

Project Proposal

For One District One Product (ODOP) development in Lao PDR

I. Background

One District One Product (ODOP) development is one of the government priority projects in terms of solving poverty in Lao PDR. The development of this project in the country will be strong build up the capacity of local people to help themselves to create the job in their region and to create job in country side which can solve the problem of coming to find job in the big city.

Even though ODOP project was funded by JICA to set up pilot project in two provinces of Lao PDR, namely Savannakhet and Saravan, the National ODOP development level should be considered to organize in order to increase the economic scale of people lining across the country.

Promoting the ODOP project will benefit and assist remote area farmer, local producers to upgrade their living standard. It is believe that ODOP will help Lao people to have better family life and social development. Finally, the project will assist Laos to lift up the status and reduce the poverty in the country.

II. Project Title

“One District One Product” Development at National Level.

III. Overall Goals

Creating job in remote areas and promoting sustainable development of job for grassroots level as well as providing good life and opportunity across the country.

IV. Project Purpose

1. To promote production at grassroots level.
2. To create the job at grassroots level.
3. To support producers at all levels.

V. Expected Outputs

1. More products available at various districts throughout the country.
2. The production capacity is strengthen and the product quality is competitive with foreign product.
3. Better living standard of grassroots levels and producers has better income.

VI. Inputs

1. Training of target provincial in Japan on ODOP development.
2. Local operation cost.
3. Office communication equipment (PC, Fax, Printers)
4. Short-term ODOP experts.

VII. Activities

1. Establish ODOP centers at 3 Parts of Laos (Luang Prabang for North, Vientiane Capital for Central Part, and Champasack Province for Southern Part)
2. Establish ODOP selling point in every central market of each province.
3. Conduct workshop on market and product development.
4. Workshop on Marketing and Management.
5. Establish ODOP Trainer network (TOT workshop on ODOP specialization)

VIII. Target Group/ Project Site

17 Provinces of Lao PDR throughout country.

- Northern Part: Luang Prabang.
- Central Part: Vientiane Capital.
- Southern Part: Champasack Province.

IX. Implementing Agency

1. Economic Research Institute for Trade.
2. Department of Trade at Provincial and District level.
3. Production association/Farmers, producers.
4. Local authorities at provincial and District level.

X. Project Period and Estimated Cost

- Project period: 3 years.
- Estimated Cost: 2,500,000 USD.

Budget breakdown:

No.	Items	Timeframe	Unit	Price/Unit (USD)	Total Cost	Remarks
1	ODOP center at 3 parts		3 parts	200,000	600,000	
2	ODOP Selling Points at central market of each province		17 provinces	50,000	850,000	
3	Office equipments and Transportation			300,000	300,000	
4	Workshop and Seminar			300,000	300,000	
5	Operating Cost	3 years		150,000	450,000	
	Total	3 years			2,500,000	