


Cambodia adopts OVOP policy, names model OVOP province

The Cambodian government has adopted One Village, One Product (OVOP) as a key element in its strategy for poverty reduction. In its “rectangular strategy,” the government highlighted the role of the OVOP movement and adopted OVOP as a policy for achieving an equitable, efficient system of marketing, distributing, and utilizing local resources.

In line with the OVOP policy, a national forum for promoting the OVOP movement in Cambodia was organized on 26 January by the Cambodia OVOP National Committee and the National Productivity Center of Cambodia (NPCC) with support from the APO under its Technical Expert Service Program. The forum was attended by 321 participants, including Cambodian Deputy Prime Minister Sok An, the APO Director for Cambodia and Secretary of State of the Ministry of Industry, Mines and Energy, and Son Koun Tour, Adviser to Prime Minister Hun Sen and Secretary-General of the OVOP National Committee. Several Cambodian governors, led by Governor Srey Bein of Takeo province, other provincial and district officials, and representatives of chambers of professionals and microenterprises also attended.

At the forum, Deputy Prime Minister Sok An officially declared Takeo province as the model province for the OVOP movement in Cambodia. It will serve as a showcase of viable OVOP models, which can be emulated by other provinces and local communities in driving their respective OVOP initiatives. Initially, Kirivong district in the province will act as the center for demonstrating innovative vegetable and fruit production and processing and sericulture. Eventually, the movement will spread throughout Takeo.

This initiative is expected to assist government efforts to diversify economic activities in the province. While Takeo is developing fast, 85% of its labor force is still employed in agriculture, producing mainly rice and earning from US\$50 to US\$80 monthly. With the development of more diversified enterprises through the OVOP approach, it is expected that utilization of labor, especially farm labor during slack periods, can be optimized.

A follow-up workshop was held on 27 January to firm up the action plans presented at the forum. Participating in the workshop were Deputy Secretary-General of the OVOP National Committee Hash Vongdara; NPCC Director Yea Bunna; APO Secretariat Agriculture Department Director Joselito Bernardo; Professor Kunio Igusa, APO expert from Japan; and other officials of the NPCC, OVOP National Committee, and Takeo province. A key element in the action plans is fund sourcing and networking with donor institutions for technical assistance to jumpstart the envisioned projects. 



Deputy Prime Minister and Vice Chairman of OVOP National Committee Dr. Sok An explaining the role of OVOP development in the rectangular strategy of the government. Photo J. Bernardo/APO