience

Educators, Counselors and Psychologists from around the world who are interested in acquiring skills to address today's educational challenges in their countries within the context of the Corona crisis.

We welcome Directors of Educational Departments, Educational Supervisors, Educational Trainers and Leading Teachers to join us.

Course Structure

The webinar will include five meetings, **two-hour sessions- 11:00- 13:00 Israel Time**, with various activities. Among them; Lectures, presentations through videos, discussions, and experimenting

***The course will be accompanied by a Learning Management System, where tasks and material will be shared between meetings.**

***Participants will need to create a Gmail account.**

18.11.2020 11:00- 13:00 Israel Time

25.11.2020 11:00- 13:00 Israel Time

2.12.2020 11:00- 13:00 Israel Time

9.12.2020 11:00- 13:00 Israel Time

16.12.2020 11:00- 13:00 Israel Time

Application

*****Application forms annexed to this mail. You can also get it at the closest Embassy of Israel**

Those interested are invited to complete the attached form and submit it through the nearest Israeli Embassy until October 26, 2020.

About MASHAV

MASHAV - Israel's Agency for International Development Cooperation is dedicated to providing developing countries with the best of Israel's experience in development and planning. As a member of the family of nations, The State of Israel is committed to fulfilling its responsibility to contribute to the fight against poverty and to the global efforts to achieve sustainable development. MASHAV, representing Israel and its people, focuses its efforts on capacity building, sharing relevant expertise accumulated during Israel's own development experience to empower governments, communities and individuals to improve their own lives.

MASHAV's approach is to ensure social, economic and environmental sustainable development, and is taking active part in the international community's process of shaping the Post-2015 Agenda, to define the new set of the global Sustainable Development Goals (SDGs).

MASHAV's activities focus primarily on areas in which Israel has a competitive advantage, including agriculture and rural development; water resources management; entrepreneurship and innovation; community development; medicine and public health, empowerment of women and education. Professional programs are based on a "train the trainers" approach to institutional and human capacity building, and are conducted both in Israel and abroad. Project development is supported by the seconding of short and long-term experts, as well as on-site interventions. Since its establishment, MASHAV has promoted the centrality of human resource enrichment and institutional capacity building in the development process - an approach which has attained global consensus.

<http://mashav.mfa.gov.il> <https://www.facebook.com/MASHAVisrael>

About the A. Ofri International Training Center

The A. Ofri International Training Center was established in 1989 as a professional extension of MASHAV - Israel's Agency for International Development Cooperation. The activities are targeted to meet the Millennium Development Sustainable Goals-SDGS set by the United Nations to be fulfilled by the year 2030.

The Center's vision is that education is the starting point for a person to build himself/herself a gate to new possibilities. Education is the key to a better future and shields against physical harm and confronts moral dilemmas. Education enables us to ask for proper healthcare when needed, and the way to stay healthy and adopt responsible behavior with our bodies. Education is sharing, learning and growing up together with others. Through education we can learn to take better care of our world, treat it respectfully and use wisely the resources it offers us.

Education concerns itself with learning at all levels, from elementary and secondary school through adult education, and provides knowledge and training for basic skills development, civic awareness, community education, education for special populations, treatment for youth (Including those at risk), youth integration, youth leadership, education for health and the prevention of drugs abuse.

Since its inception, the A. Ofri Center has trained thousands of professionals from countries throughout the world. The Center cooperates with senior staff in the Israeli Ministry of

Education, academic experts, governmental organizations and non-governmental organizations. In addition, it communicates and cooperates with key international organizations such as UNESCO, OECD, USAID, UNODC, OAS, IOM and the World Bank. In adopting the UN's Millennium Development Goals, the A. Ofri Center contributes to the sustainable development of human resources internationally, based on knowledge and experience accumulated in Israel.

For further information, please contact:

The A. Ofri International Training Center: The A. Ofri International Training Center:

Address: Ramat Rachel, D.N. Tzfon Yehuda, 909000 **Tel:** 972-2-6702508/632/539

Website: www.ofri.org.il



REGISTRATION FORM

Entrepreneurship Skills in schools during New Normal Times

WEBINAR/ONLINE COURSE NAME: _____

SURNAME: _____

FIRST NAME: _____

Gender : [f] [m] DATE OF BIRTH: __/__/__

E-mail: _____

Cell Number: _____

COUNTRY: _____

KNOWLEDGE OF COURSE LANGUAGE (tick):

FAIR GOOD VERY GOOD

EDUCATION: _____

EMPLOYER: _____

POSITION: _____

DESCRIPTION OF DUTIES AND RESPONSIBILITIES:

SHORT AUTOBIOGRAPHY:

WEBINAR/ONLINE COURSE EXPECTATIONS:



REGISTRATION FORM

Entrepreneurship Skills in schools during New Normal Times

WEBINAR/ONLINE COURSE NAME: _____

SURNAME: _____

FIRST NAME: _____

Gender : [f] [m] DATE OF BIRTH: __/__/__

E-mail: _____

Cell Number: _____

COUNTRY: _____

KNOWLEDGE OF COURSE LANGUAGE (tick):

FAIR GOOD VERY GOOD

EDUCATION: _____

EMPLOYER: _____

POSITION: _____

DESCRIPTION OF DUTIES AND RESPONSIBILITIES:

SHORT AUTOBIOGRAPHY:

WEBINAR/ONLINE COURSE EXPECTATIONS:

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MASHAV – Israeli Agency for International Development Cooperation

MCTC – MASHAV Carmel Training Center

Online course

Marketing Strategies in Business



**Six online meetings between
November 5-23, 2020**

MCTC – MASHAV Carmel Training Center
12 David Pinsky st. Haifa 3435124, P.O.Box 6111, Haifa, Israel
Tel: +972-74-7932330 Fax: +972-74-7932305
Website: www.mctc.mfa.gov.il

OBJECTIVE

The primary objective of this online course is to give participants the skills and knowledge they need to understand and function in marketing. This online course will emphasize the topics of branding, client oriented marketing, digital culture and marketing, market segmentation, targeting, positioning, advertising and strategic marketing integrated with the topics of ethics and social responsibility as they relate to marketing. All this will be integrated with digital marketing concepts allowing participants to focus on the continuous marketing and renewal processes.

COURSE DESCRIPTION

This course will enable participants to understand the fundamentals of marketing concepts and the role marketing plays in business. This online course will allow participants to understand the 'Marketing mix' elements and the strategies and principles underlying the different marketing practices.

Online activities including lectures, discussions and case studies will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, live projects, and analysis of marketing cases.

COURSE AIMS

- Discuss major bases for segmenting consumer and business markets
- Understand the place and contribution of marketing to the business enterprise
- Identify the benefits of marketing channels
- See effects of the digital revolution and new media on marketing and sales promotion strategies
- Present digital tools

PROGRAM TOPICS

- Branding as a Business Tool
- Introduction to Marketing strategies
- Client Oriented Marketing
- Online Tools for Business Development
- Digital culture and Marketing
- Marketing Strategies

APPLICANT'S PROFILE

This course is targeted for business consultants, trainers and mentors representing governmental institutions, agencies and NGOs involved in the development and support of small business development. Candidates must have at least five years of experience in related disciplines. Full command of the English language is required.

Participants will need access to all the technology needed for a webinar (computer, video, microphone, speakers, and a stable internet connection) as well as have 2 free hours a session to participate as the course is very interactive and participants will be expected to participate fully in every task. A convenient, quiet and adequate working environment is highly important.

APPLICATION FORM

Application forms can be obtained at the nearest Israeli mission. Please contact the Israeli Embassy in your country for more information.

Completed application forms should be sent to the relevant Israeli mission in the respective country by the **16.10.2020**

ABOUT MASHAV

MASHAV – Israel's Agency for International Development Cooperation is dedicated to providing developing countries with the best of Israel's experience in development and planning. As a member of the family of nations, The State of Israel is committed to fulfilling its responsibility to contribute to the fight against poverty and to the global efforts to achieve sustainable development. MASHAV, representing Israel and its people, focuses its efforts on capacity building, sharing relevant expertise accumulated during Israel's own development experience to empower governments, communities and individuals to improve their own lives.

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About The Golda Meir MASHAV Carmel Training Center (MCTC)

The Golda Meir MASHAV 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 22,500 participants from over 140 countries in Asia, Africa, Europe, Central Asia, Eastern Europe, Latin America, the Middle East, Oceania, and the Caribbean have attended over 650 capacity-building programs and workshops, and 30 International Conferences for Women Leaders, conducted in Israel.

MCTC focuses on three areas of study: Community Development, Early Childhood Education, and Entrepreneurship and Innovation, all with gender as a crosscutting issue. In each training program there are up to 30 women and men from various 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 and classrooms, as well as recreation and dining facilities. A library 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.

Thursday 5.11.2020

13:30

Opening Ceremony
Welcome remarks

14:00 – 16:00

Introduction to Marketing strategies
Mr. Yehuda Michael, Program Director at MASHAV Carmel Training Center

Monday 9.11.2020

14:00 – 16:00

Client Oriented Marketing
Mr. Danny Abramovich, Marketing Expert: Entrepreneur, Consultant & Lecturer, Marketing To Go Ltd.

Thursday 12.11.2020

14:00 - 16:00

Branding as a Business Tool
Ms. Sharon Gesthalter, Brand Strategist and Copywriter

Monday 16.11.2020

14:00 – 16:00

Online Marketing Strategies
Dr. Iliya Stechkin, Digital Marketing Expert

Thursday 19.11.2020

14:00 – 16:00

Digital Marketing Tools
Dr. Iliya Stechkin, Digital Marketing Expert

Monday 23.11.2020

13:30 – 15:30

Final project presentation

15:30 – 16:00

Closing Ceremony