

One Village One Product (OVOP) movement in Nigeria

Methodology of value chain analysis

Observation report for KANO state

22 June 2009

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What is OVOP movement?

- Using local resource
- Adding value through your work
- local production for local consumption



expansion of circulation in future

- Sensitizing approach of the OVOP movement
- What is a location/ level in value chain?

2

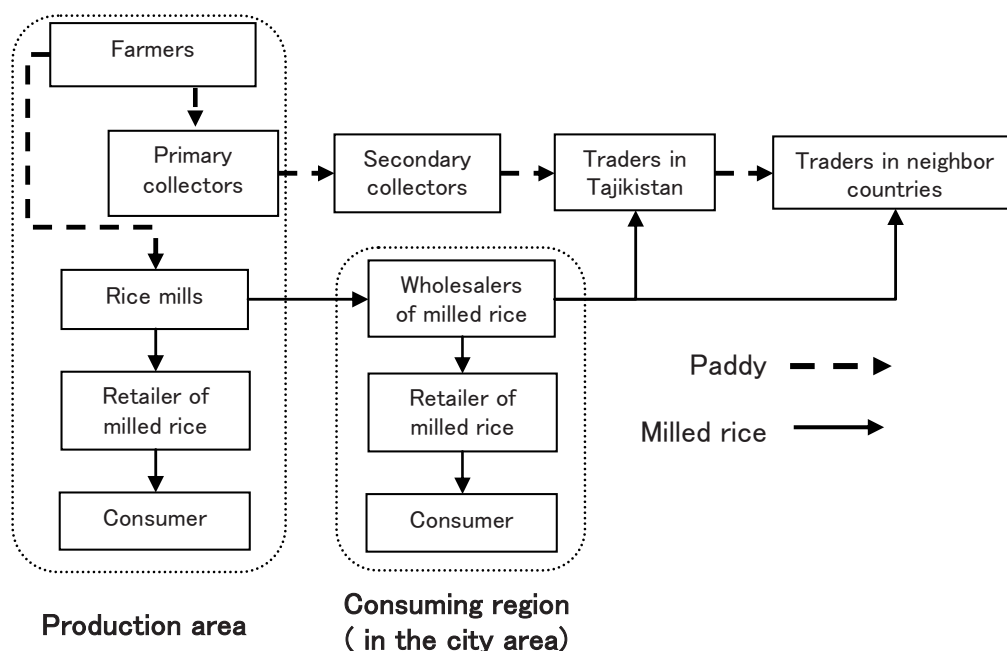
What is “Ryutsuu”, value chain?

- Supply chain, Value chain
from growers (producers) to consumers
- Comprised in processing work
- We call it ‘Ryutsuu’ in Japanese.
- Key words in ‘Ryutsuu’

Supply chain, Value chain, Product, Commodity, Productivity, Production, Processing, Storage, Transportation, Distribution, Money, Settlement, Information, IT, Transaction, Seller, Buyer, Market, Open Market, Quality control, Management, Element of competition, Needs, Marketing, Brand, Business, Trade, Tax, Transparency, Wholesaler, Retail shop (retailer),

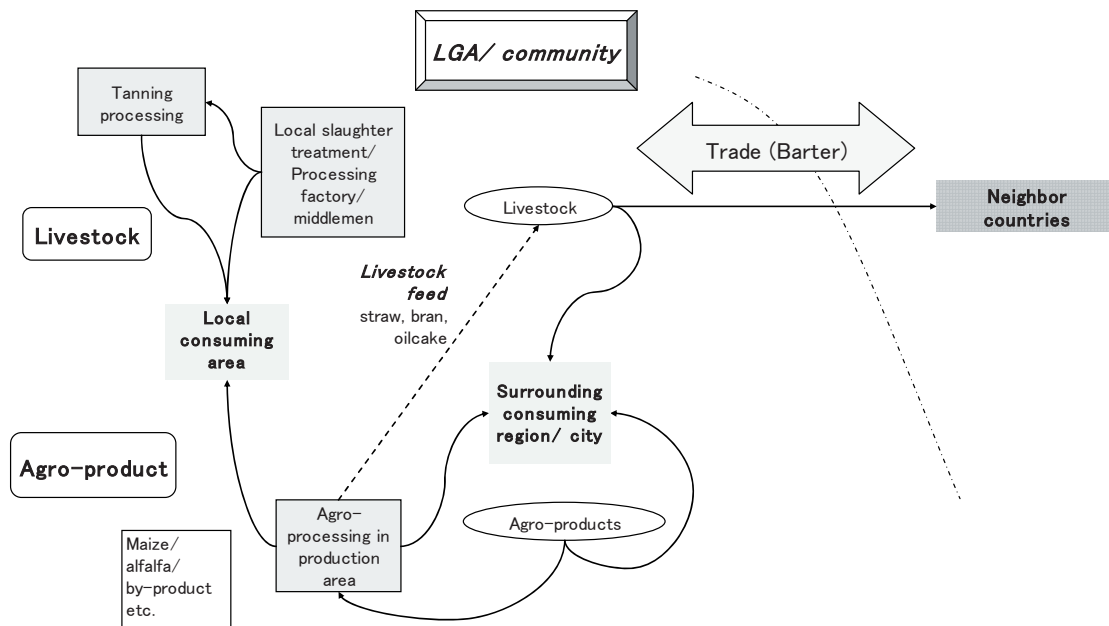
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Case of Value Chain (Flow of Paddy/ rice)



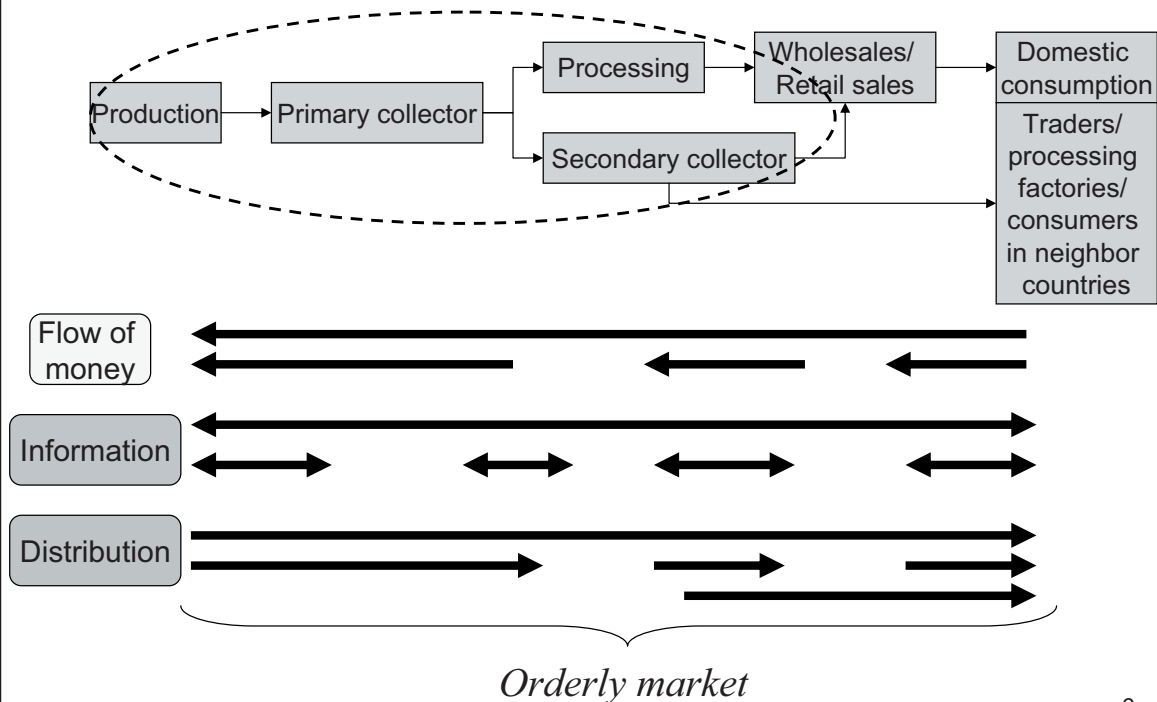
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Value chain in the area



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Three factors of "Ryutsuu" Value chain



Orderly market

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Kano State Government



- The State Government understands 'OVOP' movement is a new style of social & economic development
- Each of 44 LGAs has 1 to 3 products.
 - Big enough pool to choose from
- The State Government expects OLOP to provide institutional frame work & guideline.

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Chamber of Commerce, Industry Mines and Agriculture



- Long history (est. 1923) with current membership of 2,115.
- Advocacy
- Provides services
 - Market information
 - Training for members based on needs (e.g. tax issues)

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BIC, Kano



- Operated by NGO (WAYS)
- Director: Ms Ladyi Wwaiy
- Business counseling for enterprises
- Good at supporting community-based groups, especially women and youth

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Press mills of ground nuts



- State government clustering program enables further support.
- Hopeful/ vibrant cluster
- May need to improve marketing based on value chain analysis

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Tie-dyeing factory



- 500-year history; locally rooted industry
- Rooted in traditional way of business & attractive tourism resource
- But challenges in skill transfer & expensive raw materials

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Leather tanning factory



- Locally rooted industry
- Low selling price to middlemen
- Room to improve quality
- Price of imported leather is 5 to 10 times higher
- State government plans to move for environment and promotion
- Possible to support marketing



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Rice mills



- 120 rice mills
- State government clustering program enables further support
- Room in technical aspects to improve

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Findings

- State Ministry and supporting organizations are active
- Clusters with potential exist
- Eager to participate in OLOP

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6 地政学地域

Zone (地域)	States (州)	Capital (州都)
North Central Zone (北中部)	1. Benue State 2. Federal Capital Territory (FCT) 3. Kogi State 4. Kwara State 5. Nasarawa State 6. Niger State 7. Plateau State	1. Makuradi 2. Abuja 3. Lokoja 4. Jabba 5. Lafia 6. Minna 7. Jos
North East Zone (北東部)	1. Adamawa State 2. Bauchi State 3. Borno State 4. Taraba State 5. Yobe State 6. Gombe State	1. Yola 2. Bauchi 3. Maiduguri 4. Jalingo 5. Damaturu 6. Gombe
North West Zone (北西部)	1. Katsina State 2. Kaduna State 3. Sokoto State 4. Jigawa State 5. Kano State 6. Kebbi State 7. Zamfara State	1. Katsina 2. Kaduna 3. Sokoto 4. Dutse 5. Kano 6. Birnin-kebbi 7. Gusau
South East Zone (南東部)	1. Enugu State 2. Anambra State 3. Ebonyi State 4. Abia State 5. Imo State	1. Enugu 2. Awka 3. Abakailki 4. Umuahia 5. Owerri
South South Zone (南南部)	1. AkwaIbom State 2. Bayelsa State 3. Cross River 4. Delta State 5. Edo State 6. Rivers State	1. Uyo 2. Yenagoa 3. Calabar 4. Asaba 5. Benin City 6. Port Harcourt
South West Zone (南西部)	1. Ekiti State 2. Lagos State 3. Ogun State 4. Ondo State 5. Osun State 6. Oyo State	1. Ado-Ekiti 2. Lagos 3. Abeokuta 4. Akure 5. Oshogbo 6. Ibadan



The Permanent Secretary, Commerce and Industry, Mr. Linus Awute Mni, and Mr. Ueda Takafumi, Senior Advisor, Private Sector Development (4th left) during a briefing on 'One Local Government One Product' at the ministry in Abuja, recently
 Photo: Chris Danladi

Leadership Monday, June 22, 2009, P. 11

Perm Sec. makes case for raw materials

THE Permanent Secretary, Ministry of Commerce and Industry, Mr. Linus Awute, has urged the Japan International Cooperation Agency (JICA) to focus on those factors that would increase production and add value to our raw commodities in the One Local Government One Product programme.

The Permanent Secretary stated this when the delegation of Japan International Cooperation Agency (JICA),

led by its Senior Advisor (Private Sector Development) Mr. Ueda Takafumi, visited the Ministry Headquarters in Abuja.

Awute pointed out that Nigeria has been exporting raw commodities over the years without adding value adding that JICA should focus on a product that can easily find a place in the world market.

He noted that there was the need for food processing, storage facilities and auxiliary industries which will provide

employment for Nigerians. The Permanent Secretary lauded the willingness of JICA to observe the cluster programme in some of the states of the federation. This, he stated will give them an insight into the kind of opportunities that exist which can be factored into their program.

"Your mission here has some outcome expectations and it is good we are guided by that. He stated.

While advising businesses to embrace the value of trans-

parency, Awute assured that the government is making sure that a viable investment climate is developed and maintained.

"This government achievement was the result of re-focusing Nigeria, right now we know where we are heading to. Nigeria is continue and expanding as the biggest market for willing investors in our country. I want you to be encouraged by the fact that we have a steady government that is consistent on its vision and aspiration".

National life Sunday, June 21, 2009, P. 51

