



One Village One Product Movement

Cambodia National Committee for One Village One Product (OVOP) movement

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Background of OVOP in Cambodia context

- The characteristic of local products in the concept-based OVOP approach happened a long time ago in Cambodia, such as Clay products in Kg Chhnang Province.
- 2001, Cambodia delegation led by Prime Minister visited OVOP movement in Oita, Japan.
- 2006, the Government of Cambodia adopted the Oita's experience of concept-based OVOP, then the OVOP National Committee was established chaired by Prime Minister.
- 2013, OVOP National Committee was integrated into the Council for Agricultural and Rural Development.
- 2017, Royal Decree to establish OVOP National Committee in 2006 was reviewed and amended. The Deputy Prime Minister, Chairman of Council for Agricultural and Rural Development, has been appointed as Chairman of OVOP National Committee.

Farmer organization in OVOP Context

In the purpose of improving agriculture production activity, MAFF has organized AC on Agriculture-based economic enterprise with joint investment, joint ownership and joint democratic management. Up to now, the organization of Farmer Groups has existed as follows:

- Based on Agriculture Cooperative Law in 2013, 1200 AC organized.
- Approximately 13,000 Farmer organizations registered at MAFF.
- Approximately 662 Farmer Associations registered at Mol as the local association and MoC for operation agriculture business.
- Farmer Community about 1700, including Farmer Water User Group in irrigation management and development.
- Farmer incomes are approximately 1,200 \$/year and MAFF has targeted in 2030 about 2 000 \$ per year.

NOTE: We have no data yet the increase of farmer's income after they join OVOP

Three Key Principles of OVOP movement

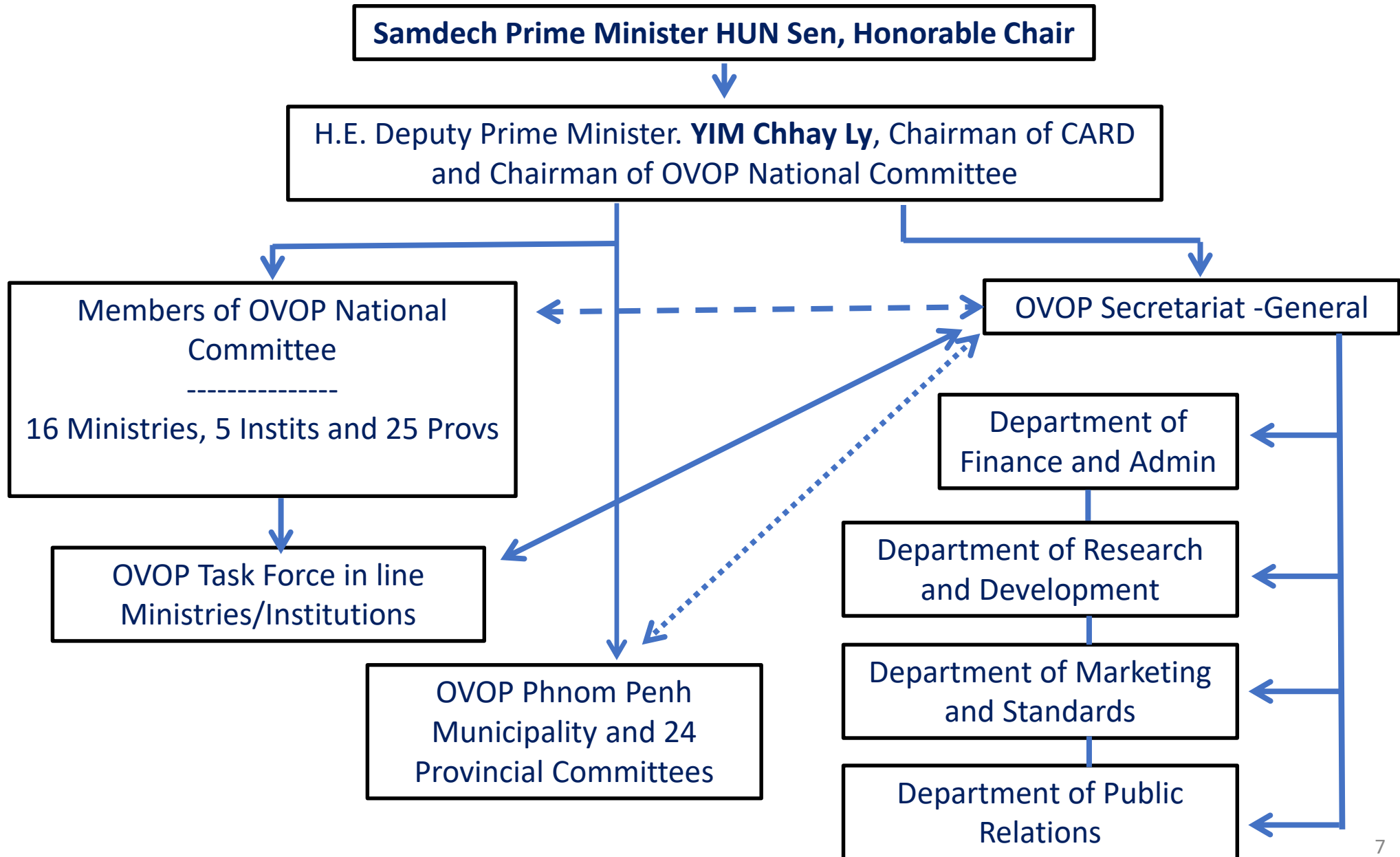
Firstly, the movement targets to create locally, then nationally, and finally, the global accepted the products with local culture, quality, quantity for marketable.

1. **Think Globally, Act Locally:** It focuses to local culture and traditional products that it has been satisfied both domestic and international markets,
2. **Self-reliance and Creativity:** Local people decide on products, both goods and services, one or more villages is/are able to produce the products and local administration provides technical facilitation and markets,
3. **Humane Resources Development:** the success of OVOP depends on HRD and it is important to develop the community to create any responses when they confront difficult issues on products, planning, community management, etc.

Vision of OVOP movement in Cambodia context

1. To contribute the implementation of National Strategy for Poverty Reduction in addressing to the local people for better-off in mobilizing local economic potentials of the products and services.
2. To help the people have confidence and sense of self-help, satisfaction and pride in producing goods and services.
3. Further aim is to contribute to sustainable economic development in the country to become higher middle income country by 2030, and high income country by 2050.

Organizational Structure for OVOP Mouvement



OVOP Definition in Cambodia context

The definition of OVOP refers to:

1. Products that are produced by people in one or more villages,
2. Products reflect to ancient and modern culture and tradition,
3. Products have potential to be strengthened and expanded in quality, quantity and beauty to create value added,
4. Products register in OVOP system and endorsed by OVOP National Committee

Classification of product groups in OVOP context

1. Food and Beverage (local whisky made by banana, passion, etc..)
2. Souvenir (silk handmade, bamboo, wood, stone, etc..) and Art craft (products made by clay, leathers, silver, etc..)
3. Herbal and Supplementary food
4. Textiles (silk, cotton, krama, etc..)
5. Furniture (rattan, wood, bamboo, etc...)
6. Services (home-stay, eco-tourism site, etc..)
7. Cosmetics/Decoration







Regulation framework to support OVOP implementation

1. Royal Decree, Sub-Decree, Decisions on the establishment OVOP National Committee, OVOP Secretariat-General, OVOP Provincial Committee, OVOP Technical Team of Inter-Ministerial Task Force.
2. National Policy on promotion of OVOP movement, 2016 -2026
3. The First-Five Year National Strategic Plan for the promotion of OVOP movement, 2019 -2023.
4. The National Guideline on the establishment of OVOP membership network.
5. National Day of Promoting Cambodian made products, 9 April annually.

Key Lessons Learned on implementation

1. Coordination mechanism at national and Sub-national levels,
2. Capacity development for OVOP National Team and Sub-national Team,
3. Partnership with relevant entities, such as ministries, Royal Agricultural University, Cambodia Technology Institute, Royal Academic of Cambodia, Super App Technology local company, local media, and SMEs
4. Stand on firmly to the Three Key Principles:
 - 1). Think Globally, Act Locally
 - 2). Self-reliance and creativity
 - 3). Human Resource Development
6. Political will to support the implementation OVOP Policy
7. Finding market for OVOP products by organized annual and periodic holding Local Product Exhibition and Regional Campaign in the country.

Recommendations to solve the challenges

1. Capacity development to OVOP staff at national and Sub-national team
2. Skill training to local community, including ICT
3. Local government commitment and facilitation
4. Partnership with financial sector to support financial services to SMEs and low income households, small and medium agriculture and non-agriculture producers and service providers.
5. Improvements of products and services in terms of quality and safety.
6. Promotion of value chains for OVOP products, especially, consideration the agriculture marketing activities by linkages the production, processing, packaging, storage and market places in local and oversea.
7. Monitoring and Research development for innovation ideas to local community.

Thank you for your attention!