

Comments received from customers

OVOP food products and herbal soap



Positive comments 😊

- * Natural taste
- * Eco-friendly
- * Healthy
- * Rich in vitamins
- * Attractive jars and labels



To be improved 😊

- * To have jam without boiling
- * Some of labels should be improved
- * Some jam contain too much sugar
- * Information in English (ingredients and how the product is good for health)
- * Make a soap package of paper or colorful polyethylene
- * Change the form of soap

OVOP felt and other products



Positive comments 😊

- * Availability of various products for each season
- * Healthy
- * Natural and unique
- * Very practical
- * Attractive design
- * High quality
- * Good color combination

To be improved 😊

- * Make more variety of sizes and colors
- * Some products' felt should be improved
- * Use traditional patterns in design
- * Make comfortable to carry
- * Handle part of bag should be improved
- * Use more variety of petrography
- * Labeling

Volunteers – young students who work in KRS in the purpose of OVOP products promotion:



Volunteers activity

- Marketing research of OVOP products
- Customer serving
- Make PR materials for OVOP products promotion
- Participating in Expos/Fairs and getting experience in marketing



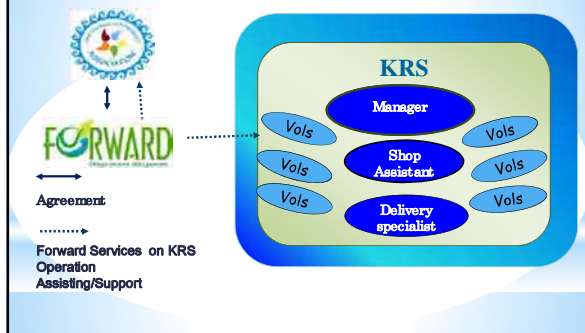
Volunteers empowerment activity

If there will be the Volunteers Fund, It can motivate volunteers to be able to do below activities:



1. Making PR materials and holding PR actions on distribution PR flyers and presentation of OVOP products
2. Study tours to CBOs workshops and get acquainted with production activities
3. Organization Fairs for OVOP products' promotion and marketing research

KRS Independent Operation System (since October 2011)

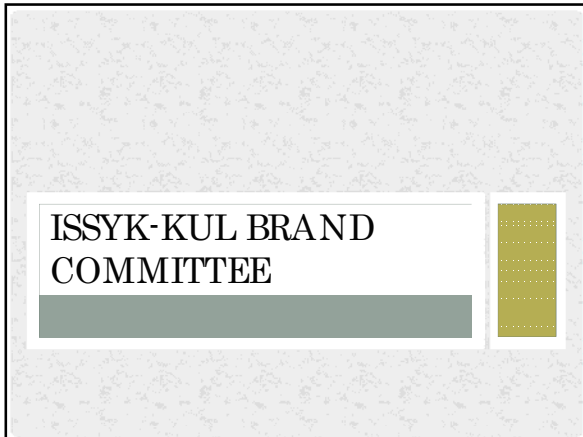


Independent operation of KRS OVOP





<イシククリブランド委員会報告>



PURPOSE OF ISSYK-KUL BRAND COMMITTEE

- To assist in facilitating the OVOP concept to the broader sectors in the local community
- To ensure the quality of the OVOP products
- To encourage OVOP producers to develop and improve the quality of the products
- To award IK Brand trade mark to OVOP products

MEMBERS OF THE IKBC

There are 20 members in IKBC from the different sectors:

- Academic sector
- Business sector
- Social sector
- Governmental sector
- Tourism sector

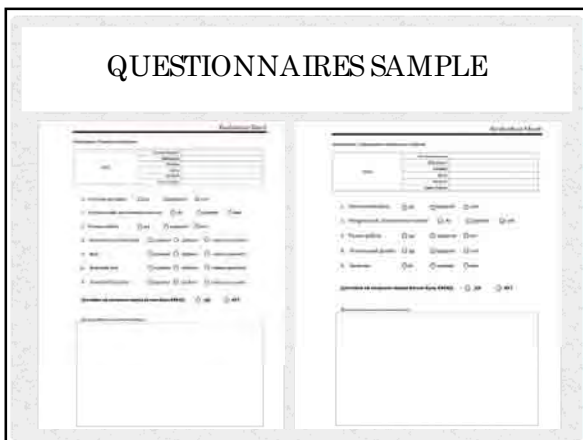
➤ All members are working on the voluntary base under supervision of OSA

CRITERIA OF THE "ISSYK-KUL BRAND" PRODUCTS:

- Made from local resources
- Natural, Eco-friendly
- Hand-made
- Unique design
- High-quality



The Issyk-Kul Brand logo is circular with a blue border. Inside the circle, there is a stylized landscape with mountains and water. Below the landscape, the text "Issyk-kul BRAND" is written in a blue, sans-serif font.



PRE-MEETING ON JUNE 2, 2011



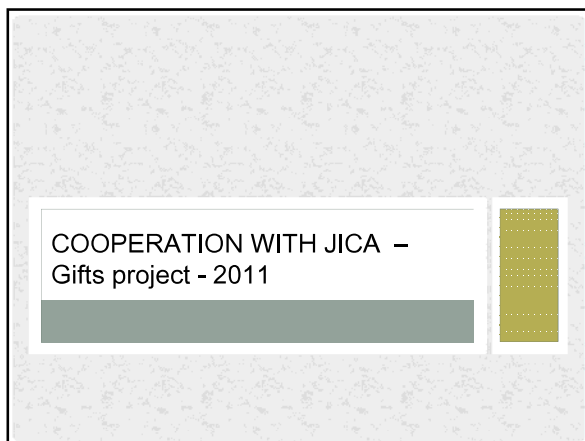
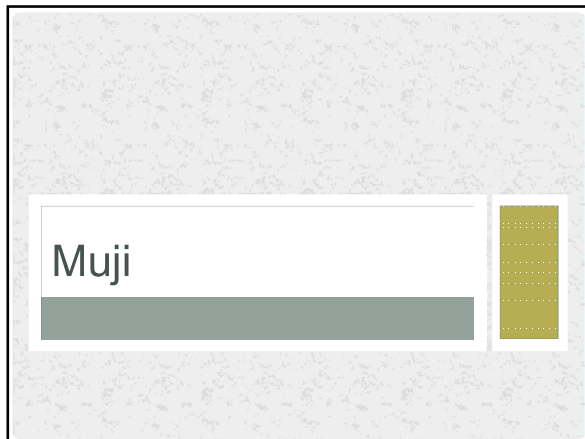
THE FIRST OFFICIAL MEETING, 8 July, 2011 9 products were awarded IK Brand Certificate



Producers who have received certificate can sell their product in Issyk-Kul Brand shop

THANK YOU FOR ATTENTION!

<良品計画連携報告>



29 CBOs – 252 people of the Issyk-Kul Oblast were involved in this activity!

Glance back to production process



Movie



Products are in Muji shops now!



LESSONS LEARNED

1. QUALITY (Cases)



1. QUALITY (planets)



2. Tools and patterns



3. Time management & meeting the deadline



4. Raw material



Income from this project

ORDER FOR THE OVOP ASSOCIATION



Planet set
«Jupiter & Earth»
2060 set



Phone case
4765 pcs

Glass case
4525 pcs

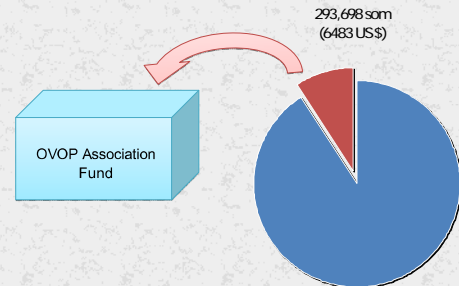
CONTRACT AMOUNT

55,618 US \$
(2,525,057 som)

- JICA rendered assistance in purchasing raw material, instruments, monitoring and exporting:

551.858 com (12,155 \$ US)

OVOP Association FUND



**Thank you very much
for your attention!**

IK BRAND Committee members

#	Photo	General information	
1		Name:	Usenov Sulaiman
		Organization:	Union of Consumer Rights
		Position:	Chairman
		Contacts:	555021552
		Remarks:	Chairperson of the Committee
2		Name:	Kydyrmysheva Gulnara
		Organization:	Guest House "AN'Artisan"
		Position:	Art Designer
		Contacts:	392270171
		Remarks:	
3		Name:	Musaev Nurdin
		Organization:	K.Tynystanov University
		Position:	Designer
		Contacts:	779303388
		Remarks:	
4		Name:	Elvira Sagyntai Kyzy
		Organization:	K.Tynystanova University
		Position:	Head of International Relation
		Contacts:	550865277
		Remarks:	
5		Name:	Abdykadyrova Gulzat
		Organization:	Children Education Centre
		Position:	Teacher
		Contacts:	558322332
		Remarks:	
6		Name:	Karabashev Parhat
		Organization:	Eco Treck
		Position:	Director
		Contacts:	555433445
		Remarks:	
		Name:	Tynybekova Gulzat
		Organization:	Ski Base

7		Position: Representative of Ski Base Director
		Contacts: 779493960
		Remarks:
8		Name: Abdykadyrov Anvar
		Organization: Café "Fakir"
		Position: Owner
		Contacts: 550053210
		Remarks:
9		Name: Galiev Askat
		Organization: "Tentoruum +"
		Position: Director
		Contacts: 772214050
		Remarks: He is member of the OVOP Association
10		Name: Ryskulova Burulsun
		Organization: Union of Entrepreneurs of the Issyk-Kul Obl
		Position: Chairwoman of Union
		Contacts: 772212727
		Remarks:
11		Name: Asanov Temirbek
		Organization: Souvenir Shop "Kork"
		Position: Independent Artist
		Contacts: 392270171
		Remarks:
12		Name: Janybekova Aida
		Organization: Café "Kench"
		Position: Owner
		Contacts: 555066777
		Remarks:
13		Name: Djentaev Suinbek
		Organization: Oblast Gos Standard
		Position: Director
		Contacts: 779055946
		Remarks:
		Name: Asanbaeva Darika

14		Organization:	Women Association "Ayalzat"
		Position:	Chairwoman
		Contacts:	553835717
		Remarks:	
15		Name:	Kazakunova Gulmira
		Organization:	Union of disabled People "Ravenstvo"
		Position:	Chairwoman
		Contacts:	553627525
		Remarks:	
16		Name:	Sagyndykova Chinara
		Organization:	Guest House "Green Yard"
		Position:	Owner
		Contacts:	0772 560467
		Remarks:	
17		Name:	Marazykov Japar
		Organization:	Private Intepriener
		Position:	Leather expert
		Contacts:	0772 353501
		Remarks:	
18		Name:	Kurmanalieva Sabira Ryskulovna
		Organization:	ISU
		Position:	Head of the applied art and design department
		Contacts:	0772 967116
		Remarks:	
19		Name:	Tursunaliyev Mergen Tursunaliyevich
		Organization:	ISU
		Position:	Head of the visual aids preparation laboratory
		Contacts:	0543 918119, 0779 12 12 47
		Remarks:	
20		Name:	Sharapov Bakyt Dolosovich
		Organization:	Oblast veterinary department
		Position:	Head of oblast veterinary department
		Contacts:	0772 010074, 51197
		Remarks:	

