

## Lessons Learned from PaViDIA Project

PaViDIA Operation Room, MACO

### Contents:

- About the Project
- About the Approach (PaViDIA Approach)
- Lessons Learned

### PaViDIA

- Participatory
- Village
- Development
- in Isolated Areas

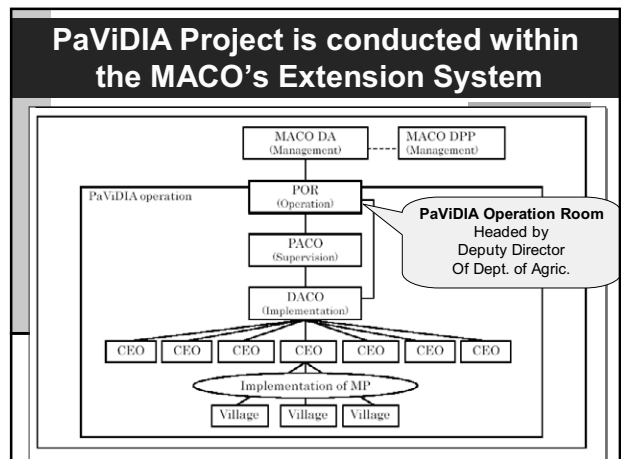
### PaViDIA Project – Overview -

- An international technical cooperation project between MACO and JICA
- Phase I (2002-2007), Phase II (2007-2009)
- Goal: To establish a practical model of rural development in Zambia
- The Project (Phase I) developed **“PaViDIA Approach”**


Office : PaViDIA Operation Room (POR), MACO Headquarter & Cooperative Collage


Site: Chongwe District (Phase I), Northern Province (Mporokoso / Luwingu), Western Province, North-western Province, Luapula Province as October, 2007

**Number of Beneficiaries:**  
 56,491 villagers /  
 7,450 households /  
 76 villages  
 as of Dec. 2007



### Project Team: Zambian side


- Management:  
Project Director: Mr. Shawa (Director of PPD)   
Project Manager: Mr. Akayonbokuwa (Director of DA)


- PaViDIA Operation Room (POR)  
Director : Dr. Kamona (Deputy Director of DA) 


- Programme Officers  
1(MACO: Full Time)   
8(MACO: Part time)   
  
  
  



District...DACO, SAO, SMS, BEO, CEO

### Project Team: Japanese-side

 Chief Advisor / Village Development

 Coordinator/ Training

 Sustainable Agriculture

Agriculture & Rural Development Advisor   
(attached to MACO Policy & Planning)

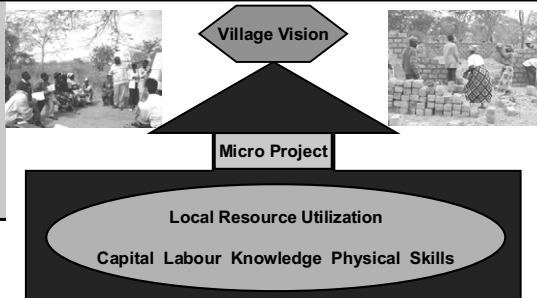
### Contents:

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### PaViDIA Approach

- One of the effective rural development approaches, which is developed for extension officers of MACO
- Goal: Poverty alleviation through capacity development
- Core of Approach: Provide villagers with an opportunity to implement a micro project through their participation

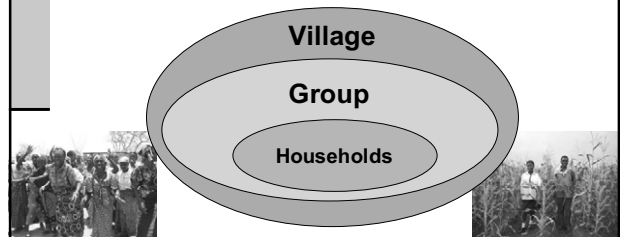
Village vision must be identified and achieved by villagers thro' continuous effort and process of activities



### Core Principles of Micro Project

### 1. Features of PaViDIA: Targets a Village

- Village as a “sustainable” unit of intervention
- Covering all stakeholders from rich to poor
- To pursue Economic + Social development

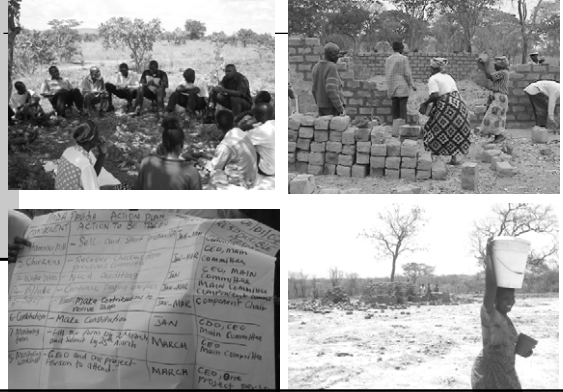


## 2. Features of PaViDIA: Local Resource Based

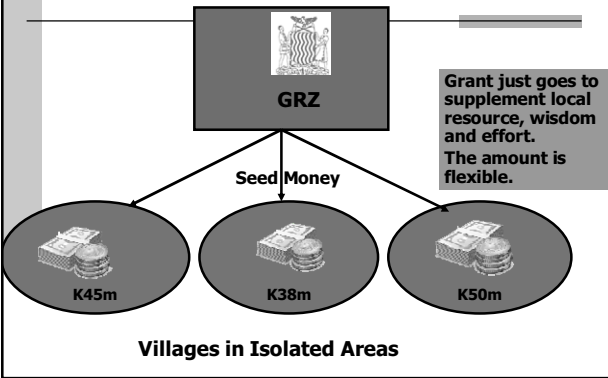
- Farmers are rich as being surrounded by resources, which are just underutilized or neglected.



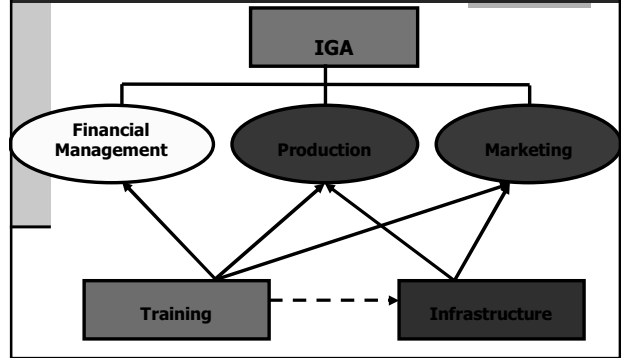
## 3. Features of PaViDIA: Participation



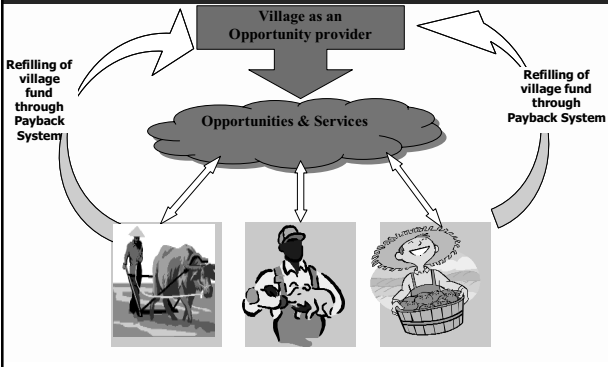
## 4. Features of PaViDIA: Grant Assistance



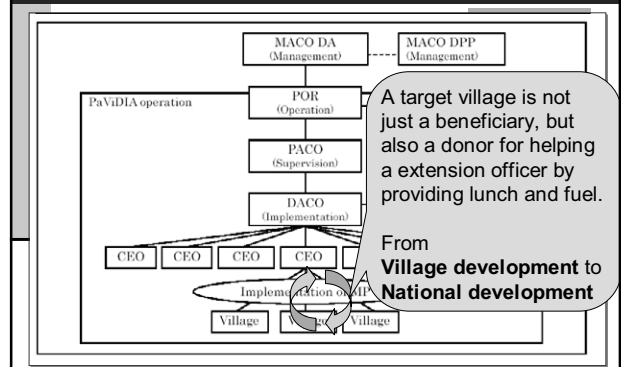
## 5. Features of PaViDIA: Micro Project Components



## 6. Feature of PaViDIA: Village is Opportunity Provider to Households



## 7. Feature of PaViDIA: PaViDIA is A Part of MACO's Extension System



## OVOP and PaViDIA

■ OVOP

■ PaViDIA

OVOP and PaViDIA share the long-term objectives, although their approaches and some wordings are different.

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## Last Five Years (2002-2007):

- PaViDIA Project conducted and monitored more than forty three (43) Micro Projects.

## What we have changed...

OLD	NEW
<ul style="list-style-type: none"> <li>■ Problem-solving</li> <li>■ Physical Development</li> <li>■ Simple Participation</li> <li>■ A list of sub-projects</li> <li>■ Community-centered</li> </ul>	<ul style="list-style-type: none"> <li>■ Resource-based</li> <li>■ Capacity Development</li> <li>■ Comprehensive Participation</li> <li>■ Integrated sub-projects</li> <li>■ Community-Group-Individual</li> </ul>

## 1. Resource-based Analysis for Planning

- Analysis of "Problems - Solutions" tends to end with just a shopping list.
- In problem-oriented analysis, the root cause of all problem is "NO MONEY" to buy something. (by villagers' perspective)
- However, a village has a lot of resources which are under-utilized or neglected.
- We shifted our focus from problem-solving to resource-based analysis.

## 2. Capacity Development

- Physical development such as infrastructure is important.
- However, capacity to utilize the infrastructure is more important.
- Micro Project is not only a direct solution for their poverty, but a practical opportunity to learn how to develop their life.

### 3. Comprehensive Participation

- At the beginning, the project used to depend only on CEO and villagers.
- There are problems which can not be managed by them. (ex. Internal conflict)
- District office is involved for monitoring.
- Institutionalization with MACO's extension system is more emphasized.
- All stakeholders should "participate" comprehensively.



### 4. Integrated sub-projects

- Sub-projects used to be independent. (ex. community school, clinic etc.)
- Now sub-projects are integrated as that the IGA component is the center of other components such as infrastructure and training.
- Sustainable Agriculture practices are promoted in a complementally manner.



### 5. Community-Group-Individual

- The old approach put too much emphasis on community development, and there was no clear picture of benefits for individual villagers.
- Now a sub-group is formed under the main project committee.
- Soft-loan scheme for individuals is developed in some PaViDIA villages.
- Micro Project is not only for development, but also for demonstration as well.



### We are powerless as individuals..

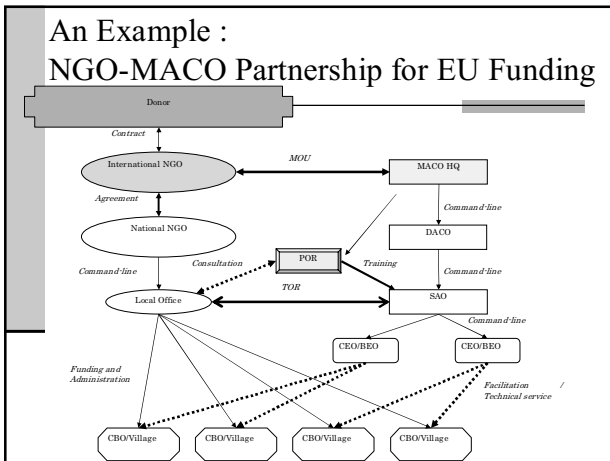
- A single project can not achieve the higher goal such as "food security".
- So every project needs to harmonize to each other.
- PaViDIA Project pursues "practical cooperation" with any organization who wish to work together.

### PaViDIA Harmonization Examples.

- WFP (World Food Program) provides 0.5 million USD for PaViDIA in its relief program (total: 3 million USD)
- PLARD ( a Finnida's program) works with PaViDIA Project for utilization of its Community Fund
- Some NGOs apply PaViDIA in its proposal for EU-Project Fund: World Vision, Harvest Help, Keeper Zambia, Village Water, Henwood Foundation
- Some NGOs (PLAN International and NAPS) apply PaViDIA with its own budget
- A Japanese NGO (TICO) applies PaViDIA in its proposal for NGO fund by Ministry of Foreign Affairs.



An Example :  
NGO-MACO Partnership for EU Funding



## One Village, One Product

A Challenge for a regional development in Tunisia

By Tunisian Delegation  
Lilongwe – MALAWI  
January 2008

## About Tunisia



**Population:** 10,211 million

**Capital:** Tunis

**Official Language:** Arabic

**Area:** 163,610 km<sup>2</sup>

**Official Religion:** Islam.

**Urban population:** more than 65%.



## Tunisia's Strategy for rural development

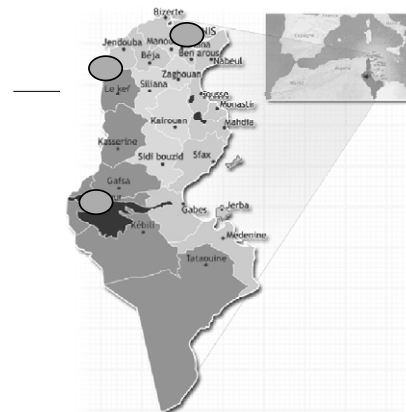
- 1- IRDP / IUDP
- 2- 26 – 26 Programme
- 3- 21 – 21 Programme
- 4- Tunisian Solidarity Bank

## Objectives & Achievements

- 1- Human Security
  - Schools
  - Housing
  - Basic health care
- 2- Basic Infrastructure
  - Rural roads
  - Rural transportation
  - Water
  - Electricity
- 3- Rural Income
  - Microprojects
  - IDP

## OVOP Background

In September 2003, Mr. Hiramatsu, visited Tunisia and gave three conferences on the OVOP concept: In Tunis, Tabarka and Tozeur.



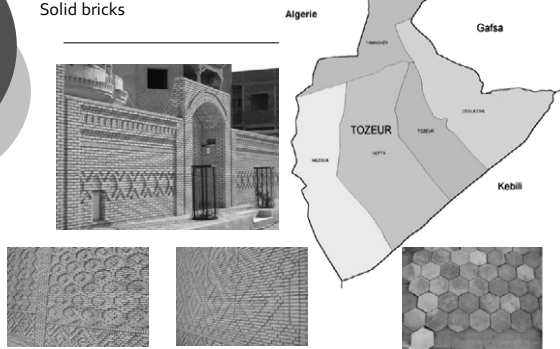
Following this visit, the Ministry of Development and International Co-operation of the Republic of Tunisia (MDCI) called upon JICA, for the complementary technical support for the development of the North-West, the Centre and the South by the execution of the concept.

### Villages & Products Selected

The concept will be applied to the following villages and products:



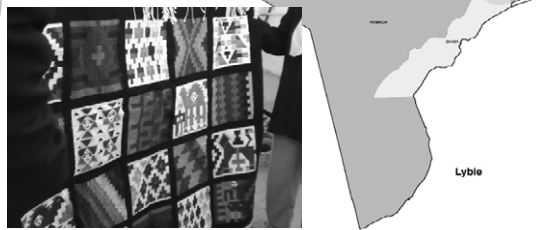
#### 1. Sahraoui village –Governorate of Tozeur (South): Solid bricks



#### 2. Beni Khdèche village–Governorate of Medenine (South): dried Figs

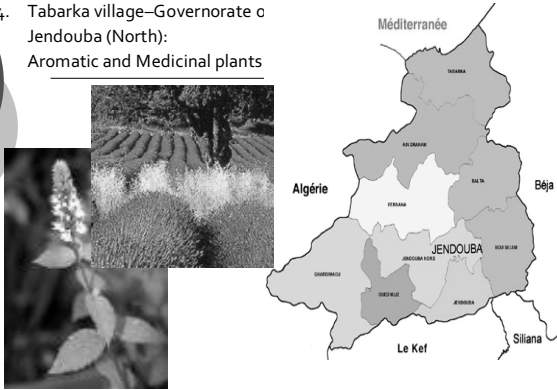


#### 3. Cheninni village–Governorate of Tataouine: Berber weaving

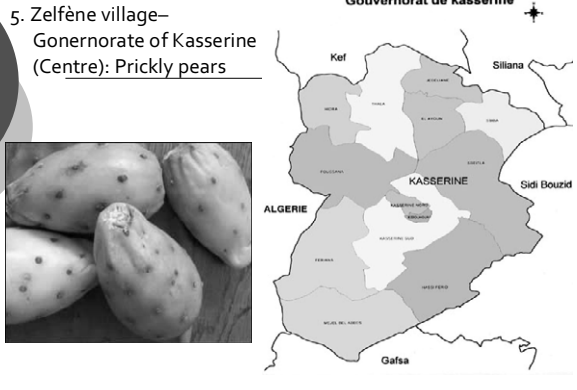




4. Tabarka village–Governorate of Jendouba (North):  
Aromatic and Medicinal plants



5. Zelfène village–  
Governorate of Kasserine (Centre): Prickly pears



**Actions carried out (1)**

- As first step, a Record of discussion was signed between JICA and ODS (Southern Areas Development Office) for the application of the OVOP concept
- Following this convention, a Regional steering committee was created

**Actions carried out (2) / Jica assistance**

- 1. Assignment of JICA volunteers**
  - National Coordinator
  - Specialist in Marketing (South)
  - Specialist in creativity and design - Berber Weaving (South)
  - Specialist in solid brick (South)
  - Regional coordinator (South)
- 2. Group training courses proceeded in Japan (2005 – 2006 - 2007)**


**Achievements 1**

Development of a primary report on the potentiality of some products and the actions to make to give to these products an added value (Made by the national coordinator):

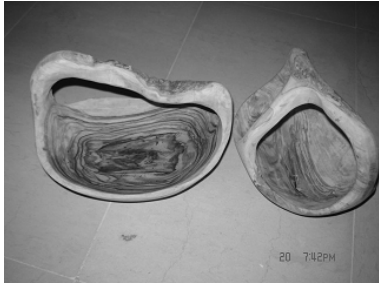
- Bamboo, olive tree wood, pottery, olive oil, tourist sites, thermal sites..

➔ These products will integrate the OVOP concept

**Bamboo**



Olive tree woodwork



Pottery



Olive oil



Tourist site

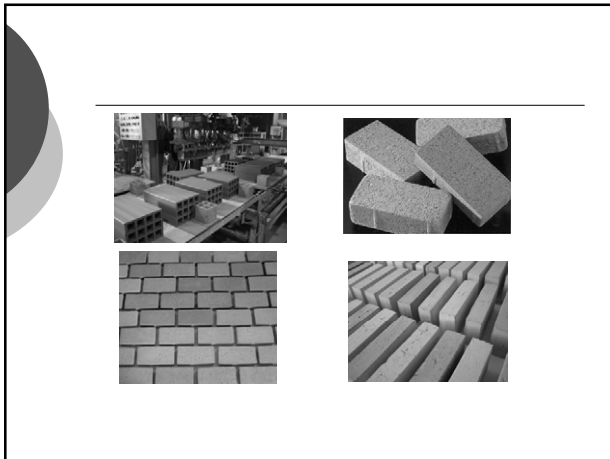


Thermal site



Achievements 2

- Creation of a new solid brick:  
THE UNFIRED BRICK.
- ➔ Improvement of the quality of brick
  - ➔ Reduction in the defective parts
  - ➔ Reduction in the CO<sub>2</sub> emission
  - ➔ Reduction in the production cost
  - ➔ Improvement of the productivity



## Strengths

The seniors volunteers team allowed:

- 1 -To develop Tozeur brick as an OVOP potential product
- 2 -To define the list of the promising Tunisian products
- 3 -To found an OVOP spirit at the organizations with which they work

## Opportunities

- Presence of support policies for the regional development, through the edition of the 11th economic development Plan 2006-2011:
- Political support about entrepreneurship in the rural areas (tax advantages, subsidies...)
- Encouragement of the application of OVOP concept, by the President of The Republic of Tunisia
- Tunisia is seriously considering launching an O.V.O.P. programme as a mechanism of micro economic, social and cultural development in rural areas and urban neighborhoods.
- Existing of the Development offices in the 24 governorates of Tunisia

## Challenges

- 1- Poverty reduction, income generation and job creation resulting in loss of focus on standards of excellence, export-market access and pride in local, regional and national crafts, industries, products, services and cultures.
- 2- Quickly establish success stories and precedents of very high excellence.
- 3- The improvement of the living standards of people in the small village through the application of the OVOP concept.

## Next Step 1: Policy decision

- After initial exploratory steps of the potential of OVOP, a micro rural and urban national policy adopting OVOP was announced by the President

## Next Step 2: National workshop

For the effective starting of the OVOP in Tunisia, within a high level political support framework and following the work completed by the Japanese volunteers an OVOP national workshop is scheduled to be held on March 18, 2008 :

### Objectives of the workshop:

- To promote the OVOP concept near the public institutions, craftsmen, NGO and public (A through the press)
- To present the achievements carried out within the framework of the application of the concept in the Tunisian south
- To present opportunities relating to the application of the concept
- To present the **perspectives** for the application of the concept in Tunisia
- To expose the promising products

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**To make a brainstorming at the national level for the effective starting of the OVOP in Tunisia, within a high level political support framework and following up on the work completed by the JICA volunteers**

### OVOP / IDP

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1- Focus:  
· IDP: household  
· OVOP: Products

2- Objective:  
· IDP: Revenue  
Human security  
Basic infrastructure  
· OVOP: Value-adding  
Market access  
Local pride  
Community building

3- Solution:  
**IDP^OVOP**

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**Thank you for your attention**

January 24, 2008

**Closing Address by Mr. Nagatsuka, Vice President of JICA**  
**OVOP International Seminar in Malawi**

Honourable Minister of Local Government and Rural Development, Dr. Chaponda,  
Principal Secretary for Rural Development, Mr. Kaphaizi,  
National Coordinator for OVOP, Mrs. Kaluma-Sulumba,  
All distinguished participants,  
Ladies and Gentlemen,

It is a great honor and pleasure for me to seize this opportunity to address you at the closing ceremony of this important and informative seminar. There has been great and immeasurable success of the seminar whose efforts can only be attributed to all participants. For the past three days, I have noted with great enthusiasm that participants from both African and Asian countries, development partners, Malawi Government officers and representatives of NGOs gathered here have been very keen and indeed serious in exchange of opinions during the deliberations. We have grasped and shared OVOP experience in Japan through the presentation of Dr. Hiramatsu, the experience in Malawi and other African countries. The site visits and the panel discussions must have equally provided valuable clues on how we can facilitate the movement in our own contexts.

I can confidently declare that through the seminar, we have reaffirmed that the OVOP movement has great potential for promoting African Development by enhancing local economies through empowering rural communities. It is my belief that participants have also recognized that although OVOP can be realized in various forms according to the socio-economic background and the current situation of each respective African country, there are some important common factors for the success of OVOP. I was personally impressed with your enthusiasm and eagerness to promote OVOP movement in your own contexts, and strongly believed that the movement will be spreading all over the African continent with the support of strong commitment and leadership by all of you.

JICA regards the OVOP movement as an important avenue of empowering people

living in rural communities, and has been cooperating with several countries including Malawi on implementation of OVOP projects. We will continue to work with African countries in order to support your own initiatives to facilitate OVOP movement. It is also hoped that the 4<sup>th</sup> Tokyo International Conference on African Development (TICAD4) which will be held in Japan next May, will be another opportunity for advancing OVOP movement further in Africa.

In conclusion, allow me to express my sincere gratitude to the Government of Malawi for jointly organizing the seminar with JICA and further thank you for your participation and valuable contributions. It is my wish to have continuous relationship and to work together in facilitating OVOP movement.

Thank you very much for your attention.



**CLOSING REMARKS**  
**At the OVOP International Seminar**  
**Lilongwe, Malawi**  
**24 January 2008**

**By**

**Prof. R. Omotayo Olaniyan**  
**AU Regional Delegate to SADC**

**Hon. Dr. George Chabonda, M.P., Minister of Local Government and Rural Development**  
**Mr. Hirochi Mashindo, Deputy Ambassador of Japan to Malawi**  
**Mr. Seichi Nagatsuka, Vice President of JICA**

It is a great pleasure to be here to make closing remarks on this important occasion of *One Village One Product International Seminar* on behalf of the African Union. I have no doubt that the statements, discussions and activities in the past two days have been rewarding. In addition, the debate that we have engaged in today has been particularly illuminating on the subject of One Village One Product.

I will like to warmly congratulate the governments of Japan and Malawi for organising this seminar which is very timely as we in Africa are presently considering how we could achieve the United Nations Millennium Development Goals in our drive towards eradication of poverty.

Japan as we all know is an active partner in the economic development process in Africa. The partnership of Japan through the Japanese International Cooperation Agency (JICA). This Agency has for many years been an important channel for technical assistance and foreign aid to African countries. Foreign aid and technical assistance from Japan has made immense contributions to social and infrastructural development in Africa in the last two decades.

Also, in response to the disappointing economic development in Africa in the 1980s, Japan came up with the Tokyo International Conference on Africa in 1993. The Conference came up with mutually agreed priority areas of cooperation for African development. Besides, we have also seen Japan, over the years, support as appropriate, the development programmes of Africa in many international fora, including those in the United Nations.

Following this exercise, we have been better informed about the concept of One Village One Product (OVOP). From concept understanding, we have also come into full grip with the operationalisation of OVOP in Oita and Malawi. We have learnt about what accounted for the successes in Oita and Malawi and of those issues that would need to be addressed in order that OVOP has more positive impact in the lives of people.

I will like to underscore that the African Union welcomes OVOP while acknowledging the fact that it has great potential for the promotion of economic growth and the alleviation of poverty in the rural areas of African countries. We in the African Union believe that meaningful economic growth and development in Africa would occur if the rural areas are targeted. This is the reason why we have in the institutional structure of the African Union Commission the Department of Agriculture and Rural Economy to articulate and facilitate the implementation of projects and programmes that would transform and increase productivity in the rural areas of African countries. More than 80 percent of the people live in the rural areas in most African countries.

Our understanding at this Seminar is that OVOP has proved useful in Oita and Malawi. The success has largely been due to the ownership and adequate support for the programme by the host government and the Japanese government. This among other things includes technical and financial support. We have equally been availed of the different variations of OVOP in different African countries, including Zambia, Ghana and Tunisia. We are here talking about empowerment value addition, increased production, marketing, branding etc. The beauty of this is that a number of other African countries as illustrated by Nigeria, Burkina Faso are embracing and working on the implementation of OVOP concept for economic growth and development.



However, given the experience acquired in Japan and elsewhere, we should be in a position to jump-start the OVOP in other countries in Africa that are now embarking on its implementation. This implies we focus on leadership, policy and strategy, organisation structure and government support for accelerated implementation.

Also, we consider other critical elements for success, including:-

- Exporting to African countries
- Process should be time bound and with a plan for regular evaluation
- Overcoming financial limitations through strong micro financing facilities
- Capacity building especially in education to enable transformation of villages into areas for import substitution industries, intermediate industries, etc
- Give OVOP a continental outlook for rapid integration into development plans of African countries
- Sustainability of OVOP through in-build capacity and financial resources.

Thank you for your attention.



## **COMMUNIQUE AT THE END OF THE OVOP INTERNATIONAL SEMINAR HELD IN LILONGWE, MALAWI**

- 1. The Government of the Republic of Malawi and Japan jointly organized an OVOP International Seminar for African countries from 22<sup>nd</sup> to 24<sup>th</sup> January, 2008 in Lilongwe, Malawi.**
- 2. The seminar was attended by more than 100 participants including local staff in charge of OVOP in Malawi, senior officers from selected African countries and other development partners from all over the world. His Excellency Dr. Bingu wa Mutharika, the State President of the Republic of Malawi graced the occasion by officially opening the seminar on 22<sup>nd</sup> January, 2008. Dr. Morihiko Hiramatsu, OVOP Goodwill Ambassador, former Governor of Oita Prefecture in Japan and founder of OVOP movement, was in attendance.**
- 3. Dr. Hiramatsu gave a Key Note Address at the seminar where he outlined three principles that make OVOP different from other types of rural development. These are "Local Yet Global", "Self-reliance and Creativity" and "Human Resource Development". The participants of the seminar agreed and reaffirmed that these are indeed core principles of OVOP.**
- 4. The participants shared the experience of Japan, Malawi and other African countries in terms of implementation of the OVOP movement at the policy-level as well as on the ground.**

**They have reaffirmed that the OVOP movement has a great potential in promoting African development by enhancing local economies through empowering rural communities including women.**

- 5. The participants have recognized that OVOP, being a tool for achieving sustainable development, can be realized in various forms according to the socio-economic background and the current situation of each African country. The participants also noted two factors that are crucial for success in OVOP, i.e. strong political leadership and clear and effective structures for implementation of OVOP activities, both at the central and district government levels.**
  
- 6. Based on the exchange of ideas and lessons learned from this seminar, the participants have resolved to further promote OVOP movement in their countries, in cooperation with the development partners such as JICA and other bilateral and international organizations.**
  
- 7. Acknowledging that in May 2008, the 4<sup>th</sup> Tokyo International Conference on African Development (TICAD IV) will be held in Yokohama, Japan with heads of African nations in attendance, participants agreed that the forum will be another opportunity for advancing further OVOP movement in Africa.**

## Questionnaire\*

\*You may wish to submit ONE QUESTIONNAIRE ONLY, if there are more than two participants from the same organization/project.

\*This Questionnaire is for (1) Governmental Officials, (2) International Development Partners and (3) JICA Project (experts/counterparts).

**Name of Participant(s):** \_\_\_\_\_

**Name of Country/Organization/Project:** \_\_\_\_\_

### 1 Your interest in “OVOP”

OVOP has several dimensions in its approach as mentioned below. Please indicate which dimension/approach of OVOP is your organization/project most interested in?

- ①Community Development  
 ②Small-scale Industry Development  
 ③Export Promotion  
 ④Others ( \_\_\_\_\_ )

### 2 Your organization / project and OVOP

1) Concerning the dimension/approach you have chosen in the above, please state its present status, importance/priority and strategy in your country, referring to the national/State development plan.

2) Please give general outline of your organization/project (organizational structure, objective, activities, etc.) (Please attach a chart of your organization/project with an indication of your position)

3) State the present status of the ongoing activities that are utilizing OVOP concept/ideas, if any.

4) Describe challenges of your organization/project, including the ongoing activities that are utilizing OVOP concept/ideas, where it is applicable. Also mention how these challenges should be overcome.

### 3 Your expectation for the OVOP seminar



## Questionnaire

We would appreciate your feedback on the OVOP Seminar. Please assist us by filling out the form below.

**Name of Participant:** \_\_\_\_\_

**Name of Country/Organization/Project:** \_\_\_\_\_

### 1 Evaluation of the Contents of seminar

(Please check the relevant number;

1: satisfactory, 2: slightly satisfactory, 3: fair, 4: slightly unsatisfactory, 5: unsatisfactory)

1                                       2                                       3                                       4  
 5

### 2 How did the conference change your understanding of the OVOP concept? Please explain.

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### 3 What did you learn through the site visits? How was the OVOP concept applied in the field?

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### 4 Please describe the following five key functions of OVOP activities in your country.

	Existence	Challenges	Solutions
(A)Leadership <i>(EXAMPLE)</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	OVOP promotion doesn't move	To promote OVOP activities for high officials
(A) Leadership	<input type="checkbox"/> Yes <input type="checkbox"/> No		
(B)Policy and strategy	<input type="checkbox"/> Yes <input type="checkbox"/> No		
(C)Regional promotion system	<input type="checkbox"/> Yes <input type="checkbox"/> No		
(D) Organization structure for OVOP promotion	<input type="checkbox"/> Yes <input type="checkbox"/> No		

(E)Government's business support System	<input type="checkbox"/> Yes <input type="checkbox"/> No		
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**5 At the conference we wanted to show you the diverse range of projects to which the OVOP concept can be applied? Please share some examples which best demonstrated this idea.**

**6 Others (Please provide your comments freely)**

\*Please hand in this form to JICA Staff member after 3<sup>rd</sup> day's panel discussion.

***Thank you for your cooperation!***



付属資料-6. 視察先資料

**Nankhaka Cassava Group**

Place	Area 25, Lilongwe (Central area)
Person in charge	Mr. Augustin K. Phiri
Members	30 members (16 women and 14 men) and 300 supporting members
Year of establishment	1977 2004 approved as an OVOP group
Finance	<ul style="list-style-type: none"> <li>- Managed with mutual support among the group</li> <li>- No loans by OVOP and other financial institutions is used</li> </ul>
Products	Cassava flour (kondowole) and cassava products (chips, bread, cake, cookie, etc.). Banana wine also made by some members
Support from OVOP	<ul style="list-style-type: none"> <li>- Producing packaging material (plastic bags) for cassava flour</li> <li>- Producing label for banana wine</li> <li>- Support for expanding market</li> </ul>
Support from other donors	Grant aid (US\$4100) by American Ambassador Fund for; <ul style="list-style-type: none"> <li>- construction of factory</li> <li>- procurement of cassava drying rack</li> <li>- procurement of equipment for cassava fermentation</li> </ul>
Monthly profit	MK500,000 (including net profit of MK 278,000) (March, 2006) <ul style="list-style-type: none"> <li>- production and packing is concentrated from January to March, and profit varies according to the season</li> <li>- Net profit is shared to each member equally (around MK1,000/person)</li> </ul>
Market	Super market in Lilongwe city (Seven Eleven)
Others	<p>This cassava group is managed with its own funding. Under the strong leadership of Mr. Phiri, leader of the group, the group has made its own system for production and selling cassava products. Especially, the group is trying to produce organic products. Now, the group is developing other products such as banana wine besides cassava products.</p> <p>A similar group is working in Rumphi district in the northern part of Malawi, and OVOP is also providing the packaging material for cassava flour.</p>
Up-dated	18 <sup>th</sup> January, 2008

### Katengeza Cane and Bamboo Furniture Club

Place	Katengeza village, Dowa district (central area)
Person in charge	Mr. Bright Kaponda (Chairperson of the group) Mr. Hamilton Chilombo (accountant)
Members	15 (only men)
Year of establishment	2006 (year approved as an OVOP project)
Funding	Mutual assistance among the group
Products	Bamboo furniture and local crafts
Support by OVOP	<ul style="list-style-type: none"> <li>- technical training for improvement of products (2 weeks)</li> <li>- training for business management (accountant)</li> <li>- providing materials for improving bamboo furniture</li> <li>- The government of Malawi approved to provide the group loan amount for MK1,500,000 for the construction of factory and shops.</li> </ul>
Support from other donors	None
Monthly profit	MK30,000~50,000
Market	Only selling at a group shop along the main road between Lilongwe and Salima
Others	In the group area, Dowa, there are many other groups which are working for cane and bamboo products. This group try to differentiate their products from others by improving quality of products with support from OVOP (e.g. training, procurement of machinery)
Last up-dated	11 <sup>th</sup> January, 2008

**Bwanje Valley Rice Milling Group**

Place	Mtakataka village, Dedza district (central area)
Person in charge	Mr. Harrison Abele (group president)
Members	2,000
Year of established	2005 (approved as an OVOP group)
Funding	<ul style="list-style-type: none"><li>- financed by the government of Malawi for rice milling machine</li><li>- Sales of rice</li><li>- Group fund</li></ul>
Products	Polished and packed rice
Support from OVOP	Provided rice milling machine financed by the government of Malawi on loan
Support from other donors	Grant aid for construction of the place for rice milling as a part of 'Project on rehabilitation of Bwanje Valley Irrigation system', which was supported by the Government of Japan's grant aid.
Monthly profit	MK300,000
Market	Super market in Lilongwe and Blantyre, dealer from Lilongwe and Blantyre
Others	The group was originally formed as a water users association for 'Bwanje Valley Irrigation Scheme. Later, the group was approved by the government of Malawi as an OVOP group, and financed to purchase of a rice milling machine. The group has been selling packed rice by using a rice mill machine (made in Japan), packaging sealer and packaging plastic bags which were supported by a JICA expert a few years ago.
Last up-dated	11 <sup>th</sup> January, 2008



# **One Village One Product (OVOP) International Seminar for African Countries**

## **Seminar Report**

**Lilongwe, Malawi**

**January 22-24, 2008**

**Ministry of Local Government and Rural Development,**

**Government of the Republic of Malawi**

**&**

**Japan International Cooperation Agency (JICA)**





# *Preface*

One Village One Product (OVOP) is a community centered, and demand driven regional economic development approach initiated by Oita prefecture in Japan in the 1970s. The uniqueness of the approach is that people of Oita intended to achieve their regional economic development through adding value to locally available resources, through processing, quality control and marketing. At that time other regions in Japan relied on external resources such as, budgetary support from central government and huge investment by private companies for their economic growth. Following symbolic slogans of OVOP in Oita, namely ‘Think Globally Act Locally’, ‘Self-Reliance with Creative Spirit’ and ‘Human Resource Centered Development’, Oita prefecture has been showing fairly stable development and progress for the last few decades. This movement not only brought prosperity and countless specialties to the regions of Oita but also contributed to give pride and empower the people in the region.

There have been a series of visits to Oita by various Malawi government officials and some reciprocal visits to Malawi by various OVOP delegations from Japan with the support of Japan International Cooperation Agency (JICA). Those interactions have generated a lot of expectations in Malawi as an approach for economic development.

In Malawi, the OVOP programme was officially launched in November 2003, and was followed by the establishment of the OVOP National Secretariat. Currently, the Secretariat is taking a leading role in facilitating regional economic development through OVOP concept within the Ministry of Local Government & Rural Development. The Programme is under the Chairmanship of the Head of state, His Excellency Dr. Bingu wa Mutharika, and is part of initiative of Malawi Growth and Development Strategy (MGDS), which is the Malawi Government overarching economic growth strategy from 2006 to 2011 .

With an overall goal of poverty reduction through empowerment of communities, the OVOP programme has assisted various groups to develop products or services through value adding by themselves using locally available resources in their respective areas. More specifically, the OVOP Secretariat with assistance from JICA has carried out the activities such as : 1) promotion of OVOP concept approach of economic development at village level; 2) introduction of value adding technologies, such as agro-processing, quality control and packaging, at the village level; 3) facilitation of small-scale business skill development at the village level; and 4) promotion of market linkages between products and services from villages and domestic/international markets.

To-date, Malawi OVOP Programme consists of 20 active model projects and 9

pipeline projects whose activities are following the OVOP concept. These projects and groups conduct a wide range of activities namely: dairy processing; fish processing; vegetable production and processing; rice milling; honey production and mushroom production. This has benefited more than 13,000 people in the country. A group in Mitundu area, the suburb of Lilongwe City, for example, received technical support from the programme and built a multi-purpose model factory where members successfully managed to produce commodities like confectionaries, cooking oil, and milk from soy beans among others. Some of the OVOP products have been exported to South Africa and Japan. Locally some of the products are on sale in some supermarkets in Lilongwe and Blantyre. Slowly but steadily, OVOP is contributing towards economic empowerment of the people.

Based on the achievements that have been made and the lessons learned so far, in the coming months OVOP programme in Malawi intends to establish an OVOP revolving loan scheme in partnership with a financial institution. It also intends to open OVOP antenna shops where OVOP products can be shown to the public. In addition the programme is to conduct research of food processing, agro-processing, processing machinery, quality control and packaging that would best suit in the given environment and conditions in Malawi using locally generated technologies.

As outlined above, OVOP is a unique concept and the Government of Malawi is convinced that various important insights could be drawn to development efforts taking place in Africa and other regions. It is under this belief that the Government of Malawi and JICA decided to organize this **“OVOP International Seminar in Malawi”** where OVOP experiences in Oita prefecture and Malawi will be widely shared among participants from Africa, other countries and development partners, among others.



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## ABBREVIATINOS

AU	African Union
ILO	International Labour Organization
JICA	Japan International Cooperation Agency
JETRO	Japan External Trade Organization
OVOP	One Village One Product
PaViDIA	Participatory Village Development in Isolated Areas
TICAD	Tokyo International Conference for African Development
UNCDF	United Nations Capital Development Fund
UNDP	United Nations Development Programme
UNIDO	United Nations Industrial Development Organization
MGDs	Malawi Growth and Development Strategy



## **1. INTRODUCTION**

The OVOP International Seminar in Malawi was held from 22<sup>nd</sup> to 24<sup>th</sup> January 2008 and drew participants from Afghanistan, Burkina Faso, Ethiopia, Ghana, Kenya, Madagascar, Mozambique, Nigeria, South Africa, Tanzania, Tunisia, Uganda, and Zambia. Also present were representatives from the African Union, the International Labor Organisation, (ILO), United Nations Industrial Development Organisation (UNIDO), Techno Net Africa, JETRO, and United Nations Capital Development Fund. (UNCDF). (For a full list of participants, please refer to Annex 2).

The main aim of the seminar was to promote a comprehensive understanding of One Village One Product movement and how it can be applied in African context. The seminar precedes the Tokyo International Conference for African Development (TICAD) IV which will take place in Yokohama in May 2008 and where OVOP is to be made one of the pillars for the Japanese Government's assistance to Africa. Malawi was chosen to host this seminar because it is one of the first two countries in Africa to adopt the movement with Tunisia as the second. Having adopted the movement in 2003 it was felt that participants could learn from her experiences.

Apart from learning from the Malawi experience, the seminar participants had the privilege to have a key note address from Dr. Morihiko Hiramatsu, President of Oita OVOP International Exchange Promotion Committee, who is also former Governor of Oita Prefecture and founder of OVOP movement.

(Annex 1 is a detailed programme of events for the seminar.)

## **2. SUMMARY**

### **2-1 DAY 1 ACTIVITIES**

#### **2-1-1 OFFICIAL OPENING OF THE SEMINAR**

The seminar was officially opened by His Excellency the State President of the Republic of Malawi, Dr. Bingu wa Mutharika, at the Sunbird Capital Hotel in Lilongwe. The ceremony was attended by close to 600 people who included Malawi Government cabinet ministers, senior Malawi Government officials, district commissioners, representatives of local and international Non Governmental Organizations, and officials from Oita OVOP International Exchange Promotion Committee.

In his remarks at the opening ceremony, the Chargé d'affaires in the Embassy of Japan to Malawi, Mr. Seiichi Matsumoto thanked His Excellency the State President of the Republic of Malawi, Dr. Bingu wa Mutharika for attending the ceremony as a Guest of Honour and Dr. Morihiko Hiramatsu for accepting attending this seminar. He informed the gathering that Japan had, apart from Malawi, also opened its embassies in Botswana and Mali this year. This, he said was a clear manifestation of Japan's commitment to get more and more committed in issues of Africa. He said Japan through JICA is working with local communities to overcome the hurdles of quality control and competition as a way of assisting the communities to empower themselves economically. These efforts are being done through OVOP.

In his remarks at the same ceremony, Dr. Morihiko Hiramatsu, the OVOP Goodwill Ambassador and President of Oita OVOP International Exchange Promotion Committee, said the main thrust of the movement is to make communities self-reliant through creativity by generating wealth out of the locally available resources. He emphasizes that the motto for OVOP is "Think Globally, act Locally".

Speaking on behalf of the ministry responsible for OVOP movement in Malawi, the Minister of Local Government and Rural Development, Honourable Dr. George Chaponda, said the OVOP concept was adopted from Japan but had been modified to suit the Malawi social and economic set up. He said that OVOP in Malawi was not working in isolation but was collaborating with other projects like the Infrastructure Services Project (ISP) which aims at opening up some corridors with potential for economic growth by providing, among others, road infrastructure, water and electricity, telecommunications etc. These services will help OVOP movement in production as

well as in accessing the markets.

He said that the major challenge for OVOP was the ever-increasing demand for assistance by communities throughout the country.

After the official opening delegates proceeded to the Malawi Institute of Management where a Key Note address was made by Dr. Morihiko Hiramatsu.

**2-1-2 KEY NOTE ADDRESS BY Goodwill Ambassador for OVOP Movement, and President of Oita OVOP International Exchange Promotion Committee, Dr. Morihiko Hiramatsu.**

In his Key Note address entitled “**One Village One Product Movement Spreading throughout the world**” Dr. Hiramatsu said that he felt very honored to be accorded an opportunity to share his experience about Oita and OVOP with people from different parts of the world.

He informed the delegates that it was during his tenure of office as Governor of Oita Prefecture from 1979 to 2003 (longest period for any Governor in Japan) that the OVOP Movement was born. In 1979 the Income per Capita for the Prefecture was US\$11.2 and when he became Governor he conducted meetings with people in Oita where the common perceived problem was that the Local Government was not doing enough in developing their prefecture and as a result many people were leaving for Tokyo in search of better life. He said during the meetings he appealed to them not to dwell on complaining as this would not solve their problems. He encouraged them to start exploring products and activities that would help to improve the situation. After these meetings he made OVOP proposal with two objectives namely:

- (1) To improve Gross National Product (GNP), which would, in turn lead to Gross National Satisfaction. This could be achieved either through (a) Extrinsic method where business enterprises from other regions would be brought to the area to promote new industries in the area or (b) Intrinsic method where the regional economy would be revitalized from within the community through having ownership to promote things that are essential.
- (2) To make the society content with products of their environment.

He further outlined three basic principles for OVOP which were:

(1) **Local yet Global** where local products can be value-added to find their place in the international market. He cited an example of dried Shiitake mushrooms which grow naturally in Oita but after value addition competed with other types of mushrooms from China, for example. Another example was that of Barley Distilled Spirits (SHOCHU) which originally had only 1% market share but after value-addition and rigorous marketing in Tokyo and other cities of Japan, now takes 30.7% of the liqueur market share. The last example was that of Yufuin and Ajimu Towns which had potential for tourism because of their naturally beautiful appearance.

With these examples, he said that there are a lot of products in Africa which have high value and can be transformed into global products. He cited an example of Malawi Gin in Malawi, which he said could compete well with other types of Vodka if it can be well branded.

## (2) **Self-Reliance Creativity**

Under self-reliance creativity the driving force are the citizens who decide what to choose as a specialty of the area which could revitalize their economic status. When people have chosen a specialty of their area Prefectural Governments can provide them with technical support in such areas as research through state institutions and support for improvement and development. The government can also provide support in areas of sales promotion which may include organization of trade fairs, establishment of private companies to promote OVOP foods, research through antennae shops in urban areas and awarding individuals who have made remarkable achievements.

## (3) **Human Resource Development**

The following were indicated as directions for success in OVOP movement under the principle of Human Resource development:

- Awareness building
- Identification of local treasures
- Perseverance is the Base of Power
- Making High-Value Added Products
- Securing Marketing Channels
- Human Resource Development

He concluded by informing participants that OVOP movement recommends locals to use their local resources in producing high value-added goods and ship them to the market. He advised that the best way of promoting regional exchange in the future



was direct exchanges on a grassroots level, between regions through transfers of know how for local revitalization, cultural or sport events including exchange of youth groups, farmers and businessmen.

He concluded by emphasizing that the motto for OVOP is “**Think Globally, Act Locally**”

After the Key Note address, delegates were given an opportunity to ask questions and the following were asked:

**Question and Answer**

**Q1.** How can Africa market its products in the face of poor infrastructure?

**A:** Africa has a smaller population compared to the size of land and as a result it could be a better idea to introduce OVOP fairs which could also be done in Japan. This was already tried in 2006 when OVOP products were displayed in some airports of Japan with an aim of promoting them. The approach has also been done in Asia to look for local, national and regional as well as international markets.

**Q2.** What problems did Oita face in initiating OVOP movement and how did it overcome them?

**A:** Since the movement was just starting, advocates had challenges in convincing people about the future success of OVOP since there was no success story yet to be used as models elsewhere. Advocacy of OVOP becomes easier when there have been some success stories from where others can learn.

**Q3.** What steps were taken to ensure that local products are of good quality and attractive? Did the Prefecture Government play a role in this?

**A:** Quality control is a very important aspect in OVOP movement. What happened in Oita was that the producers themselves took the responsibility to check quality of the products by among other things getting reactions from customers on strengths and weaknesses of their products and improved on them. The government did not intervene.

**2-1-3 OVOP PRACTICES IN MALAWI**

The National Coordinator for One Village One Product movement in Malawi, Mrs. Kamia Kaluma-Sulumba made a presentation of OVOP Practices in Malawi.

She informed the delegates that OVOP movement was adopted from Oita Prefecture in

Japan in 2003 following a visit to Japan by the former Head of State, Dr. Bakili Muluzi. During the visit he visited Oita Prefecture and met Dr. Morihiko Hiramatsu.

An institutional set up was made with the National Secretariat in the Ministry of Agriculture and the Head of State himself was the chairperson. In June 2005 the secretariat was shifted from the Ministry of Agriculture to the Ministry of Local Government and Rural Development. The first reason for the transfer was that, with the secretariat under the Ministry of Agriculture, the perception was that OVOP was about agricultural products alone while in reality there are other non-agricultural products and services that can be branded under OVOP. Secondly, the movement fitted well with the pillar of Integrated Rural Development in Malawi's medium term strategy, the Malawi Growth and Development Strategy (MGDS). This pillar is mainly deal with by the Ministry of Local Government and Rural Development.

Apart from setting up of the national secretariat, a five-year Institutional and Human Resource Development project for OVOP with assistance from JICA was launched in 2005.

She told delegates that OVOP movement in Malawi has a lot of opportunities and some of them were: (a) strong political will as demonstrated by the President's commitment to take up the responsibility of chairing the national secretariat (b) strong community interest to participate in OVOP movement (c) the National Decentralization Policy which aims at giving the rural masses the power to determine their own economic and social destiny (d) the MGDS which singles out OVOP as one of the vehicles for achieving the Integrated Rural Development (d) there are plenty of under-utilized local resources which can be exploited for OVOP activities. (e) there is predictability of donor support at least for the next five years.

She said the super goal for OVOP program in Malawi is "An empowered community that generates wealth" while the overall goal is "To generate income and wealth for the Malawian society by community mobilization to produce value-added goods and services that are marketable in order to reduce wealth disparities.

The objectives of the program are to support communities to achieve sustainable economic growth by producing OVOP products that are marketable nationally and internationally by using locally available resources. Specifically OVOP program aims

at:

- Promote OVOP concept approaches of economic development at community level.
- Promote value-adding technologies such as agro-processing and craft making at community level.
- Facilitate product quality control and packaging
- Facilitate small scale business skill development at community level
- Promote market linkages between providing communities and domestic/international markets.

### **PROGRAM ACHIEVEMENTS SINCE INCEPTION**

Delegates were informed that since its launch, OVOP Malawi has registered the following achievements:

- 46 OVOP groups have been registered with a total of about 13,000 beneficiaries.
- Marketing of OVOP products is being facilitated through antennae shops and some super markets.
- Training sessions for OVOP awareness and small scale business and packaging skills have been held throughout the country.

These achievements have been made despite many challenges some of which include:

- Inadequate understanding of OVOP concepts by many people who mistake OVOP for a micro-finance institution.
- Mismanagement of loan money by some groups.
- Most OVOP products are still not competitive on the market as they have not been certified by the Malawi Bureau of Standards (MBS) due to licensing and inspection fees which are not affordable to many rural communities.
- There is limited market access of the products due to inadequate promotion of the products to the public through advertisements and the media and low business management capabilities by some OVOP group members.
- Concerning OVOP institutional set up, absence of OVOP officers at the district level to support implementation of activities at district and village levels.

### **Question and Answer**

**Q:** In Malawi OVOP is under the Ministry of Local Government and Rural Development, what is the role of other related ministries like the Ministry of Trade and the Ministry of Agriculture?

**A:** The Ministry of Local Government works hand in hand with other ministries like

that of Agriculture; and that of Trade. There are also linkages with other projects being implemented by the Ministry of Economic Planning and Development through the Infrastructure Services Project.

**Q:** In Malawi, what is the role of the private sector in OVOP? Do they provide loans?

**A:** OVOP groups approach private sector themselves and those are issues that are outside the OVOP Secretariat.

**Q:** In Malawi, when financial assistance is rendered, what are the modalities like interest rates, repayment period etc?

**A:** When OVOP was being launched as a pilot project, some groups benefited from JICA Grants of up to 70% of their capital. The system will now change as a loan fund will soon be made available where a micro financing institution will be responsible for its management. This will attract an interest of 15% per annum. (The central bank lending rate is around 10%). Repayment period will be 3 years with a grace period of between three to six months.

**Q:** In Malawi what have been the main challenges in implementing OVOP movement and what strategies are there to meet those challenges?

**A:** Problems have been there and the GoM is planning to have a comprehensive review of the whole programme since its launch and try to come up with possible strategy of tackling them.

**Q:** In Malawi, what is the definition of a “village” in relation to its use in OVOP?

**A:** A village in the OVOP sense is not restricted to a small settlement area with a few families. It comprises of big areas and sometimes a region. An oil producing group in southern Malawi has some of its affiliate groups all over the southern region of Malawi.

**Q:** What criteria does the OVOP secretariat use when selecting groups that can benefit from the secretariat’s support?

**A:** OVOP secretariat looks at groups that have the following: (a) elements of value-adding to their products and services (b) products that are marketable and not flooded on the market (c) evidence of use of locally available resources (d) evidence of existence of the group with democratic leadership.

**Q:** In Malawi, how are OVOP projects conceived and who helps the villagers to polish up their ideas and prepare proposals?

**A:** Usually ideas start with one person and he can persuade others to follow him. After the group has come up with an initial proposal, extension workers in the areas assist them in polishing up before taking it to the District Commissioner’s office where there is a desk officer responsible for OVOP activities. This is fitting well with the

decentralization policy which the country adopted in 1998.

**Q:** Are OVOP groups in Malawi legally registered? If so, why should there be problems of loan repayment?

**A:** Groups are encouraged to have constitutions and elected officials but very few of them are registered. A few have just formed cooperatives. However, in some cases some leaders of groups hijack group activities and personalize activities and take the loan as their own.

**Q:** From the video footage we saw, OVOP groups are using good packaging materials which must be expensive, how do they manage to get them without eroding their profits?

**A:** When done as individual groups the costs of those materials are indeed high and may be unaffordable but OVOP secretariat encourages the groups to join each other and order the materials in bulk. This is cheaper.

**Q:** How is the OVOP secretariat managing the change from JICA grants to loan scheme?

**A:** This is a big challenge. In Malawi, and may be other African countries as well, the moment people hear that this is from the government they tend to think that it is for free and repayments become difficult. This is why we would like to sub-contract a micro-finance institution to manage the loan portfolio.

**Q:** From the financial figures that we have seen in the video footage, it appears that more money is going to management operation and not the operations of the groups. Is this a sustainable approach?

**A:** This is done deliberately in order to ensure sustainability. Our emphasis is that the groups should have more capital than the financial assistance they want. This is achieved because the groups already have the raw materials and labour and what they may need is only assistance in form of machinery. So the small figures are justified.

## **2-2 DAY 2 ACTIVITIES**

### **Site Visit**

The main activities for day two was a site visit to three groups in the central region of Malawi where participants had the opportunity to interact with members of the groups. Through the interactions delegates were able to hear from members of the groups how they organize themselves, what impact if any OVOP has had on their lives and what challenges they were facing.

(Annex 6 is a details project site)

## **2-3 DAY 3 ACTIVITIES**

### **Practice in Other African Countries and Panel Discussion**

Activities for third day took place at Capital Hotel. Representatives from Tunisia, Ghana and Zambia made presentations about projects in their countries that can be linked to OVOP, how they are being implemented and what challenges they are facing.

#### **2-3-1 PaViDIA PROJECT IN ZAMBIA**

In Zambia there is a movement called Participatory Village Development in Isolated Areas (PaViDIA which is a technical cooperation project between the Ministry of Agriculture and JICA.) Its goal is to alleviate poverty through capacity development and has its core approach as : To provide villagers with an opportunity to implement a micro project through their participation. With this approach, a village vision must be identified and achieved by villagers through continuous effort and process of activities.

Key features of PaViDIA are:

- (a) Targeting a village
    - Village as a sustainable unit of intervention
    - Covering all stakeholders from rich to poor
    - To pursue Economic & Social development
  - (b) Local Resource Based
    - Farmers are rich as being surrounded by resources, which are just underutilized or neglected.
  - (C) Participation
  - (d) Grant Assistance: seed money is provided to villages in Isolated Areas.
  - (e) Micro Project Components
  - (f) Village is Opportunity Provider to Households
  - (g) PaViDIA is part of the Ministry of Agriculture's Extension System
- Over the years PaViDIA has changed in the following areas:
- (a) focus has changed from problem solving to resource-based analysis
  - (b) focus has changed from physical development to capacity development
  - (c) Simple participation has turned into comprehensive participation
  - (d) Lists of sub-projects have turned into integrated sub-projects
  - (e) Community-centred activities have turned to be Community- Group- Individual centred.

During the presentation, similarities and differences were drawn between PaViDIA and OVOP. The following were some of them:

- Both PaViDIA and OVOP want to achieve Human Development and Community Development. The difference is in their approaches as OVOP uses product development through local resources while PaViDIA uses micro projects with local resources.

### **2-3-2 LOCAL INDUSTRY PROMOTION IN GHANA**

A representative from Ghana presented an outline of how a local industry of Shea Butter and palm oil has been going on. A project was launched in 2006 and ended in 2007 with the purpose of upgrading Shea Butter quality through standardization. Major outputs of the project were (a) to clarify requirements in the markets (b) Establishment of code of practice (c) Dissemination of code of Practice and quality management method.

Achievements of the project were: (a) pictorial manuals and video manuals were produced to help local producers of Shea Butter most of whom are illiterate rural women, on how good quality Shea Butter could be produced. (b) Dissemination of Code of Practice among target groups through workshops (c) standardization of Shea Butter by the Ghana Standard Board (GSB).

From the above presentation, the following lessons were drawn which OVOP could use:

- Formulation of pilot projects based on stakeholders' SWOT analysis is very important
- Clear-cut focus of the pilot projects is important as was the case in the (standardization) and (increased production) in the case of palm oil.
- Japan can play an important role in providing technical assistance in these areas using her experience.
- Good use of local expertise.
- Knowledge about manufacturing technologies and production control techniques is very useful.

Ghana had problems of lack of strong leadership in OVOP activities but now the situation has changed due to the decentralization policy that the country has adopted. Regional promotion systems are now being developed into district development program. What remains is to narrow OVOP activities from districts to villages. There was also a financing problem as farmers could not access micro-credit to improve their

businesses through the banks due to collateral problems but now this is possible.

### **2-3-3 ONE VILLAGE ONE PRODUCT “A CHALLENGE FOR A REGIONAL DEVELOPMENT IN TUNISIA”**

The Tunisian former Ambassador to Japan, Mr. Hannachi made a presentation on behalf of his delegation. He informed the participants that in 2003 Dr. Morihiko Hiramatsu visited Tunisia and addressed three separate conferences in Tunis, Tabarka and Tozeur on the OVOP movement. The concept was presented as a poverty reduction mechanism for poor or developing countries but also as a market enhancing mechanism for developed countries like Japan.

Following Dr. Hiramatsu's visit the Ministry of Development and International Cooperation of the Republic of Tunisia called upon JICA to provide technical assistance for the development of the North-West, the centre and the south areas which had potential for the promotion of OVOP movement. Amongst the potential activities that could be developed under OVOP were: (a) production of bricks in Tozeur; (b) dried figs in Beni Khdèche; (c) berber weaving in the Chenini ; (d) the production of Aromatic and Medicinal plants in Tabarka ; (e) production of Pricky pears in Zelfène.

Following the identification of the activities to be produced and marketed under the brand of OVOP Records of Discussions were signed between JICA and ODS (Southern Areas Office) for the application of OVOP concept. This led to the creation of a Regional Steering Committee. Then JICA assisted the movement with the assignment of JICA volunteers responsible for various activities in Tunisia. It accepted trainees in Japan for Group Training Courses between 2005 and 2007 in courses that were related to OVOP. More potential activities that could be marketed under OVOP were identified namely: bamboo products, olive tree woodwork, pottery, olive oil, tourist sites, thermal sites. These were later integrated into OVOP concept. Improvements were made on products that were previously produced. An example was an improvement on the unfired bricks.

In Tunisia OVOP has a lot of opportunities which include: (a) the support policy for regional development through the 11<sup>th</sup> Economic Development Plan (2006-2011). (b) Political support about entrepreneurship in the rural areas (tax advantages, subsidies..) (c) Encouragement of the application of OVOP concept by the President of the Republic of Tunisia. (d) Tunisia is seriously considering launching OVOP program as a



mechanism of micro-economic, social and cultural development in rural areas and urban neighborhoods. (e) Existing of the Development offices in the 24 governorates of Tunisia.

The next step that Tunisia will take will be to organize an OVOP National workshop where opportunities and achievements for OVOP will be discussed. The objectives of the workshop will be: (a) to promote the OVOP concept to the public institutions, craftsmen, NGOs and the general public through the media. (b) To present the achievements made within the framework of the application of the concept in Tunisia south. (c) to present opportunities available for the implementation of OVOP in the south (d) to present the perspective for the application of the concept in Tunisia; and (e) To expose the promising products.

#### **2-3-4 Panel Discussion (Including Wrap Up)**

Subjects: Key Functions of OVOP Activities (How can OVOP be applied in Africa?)

Participants:

Representative of Ghana: 1 Ministry of Trade and Industry, assistant commercial officer Mr. Isaac Yankson 2 JICA Ghana Office Project Formulation Advisor Mr. Hiromichi Hara

Representative of Tunisia: Ministry of Foreign Affairs, Ex-Ambassador of Tunisia Embassy in Japan

Representative of Zambia: Ministry of Agriculture and Cooperative Head of Dept of Research & Consultancy Mr. Mubyana Maketo

Representative of Representative of Oita OVOP International Exchange Promotion Committee: Vice president Mr. Tadashi Ando

Representative of Malawi OVOP Secretariat: National Coordinator OVOP programme secretariat

Facilitator: Resident Representative of JICA USA Office Mr. Aiichiro Yamamoto

#### **(1) OVOP MOVEMENT IN MALAWI**

The National Coordinator for OVOP Malawi presented the situation of OVOP movement in Malawi.

She informed delegates that there is strong political will to implement OVOP in the country as evidenced by the high level leadership. She noted that while this was an advantage for the secretariat, it was also a challenge in that since the leadership is very

high, sometimes it becomes difficult to work together since there are a lot of protocols to be followed in order to meet some of them.

She told the delegates that the concept of OVOP was well understood at the official level but that the challenge was how to bring this understanding to the rural communities, who are the real beneficiaries of the movement. The message is usually carried to the rural people through extension workers who are supposed to carry other messages in fields like agriculture, and community development. The advice to these workers has been that they have to take all the messages as one package instead of taking them as separate messages as this would confuse the recipients.

On policy strategy she informed delegates that the programme follows the decentralization policy with the motto “Power to the people” and economic empowerment is the major component of such power which must be given to the rural people. The program is also part of the medium-term development strategy called the Malawi Growth and Development Strategy within the pillar of Integrated Rural Development. Within this pillar the government of Malawi is trying to promote the program of Rural Growth Centres with the aim of promoting economic development in rural areas. This program is making it easier for OVOP to operate in the areas.

## **(2) OVOP movement in Oita**

The Vice President of OVOP International Exchange Movement Mr. Ando made a presentation about important factors required for OVOP to be successfully implemented. He told delegates that basically two major factors are required for implementation of OVOP movement namely:

### **(a) STRONG SUPPORT FROM THE GOVERNMENT.**

Since OVOP covers the whole process starting from production to sale of products and services, the government needs to support the people who are involved in these activities.

### **(b) STRONG COMMUNITY LEADERSHIP**

Leaders of the community should have strong leadership abilities to ensure that people who are involved in OVOP activities get the returns that they deserve. They should set realistic and well focused common goals for community development e.g. construction of social service facilities like school and health centers as a way of ensuring that the benefits realized reach all the people involved.

### **(3) Efforts by other countries**

Examples of community based approaches were given for the following countries where governments want to assist:

(a) In Senegal the government is very keen to provide capacity building to craftsmen in urban areas. (b) In Ethiopia the governments wants to diversify food security through OVOP activities (c) The Mozambican government wants to promote cashew nut production. (d) In Madagascar the One Region One Product movement now has an OVOP committee. (e) In South Africa there is an initiative to narrow the income gap between blacks and whites through the promotion of small scale employment derived from OVOP activities.

### **(4) Discussions**

After these presentations from different countries participants had a panel discussion. During the discussion a number of issues were raised through, observations, questions and answers. The following were some of them:

**OBSERVATION:** One Village One Product has been on the African continent longer than from 2003 but the only difference is that it has been called different names in different countries. What is critical about the movement now is for African countries to concentrate on identification of more products and services that can be branded under OVOP, increase value-addition and explore more markets. For example, Uganda has a lot of banana fibre that can be used for textile manufacturing and there is need to network with countries like South Africa to see how this could be achieved.

**OBSERVATION:** In Nigeria the government has been trying to find a way of adopting the concept of One State One Product as an import substitution. In this regard they have tried to promote local crafts development. JICA can help technically by providing equipment as is the case in Bwanje Valley Irrigation Development Project in Malawi.

**OBSERVATION:** In Burkina Faso, every two years there is an International Show of Ouagadougou where Burkinabe products are showcased. OVOP products could also find their place at such shows and could get an exposure to international markets.

**COMMENT:** Although the picture that one gets when traveling in the cities of South Africa is that people are well off, the reality is that in rural areas poverty is very rampant and there is need for intervention. OVOP could be one means of intervening and JICA should provide its experience on how implementation plan for Rural Development can be made.

**COMMENT:** In Nigeria the private sector is interested in the concept and the government is also interested in promoting the Small and Medium Enterprises. Discussions have been held and OVOP may be fully launched in 2008.

### **Question and Answer**

**Q:** From the presentation by Ghana on the production of Shea Butter, it appears that fruit grows naturally in the wild and that the quality is not improved. What is being done in order to improve the quality and amount of production?

**A:** Plans are under way to establish plantations for the trees in order to address this problem.

**Q:** For 10-20 years agencies in Africa have been trying to promote African products. OVOP appears to have a bit of a vision in this direction. However, the confusion arises because sometimes OVOP is seen as a business venture, and at other times it is seen as a government business and yet at other times it is seen as a brand name. Which is which?

**A:** OVOP can be seen as branding venture when you look at the value-adding aspect. As you could see from the example of seki-saba, after improving the brand and adding value the price rose significantly. Branding a product helps in easing acceptance of the product on the market. What is important is to start with what is locally available. OVOP can also be regarded as a social engineer as it helps people to work in groups. Politically OVOP can also help when successfully implemented and supported as people will vote in power those who bring such good initiatives. Malawi adopted the concept in order to avoid wastage of products which was common during their seasons. Due to value-addition, such products are being sold at higher prices and are being preserved for longer periods of time. In short OVOP is a multi-purpose tool.

**Q:** From the observations made by different people from different countries, it appears that OVOP activities exist with different geographical boundaries where in some places it is one state, in others one region or one district and yet in others one village. Should the definition of “village” be crucial in the operations of OVOP? Can’t we use the concept with flexibility?

**A:** The objectives of OVOP in Oita were to produce products and services and to develop human resources. Objectives of the movement could be different in different countries. There should be a difference between objectives and methodologies used in different countries. What are important are the activities on the ground. There should be a bottom-up approach in OVOP movement. Out of whatever is done at the community level some products will come out as star products as was the case with

Shiitake mushroom and Shochu in Japan.

The key element that should be borne in mind is that of adding value to products to facilitate market entry. This value-addition can be achieved through branding. OVOP is also a business development strategy.

**Q:** From the discussions held so far it is clear that the private sector can play a significant role but from most of the presentations made, there seems to be very little inclusion of the sector. Even in the Malawi scenario, one representative in the OVOP board from the university is too minimal for the sector. Why can the sector not be involved more?

**A:** It is up to individual countries to strategize how effectively to include the private sector in OVOP activities. Definitely the sector should be involved. In Malawi the situation will be looked into in the near future.

### **2-3-6 CLOSING CEREMONY**

The seminar was closed on Thursday, 24<sup>th</sup> January 2008 at around 12:30 hours.

In his closing remarks the master of ceremony, who is also the Principal Secretary for Rural Development in the Ministry of Local Government and Rural Development of the Republic of Malawi, Mr. Kester Kaphaizi, thanked delegates for their active participation and fruitful contributions. He expressed the hope that lessons learned and ideas generated during the seminar would be used in participants' own countries.

He ended by reading a Joint Communiqué that had been prepared at the end of the seminar. Please refer to Annex III for the full text of the communiqué.

After the master of ceremony's remarks the African Union Regional Delegate to SADC Professor R. Omotayo Olaniyan gave a Vote of Thanks on behalf of the rest of the delegates.

He told delegates that OVOP is an interesting movement as it is already being implemented in different countries under different modes. He said the seminar had come at an opportune time for Africa as the continent was struggling to achieve the Millennium Development Goals and OVOP could serve as an intervention mechanism in this effort. He commended the Japanese Government for having been a long time partner for Africa in its development efforts.

He informed the delegates that the African Union has an Agricultural and Rural Development department which aims at promoting lives of rural people after recognizing that 80% of Africans live in rural areas. The OVOP movement fits in well with this agenda. He therefore called on African countries to start paying strong attention in financing OVOP activities to make it sustainable.

After the Vote of Thanks, the Vice President of JICA Mr. Nagatsuka gave his closing remarks.

He said a lot had been learned through the presentation by Dr. Hiramatsu, the site visits and the experiences of Malawi and other African countries. He expressed the belief that although OVOP could be realized through various forms depending on each country's prevailing socio-economic conditions, there are some important common factors for the success of the movement. Mr. Nagatsuka expressed gratitude at the individual participant's eagerness and enthusiasm to promote OVOP movement in their own countries and added that he strongly believed that the movement would be spreading all over the African continent with strong commitment and leadership by all participants.

He assured delegates that JICA would continue to work with African countries in order to support the countries' own initiatives to facilitate OVOP movement. He expressed the hope that the 4<sup>th</sup> Tokyo International Conference on African Development (TICAD 4) which will be held in Japan next May, will be another opportunity for advancing OVOP movement in Africa.

He concluded by expressing sincere gratitude to the Government of Malawi for jointly organizing the seminar with JICA and further thanked all participants for their participation and valuable contributions.

The last closing speech was made by the Minister of Local Government and Rural Development Hon. Dr. George Chaponda.

He noted that it was not possible to grasp every aspect of OVOP within the three days but he hoped that the participants got something about the applicability of the concept as a strategy for development in Africa. He expressed the hope that representatives of different countries would apply the concepts to their respective countries. He noted that African countries were facing the same type of challenges like lack of adequate infrastructure in forms of adequate water, electricity and road infrastructure in their

development efforts.

He cited political will as being very critical in the implementation of OVOP activities in any country. .

The minister expressed the hope that those who benefited from the seminar would be able to share their experiences with their colleagues in their countries. He said the end purpose of all governments in Africa was to increase wealth for rural communities.

He thanked JICA for organizing the seminar and the delegates actively participating in the seminar. Dr. Chabonda said the choice of Malawi to host the seminar was an indication confidence that JICA and the participating countries had in Malawi to host such an important seminar.

### 3. EVALUATION OF SEMINAR

Distributed Questionnaire to the participants before and after the seminar which was used for evaluation of this seminar. The Questionnaire was focused on the contents of seminar program for assessment of appreciation of OVOP.

#### 6-1 Result of advance questionnaire (25 participants answered)

##### (1) Interests in OVOP

Though almost all participants were from Ministry of Economic, Trade and Industry, their interest was focused on Community Development and Small-Scale Industry Development rather than promotion of export.

##### (2) Relative projects in other countries

As most countries have their own projects similar to OVOP, the participants were interested in how to cooperate with existing projects. Also most countries prioritized Community Development and Small-Scale Industry Development for the method of poverty reduction. Furthermore we could find expectation of some countries whose rural development plan does not work very well to find out solutions.

##### (3) Interests of donor agency

According to the questionnaire, most donor agencies (ILO, UNIDO, UNCDF, Techno Net Africa) have already implemented similar projects.

#### 6-2 Result of final questionnaire (33 participants answered)

##### (1) Satisfactory of seminar

90% participants were satisfied with seminar.

##### (2) Evaluation of contents of seminar

According to the questionnaire, participants regard the coordination of the 3days program very highly. Especially, the opportunity for the site visit (2<sup>nd</sup> day) followed by panel discussion (3<sup>rd</sup> day) was helpful to get hints for participants. Also there were many comments about site visit from participants, so participants could get some idea through seeing the actual projects. For example, some participants could understand ownership of community group and diversification of OVOP movement. Besides the importance of leadership in community and support from government/donor, it indicated the direction on how to deliver the support for JICA and government.



## 4. CONCLUSION

The seminar was a success as it provided the participants with the opportunities to appreciate the concept of OVOP and the experiences of advancing OVOP in Japan, Malawi and other African countries and have clear picture how OVOP could be utilized in the development efforts in its respective country. More specifically, the seminar achieved the following:

- (1) His Excellency, the State President of the Republic of Malawi, Dr. Bingu wa Mutharika, in his opening address, reaffirmed the importance of OVOP as a viable tool for advancing the integrated rural development as articulated in the new mid term national development plan, Malawi Growth Development Strategies (MGDS) and showed his strong commitment in the OVOP activities in Malawi. The participants appreciated the strong leadership demonstrated by H.E. Dr. Bingu wa Mutharika as well as a potential of utilizing OVOP in advancing the development efforts in their respective countries.
- (2) The Keynote speech made by Dr. Hiramatsu, Goodwill Ambassador of OVOP and the former Governor of Oita, where he directly shared his own experience on OVOP in Oita over 20 years, became a precious opportunity for the participants to understand how OVOP was initiated and evolved in Oita. It also gave the participants clearer ideas on how OVOP could be introduced in Africa.
- (3) As a result of the seminar, Joint Communiqué was declared at the closing ceremony. The communiqué confirmed that the participants had resolved to further promote OVOP movement in their countries, in partnership with the development partners such as JICA and other bilateral and international organizations. It also noted that the TICAD IV, which is scheduled to hold in May in Japan, would be another opportunity to further advance OVOP in Africa.
- (4) The seminar successfully achieved the objective of the seminar: 1) OVOP concept and its efforts that have been made in Japan and other African countries, such as Malawi, Ghana, Tunisia and Zambia, will be fully shared among participants; and 2) the participants will gains clues on how OVOP could be adopted in their respective countries. More specifically it could be summaries as follows:

\* For those countries that have movements similar to OVOP, the seminar afforded them an opportunity to draw lessons from OVOP practices from counties where OVOP has taken roots. Through these lessons the

participants will be able to either adopt the OVOP concept in its entirety or to borrow some concepts which would make their existing movements achieve similar results as those of OVOP.

\* For those countries that do not have any experiences in OVOP the seminar gave them an opportunity to learn how other countries initiated the movement and it is hoped that these lessons will enable them implement the movement in their countries.

\* For those countries that have OVOP movement already in place the seminar gave them an opportunity to learn from experiences of others and see how they can improve the situation in their own countries.

It was also learnt that it is important that OVOP should be unitized in various forms according the socio economic conditions and policies applies, among others, in each country.

- (5) The seminar also served as a platform for facilitating future collaboration among development partners. As a part of their efforts for rural development in Africa, many development partners have been conducting similar activities/approaches with OVOP in the field of income generation and diversification, micro finance etc. The seminar had representatives from international organizations such as UNCDF, UNIDO and Techno NET Africa shared their activities and noted the importance of collaboration with OVOP.
- (6) While appreciating the potential of its possible contribution for development of Africa it was learnt from the seminar that the concept of OVOP activities are not so straight forward. Therefore, further efforts in refining the concept by stating clearly the difference from other similar existing approaches in rural development and small and medium enterprises development, among others, should be looked into.
- (7) The questionnaires the organizer collected after the seminar showed that the evaluation of this seminar by the participants was very positive. The arrangements of the program where over all concept and efforts in Oita and Malawi were presented on the first day, and on the second day the site visit was arranged to view and appreciate actual implementation of the OVOP concepts on the ground, followed by the third day where panel discussions on how OVOP could be further applied in Africa with a presentation by other African countries was well received.



