



ONE VILLAGE ONE PRODUCT MOVEMENT IN AFRICA: THE MALAWI STORY

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By

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Presentation Outline

- Brief on Malawi
- Historical Development of Malawi OVOP
- The OVOP Message
- How OVOP is Organised in Malawi
- OVOP Objectives
- Project Assessment
- Selected OVOP Products
- Selected OVOP Products in Pictures
- OVOP Products and Designated Areas
- Support for OVOP
- Number of Funded Projects
- Product Promotion
- Major Challenges
- Modest OVOP Achievements
- Conclusion
- Acknowledgements

Brief on Malawi

- Location : Southern Central Africa;
- Coverage : 118,484 sq km;
- Population : 12.9 million (2005);

- Economy: Agriculture based - supports 85 per cent of total population, generating 90 per cent of total export;
- Main Exports : tobacco, sugar, tea, coffee, cotton;
- Main Imports : electric goods, petroleum products, pharmaceuticals, daily products, machinery, fertilizer, chemicals;

- Malawi Government Economic Policy Framework:
 - Malawi Growth and Development Strategy to reduce poverty through economic growth

Historical Development of Malawi OVOP

- OVOP movement started in Oita Prefecture under leadership of Dr. M. Hiramatsu;
- Movement spreads in Asia region and other regions including Africa;
- Malawi Government officials visited Oita Prefecture in 2003;
- Dr M. Hiramatsu briefs the Malawi delegation on the principles of One Village One Product movement;

- November 2003 : OVOP National Workshop at COMESA HALL in Blantyre, Malawi;
- December 2003 : Establishment of OVOP Secretariat at the Ministry of Agriculture;
- April 2004 : OVOP Strategic Plan and Project Operational Manual were publicized;
- June 2005 : OVOP Secretariat was shifted to Ministry of Local Government and Rural Development;
- October 2005 : JICA funded “institutional and Human Resources Development Project” started.

The OVOP Message

“We can not attract industries to rural inlands or isolated islands where we cannot get good transportation, excellent labors and appropriate subcontractors. It is better for these areas to discover their potential local resources, make full use of them and start businesses to increase their incomes”, Dr. M. Hiramatsu.

A strategic movement for local people to identify local products of which they are proud and develop them into competitive products which will be accepted in the domestic market as well as the global market, (METI: ONE VILLAGE ONE PRODUCT CAMPAIGN, 2006).

The OVOP Message

(continued)

The development of products or services through value adding by communities using locally available resources in designated areas, (Malawi OVOP Secretariat).

How OVOP is Organised in Malawi

- National OVOP Board chaired by the His Excellency the President
- Ministry of Local Government headed by Minister
- National Secretariat headed by National Coordinator
- District Committees
- Designated Communities

OVOP Objectives

- Public awareness of OVOP concept at village level;
- Promote value adding technologies, such as agro – processing, quality control and packaging, at the village level;
- Facilitate small-scale business skills development at the village level;
- Promote market linkages between products and services and domestic and export markets;
- Empowerment of communities through increased incomes.

Project Assessment

Process

- Communities are trained in :
 - OVOP Concept;
 - Business Skills;
 - Agro-Processing;
 - Packaging;
 - Project Formulation;
 - Assessment.
- Project proposals are pre-assessed by National Secretariat and District Committee teams;
- Selected proposal groups are visited and assessed by Secretariat and District teams;
- Proposals are finally approved by OVOP National Board.

Project Assessment *(Continued)*

Selection Criteria

- Community centred (at least 14 persons);
- Community identifies and utilises local resources with comparative advantage for value adding activities in a sustainable manner;
- Demonstrate business planning so that the community could be economically empowered;
- Demonstrate strong initiative from beneficiaries themselves.

Selected OVOP Products

Current Products

Designated Areas

Palm oil Soap and Palm Cooking oil	Kaporo, Karonga
Tomato Jam, Mushroom, Cassava Bread, Soya milk, Strawberry juice	Mitundu Model Village Factory, Lilongwe
Bvumbwe Milk	Bvumbwe, Thyolo
Baobab Jam and Baobab Oil	Michiru, Blantyre
Cassava Flour	Rumphu and Lilongwe
Processed Vegetables	Bvumbwe, Thyolo
Moringa oil	Khumbo Oil Refinery, Blantyre
Rice	Bwanje Valley Ntcheu
Honey	Mulanje

Selected OVOP products *(continued)*

Proposed pipeline products

Cane Furniture	Katengeza Cane Furniture Group, Blantyre
Wine	Mkondezi Wine Group, Nkhata Bay
Fruit	Mwanza
Potato Chips	Potato Chips Group, Tsangano, Ntcheu
Honey	Munlo Honey Group, Mulanje
Bricks	Malabada Brick Making group, Blantyre

Selected OVOP Products in pictures



Rice from Bwanje, Ntcheu



Baobab Cooking Oil from Blantyre



Milk from Bvumbwe



Baobab Jam from Blantyre



Local Bread from women groups



Honey from Mulanje

Support for OVOP

- Malawi Government
 - Incorporated in the Malawi Growth and Development Strategy;
 - Technical support to the OVOP Secretariat;
 - Project evaluation;
 - Project Loans;
 - Market mobilisation and
 - Training.
- JICA
 - Support in the context of “ produce, sell and buy” initiative;
 - Technical support for short and long term experts (in business administration and management, agro processing, quality control, marketing, mushroom);
 - Training courses;
 - Web designing;
 - Grant assistance (30 per cent contribution and balance by beneficiary);
 - Machinery.

Number of Funded Projects

Year	2003	2004	2005	2006	2007	total
Number of Projects	4	14	44	4	13	46
Number of Beneficiaries	700	2000	5500	590	pipeline	8,780
Funded Amount	3,300	8,467	4,400	845	pipeline	16,892

Product Promotion

- Participation in Malawi International Trade Fair;
- Participation in the African Fair, Tokyo (2006);
- Antenna Shops;
- Product Promotion in Convenient Shops (Food Worth, Food Zone and Seven Eleven), and Duty Free Shop at Kamuzu International Airport;
- OVOP products in some International Airports in Japan;
- OVOP Website.

Major Challenges

- Transportation to market centres;
- Sustainability of product supply;
- Quality control at production sites;
- Product visibility in major cities and towns;
- Some project proposals lack understanding of OVOP concept;
- Proposals seeking huge investments without a track record of business experience;
- Agro-processing technologies;
- Business skills development;
- Seed finance.

Modest OVOP Achievements

- Products are available in some local shops;
- Malawi Bureau of Standards supporting quality checks on products;
- JICA marketing expert volunteers available;
- Communities are empowered;
- Movement is expanding into other products;
- OVOP emerging as a possible area of cooperation between Japan and Malawi;
- Website for OVOP.

Conclusion

- Oita experience replicated in Malawi with necessary adaptations to empower communities;
- Goal is to produce competitive products for markets for a sustainable empowerment strategy.

Thank you for your attention.



Acknowledgements

1. Malawi OVOP Secretariat, “OVOP Product Marketing Promotion”, 2007.
2. Malawi OVOP Secretariat, “OVOP Programme Design and District Level Activities”, 2007.
3. H.E. Roosevelt L. Gondwe, “Poverty Reduction and One Village One Product” in FASID/MOFA International Symposium Synergy among Development Assistance, FDI, and Trade in Southern Africa”, 1st December 2006.
4. Morihiko Hiramatsu, “The One Village One Product Movement Spreading Worldwide”, 5th November 2005.