

## **PRODUCTIVE PROJECTS FOR ANTI-MIGRATION ACTIVITIES IN THE REPUBLIC OF MOLDOVA**

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Crisis with the absence of work places in rural sector of the Republic of Moldova is one of the most pressing problems facing Moldova today. According to World Bank data, about 700 thousand citizens, which constitute about half of the working population of our country, work abroad. Meanwhile, sociologists say the real number of Moldovan migrants exceeds one million.

Due the effectuated examination the main rural sectors which are affected by the crisis of the absence of work places in rural sector in the Republic of Moldova were identified the necessity to create small and middle enterprises (SMEs) in:

- „The ecology, education, and health” sector;
- „The small rural industry” sector;
- „The middle rural industry” sector;
- „The regional industry” sector;

The figures presented above show the timeliness and the necessity of a project that has as an ultimate goal the improvement the situation with the absence of work places in rural sector of the Republic of Moldova. The project is addressed to the specialists to help them in initiating, implementation, and development of individual and collective SME from rural sector of the Republic of Moldova.

The goal of the proposed project "Solutions for migration in the rural sector of the Republic of Moldova" is to raise awareness of Moldovan citizens about the possibilities of staying home that will help to discredit stereotypes about the Republic of Moldova and increase the number of SMEs (Small and Middle Enterprises) in the rural sector. Another goal of this project is to reestablish the trust of the Moldovan citizens in their future at home and not abroad.

Also, one of the project's goal is to editate a Guidebook that will become a guide for everyone who wants to apply for funding with an idea or a project and doesn't know how to do it correctly. Training process in creation of the projects will be based

on the Cracking Creativity Method (CCM) which constitutes the secrets of creative genius.

The instructed people will become experts in the area of project writing and will help people to achieve their targets and to increase the life level in the rural sector.

Creation of the Projects will be based on the Cracking Creativity Method (CCM) which constitutes the secrets of Creative Genius. CCM describe thinking strategies and show how we can apply them to become more creative in our work and personal life.

An individual can be far more creative than he or she is intelligent, or far more intelligent than creative.

Most people of average intelligence, given data or some problem, can figure out the expected conventional response to the problem. Typically, we think **reproductively**, on the basis of similar problems encountered in the past. When confronted with problems, we fixate on something in our past that we worked before. Then we analytically select the most promising approach based on past experiences, excluding all other approaches, and work a clearly defined direction toward the solution of the problem. Because of the apparent soundness of the steps based on past experiences, we become arrogantly certain of the correctness of our conclusion.

In contrast, geniuses think **productively**, not reproductively. When confronted with the problem, they ask themselves how many different ways they can look the problem, how they can rethink it, and how many different ways they can solved it, instead of asking how they have been taught to solve it. They tend to come up with many different responses, some of which are unconventional, and probably, unique. With productive thinking, one generate as many alternative approaches as one can, considering the least as well as most likely approaches. It is the willingness to explore all approaches that is important, even after one has found a promising one.

We propose teaching productive thinking in our training process in lieu of reproductive thinking. The creative-thinking techniques will show the specialists from rural sector SMEs how to generate the ideas and creative solutions they need in their business and personal life. Each technique contains specific instructions and an explanation of why and how it works. When the specialists use the

techniques, they will rethink the way they see things and will look at the world in different way.

The techniques change the way the specialists think by focusing their attention in different ways and giving them different ways to interpret what they focus on. The techniques will allow them to look at the same information as everyone else and see something different. It is not enough to understand the strategies. To create original ideas and creative solutions, the specialists from rural sector SMEs must use the techniques.

If the specialists from rural sector SMEs organize their thinking around these strategies, they will learn to see what no one else is seeing and how to think what no one else is thinking.

The Cracking Creativity Method is organized into two parts. Part I presents strategies of geniuses who look at problems differently from the conventional ways we have been taught. They will learn how to look at their problem in many different ways. Part II presents seven creative thinking strategies that geniuses use to generate their breakthrough ideas and creative solutions. These are the strategies that are common to the thinking styles of geniuses in science, art, and industry throughout history. These strategies will show the specialists from rural sector SMEs how to multiply their ideas and how to get ideas they cannot get using their usual way of thinking.

Part I: “Seeing what no one else seeing” incorporate two strategies: “Knowing how to see” and “Making Your thought visible”. These strategies demonstrate how geniuses generate a rich variety of perspectives and conjectures by representing their problem in many different ways, including diagrammatically.

The Part II’s first strategy “Thinking fluently” presents a set of timeless and solid principles on how to produce a quantity of ideas. In addition to producing many ideas, an important aspect of genius is the means to produce original and novel variations in ideas, and for this variation to be truly effective, it must be “blind”. The next five strategies, “Making novel combinations”, “Connecting the unconnected”, “Looking at the other side”, “Looking in other worlds”, and “Finding what You’re not looking for” demonstrated how geniuses get novel and original ideas by incorporating chance or randomness into the creative process in order to destabilize their existing patterns of thinking and reorganize their thoughts in new

ways. The last strategy, “Awakening the collaborative spirit”, presents the conditions for effective group brainstorming and a collection of world-class brainstorming techniques.

Using presented Teaching Method in our training process of the specialists from rural sector of the Republic of Moldova it can be obtained the maximum effect of the Project.

### **Sustainability.**

The selected teams of specialists from rural localities of the Republic of Moldova will be initiated in preparation of the real projects of SMEs in their localities. These trained specialists will create the real SMEs in republican rural sector. Will be achieved the possibilities to incorporate and employ a lot of people without work in the future created SMEs in rural sector of the Republic of Moldova.

Such project’s results will constitute the partial solution of the poverty in republican rural sector and the partial solution of migration process from the Republic of Moldova.