



Vietnam Project



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What is IDA?

IDA is a student-led organization which promotes and pursues **sustainable social development** in the world.



Oct, 20011

Needs assessment

Creating idea

Feasibility survey

Start-up Project

Implementing

Vietnam

Hanoi

Nam Din

Ho Chi Minh City

Identifying the issue



Needs assessment

Findings 1

- The farmer is poor
- Their husband go away to work



Findings 2

- Non La making as second job
- Non La is a traditional cap



The problems of Non La

- Hand making , 4 hours
- The profit is 1 dollar



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Overview of 3rd field survey

【Duration】 September 1st - 29th, 2012

【Place】 Nam Dinh province Dao Khe Thuong village,
Hue province, Hanoi city

【Participant】 Kato, Takehisa, Kawahara

【Objective】

- ① Get some profit increasing ideas from Hue province and Chuong village which are famous for Non La
- ② Establish the partnership with local people

Activity of Dao Khe Thuong village①

-observation of Non La making -

- Record all production processes by photos and videos

→ Publish to our Blog (なむでいんだより)

- Point of our observation to become more efficient production

→ process of sewing



Activity of Dao Khe Thuong village ②

–survey of Non La distribution and sales –

1. Reveal the Non La distribution

→spread across a wide market ^{ex.}China

2. General customer is famer.

→whole seller don't want to buy embroidery design Non La.

3. Quality decides Non La price.

→leaves color, detail of sewing, sturdy frame, decoration



It is difficult to clarify Non La distribution comprehensively.

Activity in Hue

–Survey of Non Hue–

- Non La for tourists
→totally different from Dao Khe Thuong
- Non La makers are decreasing
→Low profitability
- Movement to protect Non Hue
→Establishment of an organization
- Holding a seminar for makers



Activity in Hanoi

-Demand survey-

- A few gift shops have Non La
→No specialized shop
- Non La from Chuong village is more expensive than that from Hue
- A woman exporting Non La
→Add something, demand in overseas



Activity in Hanoi

–Build a relationship with local partners–

- We need local partners
→link with the project site

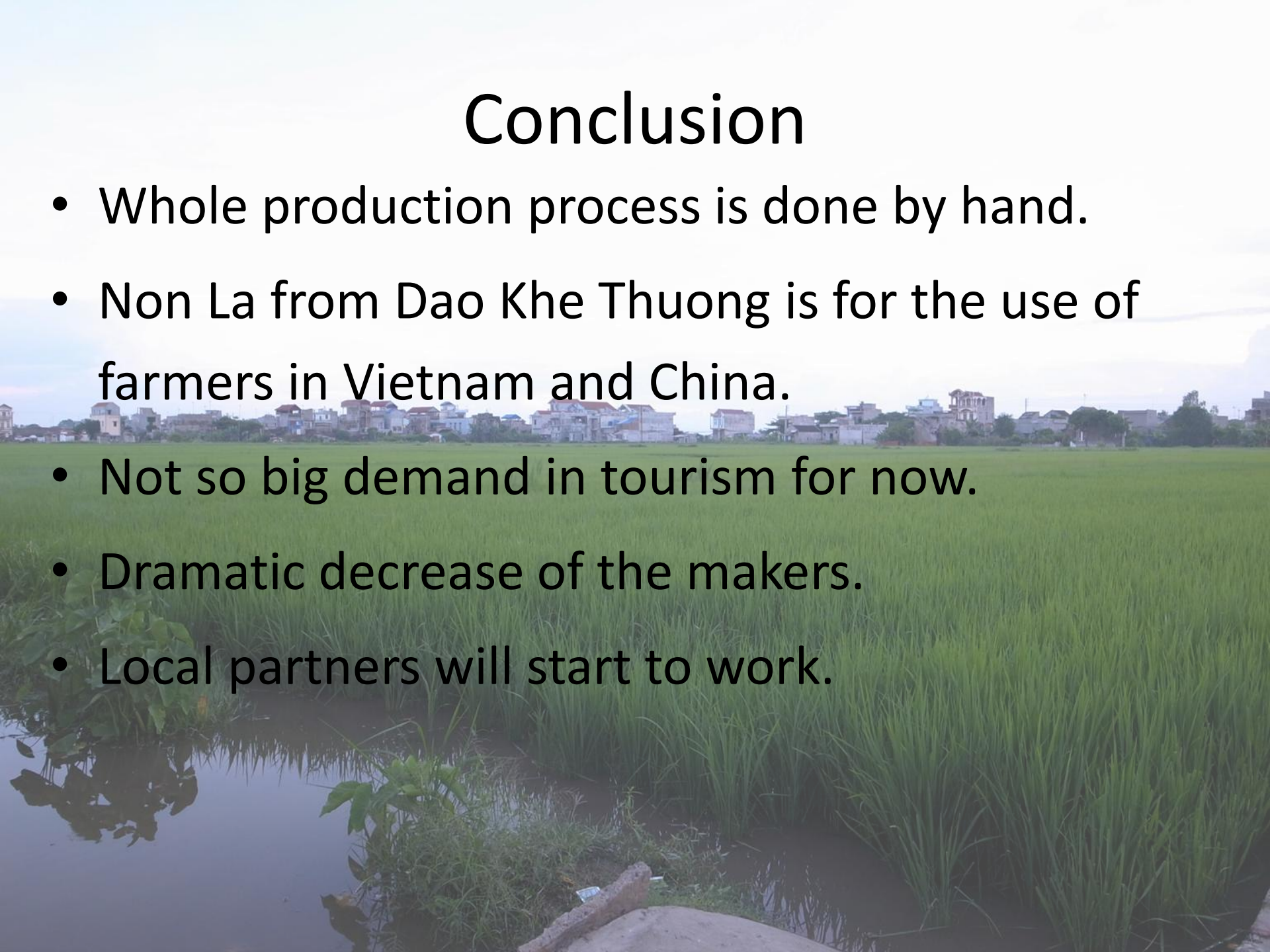
- Six people are willing

- Cooperation will be important
→share the vision and keep the tie



Conclusion

- Whole production process is done by hand.
- Non La from Dao Khe Thuong is for the use of farmers in Vietnam and China.
- Not so big demand in tourism for now.
- Dramatic decrease of the makers.
- Local partners will start to work.



Future plan

Nov

- New product idea

Dec

- Make some prototypes

Jan

- Feedback from various sides

Feb

- Planning of the next field trip

Mar

- Field trip

A wide-angle photograph of a lush green rice field. In the foreground, there is a small pond with some water lilies and other plants. The rice plants are tall and vibrant green. In the background, a small village with several buildings is visible under a cloudy sky. The text "Thank you for your attention." is overlaid in the center of the image.

Thank you for your attention.