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**UNDERSTANDING THE
IMPLEMENTATION OF ONE STATE ONE
PRODUCT (OSOP) PROGRAMME**

**PREPARED
BY THE
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Background: Mandate of the Council

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- To promote the development and diversification of Nigerian's export trade;
 - To assist in promoting the development of export related industries in Nigeria;
 - To spearhead the creation of appropriate export incentives; and
 - To actively articulate and promote the implementation of export policies and programs of the Nigerian Government.

EXPORT PROMOTIONAL ACTIVITIES

- ▶ Product Development
- ▶ Market Development
- ▶ Attract Export Related Investment to Nigeria
- ▶ Administration of Non Oil Export Incentives
- ▶ Trade Information Dissemination

OSOP AS GRASSROOTS EXPORT PROMOTION MODELS

- **One-State One-product (OSOP)** is a development model adopted by Nigeria aimed at empowering States and their communities towards achieving economic growth.
- Adopted in Japan in 1980's and 1990's as One Village One Product (OVOP). Other countries replicated the model in different names as follows:
 - ❖ One Factory One Product (OFOP) - China
 - ❖ One Town One Product (OTOP) - Philippines
 - ❖ One District One Product (ODOP) - Malaysia
 - ❖ One Tambon One Product (OTOP) - Thailand
 - ❖ One Village One Product (OVOP) - Kenya, Malawi

One State One Product (OSOP)

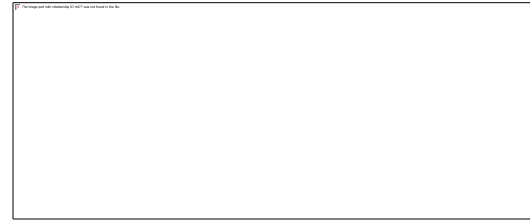
- ◆ To convert our comparative advantage, One Product is adopted by each State and developed down its value chain to enhance competitiveness and achieve socio economic inclusion;
- ◆ Although, Nigeria is the world's largest producer of some Export Commodities including Cassava, yam, shea-nut and sorghum, it is not reflected in global trade, hence the need to change the narrative; and
- ◆ Nigeria is among dominant global producers of 15 other products – Cocoa, palm produce, potatoes, maize, cashew nuts, gum arabic and kola nuts but does not get requisite market share.

OBJECTIVES



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- i. To empower States and their communities towards achieving economic growth through adequate usage of their locally available resources;
 - ii. To promote economic development in the states;
 - iii. To create employment in the states through value-addition of identified products;
 - iv. To convert State comparative advantages in production of identified products to competitive advantage in local and global markets;
 - v. To increase supply base of identified products thereby boosting rural income and export volume ;
 - vi. To promote and improve access of locally produced products to international market;
 - vii. To enhance income generation and wealth creation opportunities for the populace

MAP OF NIGERIA SHOWING STATES AND THEIR (OSOP) PRIORITY PRODUCTS



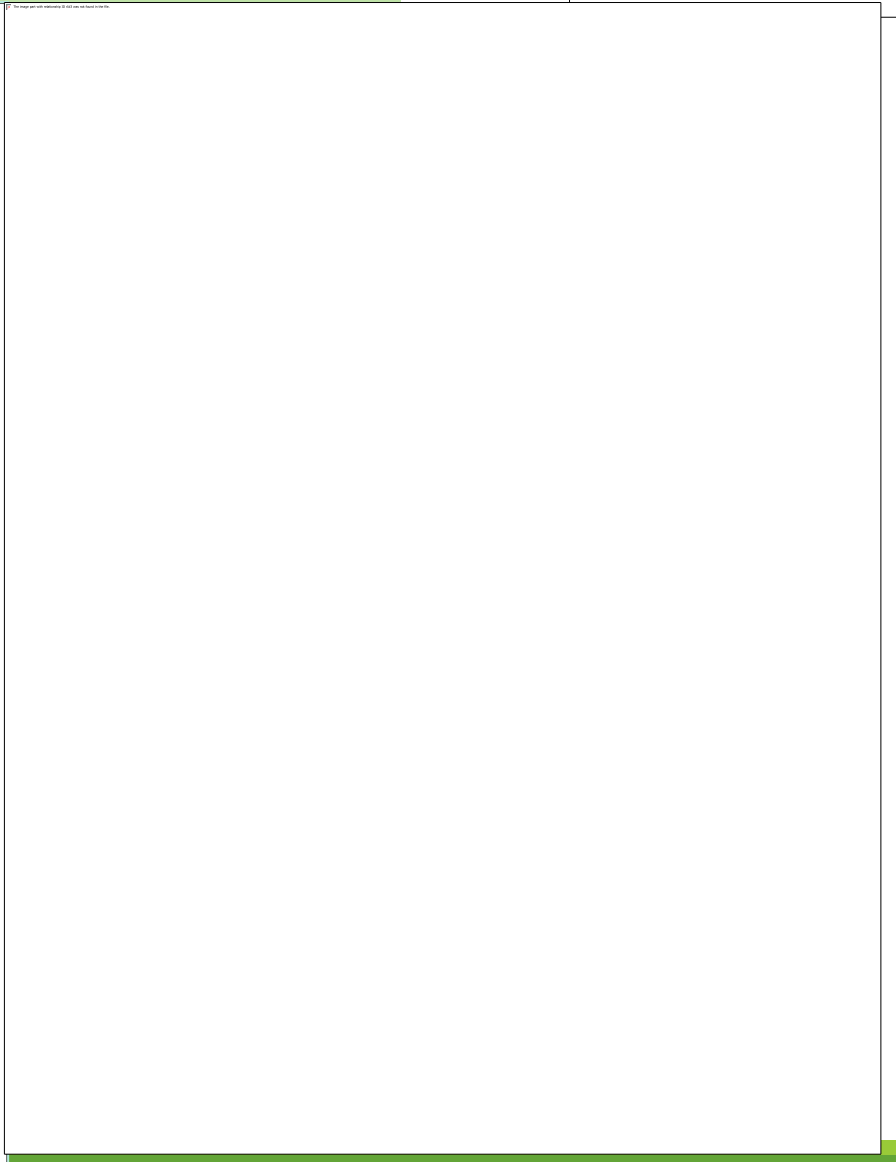
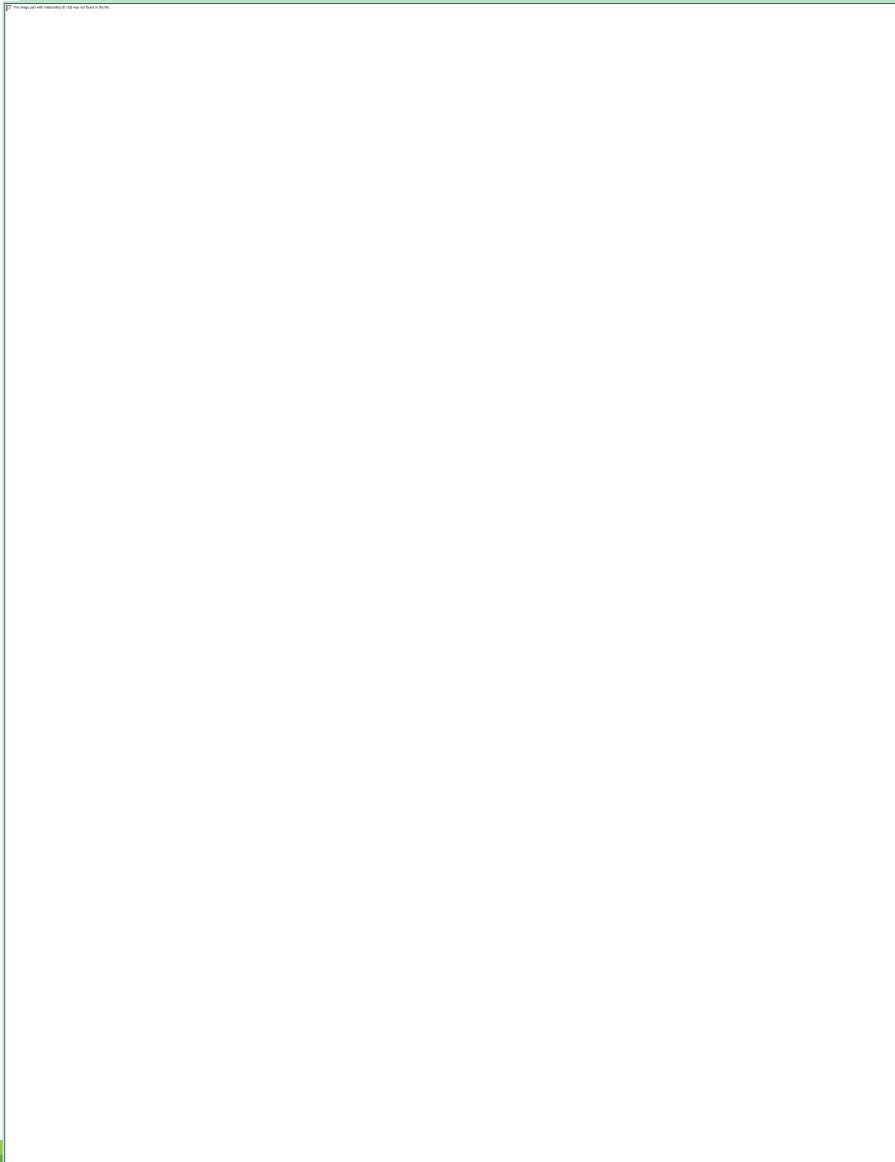
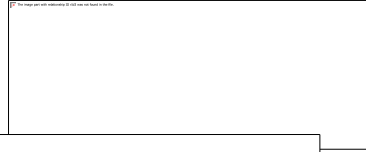
Key

Main product	
Alternate product	

Product Selection - What to Consider

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- i. Existing products where each state has comparative advantage in terms of production and commercialization.
 - ii. Special efforts on Value-addition;
 - iii. Enhance supply base and value chain development;
 - iv. Employment generation and wealth creation. In this regard, establishment of Common Facility Centers (CFCs);
 - v. Utilization of identified local resource including technology and human resources;

LIST OF OSOP PRODUCTS



Key Stakeholders

The following organisations have been identified as key stakeholders of OSOP.
They are:-

- ❖ Nigerian Export Promotion Council (NEPC)
- ❖ State Governments/State Committee on Export Promotion
- ❖ Local Governments
- ❖ Farmers/Local Communities
- ❖ Financial Institutions
- ❖ Co-operative Societies/Produce Association
- ❖ Off-Takers/Aggregators

FUNCTIONS OF SCEP

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- i. OSOP is being implemented in collaboration with the State Government through SCEP;
 - ii. It acts as a forum for the promotion of exports of Nigeria products in each State;
 - iii. Act as a strategic partner of NEPC:
 - In non-oil export development;
 - In non-oil product marketing;
 - In trade information dissemination;
 - In formulation of non-oil export plans and strategies;
 - In mobilization of resources toward achieving all the above.
 - iv. Advising NEPC on how best to assist exporters;
 - v. Carry out such other functions in line with its statutory role as may be pointed out by the Council from time to time.

Implementation of OSOP Through SCEP

- OSOP Implementation at a cross-road (2016)
- Strategy to the rescue.
- The role of SCEP was redesigned at the National Council on Industry, Trade and Investment held in Abeokuta, to include implementation of OSOP
 - The three major roles of SCEP in implementation of OSP

Cont'd

- i. Serve as a “think tank” for OSOP implementation strategy and monitoring;
- ii. Work with the NEPC Smart Offices to structure production and marketing activities of grassroots population in Cooperative Societies with a view to attracting finances and reducing to the barest minimum; and
- iii. Collaborate with the NEPC to identify and give recognition to off-takers that will be assigned produce/products in the States for coordinated production and export marketing.

OSOP Implementation

- i. SCEP structured to operate at four (4) sub-committee levels:
 - Coordinating Committee;
 - Committee on Project Implementation Strategy;
 - Committee on Production/Cooperative Societies Formation and operation; and
 - Committee on Product Value-Chain/Project Monitoring and Evaluation

- ii. Representative of the Executive Governor's Office is to chair sub-committee on Project Implementation Strategy: which roles include; Product Selection, Selection of Off-takers and funds sourcing.

- iii. Representative of Youth Council/Groups was introduced to SCEP.

Success Factors

- i. Collaboration with the state and local governments towards identifying a product for development;
- ii. Functional State Committee on Export Promotion
- iii. Single digit interest rate for Production, Processing and export;
- iv. Continuous capacity building with provision of technical and marketing advice;
- v. Conducive and stable trade policy/environment;
- vi. Intensified Public-Private-Partnership collaboration;
- vii. Publicity and awareness creation on OSOP benefits;
- viii. Strong Commodity Associations/Specialized Coop Societies ;
- ix. Product Competitiveness; and
- x. Availability of Off-Takers.

Success Story

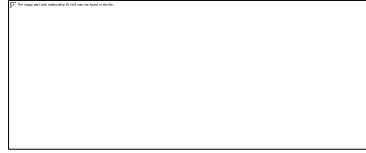
- i. Advocacy visit to 36 States and FCT
- ii. Product selection in all the 36 States and FCT;
- iii. Secure off-takers for some States in the country,
- iv. NEPC presence in the 33 States of the Federation to work closely with stakeholders;
- v. Massive advocacy and capacity building programme at sub-national level;
- vi. Collaboration with State R&D institutes to provide high yielding varieties of seedlings to farmers;
- vii. Provision of processing equipment to some States (shea-butter, cashew, drying kiln) etc;
- viii. Secure off-takers for products in some States, Anambra, Kwara, Katsina etc;
- ix. Restructuring of the Implementation committee; and
- x. Some TPA greatly influenced the successes of some exporters.

Challenges of OSOP



What Can We DO?

- i. Get Involved;
- ii. Carry out high level advocacy (Creation of Export Desk with relatively stable officer tenure and succession plan);
- iii. Model should be dynamic and adaptable to each State;
- iv. Your contribution to the success of OSOP is a contribution to the socio-economic development of Nigeria.



Thank you for listening.

Export Business...Tomorrow's Business

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