JICA Technical Cooperation Project

Project for Vitalization of Local Business in Central Asia through One Village One Product Movement (OVOP)

Project Purpose: Local industries in the Central Asian region will be activated through the spread of the OVOP (One Village One Product) Movement.

Project Period: 2024 - 2028

Implementing (Counterpart) Organization(s): Ministry of Economy and Finance of the Kyrgyz Republic

Estimated Project Cost*: JPY 440 million (USD 2.79 million)

Project Site: Kyrgyz Republic, Republic of Kazakhstan and Republic of Tajikistan

The OVOP products crafting process

* Japanese side assessments at the ex-ante evaluation stage; * By official JICA rate as of January 2025 USD = 157.655

“One Village One Product (OVOP) in Kyrgyzstan: Success Story and Future Prospects

The One Village One Product (OVOP) project in Kyrgyzstan has been successfully implemented since 2006. The project was initially launched in Issyk-Kul oblast and aimed at developing local industry and creating new jobs.

Project implementation phases:

- **Phase 1 and 2 (2006-2016):** During these years, the OVOP - small business development model was successfully implemented in Issyk-Kul oblast. An effective producer support system was established, including training, marketing and access to finance.
- **Phase 3 (2017-2023):** The successful Issyk-Kul oblast model was scaled up to other oblasts of Kyrgyzstan. The project facilitated the establishment of new production sites and the strengthening of production chains.
- **Phase 4 (2023-2028):** A new phase of the project has been initiated to further develop OVOP in Kyrgyzstan and other Central Asian countries. Special attention is given to improving the sustainability of production sites and expanding the range of products.
- OVOP National Economic Project. In 2023, OVOP was granted the status of National Economic Project by a decree of the President of the Kyrgyz Republic.

Project Results: The project contributes to strengthening local communities and improving living standards by creating thousands of new jobs in rural areas. The range of products is expanding and the quality of goods is improving, making OVOP products competitive in domestic and foreign markets.

Further prospects: Under the fourth phase of the project, it is planned to: Expand the geography of the project, by covering new regions of Kyrgyzstan, as well as spread the Kyrgyz OVOP model to neighboring Central Asian countries. Improve product quality and compliance with international standards. Strengthen support for exports of OVOP products.