

# One Village One Product (OVOP) Promotion Project

◆ **Duration:**

March 2010 – May 2014

◆ **Overall Goal:**

The livelihoods of local farmers are diversified through implementing OVOP approach.

◆ **Project Purpose:**

The target communities are activated by promoting rural business based on local resources.

◆ **Implementation Institute:**

Ministry of Agriculture

Project Site



◆ **Background:** Rural and agricultural sectors are of great importance for Ethiopia since most of the Ethiopian people (85%) live in rural areas and more than 40% of GDP is accounted for by the agricultural sector. Hence, agricultural and rural development is regarded as priority in the Growth and Transformation Plan (GTP, 2010/11-2014/15), expected to lead the country's economic development. Various interventions have been under implementation for infrastructure development and agricultural productivity enhancement. However, quality improvement and value addition for agricultural commodities are normally limited to larger-scale cooperatives/firms, and not widely explored in local communities. ◆ Against this background, Japan International Cooperation Agency (JICA) has been extending technical cooperation to the Federal Government of Ethiopia to implement the "One Village One Product (OVOP) Promotion Project" with the Ministry of Agriculture as the main counterpart (C/P) organization. The Project has selected the Southern Nations, Nationalities, and Peoples' Regional State (SNNPR) as the target area, and further identified five (5) target woredas: Andracha (in Sheka Zone), Arba Minch Zuria (in Gamo Gofa Zone), Boloso Bombe (in Wolayta Zone), Geta (in Gurage Zone) and Lanfaro (in Silti Zone).

**OUTPUT1**

The proposal application and approval system to facilitate OVOP activities is established.

1-1. Business consultation to an OVOP group

1-2. Sensitization workshop

1-1.



1-2.



**OUTPUT2**

The OVOP business support system is established in the target area.

2-1. OVOP groups participating in a bazaar organized by the Project and explaining their products to high officials.

2-2. An OVOP group doing processing

2-3. An OVOP group receiving the training by OVOP partner

2-4. An OVOP group negotiating with potential buyers

Output 3: The OVOP group monitoring system is established in the target area.

2-1.



2-2.



2-3.



2-4.



**OUTPUT4**

The operational framework for OVOP dissemination/scaling-up is prepared both at federal and regional level.

4-1. Annual Review Meeting

4-2. Visit by federal, regional, zonal, woreda officials to groups

4-1.



4-2.



**OUTPUT3;** An OVOP group being monitored by the counterpart and the Project expert

