



**THE ROYAL GOVERNMENT OF CAMBODIA  
THE NATIONAL COMMITTEE FOR THE PROMOTION  
OF ONE VILLAGE ONE PRODUCT MOVEMENT**



**THE FIRST-FIVE YEAR NATIONAL STRATEGIC PLAN  
For The Promotion of  
One Village One Product Movement  
2019-2023**

October 2019



## Preface

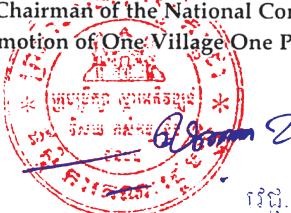
The National Policy on Promotion of One Village One Product Movement (OVOP National Policy),2016 -2026 was endorsed by the Royal Government of Cambodia on August 11, 2019. Then it disseminated throughout the country under the cooperation between the Secretariat-General of One Village One Product (SG-OVOP) and the Municipal/Provincial Committees for the Promotion of One Village One Product Movement (M/P-OVOP). In the aim of implementing 15 National Strategies of OVOP National Policy, the OVOP National Committee advised to SG-OVOP to cooperate with 21 ministries/agencies as its members to develop the First-Five Year National Strategic Plan on the Promotion of One Village One Product Movement, 2019 -2023.

Based on the spirit of responsibility in developing the said strategic plan, the members of OVOP National Committee, at national and sub-national level, conducted a final consultation workshop in September 19, 2019 at the Office of the Council of Ministers to discuss the final draft of the strategic plan. With this regard, I would like to express my gratitude to all members of OVOP National Committee who have participated in the consultation workshop and making this strategic plan happened. I believe that this strategic plan will serve as a useful tool for respective organizations that is in-line with their roles and responsibilities to apply for motivation and promotion of Khmer products.

This National Strategic Plan has divided into 5 main strategies and embedded with 15 strategies stated in the OVOP National Policy. Therefore, this living document is a compass of road map for all of us to promote OVOP Products in Cambodia. On behalf of OVOP National Committee's Chairman, I would like to recommend to the line ministries/agencies as the member of OVOP National Committee, to use the OVOP Five-Year National Strategic Plan as basic tool for developing their annual workplan that put in place for practical implementation to promote Khmer products and encourage people to strongly believe, confidence and support. These important actions will contribute to the promotion of, and the improvement of quality, beauty and marketability of Khmer products, which these are major basis for completion in free market economy.

Phnom Penh Capital, 31...october., 2019

Deputy Prime Minister  
Chairman of the National Committee for the  
Promotion of One Village One Product Movement



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**THE FIRST FIVE-YEAR  
NATIONAL STRATEGIC PLAN ON THE PROMOTION OF ONE VILLAGE  
ONE PRODUCT MOVEMENT, 2019 - 2023**

## **1. Background**

### **1.1- Introduction**

One Village One Product (OVOP) Movement is a rural economy development and community-based diversity development. This movement was originated from Oyama City, Oita Prefecture, Japan, during the 1970s, and later evolved into a large-scale movement throughout Oita Prefecture. The success of this movement leads to some countries adopting it to apply according to the context of their respective countries.

In June 2001, *Samdech Techo*, the Prime Minister of Royal Government of Cambodia led 21 delegates to visit this movement at Oita Prefecture. In 2006, the Royal Government formed the National Committee for the Promotion of One Village One Product Movement with an aim to promote the production and processing of agricultural products, handicrafts and services; which these are basis for responding to market demands domestically and oversea, and also to contribute to the serving of tourism sector and development of rural economy.

Reference to the Royal Decree No. NS/RD/1013/1059, dated October 24, 2013, the Royal Government transferred the National Committee for the Promotion of One Village One Product Movement (OVOP National Committee) by integrating it under the responsibility of the Council for Agricultural and Rural Development (CARD). In 2017, this National Committee was modified by the Royal Decree No. NS/RD/0417/383, dated April 25, 2017, on modification of Articles 1 and 2 of the Royal Decree No. NS/RD/0106/043, dated January 27, 2006, on the Formation of the National Committee for the Promotion of One Village One Product Movement.

### **1.2- Situation**

#### **1.2.1- Challenge**

OVOP movement is an inter-ministerial cooperation. It requires relevant ministries-institutions including state-owned agents, SMEs, private sector and communities to coordinate and cooperate with one another based on a perspective in which putting efforts in promoting Khmer products in accordance with the National Policy on Promotion of OVOP Movement (2016-2026). Along with this, three key principles of OVOP Movement, 1- Think locally Act globally, 2- Self - Reliance and Creativity, and 3- Human Resource Development, are important navigators to achieve the target of OVOP movement. The following challenges, however, have been remarkable over the course of implementation of OVOP movement:-

- Packaging of final products in term of quality and beauty,

- Producers, craftsmen, and farmers always question to relevant institutions on market issues,
- Seeking sources of finance with appropriate low interest rate to serve the process of production chain,
- Integrating plans of provincial departments in relevant sectors into the OVOP provincial plan under the leadership of OVOP Provincial Committee,
- Having not clearly identified types of products which are certified as the OVOP product,
- There is no yet a clear system of mechanism for conducting the monitoring and evaluation on the implementation of OVOP movement,
- Staff working at the Secretariat of OVOP Provincial Committee is not taking clear responsibility on OVOP work. The OVOP Provincial Committee does not have regular meeting for solving the problems or developing OVOP work plan,
- Limited willingness of Staff on the cooperation in OVOP work,
- Not yet a clear work plan for human resource development at all levels.

### **1.2.2- Priority of the Problem**

In order to jointly address some challenges and respond to the identified priorities and jointly cooperation, this National Strategic Plan consists of activities which each ministry and institution shall implement in accordance the mandate of mission of its organization. It ranges from preparation of legal documents responding to the need of promoting OVOP movement including institution and human resource development, research and development, OVOP product mapping; raising awareness, experience and better mindset; organizing and strengthening OVOP associations and OVOP communities; and raising awareness of all relevant stakeholders in OVOP movement work.

## **2. Strategic Plan**

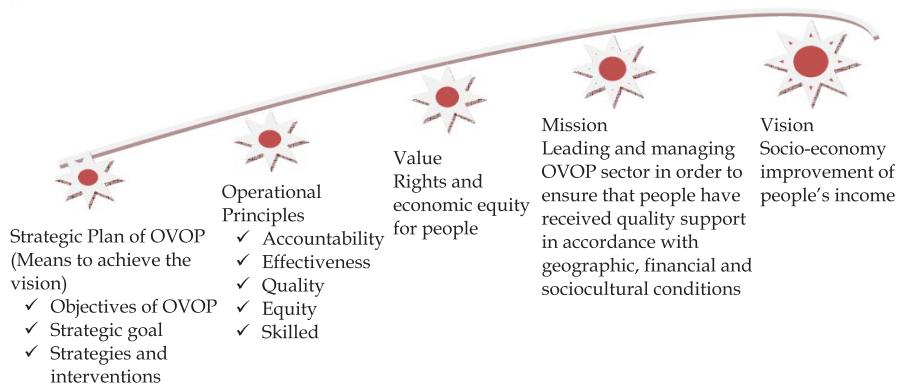
### **2.1- Directive Framework for Development of OVOP Movement Strategic Plan**

#### **A. Introduction**

The National Policy on Promotion of One Village One Product Movement (2016-2026) has fifteen strategies; which specified the strategic objectives to perform, and serve as a road map for implementing OVOP movement today and in the future. This 15 directive strategies are navigating lights to enlighten OVOP National Committee and OVOP Provincial Committee for the promotion of OVOP movement. They will effectively use in operating, leading, and managing works within the development framework for OVOP movement.

In line with this navigation, the officials at OVOP Secretariat, at OVOP Provincial Secretary, and at all level of local authorities shall walk on the same direction and go towards the setout vision as stated in the National Policy on the promotion of OVOP movement (2016-2026). The contribution of OVOP movement shall play important role in improving people's living conditions, and help Cambodia to become a high-income country by 2050. Furthermore, it shall help improvement of welfare, self-confidence, self-help that these basis will make villagers feel satisfied and proud of their goods and services, and their communities. On top of this, OVOP movement shall contribute to sustainable development in all sectors, including the economy, environment and social affairs at village, community, national and global levels.

Below is a figure that summed up the strategy: vision, mission, value and operational principle of the strategic plan for the promotion of OVOP movement, which has defined as a tool to achieve the objectives of OVOP movement.



## B. Vision of the National Policy on Promotion of One Village One Product Movement (2016 - 2026)

The vision of OVOP National Policy is to improve people's living condition, help Cambodia to become high income country by 2050, to improve the wellbeing of people so that they have confidence and sense of self-help, and for villages or communities to take satisfaction and pride in producing goods and services for their villages or communities. A further aim is to contribute to sustainable development in all sectors, including the economy, environment and social affairs at village, community, national and global levels.

## C. Objectives of the First Five-Year National Strategic Plan on the Promotion of OVOP Movement, 2019-2023.

This strategic plan has its objectives for the development of Khmer products within the context of OVOP movement. It encompasses five main programs as follows: 1<sup>st</sup>: development of legal framework, human resource and mechanism, 2<sup>nd</sup>: research and development, standardization, and product mapping, 3<sup>rd</sup>: raising awareness, experience, and better mindset, 4<sup>th</sup>: establishment of, organizing, and strengthening OVOP associations and communities, 5<sup>th</sup>: sustainable development through promoting participation of relevant stakeholders. These main five programs cover the 15 strategies of the National Policy on Promotion of OVOP Movement (2016 - 2026) which endorsed by the Royal Government on August 11, 2016.

**PEOPLE GAIN HIGHER INCOME, BETTER LIVING CONDITION  
ARE CONTRIBUTION TO THE SUSTAINABLE SOCIO-ECONOMIC DEVELOPMENT**

### **C. Monitoring and Evaluation**

The mechanism of Monitoring and Evaluation (M&E) for the progress of OVOP movement shall be regularly carried out by the OVOP inter-ministerial technical team with OVOP -SG, and by OVOP Provincial Committee, once a year, and twice a year respectively. The result from M&E shall be used as a database for evaluating the implementation of the National Policy on the Promotion of OVOP Movement for 2016 - 2026 and the First Five-Year National Strategic Plan on the Promotion of OVOP Movement, 2019-2023, in the future.

The Finding's resulting from M&E related to strengths, challenges and opportunities of the OVOP Movement shall be discussed with relevant line ministries, institutions whose are members of OVOP National Committee and OVOP Provincial Committee. The discussion shall also be participated by relevant parties at district and commune levels, too.

In the meantime, the OVOP Secretariat -General shall organize a national forum every year in order to encourage association or community of producers (craftsmen, farmers, and service providers), SMEs, and Local OVOP Champion Leaders to offer incentive. The organization of the national forum shall be carried-out in accordance with the Guideline on establishment of OVOP members network.

OVOP National Committee and OVOP Provincial Committee shall regularly carry out the M&E. Any findings of the M&E shall be analyzed and seeking for solutions. The necessary work plans or legal documents shall be made according to the findings in order to ensure effectiveness and efficiency of the implementation of OVOP National Policy and OVOP First Five-Year Strategic Plan, 2019 -2023.

#### **2.2 Main Program of Strategic Plan**

In order to achieve the objectives of the First Five-Year National Strategic Plan on the Promotion of One Village One Product Movement, 2019 -2023, it is divided into 5 main programs as below:-

**1<sup>st</sup>: Development of legal framework, human resource and mechanism**

- 1.1 Administration and internal operation of OVOP National Committee
- 1.2 Development of legal frameworks and mechanisms
- 1.3 Fostering institutional and human resource development for OVOP promotion
- 1.4 Capacity building development for producing agricultural products, industry, handicraft and service

**2<sup>nd</sup>: Research and development, standardization, and product mapping**

- 2.1 OVOP product mapping
- 2.2 Research capacity for and promote the development of OVOP products
- 2.3 Quality improvement of OVOP products based on OVOP standard

**3<sup>rd</sup>: Raising awareness, experience, and better mindset**

- 3.1 Promoting better mindset
- 3.2 Raise the awareness of good practices for OVOP promotion
- 3.3 Promoting marketing development and business management

**4<sup>th</sup>: Establishment of, organizing, and strengthening OVOP associations and communities**

- 4.1 Establishing, organizing, strengthening and expanding OVOP associations and communities
- 4.2 Establishing OVOP member nationwide
- 4.3 Organizing OVOP Product Champion Event

**5<sup>th</sup>: Sustainable development through promoting participation of relevant stakeholders**

- 5.1 Fostering the involvement of all stakeholders in OVOP promotion
- 5.2 Mobilizing financial resources through concession or loans
- 5.3 Fostering sustainable development
- 5.4 Establish the OVOP Regional Promoting Center
- 5.5 Establish the OVOP Community Center

**3. Matrix of the OVOP First Five-Year National Strategic Plan, 2019 -2023**

**Matrix of the First Five - Year National Strategic Plan for Promotion OvOP Movement, 2019 -2023**

Code	Main Strategy and Activity in Sub-Strategy	Indicators	Target Indicators					Source	Responsibility
			5 Years	2019	2020	2021	2022		
<b>I Develop legal frameworks and human resources and institutions</b>									
1.1	Administrative affairs and internal operations institution OvOP								
1.1.1	Meeting of the OvOP National Committee	Twice a year	x	x	x	x	x	RGC	OvOP-SG
1.1.2	Inter-ministerial OvOP team meeting	4 times per year	x	x	x	x	x	RGC	OvOP-SG
1.1.3	Monthly Regular Meeting of OvOP Secretariat	Twice a year	x	x	x	x	x	RGC	OvOP-SG
1.1.4	Participation in international seminars, workshops, study tours/visits	Three times/year of seminars, meetings, training and overseas visits	x	x	x	x	x	RGC	OvOP-SG
1.1.5	Participation in Seminars, Workshops, Training in the Country	5 times/year of seminars, meetings, training courses and visits in the country	x	x	x	x	x	RGC	OvOP-SG
1.1.6	Revise the existing OvOP Working Group in 10 Ministries and establish new working groups at the Ministry of Environment, Ministry of Industry and Handicrafts, Ministry of Labor and Vocational Training and Ministry of Culture, and Fine Arts.	Working Group OvOP through 10 ministries has been revised and new estabeish in 4 ministries	x	x				RGC	NCMs
1.1.7	OvOP Working Group Meeting by respective ministry	Twice a year	x	x	x	x	x	RGC	NCMs
1.1.8	OvOP Municipal and Provincial Committee Meeting	Twice/year of the meetings	x	x	x	x	x	RGC	NCMs
1.2	Develop legal framework and mechanism								
<b>1.2.1 Five-Year National Strategic Plan on Promoting OvOP (2019-2023)</b>									
1.2.1.1	Inter-Ministerial Consultative Meeting on the Preparation of the OvOP 5 Year National Strategic Plan (2019-2023)	# of participants/time	x					RGC	OvOP-SG
1.2.1.2	Final national consultative workshop for 5-year-OvOP SP, 2019-2023	# of participants/time	x					RGC	OvOP-SG

1.2.1.3	National Dissemination Workshop on 1st 5 -Year OVOP Strategic Plan	# of participants/time		x		RGC	OVOP-SG
1.2.1.4	Regional Dissemination Workshop (3 regions ) on 1st 5-Year OVOP Strategic Plan	120 of participants/regional	x			RGC	OVOP-SG
1.2.1.5	Promote the adoption of laws, regulations, and mechanisms to promote agricultural work in supporting the OVOP movement	Laws and regulatory frameworks and mechanisms have been approved	x	x	x	RGC	MAFF
1.2.1.6	Develop of Agro-Industrial 2019 -2030	Strategic plan prepared and finalized	x	x		RGC	MAFF
1.2.1.7	Establish M&E Committee to assess farmers and pioneer communities of agricultural products in high quality and safety.	M&E Committees has been established	x	x		RGC	MAFF
1.2.1.8	Participate in the preparation and implementation of agreements with the International and National Regulatory Agents, States members of WTO and other Development Partners	Agreement are accepted and approved	x	x	x	RGC	MoIH
1.2.1.9	Promote national policy on Khmer products	National policy on Khmer products drafted and adopted	x	x		RGC	MOC
<b>1.2.2 Communication Strategy to promote Cambodian products and OVOP Concept In International and National context</b>							
1.2.2.1	Inter-ministerial Consultative Meeting on Communication Strategic Development to Promote Cambodian Products and OVOP Concepts	# of consultative meetings	x	x		RGC	OVOP-SG
1.2.2.2	Final consultation workshop	Number of seminars	x			RGC	OVOP-SG
1.2.2.3	National Dissemination Workshop	Number of seminars	x			RGC	OVOP-SG
1.2.2.4	Regional Dissemination Workshop	Number of seminars	x	x		RGC	OVOP-SG
1.2.2.5	Organize a comprehensive cross-sectorial forum to build relationships between producers, suppliers and marketers.	Inter-Forum Meetings organized	x	x	x	RGC	MoIH
1.2.2.6	Conduct OVOP product forum between relevant ministries, producers, suppliers and marketers	Twice/year and reports	x	x	x	RGC	OVOP-SG
1.2.2.7	Forum with development partner, embassies to mobilize support for the OVOP movement	One/year and reports	x	x	x	RGC	OVOP-SG
<b>1.2.3 Monitoring and Evaluation the Implementation of OVOP Policy and Strategy</b>							
1.2.3.1	Inter-Ministerial Consultative Meeting to develop Monitoring and Evaluation Guideline on OVOP Policy	Number of meetings and reports	x	x		RGC	OVOP-SG/NCMIS

	and Strategic Plan implementation						
1.2.3.2	Finalize M&E Guidelines on OVOP Policy and Strategic Plan	Guidelines approved	x	x		RGC	OVOP SG
1.2.3.3	Dissemination workshop on M&E guidelines on OVOP Policy and Strategic Plan's implementation	Number of participants in provinces and municipality	x	x		RGC	OVOP SG
<b>1.2.4 Monitoring and evaluation at the OVOP local communities</b>							
1.2.4.1	Monitoring OVOP Products at across country by the inter-ministerial working group and OVOP SG	One time/year	x	x	x	RGC	OVOP SG
1.2.4.2	Monitoring OVOP Products at the community by OVOP Municipal/provincial Committee.	Twice/year	x	x	x	RGC	PC
1.2.4.3	Meeting to review the results of monitoring at OVOP Community in Municipality and Provinces throughout the country	Number of total meetings and reports	x	x	x	RGC	OVOP SG
<b>1.2.5 Promote Women Entrepreneurship in OVOP movement</b>							
1.2.5.1	Strengthening gender mainstreaming and working group on Women Economic Empowerment for development the Community Tourism	2 Tourism community/province	x	x	x	RGC-JICA	MOWA
1.2.5.2	Develop the collection guideline on women's products	Guidelines have been developed	x	x		RGC	MOWA
1.2.5.3	Develop criteria for recruiting pioneer women in best practices of production's products	Selected Principle developed and approved	x			RGC	MOWA
1.2.5.4	Develop the women entrepreneurship network in Cambodia	Women entrepreneurs network developed and endorsed	x	x	x	RGC-Private	MOWA
<b>1.2.6 Develop the Operational Document for OVOP Pilot Project</b>							
1.2.6.1	Develop guidelines for implementing OVOP pilot project in several provinces	Guidelines on OVOP pilot project developed and approved	x				OVOP SG
1.2.6.2	Guiding Principles on the OVOP Operation in 25 Municipal and Provinces (nationwide)	Operation Guidelines on OVOP project formulated and approved		x			OVOP SG
1.2.6.3	Develop Khmer Product Information Booklet	Khmer product information book created	x				OVOP SG / MOC
1.3	<b>Promote the development of institutions and human resources that are relevant to OVOP movement</b>						

<b>1.3.1</b>	<b>Capacity building and institutional strengthening</b>						
1.3.1.1	Conduct training needs assessment on OVOP to line ministries and agencies at OVOP national and sub-national Committees	Training needs assessment prepared and approved		x		RGC	OVOP-SG
1.3.1.2	Develop training manual and programs, including CT entrepreneurship training and women's initiatives to develop the local economy in OVOP context	Plans and training programs prepared and approved	x			RGC	OVOP-SG
1.3.1.3	Implementation of training programs	Number of participants per session (60 participants)	x	x	x	RGC	OVOP-SG
1.3.1.4	Strengthen the capacity of OVOP working group in the Ministry of Women's Affairs, Provincial Department of Women's Affairs, and Women Development Center to gather information on women's products in the provinces.	Number of female provincial officials in 25 provinces strengthened	x	x	x	RGC	MOWA
<b>1.4</b>	<b>Strengthening production skills in agriculture, industry, handicrafts and services</b>						
<b>1.4.1</b>	<b>Strengthening production skills in agriculture, industry, handicrafts and services</b>						
1.4.1.1	Assess the training needs to OVOP stakeholders	Training Need Assessment report		x	x	RGC	OVOP-NCMs
1.4.1.2	Designing Training Plan and other documents related to OVOP, including Entrepreneur Management Training and women (CT Frontier Initiative (WIFI) for local economic development in the context of OVOP movement	Training Program developed	x	x	x	RGC	OVOP-NCMs
1.4.1.3	Conduct training based on Training plan and training programs	Number of training courses and number of trainees	x	x	x	RGC	OVOP-NCMs
1.4.1.4	Workshop to enhance production development for Provincial Women's Affairs Staff	Two seminars per year	x	x	x	RGC	MOWA
1.4.1.5	Conduct training in enhancing women's skills in communities to increase productivity and product quality	Number of trainings for the target producers (Kampong Thom, Tbong Khmum and Kampong Chhnang)	x	x	x	RGC-JACA	MOWA
1.4.1.6	Collaborate with other partners to improve training manual and strengthening quality of trainers for effectiveness of vocational training in Women Development Center	Training materials, number of courses, number of trainers and number of WDC officials who attend the course and number of students who are employed	x	x	x	RGC-DRs	MOWA

1.4.1.7	Promote the raw material's processing activities of handicraft such as vine, rattan, bamboo, etc.	Number of activities of handicraft processing for raw materials	x	x	x	RGC-DPs	MolH
<b>II Research, development, standardization and OVOP Product Mapping</b>							
<b>2.1 Develop OVOP Product Mapping</b>							
2.1.1	<b>Collecting Products and developing OVOP Product Mapping</b>						
2.1.1.1	Develop a tool for products data/information collection from 25 municipal and province Product Data/Information Collection Training in 25 Municipality/Provinces	Information/data collection tools designed and approved Number of training courses and participants	x	x		RGC	OVOP-SG/PC
2.1.1.2	Identify potential crops and agricultural products based on geographical location to support OVOP movement	Crop and agricultural product categories identified	x	x	x	RGC	OVOP-SG
2.1.1.3	Identify the type of products, industries and crafts	Number of types of products, industries and crafts determined	x	x	x	RGC	OVOP-SG /PC/MAFF
2.1.1.4			x	x	x	RGC	NCMs
<b>2.2 Capacity Development on research and development of OVOP Products</b>							
2.2.1	<b>Identify the Expertize Institutional and Expert on research and OVOP Products development</b>						
2.2.1.1	Develop the research tool to collect relevant OVOP products' documents from government organizations, NGOs, national and international experts, including agriculture, industry, handicraft, services identify ministries, relevant institutions, NGOs/training institutions/private sector, etc. who has experiences in promoting OVOP	Research tool and report prepared and approved	x			RGC-DPs/PC	OVOP-NCMs
2.2.1.2		Number of institutions/NGOs/Training Institutes/private sector involved	x	x		RGC-DPs/PC	OVOP NCMs-PC/PS/NGOs
2.2.1.3	Directory Book for Ministries, Institutions, NGOs, Training Institutes and Private Sector related OVOP	Directory Book developed	x	x		RGC-DPs/PC	OVOP-SG
2.2.1.4	Select 10 leading products in each province of 25 municipality/provinces	Number of leading products: 10 items/ province (10 x 25 = 250 items)	x	x		RGC-DPs/PC	OVOP-SG/NCMs
2.2.1.5	Conduct training in production and primary processing skills on agricultural products, handicraft and industry	60 training courses organized over a period of 4 years	x	x	x	RGC-DPs/PC	MAFF/MIH
2.2.1.6	Raising awareness of OVOP to relevant government institutions/NGOs/training institutions/private sector through meetings or seminars	Number of sessions/workshops organized and number of participants	x	x	x	RGC-DPs/PC	OVOP-NCMs-PCs

2.2.1.7	Strengthen the capacity of national and provincial focal persons who carry out the programs of Ministry of Agriculture, Ministry of Industry and Handicrafts, Ministry of Health, Ministry of Commerce, Ministry of Women Affairs, Ministry of Tourism and other ministries to support OVOP movement.	Number of national and provincial focal points strengthened	x      x      x      x	RGC-DPs/PC	OVOP-NCMs-PCs
2.2.1.8	Innovation Research for promoting Khmer products	Report of research on Innovation technologies for promoting Khmer products	x      x      x	RGC	NCMs/PC (Maff, MOIH, MOT, MoC, MoEYS,...)
2.2.1.9	Training of technical staff and entrepreneurs on product quality control system (GAP, GMP, ISO, HACCP, Halal and National Standard and OVOP standard)	Number of training courses organized	x      x      x	RGC	NCMs (Maff, MOIH, MoC, MoEYS, MoH,...)
2.2.1.10	Consulting to support and improve the capacity of Khmer products's manufacturing in processing, packaging and product design	250 enterprises in four years	x      x      x	RGC	NCMs (Maff, MOIH, MOT, MoC, MoEYS,...)
2.2.1.11	Product Study that are at risk for safety consumers	Study report on Products with potential risks to safety consumer	x      x      x	RGC	NCMs (Maff, MOIH, MOT, MoC,MoEYS,MoH,...)
<b>2.3 Improve OVOP quality products based on OVOP product's standard</b>					
<b>2.3.1 Develop Standard Guideline of OVOP Products in collaboration with Ministry of Industry and Handicrafts</b>					
2.3.1.1	Study relevant documents to analyze and develop the product standard's books	Study report on product standard books	x	RGC	OVOP-NCMs
2.3.1.2	Develop Product Standard Book for OVOP and printing OVOP Product's Standard book and relevant concerned regulatory framework related to product safety	OVOP product standard book developed, approved and published	x      x	RGC	OVOP-SG / NCMs
2.3.1.3	Develop and collect documents for food quality and safety monitoring systems	Number of legal documents developed and approved	x      x	RGC	NCMs (Maff, MOIH, MoC, MoEYS,MoH,...)
2.3.1.4	Event Collaboration in product exhibition and consultation on potential khmer products in municipality and provinces	Number of events	x      x      x	RGC/DPs	NCMs/PC (MAFF, MOIH, MOT, MoC, MoEYS)
<b>2.3.2 Dissemination workshop of OVOP's Products Standard Guideline</b>					
2.3.2.1	Dissemination workshop on OVOP Product Standard guideline at National Level	Number of workshops and number of participants	x	RGC	OVOP-SG/NCMs

2.3.2.2	Dissemination Workshop on OVOP Product Standard Guideline at Municipal/ Provincial level	Number of workshops and number of participants	x	RGC	OVOP-SG/NCMs
2.3.2.3	Disseminate Cambodian Standard law, relevant law and Technical Regulations	Number of dissemination events	x x	RGC	NCMs (Maff, MoH, MoC, MoEVs, MoH,...)
<b>III Promote understanding, experience, and behavioral change</b>					
<b>3.1 Improved Behavior Change</b>					
3.1.1	<b>Guideline on Behavioral Change in the OVOP Context</b>				
3.1.1.1	Research on mindset change in the context of OVOP	Research report findings	x	RGC-DPs	OVOP-NCMs
3.1.1.2	Disseminate research findings on mindset change in the context of OVOP	Number of participants	x	RGC-DPs	OVOP-NCMs
<b>3.1.2 Integrate Behavioral Change into practices</b>					
3.1.2.1	Study tour in the country to gain experience of behavioral change	Number of visits in the country and the report	x x	RGC-DPs	OVOP-NCMs
3.1.2.2	Seminar and study on OTOP management and cooperation in Thailand at the Isan Royal University of Technology, Surin, Thailand, 25 October -2 September 2019	Study report	x	RGC-DPs	OVOP-NCMs
3.1.2.3	Study tours to outside of Cambodia to gain more knowledge of behavior change	Number of oversea visits	x x	RGC-DPs	OVOP-NCMs
3.1.2.4	Study tour and Learning about promoting OVOP movement and sharing experiences between women and women, and relevant ministries and institutions	One study visit per year for 4 visits	x x	RGC-DPs	OVOP-SG/MOWA
<b>3.2 Enhance the understanding of OVOP experience</b>					
3.2.1	<b>Dissemination OVOP National Policy, OVOP Concept and its advocacy</b>				
3.2.1.1	Develop OVOP National Policy's dissemination plan to seek the support	Dissemination Plan prepared and approved	x	RGC	OVOP-SG
3.2.1.2	Implementation of dissemination plan on OVOP National Policy	Number of event at Sub-national	x x	RGC	OVOP-SG
3.2.1.3	Implementation of dissemination plan on OVOP National Policy to seek media support	Number of media and frequency of times of medias disseminated	x x	RGC	OVOP-SG/Mdinfr-Private Media
3.2.1.4	Develop training tool to communicate and advertise women's products and activities	Training tools developed	x	RGC	MOWA

3.2.1.5	Develop training tool to communicate and advertise the products and activities produced by disable people	Training tools developed	x	x		RGC	OVOP-SG/MoS/SAVVY
<b>3.2.2 <i>Media Forum on OVOP Concept, Marketing and relevant OVOP works</i></b>							
3.2.2.1	Organize relevant forums through media channels at national and sub-national level	Number forums through media channels organized	x	x	x	RGC-DPs	OVOP-SG/MoH/NCMs
3.2.2.2	Develop marketing information's media through website, product exhibition forum on agricultural products and local products	Number of marketing information's media organized	x	x	x	RGC	MAFF &MoC
3.2.2.3	Collect and disseminate the best practices of producers to nation wide	Number of best practices' producers disseminated	x	x	x	RGC	MoH
3.2.2.4	Consultation forum on SME development and handicrafts between state-owned institutions and producers, traders and private sector	Number of consultation forum organized and number of participants	x	x	x	RGC	MoH
<b>3.3 Promote market development and business management</b>							
<b>3.3.1 <i>National Day of Promoting Cambodia made products, 9 April</i></b>							
3.3.1.1	Develop guideline on celebration the National Day for Promoting Cambodia made products in 25 municipality and provinces	Guidelines on Celebration National Day developed and endorsed	x	x		RGC-DPs	OVOP-NCMs
3.3.1.2	Celebrate National Day of Promoting Cambodia made products at national and subnational levels	Report of Celebration the National Day	x	x	x	RGC-DPs	OVOP-NCMs
<b>3.3.2 <i>Promote the OVOP Products' marketing</i></b>							
3.3.2.1	Collaborate with relevant ministries, Cambodian Embassies, Cambodia Consulate and institutions to organize Local Product Exhibitions in all provinces and other countries	4 times/year of Khmer product exhibition	x	x	x	RGC-DPs	OVOP-NCMs
3.3.2.2	Marketing Training to local producers	Number of marketing trainings, number of products and producers	x	x	x	RGC-DPs	OVOP-NCMs
<b>3.3.3 <i>Pilot Project on Decentralized Exhibition Handicrafts Program (DEHOP)</i></b>							
3.3.3.1	Workshop to set up the recruitment of OVOP professional people	1 time/year and number of recruiting OVOP professional people	x		x	RGC	OVOP-SG

3.3.3.2	Develop the product catalogue	Product catalog developed		x	RGC	OVOP-SG
3.3.3.3	Workshop to review and finalize the Product Catalogue	1 time/year		x	RGC	OVOP-SG
3.3.3.4	Printing the Product Catalogue	500 Printed Catalogues		x	RGC	OVOP-SG
3.3.3.5	Disseminate DEHOP through all media channels	Number of media channel (Social Media, Radio, TVs, Banners...) disseminated DEHOP		x	RGC	OVOP-SG
3.3.3.6	Collaborate with relevant institutions to implement pilot project on DEHOP	Number of pilot provinces identified and implemented DEHOP		x	RGC	OVOP-SG
<b>3.3.4 Strengthening women's capacity in business management and marketing capability</b>						
3.3.4.1	Organize training courses on products capability, marketing and using new appropriate technology to promote marketing to Provincial Department of Women Affairs Staff and women trainees at Provincial Women Development Centers.	Number of training courses organized		x	x	MOWA
3.3.4.2	Compile women network who have talent and skill for scaling up training	Number of talent and skill women networks developed and number of scaling up trainings		x	x	RGC
<b>IV Establish, compilation, strengthening, and expanding OVOP Associations/ Communities</b>						
4.1	To establish, strengthening and scaling up OVOP community/association					
<b>4.1.1 Develop Guidelines on the Establishment of OVOP membership network</b>						
4.1.1.1	Printing guideline on the Establishment of OVOP membership network	200 guideline printed	x		RGC-DPs	OVOP-NCMs
4.1.1.2	National Dissemination Workshop to promote OVOP membership and establishment its network	153 participants	x		RGC-DPs	OVOP-NCMs
4.1.1.3	Provincial Dissemination Workshop on OVOP membership mobilization	1 workshop/province (25 provinces) and number of participants	x		RGC-DPs	OVOP-NCMs
4.1.2	Collect information/data from municipality and provinces					



4.3.3	Disseminate public information on OVOP Product competition	6 media channels selected and disseminated	x x x x x	RGC-DPs	OVOP-NCMs
4.3.4	Organize Product Competition's events	8 Products groups joined competition and result of product competition	x x x x x	RGC	OVOP-SG
4.3.5	Evaluate and classify products in line with OVOP standard	Announcement of evaluated 8 product groups	x x x x x	RGC	OVOP-NCMs
4.3.6	Printing Standard Certificate for OVOP Products	Number of Certification provided to producers	x x x x x	RGC	OVOP-SG
<b>V</b>	<b>Sustainable Development through participation by all stakeholders</b>				
5.1	Promote the participation from all players in OVOP movement				
5.1.1	<i>Promote the participation of youth and women in promoting OVOP</i>				
5.1.1.1	Disseminate OVOP concept to youth, including the officials of Ministry of Women's Affairs and Provincial Women Development Center and line ministries, departments, state-owned and private universities, NGOs, and associations	Number of disseminated events and participants	x x x x x	RGC	MOWA
5.1.1.2	Develop tool for collecting/organizing youth association/community and women to promote the OVOP movement	Collecting/organizing tools developed	x x x x x	RGC	MOWA
5.1.1.3	Select and evaluate the best practices of women, farmers, artisans, and service providers for competition incentives	Number of best practices women, farmers, artisans, and service providers selected and evaluated	x x x x x	RGC	MOWA
5.1.2	<i>Compile and strengthen the existing community, youth, and women association</i>				
5.1.2.1	Categorize the existing youth and women's community/association at nationwide	Number of existing youth and women's community associations classified	x x x x x	RGC	MOWA
5.1.2.2	Develop Directory book (Youth and Women's Community//Association)	Directory Book developed	x x x x x	RGC	MOWA
5.1.2.3	Strengthen youth/women association/community to participate in the training of local product processing techniques to promote the OVOP movement	Number of youth/women association/community trained	x x x x x	RGC	MOWA
5.1.3	<i>Communication with relevant ministries/institutions to strengthening and co-operation in OVOP Movement</i>				

5.1.3.1	Communicate with Cambodian Embassies and Consulate in various countries for promoting Cambodian products	Number of Cambodian Embassies and Consulates contacted		x	x	x	RGC	OVOP-SG/MoFACs
5.1.3.2	Communicate with Cambodia Commercial Center in various cities in different countries especially in the People's Republic of China and ASEAN	Number of Cambodia Commercial Center in different countries, especially in China connected with OVOP products		x	x	x	RGC	MoC
5.1.3.3	Communicate with various universities to strengthen the understanding of OVOP concept to the students and lecturers.	Number of Cambodian Universities connected and number of students/lectures participated in OVOP sessions		x	x	x	RGC	OVOP-MoEYS
5.1.3.4	Communicate with National Assembly, Senate and line ministries to disseminate OVOP Concepts and its achievements	Number of dissemination OVOP Concepts to National Assembly Senate and relevant ministries and institutions implemented		x	x	x	RGC	OVOP-SG
<b>5.2</b>	<b>Seeking financial concession loans/credit</b>							
<b>5.2.1</b>	<b>Develop Directory Book of Development Partners, Associations, Communities and other agencies to support OVOP</b>							
5.2.1.1	Develop data collection's tool and Implement data collection of Development Partners, associations and communities.	Data collection's tool developed and implemented	x	x	x	x	RGC	OVOP-NCMs
5.2.1.2	Publish and distribute the directory book of concerned agencies on OVOP	Number of Directory Books published and distributed	x				RGC	OVOP-SG
5.2.1.3	Update Directory Book, printing and public distribution	Directory Books updated annually		x	x		RGC	OVOP-SG
5.2.1.4	Resource Mobilization from development partners, private sector and other funding agencies to support OVOP products	Number of organizations providing support to OVOP products	x	x	x	x	RGC	OVOP-NCMs
5.2.1.5	Training courses to the staff of Ministry of Women Affairs, Women and Development Center and women in community on the conditions of effectiveness and safety use of credit fund	10 training courses designed and implemented		x	x	x	RGC	MOWA-NCMs
5.2.1.6	Workshops on financial access to develop handicraft enterprises	Number of workshops organized and number of participants	x	x	x	x	RGC	MoIH

5.3	Promote the effective development						
<b>5.3.1 Enhance awareness of environmental management and protection in OVOP Context</b>							
5.3.1.1	Develop the Environmental tool/guideline for Management and Protection in the context of OVOP	Environmental guideline/tool developed in context of OVOP		x	x	RGC	NCMS
5.3.1.2	Disseminate and mainstream the environmental awareness on climate change management, including safety system such as GAP organic, GAHP agriculture productivity chain in OVOP context	Number of dissemination and mainstreaming events developed		x	x	RGC	NCMS
<b>5.3.2 Promote food hygiene and well-being</b>							
5.3.2.1	Improve product quality, environmental protection, and food safety and hygiene to the consumers through product testing at laboratory facility and site inspection	Quantity of product testing by laboratory and number of testing products inspection		x	x	RGC	MoH, MoH
<b>5.4 Establishment of OVOP Regional Promoting Center</b>							
5.4.1	Develop relevant regulatory framework's documents related to the establishment of OVOP Regional Promoting Center in Kampong Cham Province	Number of regulation frameworks developed and signed by Chairman of OVOP National Committee/Samdech Prime Minister		x	x	RGC-DPs	OVOP-SG/DPs
5.4.2	Feasibility study and construction plan and design of OVOP Regional Promoting Center	Feasibility study report and master plan for construction agreed by OVOP National Committee		x		RGC-DPs	OVOP-SG/DPs
5.4.3	Establish the OVOP Regional Promoting Center (Kampong Cham Province)	OVOP Regional Promoting Center built in Kampong Cham Province		x	x	RGC-DPs	OVOP-SG/DPs
5.4.4	Equip the equipment for operation the center	Center equipped and functioning		x	x	RGC-DPs	OVOP-SG/DPs
<b>5.5 Establish OVOP Community Promoting Center at the community</b>							
5.5.1	Develop relevant regulation framework's documents to establish the community centers	Number of regulation frameworks developed and signed by Chairman of OVOP National Committee		x	x	RGC-DPs	OVOP-SG/DPs
5.5.2	Feasibility study and design the OVOP Community Center	Feasibility study report and OVOP Community Center		x	x	RGC-DPs	OVOP-SG/DPs

		operated						
5.5.3	Establish OVOP Community Center (5 Centers per year)	20 Community Centers established		x	x	RGC-DPS	OVOP-SG /MoC/MoWA/ DPS	
5.5.4	Equip the equipment for operating the Community Center	Facilities are equipped		x	x	RGC-DPS	OVOP-SG/DPS	
5.5.5	Establish the Research and Technical Development Center to support OVOP Products	Five Research and Technical Development Center established and strengthened		x	x	RGC-DPS	MAFF	

**Abbreviation:**

- DP : Development Partner
- GAP : Good Agriculture Practices for crops
- GAHP : Good Animal Husbandry Practices for livestock and poultry
- MoIH : Ministry of Industry and Handicraft
- MoWA : Ministry of Women Affairs
- MAFF : Ministry of Agriculture, Forestry and Fishery
- MoEYS : Ministry of Education, Youth and Sport
- MoFAIC : Ministry of Foreign Affairs and International Cooperation
- MoC : Ministry of Commerce
- MoSAVY : Ministry of Social Affairs, Veterans and Youth Rehabilitation
- NGO : Non-Governmental Organization
- NCMS : Members of National Committee for OVOP Movement
- OVOP-SG : OVOP Secretariat General
- PC : Secretary of OVOP Provincial Committee
- RGC : Royal Government of Cambodia
- WDC : Women Development Center



