

Abstract

Urbanization in Japan, influenced by the central government's policy to industrialize and modernize the country, led to the depopulation of local areas. Some local government, especially Oita's local government, realized that depopulation would cause problems and initiated the OVOP (One Village One Product) movement to mitigate these problems. Oita's local government believed that by using the power, culture, and local resources to produce products or services, it could revitalize the local area, allowing the local population to take deep pride in their abilities and resources. The movement was appreciated not only in Japan, but in many other countries as well.

The OVOP movement can only work effectively if there are many participants who have roles in the movement, such groups would include representatives of the local and central government, social sectors such as local social groups, Agricultural Co-operatives and civic organizations, and private sector groups such as department stores, shops, and local companies. The roles of each sector can be divided into 4 parts; "Human Resources Development," "Production," "Finance," and "Marketing."

The result of the study shows that Oita's government has a major role in "Human Resources Development", based on the idea that the development of human resources should come before the development of products.

In "Production," Oita's government takes the lead role in providing technical and development support, while people and organizations play the primary role in the production of products, and agricultural co-operatives are important in providing machinery, equipment and other agricultural support.

In "Finance," Oita's government did not directly subsidize the people of Oita, instead it used the money to establish research institutions. Agricultural co-operatives manage loans to people for the production of products. The private sector contributes money to the local government to support all of the above.

In "Marketing," Oita's government supports the promotion and distribution of local products. The central government assists in the distribution of the products. Agricultural co-operatives and private firms do the actual product distribution.