

جائزة الملك عبد الله الثاني
لتميز الأداء الحكومي والشفافية
الدورة السادسة (٢٠١٢/٢٠١٣)
المرحلة الفضية
المركز الأول



وزارة التخطيط والتعاون الدولي
برنامج تعزيز الإنتاجية الاقتصادية والاجتماعية

Rehabilitation and Marketing of Products of House-hold Projects of Individuals and NGOs

Enhanced Productivity Program (EPP)/IRADA

Ministry of Planning and International cooperation
in Coordination with the Royal Scientific Society (RSS)

THIS PRODUCT
IS 100% JORDANIAN



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INTRODUCTION

● The Enhanced Productivity Program (EPP) was launched in 2002 by the Ministry of Planning and International cooperation (MOPIC), with the objective of creating and maintaining environments which support national and community socio-economic development efforts. EPP has focused on ways through which these environments can achieve self-reliance, the inclusion of stakeholders and communities at large and the creation of socio-economic basis that will foster and advance the existing and future efforts of all parties concern with enhancing productivity. By its different components, especially IRADA program, it aims at empowering individuals to initiate their own enterprises and become self-sufficient, in order to reduce unemployment and combating poverty in urban and rural areas. Moreover, it offers Jordanians integrated business services to assist individuals establish new enterprises or develop existing small and medium size business. The services, thus, support the investor from inception through implementation and beyond. MOPIC has realized that many difficulties and obstacles face starting up or sustaining businesses, especially the house hold enterprises, such as inability of products to compete which results in weak marketing, and the difficulty in providing permanent marketing venues; such reasons urged MOPIC to adopt the idea of the project.

Project Phases:

- Phase One : Awareness secessions and training of women led to an excellent number that established their own home-based businesses
- Phase Two: Establishing a permanent shop for food products and another for handicrafts. The shops were inaugurated by H.E. minister of MOPIC in June, 2010 at the city of Jarash.
- Phase Three: Establishing marketing cooperation through large malls and markets in Amman.
- Phase Four: Financing house-hold businesses with loans. This continuous phase started in 2013 on the following bases:
 - MOPIC allocated 15,000 JDs as a revolving fund for house hold businesses participating in Jarash (food & handicrafts) exhibition (shops)
 - The loan is being used to finance direct production cost, which includes raw material and processing cost
 - The loan's ceiling is 500 JDs for each business
 - The loan is paid back via multiple payments after selling the products
- Phase Five: Quality Assurance Project for food products. This activity started in 2012 by the related laboratories in the RSS, and it's importance is based on the following facts:
 - The number of licensed SMEs in Jordan (above 5000 JDs of capital investment) have reached 124,123 enterprises by the end of 2011, which constitute 79% of total licensed businesses (156,728), among which, food production enterprises (3098) compose about 2.5% of the total number. Moreover, housewives have started micro, house-hold businesses with limited funds to help their families. The established businesses are estimated to reach 59,000 on permanent and temporary basis.



- The house hold enterprises vary between trade, handicrafts and food processing businesses, especially dairy products, pickles, olive oil, honey and medical herbs products.
- The above-mentioned project targets house-hold food producers, through providing technical assistance and expertise to assure quality and safety of products and procedures, in addition to providing relevant laboratory tests to verify the compliance of these products to the national and international standards, and implementing the accredited rules to certify the high quality products.
- The project covers almost all areas in Jordan, concentrating its activities on rural and poor areas, and the businesses of local communities and cooperatives.
- The project aims at supporting the local economy and raising the living standards of individuals through the following activities:
 - Assuring quality of food products through training of business owners and their employees on scientific, healthy and correct practices as to comply with the national standards.
 - Preparing food products to be quality-certified by RSS.
 - Enabling the certified products to participate in local and regional marketing exhibitions
 - Temporary exhibitions: Facilitating the participation of businesses in direct-sale exhibitions held in the kingdom around the year. Products are well packaged, labeled and tested. Such exhibitions provide chances for producers to share experience, to network and to enhance the quality of their products, thus gaining better experience in marketing
 - URDON product: These are genuine Jordanian food products made by women. This brand was launched in 2011 after inaugurating Jarash shops. The products vary from processed food to hand-made handicrafts reflecting the genuine Jordanian culture

Project location:

The project activities cover almost every place in Jordan, in addition to the marketing division at the Central Support Unit in Amman. The following map shows the geographical distribution of the field centers:

Specialized Training

Objectives:

- Providing producers with basic technical and administrative skills required to enhance their products / services
- Building the capacity of business owners in management subjects and practices.
- Enhancing marketing skills of business owners and their employees.

Subjects include for example:

- Packaging and labeling
- Costing and pricing
- Presentation of products and customer service
- Financing and financial management
- Basics of Quality



Technical Assistance:

Technical activities and procedures aiming at enhancing the technical and technological capacity of businesses, through utilizing the technical expertise of RSS laboratories and staff. Objectives of Technical Assistance:

- Solving technical problems related to production
- Enhancing the quality of products to help them compete
- Ensuring Quality Standards in production
- Setting Technical Specifications of products, based on the results of laboratory tests

Project Objectives:

- Changing the mindset of individuals towards productivity.
- Providing job opportunities and self-employment.
- Combating poverty and unemployment.
- Economic empowerment for individuals and firms.
- Women empowerment through house-hold businesses.

The major beneficiaries from the project:

Beneficiaries are house-hold businesses which are mostly owned by women, since the house-hold business ends up as a family business, where every family member shares production, marketing or selling of products directly or indirectly. The map above shows the geographical distribution of beneficiaries around the kingdom, concentrated in the poor and less fortunate areas.

Involved Parties in designing the project are:

- MOPIC: Through the Enhanced Productivity Programs (EPPs): The vision of MOPIC is to uplift the Jordanians to higher levels of productivity and work, enable them utilize their capacities to become productive in social and economic development, become more self-dependent and income generating. The ministry shares the government its responsibility in combating the poverty and unemployment in Jordan
- RSS: Through IRADA, helps the ministry achieve its goals, based on its social responsibility and responding to the relevant mutual agreement signed with the ministry. RSS has actively participated in designing this project, utilizing the expertise and capacity of its employees and other specialists in the kingdom
- King Abdullah 2nd Fund for Development (KAFD): Through the adoption and registration of URDON brand
- Women in local communities: Through participating in brain-storming sessions held in their communities, by defining their training needs and sharing their ideas, suggestions and expectations.

It is worth-mentioning that this project was fully designed, funded and implemented by national capacities and resources. Beneficiaries have already participated in designing the project objectives through brain-storming and training-need assessment sessions which were conducted by IRADA field centers in the local communities. Major issues were their needs to access marketing venues outside their local communities, building their capacities in managing their businesses and marketing their products.



To determine the specific needs targeted by the project, a comprehensive evaluation process was applied to the products of house-hold businesses via specialists from RSS. It showed a wide gap between these products and what could be competitive in the market, thus needs were assessed and actions were determined to provide appropriate services to the market-mix components (Product, Price, Place, Promotion, People) to achieve competitive products, such services focused on:

- Following Quality rules in production.
- Achieving customer satisfaction through distinctive finishing.
- Following modern styles in packaging.
- Following scientific methods of costing and pricing.
- Networking with distinguished marketing projects and institutions.
- Participating in temporary sales-exhibitions.
- Applying technical specifications and standards to products.

The creative aspects of the project

- Geographical coverage: IRADA 26-centers are widely spread.
- Diversity: Responding to different product-needs appropriately.
- Branding: URDON brand was achieved with cooperation with KAFD.
- Continuity: Technical services are continuous around the year.
- Development: Modern marketing means and E-commerce.
- In all the above-mentioned aspects, attention was paid to the human element since it is the core of the development process.

The Efficiency and Effectiveness aspects in project management

- Exploitation of experts to provide specialized services.
- Utilization of technical expertise and resources at RSS.
- Communication with producers and feedback.

Integrating all these elements; both qualitatively and quantitatively and adapting their potential for the benefit of producers achieved considerable results in limited time and resources. Also, following pre-defined rules and applying measurable-criteria resulted in efficient and just distribution of services, yielding ideal investment of human, technical and financial resources for the benefit of the project.

Major Impacts of the project:

- Empowerment: Both social and economic empowerment for individuals and local communities.
- Contribution to the government efforts towards solving unemployment and poverty issues through house-hold / family businesses, especially in rural and poor areas, utilizing the natural and environmental resources of these areas.

This project can be a model

From our point of view, this project has succeeded in creating culture and making transformation. Thus it can be duplicated in other similar economies; for the following reasons:

- Utilization of natural and raw material in positive and low-cost manner.
- Utilization of different capacities of human capital.
- Marketing local products of women and cooperatives in new markets, thus boosting demand, whether nationally or regionally.



100% Natural Food Products

مواد غذائية طبيعية ١٠٠٪



Quality Assured Products



الجمعية العلمية الملكية
Royal Scientific Society

Direct Sales Exhibitions

معارض البيع المباشر



Ceramics

اعمال الخزف



Painting

الرسم بالريشة



Embroidery

اعمال التطريز



Beads

اعمال الخرز



Mosaic



فسيفساء



Wood Shaping

حفر على الخشب



Soap

صابون عطري



Accessories

اكسسوارات

