

Community activation program through business

- One Village One Product -

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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)

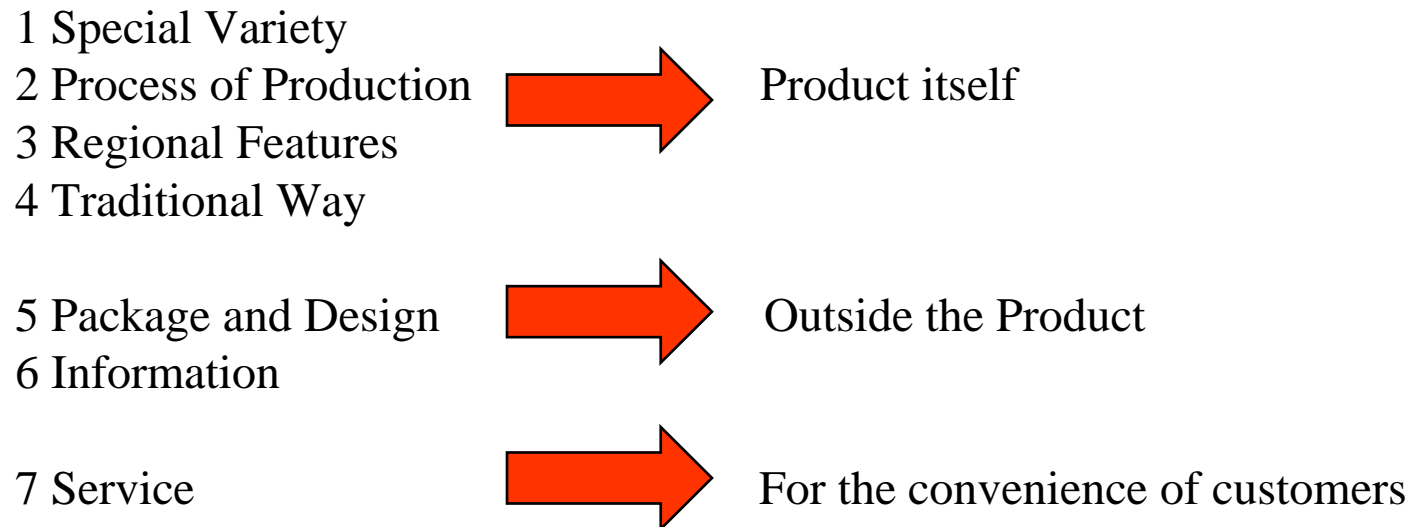
- However technical advice is needed for local people.

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.

Africa OVOP MAP



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, Uganda

2009: Started in Three Pilot Districts

Nigeria, Ethiopia, Mozambique, Senegal, Rwanda, Namibia and Madagascar

2010: Just started or will be started by the end of JFY2011

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

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.

The Role of OVOP

- | Awareness creation of OVOP concept through OVOP outreach system (Proposal and Registration system)
- | Encourage community leadership through various training opportunities
- | Technical assistance in product development, business skills among others
- | Link the groups to financial opportunities (e.g. MFI, donor, etc.)
- | Support marketing activities through exhibition and linking other organizations

Preparation for OVOP activities

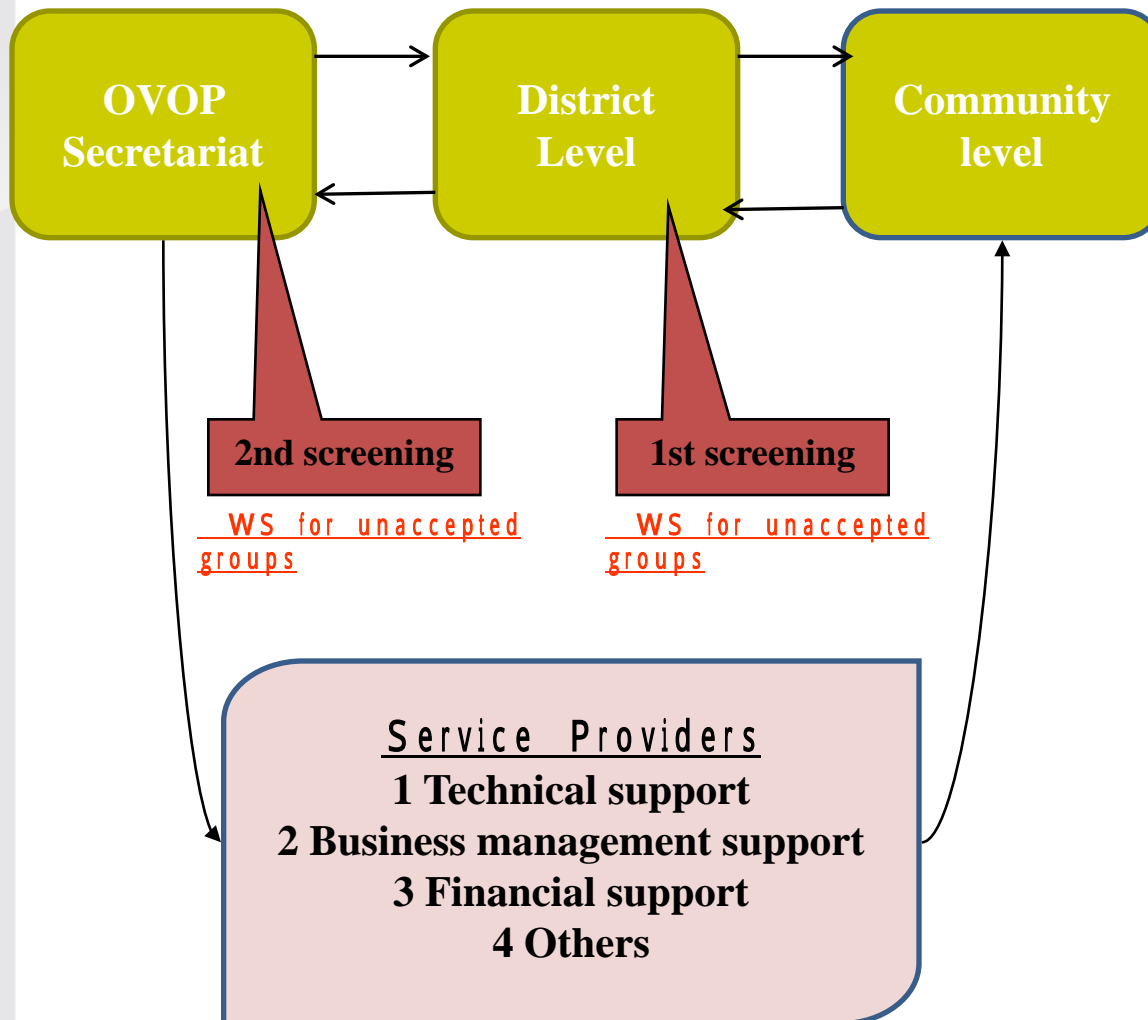
1. Which ministry should take initiative for OVOP activities? →Leadership
↓
2. Organize OVOP Committee or Secretariat.
↓
3. Consensus on commencement of the OVOP activities among all relevant agencies. (Government, NGO, Donor agencies, Private sector, etc)
↓
4. Make OVOP Concept paper, OVOP Strategic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



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

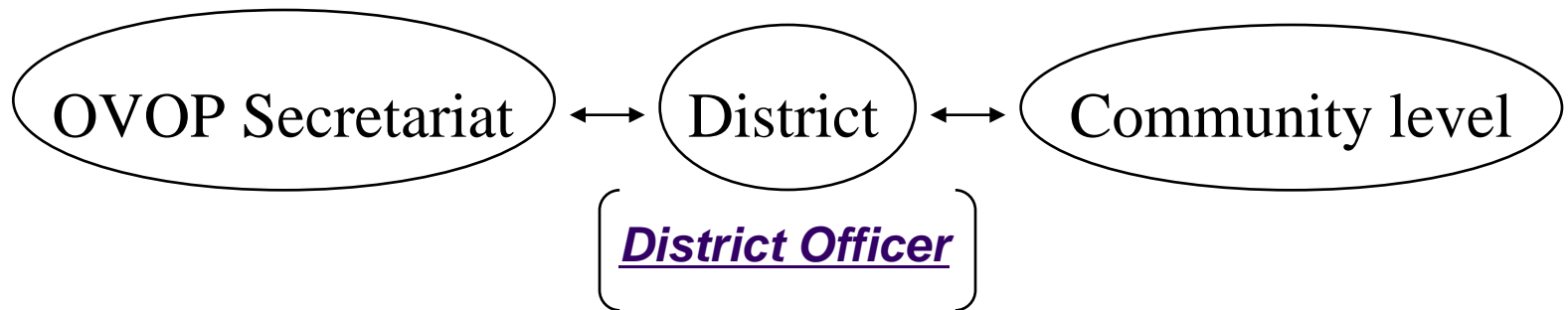
WS for unaccepted groups

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)

OVOP Screening System for Group Categorization

Category of the groups and action to be conducted

Category	Actions to be conducted
A: OVOP Group	To facilitate with financial/technical support according to their request in order to achieve their business plan.
B: Pre-OVOP Group	To provide business training in order for them to improve their business skills and become A Group. Some of these groups will be facilitated with financial/technical support according to their request.
C: Potential Group	To provide basic business training in order for them to improve their business plan and become A/B Group.
D: Declined	To reject the proposal but continue to contact with the groups mainly through DIDO. Some of the groups will be invited to the opportunities of basic business training.

Component of Business Supports(1)

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Basic Groups:

OVOP Business Training (Kenya Gatsby Trust)

basic training on business planning, marketing, organization
among others



Component of Business Supports(2)

21

Medium-advanced groups:

OVOP Finance Training (IFC)

training on business planning for applying finance,
consultation with MFI institutions



Component of Business Supports(3)

22

Advanced groups:

Link to donor funds, introduce to international market



Component of Business Supports(4)

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- | Link the training opportunities by various institutions (EPC, JKUAT)
- | Organize tailor-made study tour



Component of Business Supports(5)

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I Organize OVOP Exhibition in district



Conclusion

In Africa, there is a lot of support from donor agencies, NGOs, Private sectors 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