

SUSFORM-NOW (LDC) News No. 24: Participation in Dien Bien Phu Festival

SUSFORM-NOW supported villagers at pilot sites to participate in Dien Bien Phu Festival organized from April 22 to May 1 at Nha Thieu Nhi of Dien Bien province. The participation is aimed at achieving following objectives:

- To learn what kind of products could draw attention of the people in Dien Bien Phu by actually selling products;
- To introduce the SUSFORM-NOW project activities; and
- To display sample products to learn reactions and evaluations of them by visitors.



← Display and sales of local products at SUSFORM-NOW Booth



← Special display corner of forthcoming local products to learn evaluations of visitors

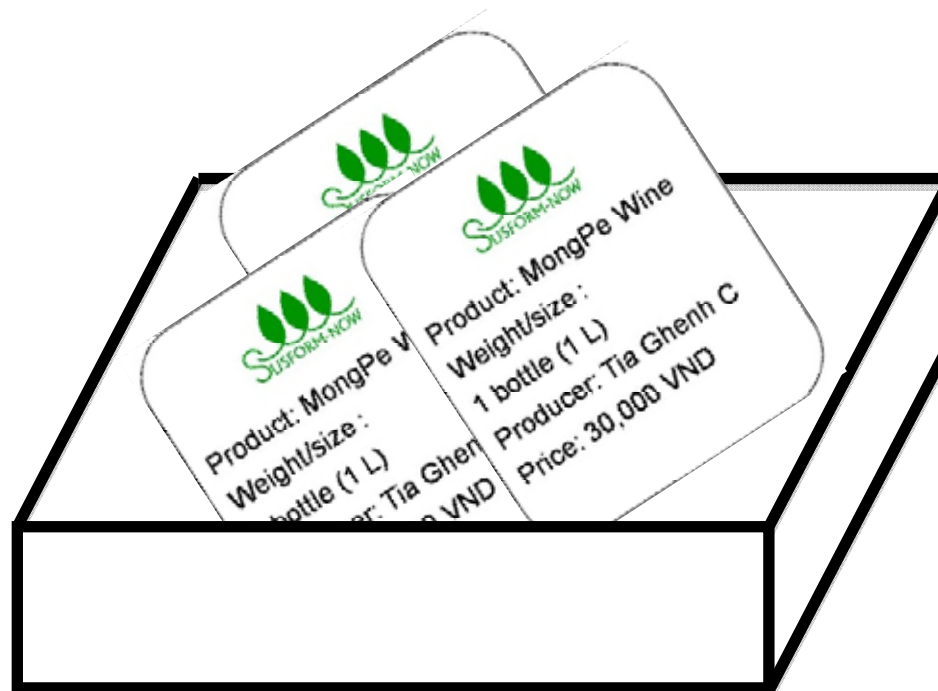
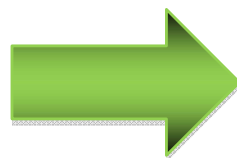
Explanation of a villager on project activities



A newly designed label of local wine. It is an important issue to increase added values of local products.



One villager told the project staff that the festival provided him with good opportunities to learn interests of customers. He also found it is necessary to improve the quality of the products. Taking advantage of this opportunity, villagers learned how to keep track of sales of different products from respective villagers by using “sales tags”. Sales tags show: (1) the name of the product; (2) weight/size; (3) producer (village); and (4) price. A tag initially attached to each of the product was taken away from the product when it was sold and put in a box to record the daily sales by village at the end of a day.



Both women and men of nine pilot villages participated in the event. It is considered that bringing women to the frontline of livelihood development activities will be the key to the success of the activities.



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