

# One Village One Product “OVOP”

*What is OVOP ?*

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# OVOP is one of the community activation program through business

1. In many cases, product development is too much emphasized due to its naming “One Village One *Product*”
2. Developing unique product is an essential factor in OVOP movement. However, OVOP movement should not be considered simply as production of goods.
3. In OVOP movement, how to create human resources who can activate the village is more important than how to create new products.

# Subject is Local People

1. OVOP movement is not a top-down project that is carried out by donors or central governments from outside, but a movement whose subject is **local people**.

Local people → Community based organizations, local government , local enterprises and so on.

2. Government is a facilitator to support OVOP activities.

# **Three Key Concepts of One Village One Product Movement**

**1. Think Globally, Act Locally**

**2. Self-reliance and Creativity**

**3. Human Resource Development**

# Think Globally, Act Locally

## Local Resources as Driving Force

What are Local Resources?

- Existing in the region
- Utilized primarily by people of the region
- Not transferable thus being treated as scarcity

-Example-

- Natural resources including landscapes
- Cultural and historical resources including festivals
- Traditional foods and drinks including their recipes
- Human resources/Traditional lifestyle

# Self-reliance and Creativity 1

## Self-reliance

- In Oita case, special subsidies were not provided to local people directly.

*(The end of MONEY is the end of LOVE)*

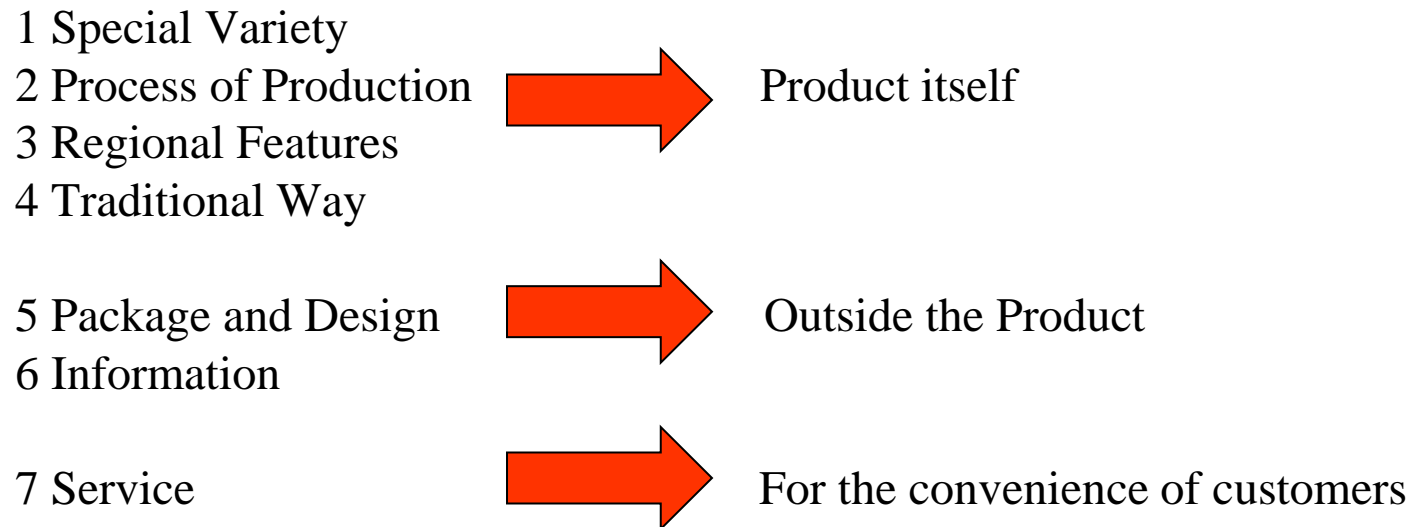
- However technical advice is needed for local people.

# Self-reliance and Creativity 2

## Creativity

- Making value added products through original idea.

## Value Addition



# Human Resource Development

1. Human resource development through business.  
*Getting business mind make local people strong.*



# Importance of government roles in the introduction of the OVOP initiatives

1. Product making and marketing are not responsibility of the government , but networking of activities and information sharing including market information are the role of government.

( **Balance between self-reliance and government intervention**)

2. Government is not the subject but the providers of “Mechanism” or “Place” for other stakeholders to meet and act.

# Diverse implications of OVOP in Africa

- Compatible with poverty reduction, the most important issue in African development.
- New concepts for Africa which focus on regions/local areas.
- Gender aspect integrated in OVOP
- Opportunities for employment, income and training for rural youth.

Quote/JAICAF

# Transfer of OVOP to Overseas

1. OVOP is famous and popular but its philosophy and mechanism are little known.
2. Not almighty concept for rural development
3. Initiatives by central governments are much stronger than local initiatives.
4. Movements sometimes remain as means of political campaign

# OVOP Programs in AFRICA

## Malawi

2003: OVOP National Secretariat established.

2005: JICA started a TA project for Institutional and Human Capacity Development for OVOP.

## Kenya

2009: WS held in Three Pilot Districts

## Uganda

2009: WS held in Three Pilot Districts

## Nigeria, Ethiopia, Mozambique, Senegal, Rwanda

2010: Just started or will be started by the end of JFY2010

\* *JICA support not only OVOP Implementation stage but also preparation stage through various JICA programs*

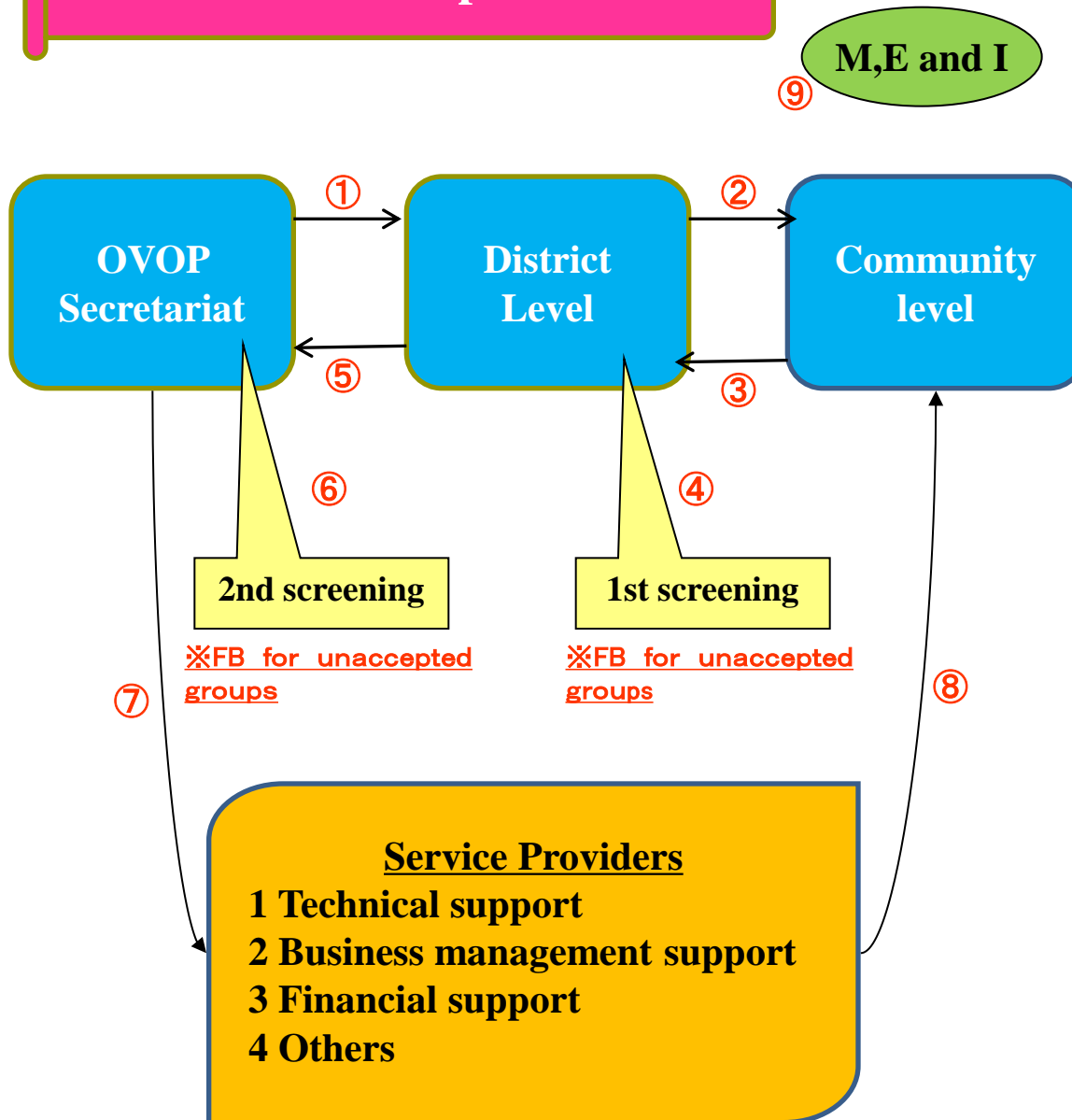
# Preparation for OVOP activities

1. Which ministry should take initiative for OVOP activities? →Leadership  
↓
2. Organize OVOP Committee or Secretariat.  
↓
3. Consensus on commencement of the OVOP activities among all relevant agencies. (Government, NGO, Donor agencies, Private sector, etc)  
↓
4. Make OVOP Concept paper, OVOP Strategic paper and OVOP Guideline.  
↓
5. Set up support system for OVOP activities.  
↓
6. Implementation of OVOP project

# Set up three systems for OVOP activities

1. Establishment of outreach system
2. Establishment of business support system
3. Monitoring, Evaluation and Improvement system

# Flow of OVOP Implementation



M, E and I

- ① WS for promotion of OVOP concept and service in targeted district
- ② WS by District officer at the community level
- ③ Submission of application form from community to District
- ④ 1st screening
- ⑤ Submission of application form from District to OVOP secretariat
- ⑥ 2nd Screening
- ⑦ Alliance with service providers
- ⑧ Provision of services
- ⑨ M, E and I for each Flow

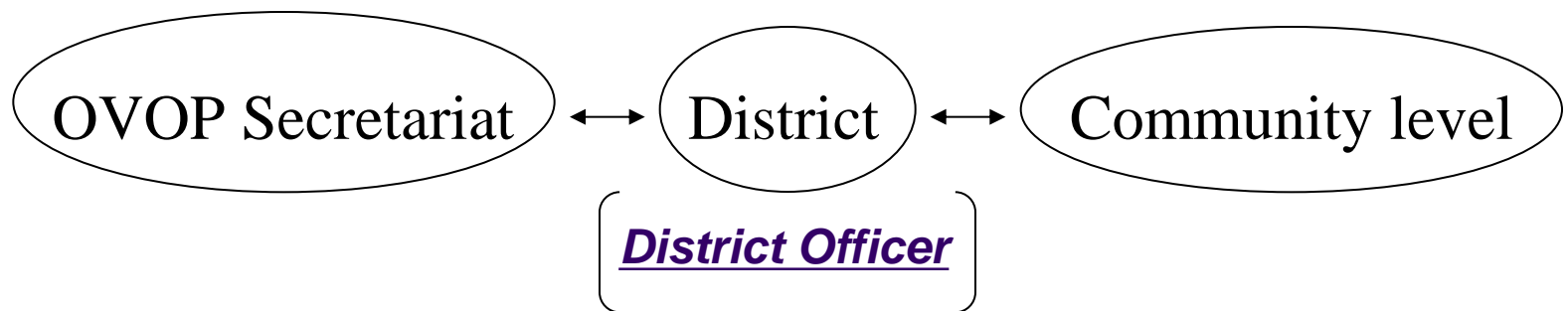
\*WS Work shop  
 \*M Monittingor  
 \*E Evaluation  
 \*I Improvement  
 \*FB Feed Back

# Establishment of outreach system (1)

Content of outreach activities

1. Promotion of OVOP program
2. Acceptance and follow up proposals from Local people

Outreach system → Procedure from OVOP Secretariat to local people





# Establishment of outreach system (2)

1. Enhancement of District officers (Extension worker, Community development officer and so on)
2. Coordination among various District Officers.
  - District officer representing different government offices at district level, such as Agriculture, Gender & Community, Fishery, forestry, Tourism, Trade, Vocational Training & industry (NGO, Other donor agencies)

# Establishment of business support system

## Contents of Business support activities

1. Financial support
2. Technical support
3. Business management support
4. Others

\* Basically, instead of setting up new system, use existing systems (Outsourcing, entrustment, etc)

# Monitoring, Evaluation and Improvement for OVOP implementation

1. Set the M&E guidelines for the outreach system and business support system
2. Improvement for *NEXT* outreach system and business support system based on M&E  
(Enhancement for Flow of OVOP implementation)

# Conclusion

In Africa, there is a lot of support from donor agencies, NGOs and Government.

Utilization and coordination of various business services provided by these agencies is important for success.

# “Continuity is Power” is key to success

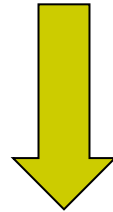
Twenty-five years have passed since the “One Village, One Product” Movement started in Oita Japan. There are no OVOP items finalized for just one or two years. It has taken them a long time to produce specialties. In the meantime, the number of items has doubled, and the total sales have increased four times.

However, not all of them have been successful. They have had many failures. But the most important thing is that they never gave up their quest, were never disheartened by failure, and they continued with their effort and with a spirit of facing the challenge. Long hours, much effort and an unbending spirit are indispensable for the creation of specialties.

***“Continuity is Power”***

# NATO

*No Action talking Only*



# ABT

**Thank you very much**