

2-6 良品計画との連携事業

民間連携室の呼びかけで始まった良品計画との連携事業は、キルギスの一村一品事業推進にとって非常に重要な活動となった。OVOP 組合を形成し、組合による協議や販売は進みつつあったが、「連携」の効果を参加住民に示すことのできる具体的な事例がなかったからである。組合構想としては、工場を持たない CBO グループの生産量の限界を、CBO の連量注文に対応するには組織的にもまだ不十分な状況であった。また、近隣の村や地域としての交流が少ないキルギスにとっても、連携の効果を 1 つの戦略として説明するだけでは不十分であった。連携の効果を具体的に感じ取れる最も効果的な方法は収益の向上である。また、本連携事業は収益をあげられるばかりでなく、契約履行のための厳しさや CBO、組合が持つ課題を浮きぼるにするにも都合がよかった。このような背景から、連携事業がスタートしたが、原材料調達・配布、技術指導、作業分担計画、モニタリングなど距離の離れた CBO 間でのやり取りは想像以上の作業項目となった。この経験からいくつか具体的な改善点が明らかになった。

- ① 距離の離れた CBO への連絡方法改善の必要性。
- ② 組合内での技術指導者の育成と指導料金の設定。
- ③ 品質をそろえるための原材料調達の工夫。
- ④ 生産者の技量を換算した商品納入可能な商品デザインと生産数の決定システム。
- ⑤ 作業分担を行った場合の作業コストの算出の必要性。

などである。この教訓は日々の作業改善とともに進化してきたが、組合の今後の大口注文対応としては非常に有効となった。

良品計画契約内容

製品名	生産量	単価	
惑星セット	2060 (4120 個)	6 ドル	12360 ドル
めがねケース	4525 個	4.4 ドル	19910 ドル
携帯ケース	4765 個	4.9 ドル	23348.5 ドル
	合計 13410 個	15.3 ドル	*55618.5 ドル

*契約金額には送料等の経費を含む

作業項目	金額 (ソム)
原材料	230338
材料混毛	24598
発送手続き	38671
モニタリングコスト	308335
生産資機材	60287
合計	66229K G S
	14618U S \$

2-7 JOCV 連携事業

キルギスにおける一村一品運動の推進は、JOCV 派遣がメイン母体とあってよい。ナリン州のさおり織りからはじまり、石鹼製作、障がい者による再生紙を利用した紙漉きなど、直接的な商品の形成から一村一品に関するポスター製作、販売促進会、村でのコーディネートなど幅広い活動を行っている。また、日本週間やボランティアイベントにおけるパフォーマンスとともにマスコミを通じた紹介が一村一品の浸透に大きな戦力となっている。良品計画連携においてもイシククリ湖全体に広がる CBO への連絡調整、検品など大活躍となった。近年、農業関連などの特定分野における JOCV の確保が難しくなる中、村落や青少年といった職種において、特定技術を持たずとも活躍の場は十分にあることの証明でもある。引き続きの JOCV+一村一品運動推進が期待される。

2-8 参加したセミナー、イベント、販売会など

2011 年度に参加した一村一品関連のイベントは夏季を中心に行った。これまでは、農業省やビシュケク市が行っている農業フェアへの参加を積極的に行ってきたが、農業フェア自体が、一般の買い物客を対象としており、企業との商談や中間業者への広報的な役割がほとんどない状況であった。カラコルからの出展では人件費と交通費、出張費、参加料などを支払うと、まったくの赤字経営となる。このため、OVOP の広報戦略として JICA プロジェクトにて予算を支払うケースを除いては基本的に組合の判断による参加と参加者による参加費の捻出を基本とすることにした。次期フェーズプロジェクトでは、独立採算制の達成による持続可能な体制の確立を目指すだけに、効果の出ない出費は極力控える方針を組合全体へ広げる必要もある。

	Name	Place	Date
1	Bishkek 2010 - AgroProdExpo	Bishkek, Sport Palace	1-3 October, 2010
2	Universal Exhibition "New Year Present"	Bishkek, Sport Palace	17-21 December, 2010
3	Winter Festival	Karakol square	12 February, 2011
4	Tourism fair	Bosteri	6 May, 2011
5	Fair "20 th Anniversary of CIS countries"	Moscow	28 June-3 July
6	KRJC "Summer Business Seminar"	Bosteri	29-30 July, 2011
7	International Festival "Oimo-2011"	Bishkek, Cholponata	24 July-2Aug, 2011
8	Japan Week	Bishkek	16-24 September, 2011
9	Japan Emperor's birthday	Ambassador's residence	15 November, 2011
10	Fair of agricultural products	Karakol square	18 November, 2011

3. ドナー動向と外部団体との連携事業

一村一品関連の情報は今年度キルギスで活動するドナーへもかなり浸透してきた

といえる。新聞、TVなどのマスコミを通じて頻繁に報道されるようになり、JICAの一村一品プロジェクトとして認知されている。これによって、ドナーやNGOから連携の申し込みが増えてきている。ここでは具体的な連携の可能性の高い4件のみを紹介する。

USAID：カラコル市の古い建物を観光資源として、観光客誘致を行おうとしており、一村一品との連携を強く希望。またバリクチ市における観光センターにおいても商品販売の希望あり。

CAREC：森林資源保護を目的としてキノコの採取販売を推進しているNGO。年間50トンを収穫し、一部はフランスへ販売しているが収益が伸びないことから一村一品に参加希望している。

Helvetas：南部オシュ州、ジャララバット州を中心にオーガニック農産物栽培を行ってきている。オーガニックコットンはヨーロッパへの輸出も行っている。しかし、マーケティングを支援ドナーが行っていることやオーガニックで値段設定も高いためにマーケット確保が課題となっている。一村一品組合のマーケットルートを活用したい意向が強い。Helvetasの次期プロジェクトデザイン立案などJICAからも企画調査員が参加するなどアドバイスを行っている。

German bakery：ビシュケクを中心にパンを販売するドイツ系会社。現在ケーキに使う果物をドイツから輸入しており、キルギス国内での調達を希望。菓子パンの中につめるアプリコットジャムのオーダーが入ったが、すでに12月でありアプリコットの在庫がなく、今年度は断念。

4. 課題と戦略

マーケットを拡大する上で解決しなければならない大きな課題の1つとして、大量の注文に答えられる生産体制を確立することである。夏の登山客を中心とする観光と冬スキーの二つの観光資源を活用できるカラコルではある程度の収益の安定は図れるが、カラコルだけではマーケットが小さすぎる。チョルボンアタやビシュケクでの販売も進める必要があるが、注文契約により一定量を生産・販売し収益の安定を図る必要がある。

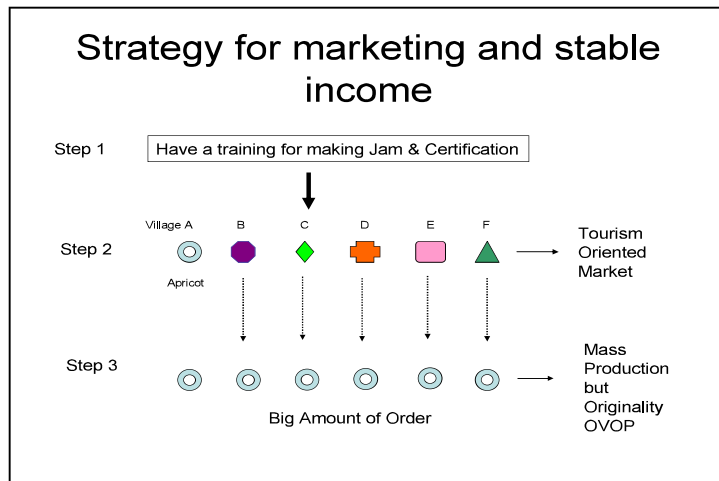
これまでもジャムなどの商品についてロシアやカザフからの要望に対応できないケースが頻発していたが、6つのパイロットでは到底太刀打ちできるものではなかった。一つのジャーマットのメンバーは5-10名程度であり、キルギスの事情からも一つの村落グループが20-30名と拡大していくことや村レベルで企業として発展していくことも考えにくい。この状況を改善するためにもOVOPの組合を形成したわけであるが、以下の2段階戦略を取ることでより収益の安定を図ろうとする取り組みを行った。

1. 観光向け商品—地域の特徴、歴史的・固有産品、手作り感覚をアピール。
2. 大口注文に対応—品質の均一化、生産体制の確立、集荷、素材の統一など。

まず、第一番目は観光客向けの商品販売である。これは、キルギスやイシククリ州、またそれぞれの生産拠点（村など）などの特徴とオリジナリティを演出した商品の開発と販売拠点の拡充である。旅行者のニーズを捉えることが重要であり、「キルギスでしか手に入らない」、「観光ポイントとの関連」、「手作り感が高い」といった点を重視して、各生産 CBO や生産者一人一人の個性を重視した商品の開発である。これらは、旅行者の立ち寄るショップや観光ポイントでの販売先の拡充によって、販売を伸ばす戦略といえる。

2 番目は、これまで対応できなかった大口注文への対応策である。OVOP 組合のメンバーが増えるにつれて、さまざまな商品のバリエーションが増える。フェルトなどのハンディクラフトは類似商品が増え、自ずと競争が激しくなる。また、ジャムなどの加工品のバリエーションが多すぎても観光客は選択するすべがなくなってしまう。今年度売り上げの 114 万円も参加者人数の平均収入は極わずかである。このため、旅行者を対象とした国内販売以外に、大口の注文販売に対応し年間収入を安定させる必要がある。その方法として、まず、生産者グループに対して、ある一定の生産技術を身につけさせ、この基本生産技術を基に、それぞれのオリジナル商品を作成してもらう。例えば、フェルトの縮絨テクニックと品質管理、やジャムの

生産技術・糖度管理など、生産者・グループは同様の技術と品質管理の基、アプリコットやシーバクソンなど村それぞれのオリジナル製品を製造する。この体制のもと、大口注文が入った場合は、例えばジャム生産者は、オーダーにし



たがって、注文量の生産に必要なグループ数を特定。5000 個のジャムオーダーの場合、1000 個を生産可能 CBO が約 5 組でグループを形成し、生産量を確保しようとする取り組みである。OVOP の組合形成によって、これまでそれぞれ関係なく小規模生産を続けてきた CBO が連携することによって達成可能となる。

以上

**ONE VILLAGE ONE PRODUCT
PROJECT
FOLLOW-UP PERIOD REPORT**

November 2010-December 2011

OVOP team

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I. INTRODUCTION

The follow-up period of the Community Empowerment Project in Issyk-Kul Oblast started on November 2010. The follow-up period was called as One Village One Product project. The main purpose of this period was to summarize, review and analyze the results of the J-CEP project. At the same time, to do research on possible extension activities of the project.

The results of the pilot J-CEP project were confirmed as follows:

1. It was proved that local CBOs have enough capability to produce high quality products when there is a good leader and make good team work among team members.
2. The hand made high quality products can be marketable in the tourist market by high price and have a big potential in the local market as well.
3. Village people who were members of the pilot project learnt how to make and increase their income and enjoy their lives. And the most important thing is that they got more confidence and realized that they can improve their life standards by themselves.
4. The pilot site shows to other community people that OVOP Movement can be used to develop their village and their family life.

The main activities of the follow-up period were the followings:

- To explain the concept of the OVOP Movement to a wider range of people
- Collection of information about potential OVOP producers
- To lead other potential CBOs throughout the Issyk-Kul Oblast who want to study the methods of the OVOP Movement
- Holding seminars to improve the quality of the potential OVOP products
- Creation of the OVOP Association
- Creation of the Issyk-Kul Brand Committee to approve and check the quality of the OVOP products
- Marketing of the OVOP products
- Opening of the Karakol Research Shop
- Opening of the Issyk-kul Brand shop in Cholpon-Ata

II. ONE VILLAGE ONE PRODUCT MOVEMENT PROMOTION

During the follow-up period several seminars, presentations and meetings were organized in Issyk-Kul Oblast State Administration, Rayon State Administrations and Aiyl Okmotus across the Issyk-Kul Region. Besides, One Village One Product Movement was introduced to Naryn Oblast.

• Presentation in Issyk-Kul Oblast State Administration

Title: Presentation on JOCV activities and deeper understanding of the OVOP Movement

Purpose:

- To introduce JOCVs and explain the mission of JOCVs
- To present the activities of JOCVs
- To present the concept of OVOP Movement

Date: 10 November, 2011

Time: 10:00 – 13:00

Venue: OSA, Small Hall

Participants: Total 102 people took part in the presentation

The participants of the presentation were able to understand who JOCVs are and what their mission is. 7 JOCVs presented their activities such as soap making, vegetable growing, cattle breeding, tourism etc.

Concept and principles of the OVOP Movement were presented and explained in more details. And further activities on OVOP project were shared with the participants of the presentation.

The participants of this event were interested in soap products and general income of the producers.

• Seminar on OVOP Movement concept in Issyk-Kul Rayon Administration

There were no pilot sites in Issyk-Kul Rayon during J-CEP project; Issyk-Kul Rayon people had no good understanding of OVOP Movement. That's why there was a special request from Issyk-Kul Rayon Administration officials to explain the concept of the OVOP Movement concept and principles properly.

Title: Seminar on the concept and principles of the OVOP Movement

Purpose:

- To explain the concept and principles of OVOP Movement

Date: 7 December, 2010

Time: 12:00 ~15:00

Venue: Rayon State Administration, Cholpon-Ata

Participants: 52 government officials and CBO members attended this seminar.

- **Introduction of the OVOP Movement in Naryn Oblast**

A first attempt to disseminate OVOP Movement outside of the Issyk-Kul Region was made. Presentation on OVOP Movement was held in Naryn Region on December 2, 2010. The purpose of the presentation was to explain the concept and principles of OVOP Movement and to share the experience of the pilot CBOs. More than 100 people attended the presentation.

One Village One Product Movement

OVOP MOVEMENT is a strategic movement designed specifically for regional development.

It requires people to take up a product or industry distinctive to their region and cultivate it into a nationally, or even globally, recognized speciality.



One Village One Product Movement

With the prefectural government **Cities, Towns & Villages and People** took responsibility for

- Creating globally accepted products that reflect pride in the local culture
- Realization of OVOP through independent actions utilizing the potential of the region
- Fostering of people with a challenging and creative spirit

Local yet Global

Self-reliance and Creativity

Human Resource Development

OVOP corner was organized and OVOP products were displayed in every presentation and seminar. Pilot CBOs shared with their experiences on implementing principles of the OVOP Movement and on producing handmade products using local resources. New CBOs, in their turns brought their potential OVOP products to some of the presentation as well.

III. WORKSHOPS

Three workshops were planned for the period from January to March with the purpose of collection of information on potential OVOP producers and to improve the quality of the potential OVOP products. All interested CBOs of the Issyk-Kul Oblast were invited to those workshops.

- **Workshop #1 – January, 2011**

The workshop #1 lasted 3 days from January 18 to January 20, 2011 in Tamga, Ak-Suu and Kashat Villages. The purposes of the workshop were to present the concept of the OVOP Movement, to determine and evaluate potential OVOP products and to give expertise opinion for further quality improvement. All potential producers who were interested in OVOP Movement could attend that workshop. Information for CBO data base was collected during that workshop. Below is information on the number of producers who took part in the Workshop:

- 18 January, Tamga Village. Day I: 29 jamaats (76 people)
- 19 January, Ak-Suu Village. Day II: 18 jamaats (56 people)
- 20 January, Kashat Village. Day III: 21 jamaats (58 people)

Total number of participants in the Workshop #1 is 68 jamaats (190 people).

Potential jamaats presented different kinds of products from felt, wood, leather, appliqué work and many others.

Evaluation groups were created in order to assess and give further advice for quality improvement of the potential OVOP products. The evaluation groups consisted of the following people:

- ABCC food specialist – Serkebaeva Chinara
- Felt expert – Toktosunova Kenje
- Art designer – Kydyrmysheva Gulnara
- JOCVs
- PCVs
- JICA workers
- NGO “Forward” and PF “Issyk-Kul Brand”

These experts prepared their evaluation reports and proposals for further quality improvement of the potential OVOP products which was summarized as follows:

Training proposals for further quality improvement:

Food products	Felt products
<ul style="list-style-type: none"> ❖ Fruit and vegetable processing technology ❖ Pasteurization of the milk. Making yugurt. ❖ Making dough technology ❖ The principles of food sanitation, rules of the personal hygiene, technological operations on raw material preparation, primary processing, processing, recipe instructions, and calculation of the pure cost and tasting of the ready product will be held during the training and all other aspects which can influence the quality of the product. ❖ Packaging/jarring/labeling 	<ul style="list-style-type: none"> ❖ Design technologies ❖ Color combination ❖ Requirements of the modern market ❖ Wool processing ❖ Wool cleaning ❖ Felt making ❖ Design of the felt products ❖ Packaging ❖ Labeling

The results of the workshop #1:

- More clear understanding of OVOP Movement

- Potential OVOP producers were identified
- Potential OVOP products were identified and classified
- The points for improvement were detected

• **Workshop #2 - February**

The workshop #2 was organized on February 15 and 16, 2011 in Karakol town. The purposes of the workshop #2 were to explain the concept of OVOP Association and to hold practical training on quality improvement of felt and food products.

The number of participants is shown below:

- 15 February, Day I: 63 people took part;
- 16 February, Day II: 42 people took part;

Day I:

The concept of the OVOP Association was explained on the first day. Participants of the workshop discussed the creation of the Association and started making a list of CBOs who were interested to join the Association. Two presentations were held on the first day: 1) “One Village One Product Association” and 2) “Cooperation between NGO “Forward” and CBOs” by representatives of pilot CBOs and NGO “Forward”.

The concept and goals of the OVOP Association and the way of cooperation between “Forward” and CBOs were explained.

After the discussions and exchanges of opinion on OVOP Association, a questionnaire was distributed to the participants of the workshop #2 inquiring whether they would like to join OVOP Association or not. And at the end of the first day, a session was held on packaging in order to improve the quality of packaging of the potential OVOP products by senior volunteer Ms. Nakatani.

Thus, 19 jamaats wrote on the questionnaire that they are ready to join the OVOP Association and 11 jamaats wrote that they need time to think and decide.

Day II:

Practical trainings were held on the second day of the workshop #2. There were two different trainings: one for felt CBOs and the other one for food CBOs.

Felt CBOs were taught the main characteristics of the high quality raw materials and how to make high quality felt. Practical session on the design and color combination of felt products was held by the Tumar expert.

Food CBOs were taught the production technology of jam, juice and dry fruit and the principles of food safety requirements by the ABCC specialist.

Resource people:

- ABCC food specialist – Serkebaeva Chinara
- Felt expert – Toktosunova Kenje
- Designer, Tumar Art Salon – Roskos Olesya

These experts held practical trainings on quality improvement of products. They prepared their reports and proposals for further quality improvement of the potential OVOP products. For more detailed information please refer to the reports of the specialists.

The results of the workshop #2:

- More clear understanding of creation of the OVOP Association
- Cooperation between CBOs and NGO “Forward” was explained
- Participants of the training learnt session on packaging
- Felt CBOs learnt how to make high quality felt and importance of the high quality raw material, design and color combination of felt products.
- Food CBOs learnt the production technology of jam, juice and dry fruit and the principles of food safety requirements by the ABCC specialist.

- **Workshop #3 – March**

Workshop #3 was held in the form of the Study Tour to Bishkek. This Study Tour was organized only for food jamaats i.e. for CBOs which are producing jam, juice, cheese, dry fruits etc.

The Study Tour was held during 3 days on 16-18 March, 2011.

CBO representatives were able to visit Jar Factory, wholesale commercial site of canned products, poligraphic (printing) center of label production and the Standardization office of Kyrgyz Republic. Besides, they attended training organized by ABCC marketing specialist “Quality of the product as the main criteria of sales indicator” and “Packaging”.

There were representatives from 20 food jamaats of the Issyk-Kul Oblast.

Resource people:

- ABCC food specialist – Serkebaeva Chinara
- ABCC marketing specialist – Omurbekov Bakyt

These experts held practical training. For more details on the Study Tour please refer to the report of Ms. Serkebaeva.

The results of the workshop #3:

- Food CBOs visited Tokmok jar company and learnt the kinds of jars which it can offer
- They learnt the possible companies to order packaging materials

- They learnt the importance of quality and nice packaging materials in order to be marketable
- Visited production companies in order to see their experience and lessons learnt
- In general it was useful experience to understand the importance of the high quality products and they understand the importance of the joint work in order to produce big volumes for export.

- **Tumar Art Group trainings**

Tumar Art Group is famous for its high quality felt products and its activity is directed to the preservation and development of material culture in Kyrgyzstan by the way of provision their customers with modern, functional, beautiful and qualitative craft products based on traditional and modern technologies.

OVOP project cooperated with Tumar Art Group during the follow-up period:

- Representative of Tumar Art Group – Ms. Makashova Roza participated in the first trial meeting of the Issyk-Kul Brand Committee on April 20, 2011;
- Designer of Tumar Art Group – Ms. Roskos Olesya held a session on design and color combination of felt products during the workshop #2 in Karakol on February 16, 2011;
- Tumar Art Salon gave advice on felt planet production and made sample felt planets;
- Ms. Makashova Roza and Ms. Makashova Chinara held a training on planets making in Bishkek on May 25 and 26, 2011; 5 representatives of the OVOP Association were able to learn how to make foundation and decorative parts of Earth and Jupiter, how to make technological map of the products and check the quality of the final product; For the effectiveness and convenience of the production, trainers shared with the instruments to be used in planet production.

- **ABCC workshops and trainings**

Agro business Competitiveness Center aims to increase the competitiveness of businesses of the agricultural sector of the Kyrgyz economy and promote their products in domestic and international markets, including food sphere and food marketing.

OVOP project collaborated with the independent experts and specialists of the Agro business Competitiveness Centre during the follow-up period in the following ways:

- Independent Expert of ABCC – Ms. Serkebaeva Chinara is the member of the Issyk-Kul Brand Committee and takes active part in its meetings;

- Ms. Serkebaeva participated in workshop #1 and evaluated potential OVOP food products;
- In workshop #2 practical training on quality improvement of food products was held;
- Study Tour for food CBOs was supervised by ABCC specialist in workshop #3.
- Meetings on certification and export issue;
- Workshops and trainings on quality improvement of food products were held for food CBOs from May to October 2011. 90 members received knowledge and skills on production technology, hygiene and sanitation, food safety, quality checking, certification, labeling and packaging.

IV. OVOP ASSOCIATION ESTABLISHMENT

- **Prerequisites for OVOP Association establishment**

OVOP producers play one of the main roles in promotion and dissemination of the OVOP Movement. In the end of the 2010, information on potential OVOP producers was collected in cooperation with OSA, RSAs and AOs.

All potential OVOP producers who were interested in OVOP Movement were invited to the workshops and presentations organized from November 2010 till March 2011, where concept of the OVOP Movement was explained and trainings on quality improvement were held.

Visits to each CBO were organized from February 25 till March 1, 2011. The purposes of the visits were to learn more about OVOP producers and their products, to observe their workshops, to confirm their joining into OVOP Association and to introduce JOCVs.

Thus, more than 60 producers who specialize on handicraft, felt, jam, juice, honey, dry fruits, milk products, wood and stone souvenirs etc showed interest in creating OVOP Association. Thus, data base of OVOP producers were made:



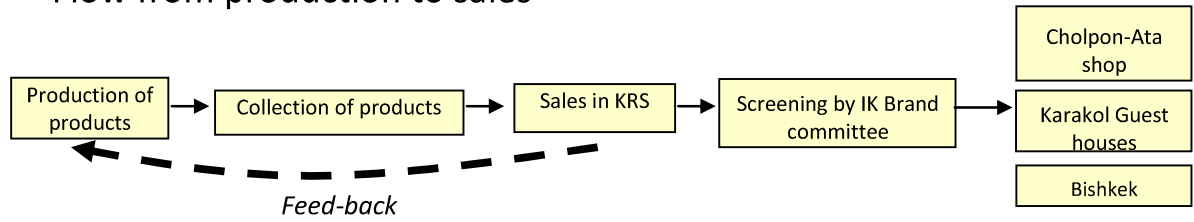
For more information on CBO details, please refer to the Appendix # 1.

They realized the importance and effectiveness of the joint work in purchasing raw materials, product collection system, ordering packaging materials and for marketing purposes.

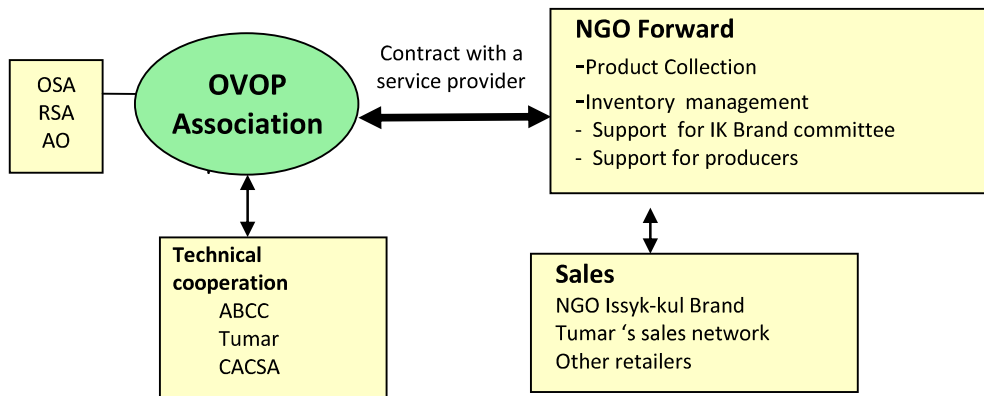
- **Procedure of OVOP Association registration**

General meeting of the OVOP producers was held on April 19, 2011 in order to discuss structure, regulation and board membership of the OVOP Association, to confirm number of founders and finalize necessary documents for registration, to assign person/s in charge for submission documents for juridical expertise and state registration. Relationship structure of the OVOP Association with other organizations was explained as follows:

■ Flow from production to sales



■ Organization chart

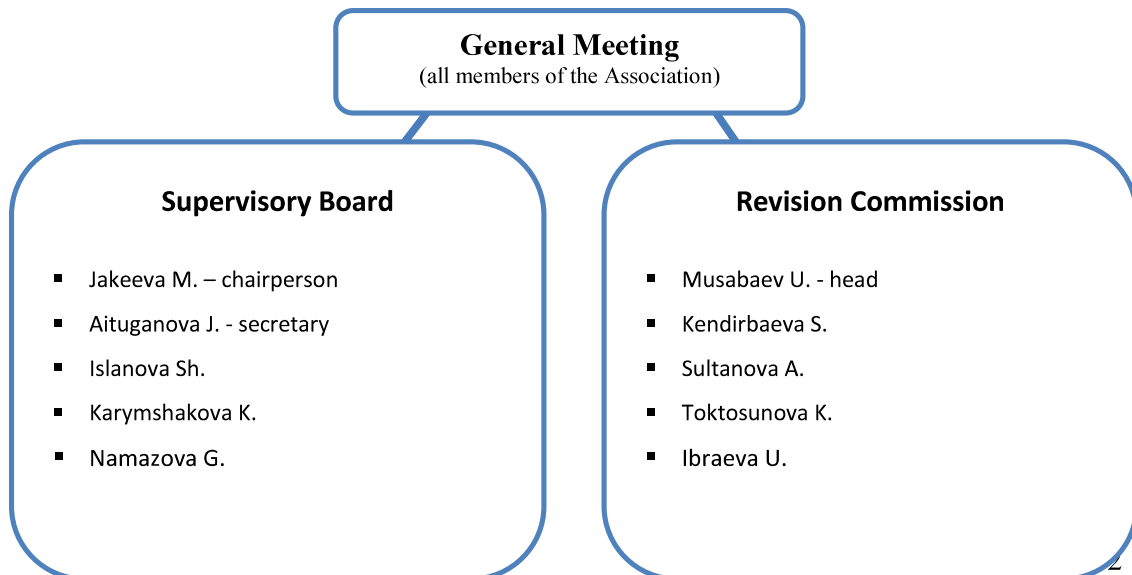


In order to be registered officially as OVOP Association in the branch office of the Ministry of Justice in Karakol, it was necessary to prepare the following documents:

1. Regulation of the OVOP Association
2. Founders' agreement
3. Minutes of the General Meeting
4. The list of founders

Please see the translation of these documents in the Appendix #2.

The structure of the OVOP Association was decided and board members were elected from each Rayon in the General meeting as follows:



41 producers became founders of the OVOP Association since they had all necessary documents at the registration time and other became member of the Association. There are 64 CBOs in the OVOP Association during the reporting period. The number of members is expected to be increased.

Thus, official registration of the One Village One Product Association took place on June 24 2011. OVOP Association received registration certificate and the stamp.

- **Membership fee**

It was decided in the General Meeting that the entrance fee is 200 som. It is paid only once while entering the OVOP Association. The entrance fee money will be saved in the OVOP Association fund.

- **Meetings of OVOP Association board members**

OVOP Association board members (supervisory board and revision commission) hold monthly meetings in Karakol. They discuss issues and share information in that monthly meetings. Then, representatives of each Rayons should share with other members of the Association in each Rayon. The secretary keeps minutes of the monthly meetings. 5 meetings were held during the reported period.

- **Procedure of receiving new members into OVOP Association**

Any CBO or person who is interested in OVOP Movement can join OVOP Association. New potential member contacts with the Rayon representative of the board members and informs about his/her CBO. Rayon representative in turns explains the concept of the OVOP Movement and explains the details of activities.

Rayon representatives prepares list of all new potential members who are willing to join and the decision is made on acceptance of the new members in the General Meeting of the OVOP Association.

V. ISSYK-KUL BRAND COMMITTEE ESTABLISHMENT

Mission of the Issyk-Kul Brand Committee is to ensure the quality of the OVOP Association products and encourage OVOP producers to develop and improve the quality of the products; also to assist in facilitating the OVOP concept to the broader sectors in the local community.

The work of the Committee is on voluntary base and under supervision of OSA. The tentative potential list of Issyk-Kul Brand Committee members was made.

- **The first trial meeting of the Issyk-Kul Brand Committee**

49 representatives from social, academic, business, tourism, government etc sectors were invited for the first trial meeting held on April 20, 2011. The purposes of the meeting were:

- To explain the concept of the OVOP Project
- To explain the concept of the Issyk-Kul Brand Committee
- To create prerequisites of establishing Issyk-Kul Brand Committee
- To demonstrate the evaluation process

Presentations on “One Village One Product Movement” and “Concept and goals of the Issyk-Kul Brand Committee” were introduced for the participants of the meeting. 9 producers presented their products for the evaluation of the IK Brand Committee. Although the evaluation sheets were filled by the members of the Committee, Issyk-Kul Brand mark was not awarded officially since the most important thing was the demonstration and evaluation procedure itself.

- **Individual interviews with the potential members**

Individual interview with the potential members of the Committee was held in order to find out their readiness to join and become a member of the Committee on voluntary base.

- **Pre-meeting of the Issyk-Kul Brand Committee members**

The pre-meeting was held on June 2, 2011 in order to explain once again the concepts of OVOP Movement and IK Brand Committee and to discuss the work system of the Committee including the evaluation sheet. The results of the pre-meeting are as follows:

IKBC meeting:

The meeting will be held as soon as 10 products will apply for IKB mark. It will be held from morning till lunch time. IKBC meeting can be held if 2/3 from all committee members will attend the meeting.

IKBC regulation:

Members kindly asked service provider NGO “Forward” to prepare the draft of the Regulation.

IKBC chairperson:

Mr Suleimanov was not officially elected as the chairperson of the Committee. After finalization of the regulation he will be officially appointed.

Products election

After filling in the evaluation sheet, committee members will hold closed meeting within 15-20 minutes to select IKB products with simple majority.

Evaluation sheet

It will contain additional line for recommended price to be filled by committee members. Percentage on usage of local recourses will be marked beforehand for the convenience of committee members.


Thus, there are 20 members in Issyk-Kul Brand Committee from education, tourism, and business, social and state organizations in the reporting period. For details on the members of the Committee, please refer to the Appendix # 3.

- **The first official meeting of the Issyk-Kul Brand Committee**

The first official meeting of the Issyk-Kul Brand Committee meeting was held on July 8, 2011. OVOP producers made presentations of their products. The content of presentations were mainly highlighted on giving accurate and clear information on the product and category of products which contain: brief information on producer, name of product, raw materials information, price, design, peculiarity and uniqueness.

Below 9 products (category of products) were selected as worthy to Issyk-Kul Brand by filling evaluation sheets and closed election:

#	Product (category of product)	Picture	Producer/Rayon/Village
1	Penduline bird nest bag		Ak Shoola Tup Rayon Tasma
2	Necklaces and straps		Onor Bulagy Jety-Oguz Rayon Barskoon
3	Felt hats		Jamgyrchieva A. Ak-Suu Rayon Cholpon-Ata

4	Herbal soap		Bugu-Ene Tup Rayon Tasma
5	Herbal cream		Bugu-Ene Tup Rayon Tasma
6	Wooden statues		Amantaev K. Issyk-Kul Rayon Bulan Sogotu
7	Juuku-cheese		Juuku Jety-Oguz Rayon Saruu
8	Pine cone jam		Adilet Ak-Suu Rayon Jergez
9	Dandelion honey		Bereke Jety-Oguz Rayon Chonkyzylsuu

VI. MARKETING OF OVOP PRODUCTS

OVOP products are sold in Karakol Research Shop in Karakol town, Issyk-Kul Brand Shop in Cholponata town, in Imperiya Subenirov (Beta Stores, Vefa Center) in Bishkek. Besides, OVOP products are displayed and marketed in different exhibitions and fairs. Below please see more information on the shops:

- **Karakol Research Shop**

Background:

Karakol Research Shop was opened on September 9, 2008 in the frame of the Community Empowerment Project in the Issyk-Kul Oblast in cooperation of JICA ET, Issyk-Kul Oblast State Administration and Issyk-Kul State University. The premise for the shop was provided by the Issyk-Kul State University on a free of charge basis.

The main goal of the shop is to promote unique eco-friendly products made by the pilot CBOs. The shop was also a study place for the students who volunteered at the shop and learnt community based business and did the marketing research.

Administration of the University changed in the end of 2010 and the new Director of the Institute demanded a rent fee in the amount 1000\$. OVOP Association was not able to pay such a rent. It was decided to move from the University and find another premise for the shop.

➤ ***New premise for the Karakol Research Shop***

A premise, near the “Caravan” supermarket was chosen as a place for the Karakol Research Shop after many research and investigations. It is located in the center of Karakol town and the size is 35 sq.m.

Owner of the premise – Mr. Moldousupov Kubanychbek and NGO “Forward” on behalf of the OVOP Association concluded an agreement that the renting fee from November to March will be 5500 som and from April to October 5000 som. The renting amount is shared by the producers of the OVOP Association whose products are displayed in the shop.

NGO “Forward” carried out renovation and provision of the necessary facilities and furniture. Karakol Research Shop started its work in the new premise on June 20, 2011.

➤ ***Official opening of the shop***

The official opening of the Karakol Research Shop “One Village One Product” took place on July 8, 2011 with participation of the Mission from JICA HQ, JICA representatives, JOCVs, OVOP Association, Issyk-Kul Brand Committee representatives, OSA, NGOs, mass media and the residents of the town.

The goal of the shop is still the same to promote OVOP products, hold marketing research and promote principles of the OVOP Movement.

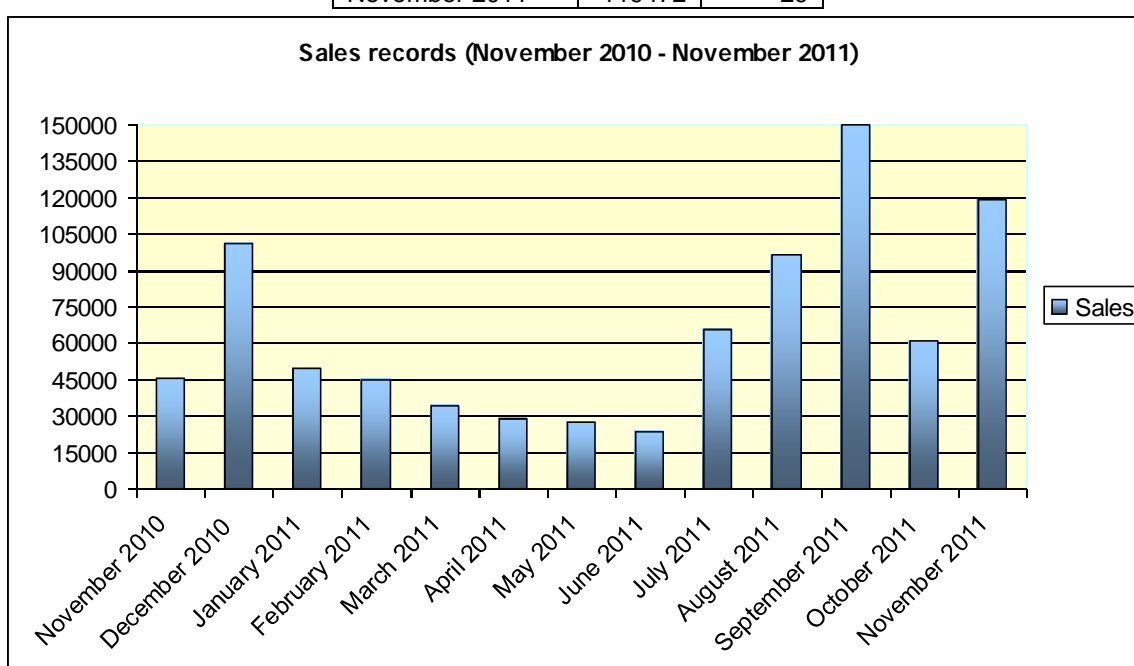
➤ ***Activities of the shop***

There are more than 200 kinds of products in the shop now produced by about 40 OVOP producers: felt products, souvenirs from wood and stone, herbal soap, different kinds of jam, juice, dry fruits etc.

Shop assistant is hired by OVOP Association to manage the work of the shop. Shop management advisor from NGO “Forward” is rendering assistance in overall management of the shop. Besides, there are 26 student volunteers now who are involved in the activities of the shop.

5497 people visited Karakol Research Shop during the reported period. The total sales of the follow-up period are 847603 som (18,835 US \$) as it is shown in the below diagram:

Period	Sales	CBOs
November 2010	45575	6
December 2010	101195	6
January 2011	49440	6
February 2011	44700	6
March 2011	34070	6
April 2011	28970	6
May 2011	27730	6
June 2011	23260	13
July 2011	65666	32
August 2011	96277	36
September 2011	150132	35
October 2011	61116	31
November 2011	119472	29



➤ **Role of the NGO “Forward”**

OVOP Association was not able to fully manage the shop by itself during the follow-up period because of the lack of experience and skills. Therefore, service provider – NGO “Forward” rendered its service in managing the shop, in delivering the products from the producers to the shop, and feedback from customers to the producers.

The effective ways of shop management, products delivery system, communication between the shop and producers are under consideration and development in order to create a sustainable system for shop operation in the near future.

- **Issyk-Kul Brand Shop in Cholponata**

Public Fund “Issyk-Kul Brand” in the person of its director – Mr. Barakanov Bektur offered cooperation in opening shop in Cholponata town. The initial plan was to sell in Cholponata shop only those products which received Issyk-Kul Brand trade mark after the evaluation of the Issyk-Kul Brand Committee.


Public fund was responsible for finding premise for the shop and renovation, OVOP Association with the assistance of JICA was responsible for furnishing of the shop premises. Furniture and products were delivered to the shop on July 7, 2011, but because of the logistic issues and failure to execute some of the obligations from Public Fund’s side, the shop did not start its operation.

OVOP Association and PF “Issyk-Kul Brand” concluded an agreement to organize test sales in Cholponata shop starting from November 2011 till February 2012. If the results of sales are not good, then OVOP Association will withdraw from that premises and look for another premise.

VII. ORDER FROM RYOHIN KEIKAKU CO.LTD

One Village One Product Association received its first international order through JICA from Ryohin Keikaku Co.Ltd during the follow-up period. OVOP Association’s products were selected among other 180 OVOP products from over 50 countries.

Ryohin Keikaku Co. Ltd. is a Japanese retail company which sells a wide variety of household and consumer goods. It is distinguished by its design minimalism, emphasis on recycling, avoidance of waste in production and packaging, and no-logo or "no-brand" policy. They ordered the following products:

Photo	Product name	Ordered amount/pcs
	Felt planets set (Earth & Jupiter)	2060

	Felt phone case	4765
	Felt Glasses case	4525

29 felt CBOs carried out this order from June till September 2011. The total amount of the money from this order was **55,434 \$ (2,511,160 som)** (rate: 45.3). It was decided that 5% from income of each CBO will go to the OVOP Association fund. Thus, **293,698 som (6483\$)** is in the fund of the OVOP Association.

OVOP Association learnt the followings from this experience:

- This was a great opportunity for CBOs to understand the potential of the OVOP Association to carry out big orders. And strengthen the cooperation between the CBOs. They were able to understand that they are not rivals and that it is a common goal to fulfill the order.
- Raw material should be prepared beforehand.
- Raw material distribution: cheaper way of raw material distribution should be used such as through mini bus drivers instead of special visit to bring the raw material to the CBO.
- Quality of the product is of vital importance. It was highlighted by CBOs who participated in Bishkek and Karakol product checking that each CBO should take responsibility and complete product till the end. Only high quality finished packed products should be received from each CBO at their workshop. Otherwise, this time there were lots of confusions and misunderstandings; each CBO demanded that their product was the best.
- There were lots of defect products during production. Even needle was found in the planet which is a big problem.

- Time management: CBOs should learn to evaluate own production capacity and how to manage production in order to meet the deadlines.
- To have more trainings and learn very well before the main production.
- Final monitoring and checking of products should be done in the workshop in order not to have monitoring expenses as Bishkek & Karakol checking during Muji project.
- Who will monitor and check the process of production? Maybe Issyk-Kul Brand Committee also can be involved. It means that it is necessary to organize a system of work for receiving and fulfilling big orders such as Muji.

For more details on the activity of the OVOP Association on Muji project, please refer to the Muji report in the Appendix # 4.

VIII. SUMMARY SCHEDULE OF EVENTS

#	DATE	EVENT	VENUE
1	1-3 October, 2010	Bishkek 2010 - AgroProdExpo	Bishkek, Sport Palace
2	10 November, 2010	JOCV & OVOP presentation in OSA	Karakol, OSA
3	2 December, 2010	OVOP presentation in Naryn	Naryn
4	7 December, 2010	OVOP presentation in IK Rayon	Cholponata
5	17-21 December, 2010	Universal Exhibition “New Year Present”	Bishkek, Sport Palace
6	18-20 January, 2011	Workshop #1	Tamga, Aksuu, Kashat
7	15-16 February, 2011	Workshop #2	Karakol
8	16-18 March, 2011	Workshop #3	Bishkek
9	12 February, 2011	Winter Festival	Karakol
10	25 Feb-1March, 2011	Visits to CBOs	Issyk-Kul Oblast
11	19 April, 2011	General Meeting of OVOP Association	Karakol
12	20 April, 2011	Trial Meeting of IKBC	Karakol
13	6 May, 2011	Tourism fair	Bosteri
14	25-26 May, 2011	Tumar training	Bishkek
15	May-October, 2011	ABCC workshops	Issyk-Kul Oblast
16	2 June, 2011	Pre-meeting of IKBC	Karakol
17	2 July, 2011	1 st official meeting of IKBC	Karakol
18	28 June-3 July	Fair “20 th Anniversary of CIS countries”	Moscow
19	29-30 July, 2011	KRJC “Summer Business Seminar”	Bosteri
20	24 July-2Aug, 2011	International Festival “Oimo-2011”	Bishkek, Cholponata
21	16-24 September, 2011	Japan Week	Bishkek
22	15 November, 2011	Japan Emperor’s birthday	Ambassador’s residence
23	18 November, 2011	Fair of agricultural products	Karakol square
24	28 November, 2011	Fair, UN Women	Bishkek