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February 1990
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OPPORTUNITY STUDY
FOR THE DEVELOPMENT OF THE
AFRICAN TRADITIONAL TEXTILE INDUSTRY

Report of Mission
to
Ouagadougou, Burkina Faso

22 - 29 December 1989

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Vienna

**OPPORTUNITY STUDY
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ANNEXES
Opportunity Study for Burkina Faso

1. List of Persons Met: UNDP, Government, Artisans,
Entrepreneurs and Exporters
2. Non-Government and Bilateral Organizations
3. The Product: Interviews with Artisans and Entrepreneurs
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I. INTRODUCTION

A. Purposes of the Opportunity Study

1. The comprehensive report for Burkina Faso, Mali and Senegal shall be read first. It includes the purpose of my mission, observations, conclusions, and recommendations for consideration for a long-range UNIDO programme of assistance to develop and increase productivity of the African traditional textile industry. It can be specifically utilized by the Government of Burkina Faso.

2. The following report includes:

a. aspects of the Burkina Faso Government's concerns and policies, both in general and in specific relationship to its traditional cotton textile industry, and strategies for its development. The issues discussed with government representatives are presented which also focus upon coordinated programmes and required international assistance relating to product and production development, marketing, export promotion, and training. (Annex 1)

b. a summary of non-governmental and bilateral organizations. Their methodologies, programmes and experiences are reviewed for insight as to how to assist artisans, particularly the scattered populations of the rural sector, and ideas for potential mutual collaboration. (Annex 2)

c. a description of Burkina Faso's traditional cotton textiles. Interviews with artisans, entrepreneurs and exporters will reveal their circumstances. Conclusions and recommendations for follow-up activities are suggested. (Annex 3)

B. The National Development Strategy

1. Burkina Faso's National Development Strategy, as described by the UNDP Resident Representative, Mr. C. Metcalf, and SIDFA representative in Abidjan, Mr. Oliver, in the report of 30 October 1989, is to promote the populations's forces to create development of the country, thus placing this responsibility on the private sector. The Government has undertaken programmes of reform to assist the population in this task by promoting such activities as training, promotion of the role of women, adoption of new investment codes, and reorganization of public institutions.

2. Within this framework, the Five Year Development Plan and Fourth Country Programme, extending to 1992, recognizes major objectives:

- a. increase and secure domestic production;
- b. progressively loosen external dependence;
- c. mobilize domestic savings;
- d. promote employment;
- e. increase the revenues and safeguard the purchasing power of the disadvantaged segments of the population.

3. The central theme of the Fourth Country Programme is the strengthening of the management capacity of the state machinery which specifies management of the principal sectors of the economy and development programmes and projects at the field level. In reference to the industrial sector, UNDP assistance will be designed primarily to train national personnel who will be in charge of supervising development projects and will cover management as well as technical difficulties.

4. Projects assigned to UNIDO include promoting small and medium scale industries.

5. The Ministry of Economic Promotion (Ministere de la Promotion Economique) has requested assistance to establish a handloom unit geared toward women. The objective is ultimately to create a training and production centre. Products for production are to be formulated, and include textiles for domestic consumption which may provide substitutes for imported textile products. The project is "BKF/ 88-001/ Unite de Metiers a Tisser Manuel."

6. Recently, the Chambre de Commerce d'Industrie et d'Artisanat, and ONAC, Office Nationale du Commerce Exterieur, requested UNDP assistance in the establishment of a large-scale national emporium (Village Artisanat) devoted to the promotional of Burkinabe artisans. It is to include facilities for training, technological transfer, product design and quality control. International staff will assist artisans in the translation of and adaptation to the demands of the international market.

C. Cotton Production and Potential Traditional Textile Industry

1. Burkina Faso annually produces 160,000 - 180,000 tons of high quality raw cotton. Only 2,000 tons are utilized by their domestic textile industry, and only a fraction is used by artisans. The rest is exported as raw cotton, and the lack of transformation into marketable finished products, both for domestic and international consumption, is extremely detrimental to the economy.
2. Government representatives expressed serious concern and were extremely receptive to programmes to increase this transformation.
3. They realized how essential it is to carefully select the right kinds of technology so as not to aggravate the current unemployment situation.
4. The urgency of developing opportunities for Burkinabe textile artisans assures labour-intensive industrial utilization of raw cotton and increased revenues to the disadvantaged segments of the population.
5. It was quoted that fifty per cent of the 525,000 Burkinabe artisans are involved in cotton textile production, including handweaving, printing, spinning, dyeing, and tailoring. Of this, 160,000 are handspinning.

II. MEETINGS WITH GOVERNMENT REPRESENTATIVES

A. The National Direction for Women's Development

1. The seminar, "Pour L'Integration de la Femme au Processus de Developpement en Avant" was sponsored by UNFPA for government agencies concerned with women's development programmes and education. Among the guest speakers at the closing ceremony of 22 December 1989 were Mr. Elies Sare, Minister of State for Social Action, Fatima Legma, Director of Burkina Faso's Women's Association, and the Director of Training in Agriculture.

2. Urgent issues for immediate government initiative were based upon the need to:

- a. acquire market and feasibility studies for entrepreneurs, specifically regarding women's works;
- b. actualize government policies to provide women's equal access to the economy;
- c. remedy inaccessibility to bank credits and extend bank credit facilities to women;
- c. establish general support for women's development programmes.¹

B. Ministère de la Promotion Economique, Direction de l'Artisanat

Mr. Thomas Sanon, Minister

Madame Ouedragogo Josephine nee Sanon, Director

Mr. Sanon Salia, Economist, in charge of Programme Development

Mr. Harold Ptisterer, Consultant in Residence, German AID and Technical Cooperation

1. I met with Mr. Sanon Salia and Mr. Harold Ptisterer, who explained that the main task of the organization is to develop a master plan of government policies to assist the Burkinabe population develop cottage and small industries. They are to coordinate activities of government bodies concerning economical development, promotions, and commerce, as well as vocational training, and translate their policies into action. They stressed the importance of early stages in the government's development of facilities to create ease of movement for producers and exporters. The government's role is to assist communication of:

- a. international product design;
- b. quality standards;
- c. price levels;
- d. product development;

¹Text of this speech is available from UNAP at UNDP Headquarters in Ouagadougou.

- e. market contacts;
 - f. establish tax-free inputs for producers.
2. They request assistance of UNIDO, particularly for:
- a. applicable technology transfer;
 - b. formulation of concrete approach for cotton product development. It is their main priority since 50% of all artisans are already engaged in this industry;
 - c. organize and financially assist promotion of international importers to visit SIAO, Salon International de l'Artisanat Ouagadougou, 27 October to 3 November 1990. (Annex 4)
3. They emphasized the value of supporting private promoters to develop:
- a. the cotton handspinning industry, to increase productivity and generate income for the rural sector. There are an estimated 160,000 handsp spinners. The handspun fiber could be consumed by handweavers or exported. Market research could assist in lending credibility to this government policy;
 - b. finished cotton products for domestic consumption to substitute for imported products;
 - c. improvement of dye technology for industry and the informal sector;
 - d. establishment of institutions to develop exportation links and facilities, and develop orientation toward export product development;
 - e. assist reorientation of training and increase activities for the Centre Artisanal Feminine de Goughin, a government textile institute, to include product design and marketing.

C. Centre Artisanal Feminine de Goughin

Ms. Ouediaogo Fatima ta, Director

1. It was suggested by the UNDP and government representatives that I visit the Centre and present my evaluation of present training and production circumstances as well as recommendations for its future programme. Regrettably, the school was not in session during the holidays, and although I was permitted to

tour the facilities and visit their impressive display centre, the Director, Ms. Ouediaogo Fatima ta, was on leave. We managed a brief informal meeting at her residence the evening before my departure, but I did not have the opportunity to pursue in depth interviews with appropriate government officials.

2. The Centre was established by Catholic sisters as a college. They provided textile training and, as remains the current policy, the graduates could either work at home, or at the Centre. In either case, they could display their production at the Display Centre. The school became a government institution in 1983.

3. The physical plant of the institution was extremely remarkable. The construction was of high international standards, as was the equipment. The facility was impressively organized for productivity and training.

4. On display at the Center were high quality embroidered table-cloths and accessories, and hand-knotted rugs. They very well illustrated the cultural source of utilized motives and designs from masks and nature symbols. The ground cloth of the embroidery was of highest quality and industrially woven cotton at Koudigou. The embroidery was tastefully designed and well executed.

a. An average table-cloth 250cm x 150cm with eight napkins cost US\$120. They had a large stock for sale. Several sources informed me that the Sisters had established distribution channels for the production, but the government had not been as successful. The price level seemed fair, but too high to create demand for the current supply in the local market. Resales by an importer seemed unrealistic to me.

b. The second production was of hand-knotted woollen carpets from imported yarn. They were of finest quality and well designed. I could not determine whether the supply exceeded demand. The carpets appealed to affluent Burkinabe society and were commissioned by the international community. However, the price level, in comparison to Moroccan prices for comparable carpets, was considerably higher. In the international market, finer carpets from India, Pakistan, and China were less expensive, as prices are according to quality and, foremost, knot count. I could not foresee an export market.

c. The conclusion was that the students could probably gain ^{more} lucrative and practical training through modification of their products.

5. It is a recommendation to consider the reorganization of the Centre's activities to more accurately meet the current demands of the market place. To accomplish this:

a. UNIDO might assist first in reorientation of training concepts. International design assistance may be imparted to revise the programme to train students as textile designers, who could design finished products to stimulate the Burkinabe artisans to increased and marketable productivity;

- b. the Centre could be used as a link where market research could be received and transformed into prototype finished product designs by students and graduates;
 - c. a production centre could be developed where faso dan fani, batik, and tie dye are received from scattered producers and sewn into finished products for resale.
6. An Opportunity Study is recommended to pursue the feasibility of such concepts and formulate possible collaborative links between the Centre and ESITEX.

D. ONPE, Office Nationale Pour La Promotion de l'Emploi (under the Ministre du Travail de la Securite Sociale et de la Fonction Publique)

Madame Sanon Hortense, Director of ONPE

1. ONPE was established in 1970 to integrate women into enterprises and organize training programmes. It is oriented toward the private sector.
2. ONPE's artisan programme began in 1979. Women work at home and have access to a privately owned outlet store. They initiated and managed a production for women to craft baskets and pottery from 1982-1985, but they suffered from lack of marketing assistance and know-how. Attempts to succeed in the local market and in the USA were also unsuccessful. Their future programme includes training in marketing.

E. Chambre de Commerce D'Industrie et D'Artisanat

Sylvie Kabore, Secretaire General

Ms. Kabore described Burkina Faso's experience with marketing strategies and attempts to promote productivity through market outlet expansion. They organize international and national exhibitions and ONAC has provided financial assistance to participating entrepreneurs and artisans. Many prerequisite steps must be taken seriously before launching a large-scale development program.

1. Quality control must be organized to assure international standards of dyes and finishing.
2. Product design must be realized and produced.
3. A slow approach to marketing is appropriate where small orders may be procured.
4. Organization of government and international assistance should provide financial assistance to entrepreneurs so they may better function and expand.
5. A national emporium should be established for product display and promotion of artisans, including facilities for training, technological transfer, product design, and quality control, with the intention of translating the demands of international market to Burkinabe artisans.

F. Office National du Commerce Extérieur. ONAC

Mr. Zabramba Benoit, Directeur General ONAC

1. Our discussion emphasized government concerns eloquently articulated by Ms. Sylvie Kabore. Mr. Benoit informed me of their request to UNDP for international assistance to realize their plans for the establishment of a large complex devoted to the artisan.
2. Mr. Benoit inspired me to realize a methodology of assistance by attending and following up on government-sponsored market promotion activities where contacts are established between entrepreneurs, artisans and international importers. He suggested that UNIDO's programme include this significant function for international specialists. The schedule of events includes:
 - a. SIAO - Salon International de l'Artisanat Ouagadougou, from 27 October to 3 November 1990. Africans from many countries exhibit and market their crafts to invited international importers;
 - b. Brazil Exhibition in 1990 organized by Brazil;
 - c. Canada Exhibition in 1990;
 - d. USA Exhibition in 1990;
 - e. Africa Day annually held in February;

f. Exhibition for Traditional Textiles, Modern and Traditional, before the end of April 1990, to encourage domestic consumption.

3. The scope of UNIDO cooperation shall include:

- a. to lend technological and market assistance to translate the feedback of market at exhibitions;
- b. to familiarize international staff with current production and potential of interaction;
- c. to translate circumstances into concrete terms of reference for follow-up activities for the international development programme.

III. NON-GOVERNMENT ORGANIZATIONS AND BILATERAL ASSISTANCE PROGRAMMES

A. Introduction

1. Burkina Faso possesses an untapped wealth of marketable handcrafted textiles. The country is at the very early stages of developing the links in the chain connecting their producers to the potential domestic, African and international markets.

2. A practical development programme demands careful coordination of all attempts to develop this industry. Particular concern is to create coordination between grass root programmes assisting producers and entrepreneurs who must realize considerable development before they can directly link up with appropriate market outlets, especially sophisticated international importers who may best serve their needs.

3. Alternatives worth consideration, in terms of providing these intermediary links may be defined as:

- a. government agencies which may be established for this purpose, that will collect necessary data to locate producers and assess their potential capabilities, as well as define inputs for development;

- b. private sector consultants who have the expertise to perform the aforementioned functions and can translate market specifications to producers and provide them with quality raw material inputs;

- c. private exporters who have established a network to collect products from scattered producers, particularly in the rural sector. (Annex 5)
 - d. domestic and international non-governmental organizations and bilateral programmes;
 - e. the proposed UNIDO project which may coordinate functions and expertise of all the above within its broader-scoped programme.
4. Listed and described are the contacts I encountered during my brief mission to Ouagadougou. It is suggested that a future Opportunity Study include assessment of their possible role in a long-range development programme, as well as further research about other suitable facilities required to conduct these functions.

B. S.I.G.N.U.R.- Systeme Integre de Gestion et de Negoces pour l'Utilization des Resources

Francoise de Chevigny, Chargee de Programmes

- 1. SIGNUR currently organizes production^a and collects crafts for exportation to EEC countries and North America. They focus upon embroidery, carpets, basketry, and bronze.
- 2. Mr. Abdoulaye Barry, Directeur General, was overseas on a marketing promotion tour of the USA and European countries. I had the opportunity to meet his partner, Francoise de Chevigny.
- 3. They both had ten years experience in rural areas working with artisans and development programmes to generate their productivity. She was very eager to extend her expertise to an international programme which requests facilitators to encourage artisan/agriculturists by providing them with a market outlet and assistance to modify their production in accordance with market specifications and requirements, including quality control. (Annex 5)
- 4. An Opportunity Study is recommended to determine how SIGNUR may be assisted and/or participate in a UNIDO project.

C. SDID Canadian Aid Agency

Ms. Anne Marie Blouin, Director of Programme of COPAFO

1. COPAFO is a private women's cooperative for thirty-five women in Ouagadougou. They also have a display centre in Yatenga. The women own and supervised the construction of a impressive building housing a display centre and studios. Women also work at home. They all sell their work at the centre.
2. They are trained in accounting and are provided with access to credits and financing; they receive training in sewing and design finished products of dan fani, batik and tie dye exclusively for domestic sales.
3. Within two years they succeeded at their goals to provide vocational training and to generate employment for their members. The production was of fine quality. Ms. Blouin agreed that their efforts could greatly expand if they were assisted professionally in product design and marketing.
4. Contact for Canadian cooperation programmes at the Ambassade de Canada are:
Mr. George Barcheat, Director
Ms. Fati Ouedraogo, Women's Programme Officer.

D. Ms. Burchaus: German Consultant

1. Ms. Bruchaus has been a free-lance consultant for non-government organizations for German agencies since 1970. She worked on project development and operations. She is familiar with Burkina Faso's history of NGO programmes.
2. She suggested research of the following NGO's to assist in formulation of a course of action in developing rural cooperatives for artisans and define possible collaboration.

E. FEME: Federation des Eglises et Missions Evangelique

Ms. Micheline Yameogo and Bernadette Palle, Office de Development

FEME is a local church organization established in 1986-87. They organized a cooperative for 200 women who are weavers and entrepreneurs. Fifty percent are weavers. They developed 70 different designs of Faso dan Fani (handwoven cotton) and the reaction in Germany was very favourable. They need design assistance to professionally create high quality finished products from the cloth.

F. GREFFA

Bernadette Palle, Sec't General, Executive Secretary

GREFFA is an NGO of five to six research specialists who conduct studies on women's activities and cooperatives. They are recommended to do feasibility studies.

G. NAAM et SIXS, Ouagadougou and Yatenga Province

Ms. Ramata Sawadogo

NAAM et SIXS is a rural organization to promote cooperative movements in agriculture and cottage and small industries for male and female artisans.

H. U.S. A.I.D.

Mr. Wilbur Thomas, Director

Ms. Jeanne Marie Zongo, Training Officer

I. Mr. Wilbur Thomas described U.S. A.I.D.'s programme to assist the development of micro- and small-scale industries in Burkina Faso. Training

programmes include focus upon women to generate employment and productivity. Programmes to serve artisans and entrepreneurs include commercial training and development of exportation to the United States.

2. U.S. A.I.D. has financed entrepreneurs to attend international training programmes including the Pragma Corporation's "Developing Country Handicraft Exporters' Program," scheduled for 18 - 25 July 1990 in Los Angeles. They also conduct seminars in Burkina Faso such as, "How to Do Business in the United States."

3. Mr. Thomas emphasized the need to create practical strategies and programmes that are sensitive to the restriction of the French language and the necessary costs of arranging guides and interpreters for entrepreneurs and exporters during international tours.

4. He concluded that there is an indigenous wealth of talent and skills. The main task is to develop conceptualizations of developing end products appropriate to a highly commercial international market society.

5. Mr. Thomas was eager to collaborate and coordinate U.S. A.I.D. activities with UNIDO's endeavours and future programmes.

IV. BURKINA FASO'S TRADITIONAL HANDCRAFTED COTTON TEXTILES

A. Introduction

1. The government has placed major emphasis on the development of the handweaving industry and establishment of cooperatives. Their priority is to develop this product, faso dan fani, which is currently a hallmark of distinction for Burkina Faso. I was encouraged to research and provide a detailed evaluation of the national organization, "Faso Dan Fani," and this report will also serve as a prototype to exemplify current conditions and potential for developing infrastructure for other textile products to include:

- a. handspun cotton;
- b. handwoven cotton blankets;

- c. batik;
- d. tie dye;
- e. basketry.

2. The above categories will be discussed and my interviews and evaluations of individual producing artisans and entrepreneurs will be included. (Annex 3)

3. Conclusions and recommendations for follow-up activities will include suggestions for opportunity and feasibility studies as part of a programme for international assistance. My comprehensive Report for Burkina Faso, Mali and Senegal provides a much more detailed account of this section, particularly Section II, "Discovering the Traditional Textiles of West Africa and Their Potential."

B. Faso Dan Fani, a national organization established by the Chamber de Commerce, D'Industrie et D'Artisanat.

Jeanne Coulibaly, Director

1. The tradition of Faso Dan Fani, handwoven cotton strip weaving, was generally encouraged under the previous government of Sankara who initiated a government policy that the Burkinabe population was to wear garments made from indigenous handwoven cloth. The compulsory nature of the policy was discontinued by the recent government and sales and employment of handweavers dramatically declined.

2. Ms. Jeanne Coulibaly was encouraged by the Ministry of Social Welfare to organize women's cooperatives in 1988 for women weavers in cottage industry. Larger units away from home were impractical and unfamiliar to their lifestyle.

3. Ms. Jeanne Coulibaly now directs the "Faso Dan Fani," a national organization. Its function is the promotion, production, and distribution of faso dan fani. The organization oversees the distribution of raw materials and provides a national emporium as a market outlet which stocks the cloth and arranges commissions for the weavers.

4. The organization has twenty staff members for the operating offices and display centers. Fifteen are employed in Ouagadougou, five in Bahajeuellaso, 350

km. from Ouagadougou. Another display centre will soon be operational at the Ouagabougou Airport.

5. "Faso Dan Fani" serves ten cooperatives comprised of 150 members, reduced from 350 in recent months, because of reduced domestic demand and lack of a substantial external market outlet.

6. An average weaver works in groups of three including an entrepreneur who is also a producing artisan. They usually work in the backyard of the entrepreneur's premises, where she also provides use of her looms.

7. Weavers who are members of the organization are reputed for producing the finest quality as their organization abides by strict rules of quality control.

8. They also claim to earn a higher wage than non-members. The average profit for two pagnes (skirts of 120cm x 180cm dimension) for the entrepreneur and weavers is 1250 CFA (US\$4.50), if each pagne sells at 2500 CFA (US\$9.00) and the weight and design utilize 1 1/2 packets of cotton thread costing 3750 CFA (US\$13.50).

9. A skilled weaver can produce a maximum of four pagnes daily and conceivably 1200 per year if she works full-time for six days per week. Her maximum annual income is 750,000 CFA (approximately US\$2,680).

10. Other products produced and exhibited at the display centre include:

- a. embroidered and handwoven table-cloths and table accessories;
- b. cotton strip weave tapis of exciting primary colours adapted to floor mats and wall-hangings. A variety of sizes are woven against commission.

11. Assistance to the "Faso Dan Fani" organization is regarded as a top priority for several reasons.

- a. The government considers this group a top priority and has requested an in depth Feasibility Study to define appropriate assistance including increasing productivity by improving designs of the products, and developing finished products, with the hope of correspondingly increasing marketing outlets for domestic, African and international consumption.

- b. The chief raw material, industrially spun cotton thread produced by the Burkina Faso's KOUDOUGOU Spinnery, is not colour-fast. Many colours bleed

or fade and supplies of a range of colours are not consistently available. Prices also fluctuate. Primary assistance to improve the dye technology is a prerequisite for increasing marketability of Faso Dan Jani.

C. Cotton Strip Weave Blankets

1. Many scattered weavers, particularly located in the northern region of Burkina Faso, are of the Peuhl tribe. It is a nomadic ethnic group of the Sahel from Senegal to Chad. They are reknown as fine artisans, and the handwoven cotton strip weave blanket is one of their remarkable traditional products. It appealed to me because of its aesthetic appeal and potential to be designed into many internationally marketable finished products.

2. I came across examples of the best quality of West African blankets in the main market of Ouagadougou. I was informed they were woven in Tiebele Village.

3. Francoise de Chevigny, Chargee de Programmes for SIGNUR, had worked with Save the Children to develop employment and training for artisans in the northern regions, and has worked with the blanket weavers for the past ten years. Francoise encouraged my interest in the blankets and assured me that UNIDO assistance would definitely generate impressive employment and productivity for the artisans, especially if the programme diversified the finished products and expanded the market outlet. She expressed interest in participating in such a programme.

4. Potential design modifications include:

- a. design diversification by stitching the strips together in varied compositions;
- b. modifying weight of handspun fibres and colour combinations;
- c. finished products of sashes, bed covers, "mix and match" cushion covers, and wall-hangings.

D. Batik Textiles

1. Many examples of batiks were outstanding in quality, and unique in design. Finished products, although small in quantity, were extremely sophisticated, and

tailors created custom women's apparel for custom orders. These are an example of the industry's great potential to excel in the international market. Local producers stitched exquisite table-cloths and shirts for men and women. Batik wall-hangings were also of outstanding design.

2. It is apparent that the industry is completely unrealized, having no organization to promote and market the scattered production.
3. The use of natural indigo and handwoven cloth may be researched and test marketed.
4. An Opportunity Study is recommended to help develop the batik industry in terms of product development, quality control, and marketing.

E. Tie Dye

1. Designs of tie dyes from Burkina Faso were as interesting as any examples seen in Mali or Senegal. Although the quality of dyes is questionable and requires further study, the industry deserves serious attention for development and promotion.

2. If a less expensive dyestuff were used, the price level would be more appealing for exportation.

F. Basketry

1. Baskets from Burkina Faso are internationally renowned. Although it was not possible for me to study the production located in rural areas, examples in the main Ouagadougou market assured me that the industry can be easily advanced by increasing international market contacts.

2. Since baskets are among the most popular imported crafts in developed countries, particularly of this calibre, an Opportunity Study is recommended for increasing production and marketing.

V. CONCLUSIONS AND RECOMMENDATIONS FOR FOLLOW-UP ACTIVITIES

A. Conclusions

1. Burkina Faso currently faces severe problems which impede development of the traditional textile industry. The value of assisting this industry is well recognized because it has the potential to generate employment for the disadvantaged segment of the population. Also, the development of cottage and small-scale industry engages a sizeable population of skilled and semi-skilled citizens. Development of the industry also assures the cultural preservation of handcrafted textile traditions.
2. The domestic market demand for Faso Dan Fani has declined and other finished product designs and increased market contacts are required to generate employment for the handweavers.
3. Burkina Faso does not have a government or privately owned design centre to encourage the development of finished product design for the traditional textile industry. Such a facility can also translate contemporary market demand into marketable products.
4. There is a lack of coordinated programmes to reach out to rural artisans. Their products are most valuable in terms of the international market, and yet, at present, their production, at best, trickles into the main market at Ouagadougou.
5. There is no organized market outlet or display centre for the country's batik and tie dye artisans.
6. Textile training institutes for improving and developing the traditional textiles are lacking in Burkina Faso.
7. The international standards for dyeing technology, both in the industrial and informal sector, are not consistent and must be improved to avail potential marketability of the traditional textiles.

B. Recommendations for Follow-up Activities

1. International professional assistance is requested to assist the Burkina Faso Government formulate policies and management strategies for a programme to stimulate the private sector's development and productivity of the traditional handcrafted textile industry. The textiles and their finished products of optimal marketability include:

- a. handspun cotton fibers;
- b. handwoven cloth, Faso dan fani, and strip weave blankets and tapis;
- c. printed cloth of batik and tie dye;
- d. basketry.

2. A comprehensive international programme for assistance may include activities to develop:

a. data to assess:

(i) managerial capabilities of the government and private sector, and identify required infrastructure to create a network connecting producers to marketplace, as well as required training;

(ii) countrywide identification and registration of entrepreneurs and potential entrepreneurs engaged in cottage and small industries for textile artisans;

(iii) establishment of rural industry associations which can be connected to the market place;

(iv) development of strip weave blankets of northern rural regions.

b. follow-up activities to develop products and production facilities best identified by a market research programme;

c. sophisticated display centers featuring handwoven and printed traditional textiles to generate domestic consumption;

d. assistance programme for the national Faso Dan Fani Organization to improve its ability to:

(i) reach out to a larger population of scattered weavers;

(ii) integrate handspun fibers into their weaving to diversify design;

(iii) produce finished products to generate increased sales of the faso dan fani.

e. credit facilities for entrepreneurs so they may expand facilities, production, and participate in international promotional activities;

f. training programmes and institutions to guarantee future development of the industry. Such training facilities may include new directions for existing facilities, such as the Centre Artisanal Feminine de Goughin to establish:

(i) design centers for product design to assist traditional artisans;

(ii) textile technology for improved quality;

g. assist and follow-up promotional activities generated by international government exhibitions for artisans and entrepreneurs to increase market channels;

h. government establishment of regulations on taxes for required imported inputs, such as dyes and bessain, to encourage the industry's control of price levels and profits:

i. more reliable access to imported dyes required by informal sector;

j. organization of quality control facilities;

3. Recommended Opportunity and/or Feasibility Studies include:

a. International Market Research Programme;

b. Faso Dan Fani Government Organization;

c. Dye Research for Improvement;

d. SIGNUR;

e. Coordination and collaboration of activities with non-government Organizations;

f. Batik and tie dye development and organization for domestic display center, possibly modeled after National Faso Dan Fani Organization, or ownership by a cooperative of entrepreneurs;

g. Assistance to Centre Artisanal Feminine de Goughin;

h. Basketry Development and Marketing Assistance.

ANNEX I

LIST OF PERSONS MET
(Burkina Faso Opportunity Study)

UNITED NATIONS

United Nations Development Program (UNDP)

Mr. Toe, Representant UNDP

GOVERNMENT REPRESENTATIVES

Ministere de la Promotion Economique: *Direction de l'Artisanat*

Mr. Thomas Sanon, Minister

Madame Ouedraogo: Josephine nee Sounon, Directeur

Mr. Sanou Salia, Economist, in charge of Programme Development

Mr. Harold Pfisterer, Consultant in Residence, German Aid and Technical Cooperation

Centre Artisanal Feminine de Goughin

Ms. Ouedraogo Fatima ta, Directeur

Ministere du Travail de la Securite Sociale et de la Fouction Publique: *Office Nationale Pou La Promotion de l'Emploi ONPE*

Mme. Sanon Hortense, Directeur

Office National du Commerce Exterieur (ONAC)

Mr. Zambramba Benoit, Directeur General

Chambre de Commerce D'Industrie and D'Artisanat

Ms. Sylvie F. Kabore, Secretaire General

Faso Dan Fani

Ms. Jeanne Coulibaly, Directeur

ARTISANS AND ENTREPRENEURS

Faso Dan Fani Cooperative

Ms. Ouedraogo Anasthasie

Batik Entrepreneurs:

Ms. Felicite Nakoulma
Mr. Minoungou Djibril
Faso Masiri Art de la Teinture Burkinabe

EXPORTERS

Burkina Artisanats Creation (BAC)

Mr. Kambire Maurice
Ms. Annick Gireaudau
Ms. Kathy Muntch

Prodia Gemumag

Mr. M. Nielander

Interpreter: Mr. Yameogo J.S. Desire

NON-GOVERNMENT ORGANIZATIONS AND BILATERAL ASSISTANCE

SIGNUR: Systeme Integre de Gestion et de Negoces Pour l'Utilization des Ressources

Ms. Francoise de Chivigny, Chargee de Programmes

German NGO'S

Ms. Eva Marie Bruchaus, Consultant

Canadian Embassy

Ms. Fati Ouedraogo, Women's Programme Officer

SDID - Canadian Aid Agency

Ms. Anne Marie Blouin, Director of Programmes

United States Embassy

U.S. A.I.D.

Mr. Wilbur Thomas, Director
Ms. Jeanne Marie Zongo, Training Officer

<u>THE PRODUCT</u>	Faso Dan Fani - Handloomed strip cloth
LOCATION:	Bilbalgo Secteur 2
OTHER PRODUCT LOCATIONS:	10 cooperatives in Ouagadougou
NAMES OF PRODUCERS VISITED:	Ouedraogo Anasthasie, entrepreneur and weaver
TECHNIQUE:	<i>hand weaving</i> on 12"-15" metal loom, 2 harnesses, 2 treadles, (40 cm maximum weaving width; <i>warp preparation</i> measured on ground stakes, <i>bobbin winding</i> on wooden 4-peg skeiner
RAW MATERIAL CONTENTS:	cotton
CLOTH AS UNFINISHED PRODUCT:	length 180 cm, 4 strips, 30 cm width
TRADITIONAL DIMENSIONS:	4 strips 30 cm wide sewn together to 120 cm width, 180 cm length
CURRENT FINISHED PRODUCTS:	pagnes (traditional skirts)
APPROXIMATE PRICE LEVEL:	2,500 CFA (US\$9.00)
HISTORY OF MARKET OUTLET:	
domestic:	cooperative outlet in Ouagadougou, decreased demand
Africa:	
International:	
NATURE OF PRODUCTION:	entrepreneur's outdoor courtyard, cottage industry cooperative, 3 weavers; cooperative specifies most design specificatins, but Ouedraogo also creates her own: buyer takes strips to tailor for sewing
CAPACITY OF CURRENT PRODUCTION:	9-hour day (7-12, 14-17 hrs); maximum production is two pagnes daily per weaver, but they are underemployed.

ANNEX 3

POTENTIAL

Can easily be designed for international market by modifying colour combination and diversification in stripe patterns.

MARKET APPEAL:

Not as appealing as finished products. Finished product diversification may increase domestic market. The light weight suits tropical markets for clothes.

SUGGESTED FINISHED PRODUCTS:

1) table cloths and accessories; 2) bedcovers and pillows for tropics; 3) clothing, as kinomas, bathrobes, casual ware.

SUGGESTED PRICE LEVEL:

SUGGESTED MARKET OUTLET

(1) Direct vs. Distribution:

(2) Interior Design: X

(3) Clothing: X

(4) Ethnic Arts: X

Regional Specification:

Capacity of Supply and Demand of Product:

Current supply well exceeds demand in Ouagadougou.

RECOMMENDATIONS FOR ASSISTANCE: Design assistance.

QUALITY IMPROVEMENT:

Dye is unpredictable from industrial and informal sector. Private dyer has larger range of available colours.

FINISHING FACILITIES:

None. Can be assisted by external design and finishing facilities.

DESIGN MODIFICATION:

The designs were not unique enough for exportation, but could easily be modified.

MARKETING ASSISTANCE:

Unpredictable demand in local market.

MISC:

Cotton price fluctuates considerably and weaver is not able to afford bulk purchases.

REQUIREMENT FOR FURTHER
OPPORTUNITY/FEASIBILITY STUDY

5741

ANNEX 3

THE PRODUCT

Pagnes, Boubous, Table-cloth Sets

LOCATION:

Ouagadougou, Section 5

OTHER PRODUCT LOCATIONS:

NAMES OF PRODUCERS VISITED:

Cde Nignan A. (dite MAMA)
Faso Magiri
Art de la Teinture Burkinabe

TECHNIQUE:

Batik and tie and dye

RAW MATERIAL CONTENTS:

cotton industrial woven imported
(hessian cloth) and domestic cloth

CLOTH AS UNFINISHED PRODUCT:

boubous and pagnes

TRADITIONAL DIMENSIONS:

6 meters and 2 meters x 120 cm

CURRENT FINISHED PRODUCTS:

table-cloths with 8 napkins or 8 place-
mats

APPROXIMATE PRICE LEVEL:

pagnes-3,000 CFA (US\$10.75)
houbous-6,000 CFA (US\$21.50)
table-cloths-10,000 CFA (US\$35.00)
men's shirts-1,500 CFA (US\$5.30)

HISTORY OF MARKET OUTLET:

domestic:

commissions and national exhibitions

Africa:

Dhakar & Lome exhibitions sponsored
by ONAC

International:

Germany, but suffered from language
barrier (ONAC provided 1 translator
for group)

NATURE OF PRODUCTION:

Established in 1979. All work on
commission, but they had stocks for
sale and exhibition. With 2 years she
increased to 10 male employees.

CAPACITY OF CURRENT PRODUCTION:

110 pagnes per day (11 per man);
300 is maximum.

ANNEX 3

<u>POTENTIAL</u>	As exporter, assistance to marketing would greatly expand their production.
<u>MARKET APPEAL:</u>	Very impressive
SUGGESTED FINISHED PRODUCTS:	same
SUGGESTED PRICE LEVEL:	same
<u>SUGGESTED MARKET OUTLET</u>	Direct
(1) Direct vs. Distribution:	
(2) Interior Design:	X
(3) Clothing:	X
(4) Ethnic Arts:	X
Regional Specification: Capacity of Supply and Demand of Product:	Supply well exceeds demand.
<u>RECOMMENDATIONS FOR ASSISTANCE:</u>	
QUALITY IMPROVEMENT:	Excellent quality
FINISHING FACILITIES:	Expand premises to include more operational space and equipment.
DESIGN MODIFICATION:	Can increase finish products
MARKETING ASSISTANCE:	International contacts and assess to market outlet showroom
MISC:	Requirements are: (1) marketing assistance; (2) government control on dye importation (expensive and difficult to procure); and (3) access to credit facilities.
REQUIREMENT FOR FURTHER OPPORTUNITY/FEASIBILITY STUDY	X

5741

ANNEX 3

THE PRODUCT

Batik

LOCATION:

Ouagadougou (B.P.512) 9 district

OTHER PRODUCT LOCATIONS:**NAMES OF PRODUCERS VISITED:**

Mr. and Mrs. Robert Nakovlma Felicite

TECHNIQUE:

wax application with metal block; also dyed cotton threads for weavers and did tie and dye on commission basis; guaranteed colour-fast

RAW MATERIAL CONTENTS:

cotton industrial woven cloth; imported dyes (Ciba Geigy, BASF); parafin

CLOTH AS UNFINISHED PRODUCT:

2 meters x 120 cm

TRADITIONAL DIMENSIONS:

4 strips 30 cm wide sewn together to 120 cm width, 180 cm length

CURRENT FINISHED PRODUCTS:

pagnes (traditional skirts)

APPROXIMATE PRICE LEVEL:

wholesale: 1250 CFA (US\$4.50) for a 2-meter pagne

HISTORY OF MARKET OUTLET:

domestic:

Africa:

International:

sporadic seasonal demand

NATURE OF PRODUCTION:

one printer working under thatched tin roof in entrepreneur's backyard; she also prints, and used to have 3 weavers plus herself.

CAPACITY OF CURRENT PRODUCTION:

10 - 60 pagnes per day per skilled worker (10 per day for complicated pattern of multiple colours; 60 per day for one colour, simple repeat)

ANNEX 3

POTENTIAL

MARKET APPEAL:

very popular in Burkina Faso as clothing; export appeal to be compared to batiks.

SUGGESTED FINISHED PRODUCTS:

They had no facilities or experience to finish products.

SUGGESTED PRICE LEVEL:

SUGGESTED MARKET OUTLET

(1) Direct vs. Distribution:

(2) Interior Design: X

(3) Clothing: X

(4) Ethnic Arts: X

Regional Specification:

Capacity of Supply and Demand of Product:

Supply well exceeds demand. She could increase facility if she had larger demand.

RECOMMENDATIONS FOR ASSISTANCE:

They were very attached to cottage industry production, but required marketing assistance to increase productivity. They were very capable of organizing a much larger production.

QUALITY IMPROVEMENT:

FINISHING FACILITIES:

DESIGN MODIFICATION:

Designs can be selected from collection. Select base cloth to enhance product.

MARKETING ASSISTANCE:

Require financial assistance to establish display room or provide government display center.

MISC:

They had problem with cloth and dye supplies & unpredictable availability. The imported dyes were extremely expensive due to unorganized distribution. Relied o traders who brought it back on trips to Ivory Coast.

REQUIREMENT FOR FURTHER OPPORTUNITY/FEASIBILITY STUDY

Bank credit assistance to facilitate more economical operation: 1) to afford to build inventory; 2) to afford display facility; 3) to participate in extended market research for expanding outlet.

5741

ANNEX 3

THE PRODUCT

Batik and Tie and Dye Pagnes

LOCATION:

Ouagadougou, Box 2512

OTHER PRODUCT LOCATIONS:

NAMES OF PRODUCERS VISITED:

Minoungou Djibril

TECHNIQUE:

Batik and tie and dye

RAW MATERIAL CONTENTS:

cotton industrial woven cloth

CLOTH AS UNFINISHED PRODUCT:

2 meters

TRADITIONAL DIMENSIONS:

120 cm width, 180 cm length

CURRENT FINISHED PRODUCTS:

women's traditional and international clothes

APPROXIMATE PRICE LEVEL:

1250 CFA (US\$4.50) for a 2-meter pagne

HISTORY OF MARKET OUTLET:

domestic:

X

Africa:

International:

NATURE OF PRODUCTION:

Master craftsmen plus three apprentices; men work on commission

CAPACITY OF CURRENT PRODUCTION:

20 pagnes - average daily production; 80 pr day is maximum; 30 is more approximate of potential

ANNEX 3

POTENTIAL

He could organize a much larger production, as he knows many unemployed artisans. Production is totally dependent upon market demand.

MARKET APPEAL:

Designs are of international merit. His dyes are good quality and colour-fast.

SUGGESTED FINISHED PRODUCTS:

clothing apparel

SUGGESTED PRICE LEVEL:

SUGGESTED MARKET OUTLET

(1) Direct vs. Distribution:

(2) Interior Design:

(3) Clothing:

X

(4) Ethnic Arts:

Regional Specification:
Capacity of Supply and Demand of Product:

His potential capacity well exceeds demand.

RECOMMENDATIONS FOR ASSISTANCE:

He needs credit to increase production.

QUALITY IMPROVEMENT:

Finished products need design assistance, but he is a master tailor.

FINISHING FACILITIES:

He has a very small shop.

DESIGN MODIFICATION:

Can increase finish products

MARKETING ASSISTANCE:

He only has access to domestic commissions. He has no market display facility. His premises is away from commercial district.

MISC:

REQUIREMENT FOR FURTHER OPPORTUNITY/FEASIBILITY STUDY

X

5741

ANNEX 3

THE PRODUCT

Baskets

LOCATION:

Ouagadougou, BP. 4512

OTHER PRODUCT LOCATIONS:

NAMES OF PRODUCERS VISITED:

Exporter: Burkina Artisanat Creation
 Mr. Kambire Maurice
 Ms. Annick Gireaudau
 Ms. Kathy Muntch

TECHNIQUE:

plaited, coiled and interlaced

RAW MATERIAL CONTENTS:

natural fibers and calabash

CLOTH AS UNFINISHED PRODUCT:

TRADITIONAL DIMENSIONS:

diversified

CURRENT FINISHED PRODUCTS:

APPROXIMATE PRICE LEVEL:

HISTORY OF MARKET OUTLET:

domestic:

Africa:

X

International:

X

NATURE OF PRODUCTION:

BAC collects and exports basketry.
 They claim there is an enormous
 supply requiring a large market outlet.

CAPACITY OF CURRENT PRODUCTION:

1990
LA PLUS GRANDE MANIFESTATION
ARTISANALE DU CONTINENT AFRICAIN

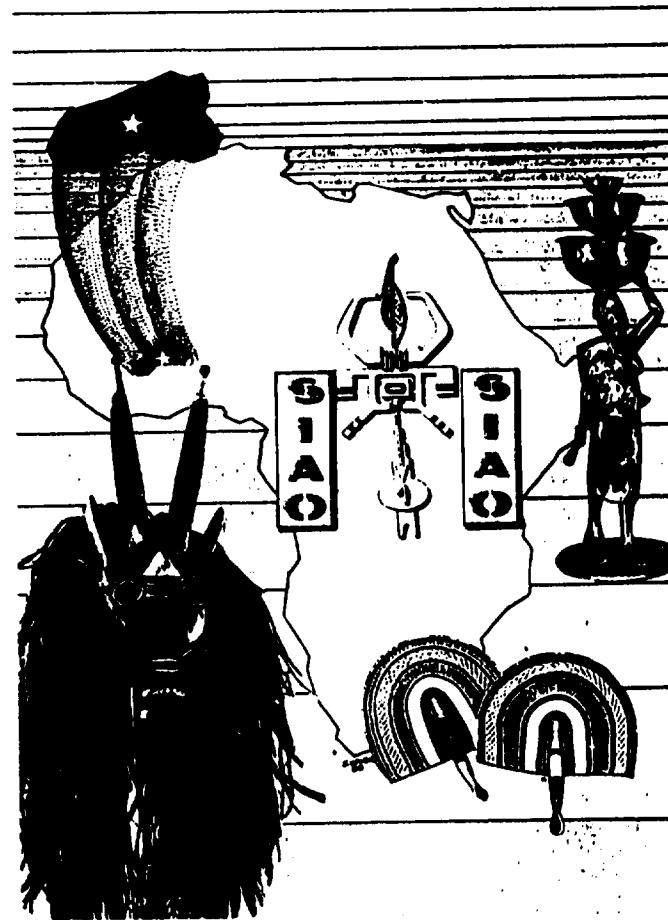
2^e SALON INTERNATIONAL DE L'ARTISANAT DE OUAGADOUGOU

Annex 4



SIAO

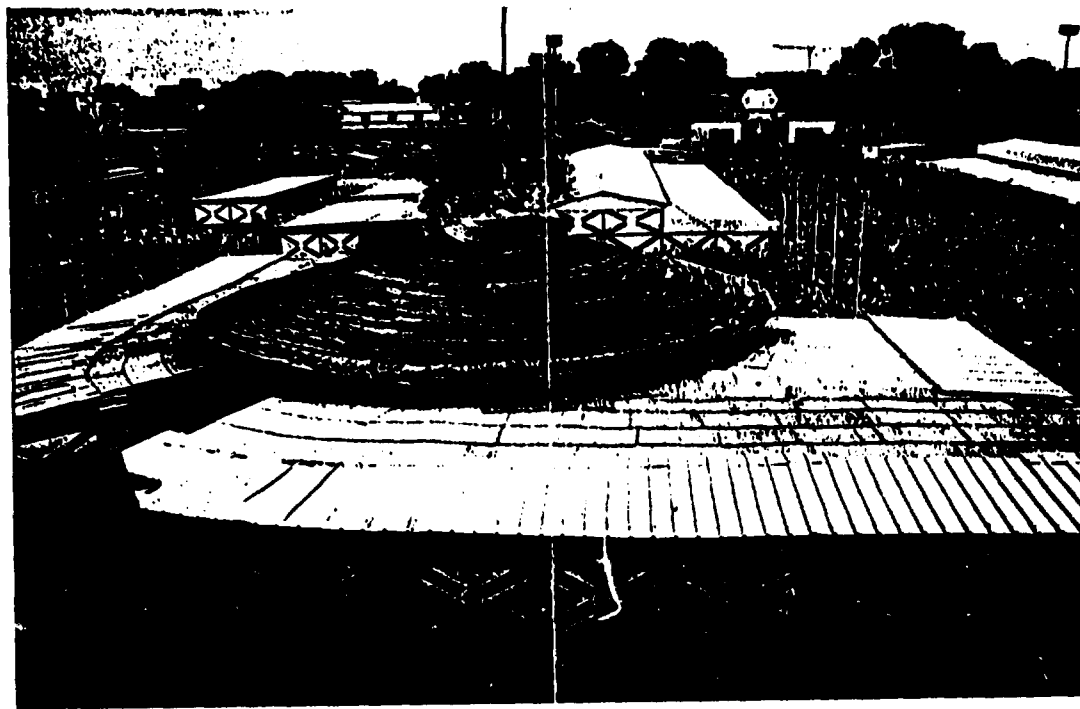
Tél. : (225) 33-20-25 Télex 5258 BF
01 B.P. 389 OUAGADOUGOU 01
BURKINA FASO



27 Octobre - 3 Novembre 1990

SIAO
1ère édition

Alre
d'Exposition



SIAO
First édition

Exhibition
area

**UN EVENEMENT EN AFRIQUE : LE 2e SALON
INTERNATIONAL DE L'ARTISANAT
DE OUAGADOUGOU (SIAO)**

1990 à Ouagadougou, capitale du BURKINA FASO : un événement d'une importance exceptionnelle va regrouper pendant une semaine les artisans et artistes de tous les pays africains qui offriront aux touristes, décorateurs, collectionneurs, galeries d'art... du monde entier, les meilleurs produits artisanaux du Continent Africain.

La 2e édition : encore un succès.

Le Salon international de l'Artisanat de Ouagadougou (SIAO) Forum de la créativité artistique et artisanale africaine, est cet important outil de promotion d'achat, de vente, de rencontre, de contact, pour vous et, entre vous et l'Afrique.

**AN EVENT IN AFRICA : THE SECOND
INTERNATIONAL AFRICAN ARTS AND CRAFTS
TRADE SHOW OF OUAGADOUGOU (SIAO)**

1990 in Ouagadougou, Capital of Burkina Faso : an event of a great importance will gather for a week the craftsmen and the artists from all african countries and offert tourists, decorators, collectors, art galleries importers... from all over the world, the best arts and crafts products of the african continent.

The second edition : One more succes.

The International Arts and Crafts exhibition of Ouagadougou, forum of the African artistic and artisanal creativity, is the most important rendez-vous of the year for business in Africa.



Système Intégré de Gestion et de Négoces
pour l'Utilisation des Ressources

Annex 5

S.I.G.N.U.R.

B.P. 525 - Ouagadougou
Burkina Faso (West Africa)

Tél : 30.71.49 - Télex : 5409 BF

RESUME DU PROJET :

**SUPPORT AU DEVELOPPEMENT ET A LA COMMERCIALISATION
DE L'ARTISANAT BURKINABE**

Au BURKINA FASO, environ 80 % des gens vivent de l'artisanat pendant la période de contre-saison qui dure plus de la moitié de l'année après la saison agricole. Les artisans ont alors une production élevée mais rencontrent de graves difficultés pour vendre ces produits et donc pour pouvoir en vivre dignement. Les produits fabriqués sont principalement : de la vannerie, du cuir, de la broderie, des bronzes.

Cette activité importante est à prendre en compte dans les programmes de développement.

BUT

Enlever au producteur le souci de l'écoulement de ses marchandises pour lui permettre de se consacrer essentiellement à sa production en améliorant cette dernière et en se conformant aux exigences du marché international.

OBJECTIFS

Participer à l'évolution de ce marché, c'est permettre aux producteurs de générer des revenus conséquents pour la quantité d'artisanat qu'ils offrent. Ceci demande une intervention en amont et en aval.

- En amont, il s'agit d'organiser la production, de contrôler la qualité, de faire respecter les délais de livraison et les normes, de former et sensibiliser les artisans aux impératifs de la conjoncture internationale.
- En aval, S.I.G.N.U.R. s'occupe actuellement des activités suivantes : distribuer, commercialiser, promouvoir, implanter les produits artisanaux Burkinabè dans les marchés situés en dehors du BURKINA FASO, principalement en Europe et aux Etats-Unis.

L'intervention et la participation de nos partenaires se situe en amont, en constituant une équipe qui serait basée à Ouagadougou, la capitale du BURKINA FASO, et qui aurait pour rôle de coordonner les actions à entreprendre auprès des producteurs.

La durée du projet est de cinq ans. Il est prévu qu'après cette période, les différentes actions entreprises aboutissent à une auto-gestion et ne nécessitent plus le soutien de partenaires.

Novembre 1989

PROPOSITION DE BUDGET EN AMONT

45-2

100 CFA = 2 FF

INVESTISSEMENTS

	CFA	FF
<u>Equipement de bureau</u>		
- Mobilier	1.300.000	26.000
- Equipement	1.600.000	32.000
- Frais d'installation	200.000	4.000
<u>Equipement logistique</u>		
- 1 véhicule tout terrain	15.000.000	300.000
- 1 mobylette	840.000	16.800
- 1 bicyclette	60.000	1.200
- <u>Achat d'un stock initial</u>	1.000.000	20.000
Sous-Total	20.000.000	400.000
Divers et Imprévus 10%	2.000.000	40.000
TOTAL INVESTISSEMENTS	22.000.000	440.000

FONCTIONNEMENT

Frais de Personnel

- 1 coordinateur	500.000 x 12	6.000.000	120.000
- 1 assistant au coord.	300.000 x 12	3.600.000	72.000
- 1 agent de liaison	200.000 x 12	2.400.000	48.000

Frais Opérationnels

- Loyer	50.000 x 12	600.000	12.000
- Fonctionnement du bureau (tél, tlx, eau, élect., etc...)	100.000 x 12	1.200.000	24.000

Frais de Logistique

Carburant, entretien/ réparation	100.000 x 12	1.200.000	24.000
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Autres Frais

- Frais divers annuels de mission (transports natx, intnatx, frais d'héberg)		1.500.000	30.000
- Frais annuels d'emballage, de conditionnement et d'intervention		500.000	10.000

Sous-total	17.000.000	340.000
Divers et Imprévus 10%	1.700.000	34.000
TOTAL FONCTIONNEMENT	18.700.000	374.000

N.B. :

Dans le budget investissements sont inclus les amortissements.

Novembre 1989





Système Intégré de Gestion et de Négoces
pour l'Utilisation des Ressources

#53
S.I.G.N.U.R.
B.P. 525 - Ouagadougou
Burkina Faso (West Africa)
Tél : 30.71.49 - Télex : 5409 BF

PROJET

SUPPORT AU DEVELOPPEMENT ET A LA COMMERCIALISATION

DE L'ARTISANAT BURKINABE

Au BURKINA FASO, environ 80 % des gens vivent de l'artisanat pendant la période de contre-saison qui dure plus de la moitié de l'année après la saison agricole. Les artisans ont alors une production élevée mais rencontrent de graves difficultés pour vendre ces produits et donc pour pouvoir en vivre dignement.

Les formes de production artisanale sont nombreuses et variées : artisanat d'art (sculpture, peinture, batiks, etc...), artisanat traditionnel (vannerie, cuir, broderie, bronze), artisanat semi-industriel (confitures, beurre de karité, pâte d'arachides), etc...

Cette activité importante est à prendre en compte dans les programmes de développement. Dans ce sens, le but du présent projet est d'enlever au producteur le souci de l'écoulement de ses marchandises pour lui permettre de se consacrer essentiellement à sa production en améliorant cette dernière et en se conformant aux exigences du marché international déjà connues de S.I.G.N.U.R..

HISTORIQUE DU PROJET

Au Burkina Faso, les instances gouvernementales portent un réel intérêt aux activités artisanales. Notamment à la suite du premier Salon International de l'Artisanat à Ouagadougou (S.I.A.O.) en février 1988, il a été décidé qu'un tel Salon soit institutionnalisé et une période biennale a été retenue. Le prochain doit avoir lieu en Octobre 1990.

S.I.G.N.U.R. entretient des relations étroites avec la Direction de l'Artisanat qui dépend du Ministère de la Promotion Economique et avec l'Office National de Commerce Extérieur (ONAC) pour toutes les activités artisanales qui sont menées aussi bien à l'intérieur qu'à l'extérieur du Burkina.

Mais S.I.G.N.U.R. est aussi fréquemment sollicité pour différents problèmes et travaille directement avec des groupes d'artisans, des centres sociaux, des artisans individuels dont les compétences et les travaux répondent aux besoins du marché, tels que :

- Le Centre de Formation Féminine Artisanale de Ouagadougou qui forme des jeunes filles notamment à la broderie et à la tapisserie. Ce Centre a récemment chargé S.I.G.N.U.R. de la promotion et de la commercialisation de ses produits en dehors du Burkina.
- Le Centre National des Arts qui regroupe plusieurs ateliers. S.I.G.N.U.R. a sélectionné quelques bronziers qui assurent une production régulière pour les besoins internationaux.
- L'Union des Coopératives Agricoles et Maraichères du Burkina (UCOBAM) qui a un atelier de production de confitures de fruits exotiques. S.I.G.N.U.R. exporte ce produit vers l'Europe et espère par là en développer la production.
- En 1987, une société française de création de formes et d'objets, AFRICADESIGN, s'est intéressée à l'artisanat Burkinabé et en a étudié les formes, les fonctions, les finitions, les a remodelées pour les adapter aux exigences de sa clientèle qui est principalement occidentale. S.I.G.N.U.R. assure le relais et le suivi entre AFRICADESIGN et les différents artisans de Ouagadougou travaillant pour eux (des bronziers, un centre de poterie et de céramique, la Société Burkinabé de Manufacture du Cuir).
- Le Sahel Burkinabé est isolé et connaît des problèmes de communication importants. Plusieurs groupes artisanaux de villages et de campements de cette région ont contacté S.I.G.N.U.R. pour trouver un support à la commercialisation de leurs articles.
- Des recherches et des tests ont été entrepris par S.I.G.N.U.R. sur des produits fabriqués artisanalement (surtout par des groupes de femmes) comme de la pâte d'arachides, du beurre de karité, des sirops de fruits exotiques. Actuellement, aucune de ces actions n'a abouti pour des raisons techniques principalement, mais un marché européen existe.



45-1

Au cours de ses trois années d'existence, S.I.G.N.U.R. a réalisé de nombreuses actions de promotion et de commercialisation à l'intérieur comme à l'extérieur du BURKINA. Dorénavant, il a été décidé d'orienter ces actions essentiellement vers le marché international beaucoup moins accessible aux producteurs.

- A l'occasion du Festival Panafricain du Cinéma de Ouagadougou (FESPACO), en 1987, S.I.G.N.U.R. a organisé une exposition-vente d'art et d'artisanat d'art qui regroupait, entre autre, de la broderie, des couvertures tissées, des articles en cuir, des monotypes et des tableaux, des sculptures, des batiks. Cette exposition a atteint un chiffre d'affaires de 800.000 CFA.
- Pour faire suite à cette exposition, une boutique d'artisanat du Sahel Burkinabè a été ouverte dans les locaux de S.I.G.N.U.R. qui proposait les mêmes types d'articles : couvertures, broderie, cuirs. Elle a été fermée en octobre 1988 après avoir atteint un chiffre d'affaires de 1.200.000 CFA.
- Les ventes de confiture de l'UCOBAM sont actuellement à l'essai dans plusieurs pays européens mais des espoirs sérieux s'annoncent. Pour les premières expéditions, un chiffre d'affaires de 5.000.000 CFA a déjà été atteint.
- Enfin, S.I.G.N.U.R. a effectué et effectue de nombreuses missions de prospection en Europe, aux Etats-Unis et en Afrique de l'Ouest, réalise des ventes et passe des marchés avec des partenaires dans ces pays, participe à des foires et des salons internationaux (à Paris, Bordeaux, Abidjan, etc...).

OBJECTIFS

Vu ce qui précède et pour participer à l'évolution du marché en permettant aux producteurs de générer des revenus conséquents pour la quantité d'artisanat qu'ils offrent, une intervention en amont et en aval est nécessaire..

- En amont, il s'agit d'organiser la production, de contrôler la qualité, de faire respecter les délais de livraison et les normes, de répondre aux problèmes posés par les artisans, de les former et de les sensibiliser aux impératifs de la conjoncture internationale.



- En aval, S.I.G.N.U.R. continuera à développer ses activités de promotion, de distribution et de commercialisation des produits artisanaux Burkinabè sur les marchés situés en dehors du BURKINA FASO, principalement en Europe et aux Etats-Unis, mais aussi en Afrique de l'Ouest.

Pour démarrer l'opération, l'intervention et la participation financière de nos partenaires se situent en amont, en constituant une équipe qui serait basée à Ouagadougou, la capitale du BURKINA FASO, et qui aurait pour rôle de coordonner les actions à entreprendre auprès des producteurs. S.I.G.N.U.R. s'engage à continuer à assurer intégralement son rôle en amont.

ACTIVITES A REALISER

- Des missions de prospection pour recenser l'ensemble des produits existants et identifier de nouveaux produits seront effectuées sur l'ensemble du territoire Burkinabè.
- Dans les régions retenues où la production artisanale est forte et conséquente, deux fois par an, des missions seront effectuées pour : passer les commandes, contrôler la qualité, s'assurer que les normes et les délais sont respectés, organiser la collecte des articles, etc...
- Au cours de ces missions, seront aussi organisées des réunions de sensibilisation et d'information avec les artisans concernés.
- A Ouagadougou, la capitale, il s'agira de réceptionner les produits, de les stocker, de les emballer et de les conditionner pour qu'ils soient prêts à être expédiés.
- A Ouagadougou, les mêmes opérations que celles menées en brousse seront assurées auprès des artisans.
- Les différents contacts sur le terrain permettront de mieux appréhender la production et ainsi de favoriser la création et la recherche de nouveautés artisanales.
- Après la première année, il pourra être envisagé une mission de prospection dans un pays voisin pour étendre les activités du projet.



APPORTS NECESSAIRES AU PROJET

PERSONNEL

L'équipe du projet se composera de :

- Un coordinateur qui coordonnera les différentes activités du projet : sélectionner les produits, contrôler tous les aspects de la production, participer aux missions à l'intérieur du pays.
- Un assistant au coordinateur qui, sous la supervision du coordinateur, réalisera les mêmes activités en se consacrant davantage aux producteurs ouagalais.
- Un agent de liaison qui sera basé à Ouagadougou et aura la responsabilité de la marchandise : la réceptionner, la stocker, la conditionner/l'emballer, l'expédier avec toutes les démarches administratives que cela comporte.

INVESTISSEMENTS

- Le projet sera abrité dans un bureau en location qui comportera une salle de réception et deux bureaux, ainsi qu'un magasin pour stocker la marchandise. Un équipement de bureau élémentaire devra être acquis.
- Pour effectuer les différentes missions et les déplacements en ville, l'équipement logistique se composera de : un véhicule tout terrain, une mobylette et une bicyclette.
- Enfin, pour démarrer la première opération, un stock initial sera constitué en vue d'une première expédition outre-mer.

DUREE DU PROJET

La durée du projet est de cinq ans. Il est prévu qu'après cette période, les différentes actions entreprises aboutissent à une auto-gestion et ne nécessitent plus le soutien de partenaires.

EXECUTION DU PROJET

La mise en oeuvre et le suivi du projet seront intégralement de la responsabilité de S.I.G.N.U.R.. L'évaluation permanente et le suivi de la mise en oeuvre seront assurés conjointement par le(s) bailleur(s) de fonds et par S.I.G.N.U.R..

Janvier 1990





Système Intégré de Gestion et de Négoces
pour l'Utilisation des Ressources

S.I.G.N.U.R.
B.P. 525 - Ouagadougou
Burkina Faso (West Africa)
Tél : 30.71.49 - Télex : 5409 BF

PROPOSITION DE BUDGET EN AMONT

100 CFA = 2 FF

INVESTISSEMENTS

	CFA	FF
<u>Mobilier</u>		
- 1 armoire classeur	150.000	3.000
- 3 bureaux	300.000	6.000
- Chaises et fauteuils	150.000	3.000
- Réception	150.000	3.000
- Etagères	50.000	1.000
<u>Equipement de Bureau</u>		
- 1 machine à écrire	600.000	12.000
- Autre mobilier et équipements divers (tables, papeterie, fournitures de bureau)	1.000.000	20.000
<u>Frais d'installation</u>		
- Téléphone, telex, eau, électricité	500.000	10.000
- Autres frais	200.000	4.000
<u>Véhicules</u>		
- 1 véhicule tout terrain	15.000.000	300.000
- 1 mobylette	840.000	16.800
- 1 bicyclette	60.000	1.200
<u>Achat d'un stock initial</u>	1.000.000	20.000
Sous-Total	20.000.000	400.000
Divers et Imprévus 10%	2.000.000	40.000
TOTAL INVESTISSEMENTS	22.000.000	440.000

FONCTIONNEMENT ANNUEL

Frais de Personnel

- 1 coordinateur	500.000 x 12	6.000.000	120.000
- 1 assistant au coord.	300.000 x 12	3.600.000	72.000
- 1 agent de liaison	200.000 x 12	2.400.000	48.000

Frais Opérationnels

- Loyer	50.000 x 12	600.000	12.000
- Fonctionnement du bureau (télé, tlx, eau, élect., etc...)	100.000 x 12	1.200.000	24.000

Frais de Logistique

Carburant, entretien/ réparation	100.000 x 12	1.200.000	24.000
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Autres Frais

- Frais divers annuels de mission (transports natx, intnatx, frais d'hébergement)		1.500.000	30.000
- Frais annuels d'emballage, de conditionnement et d'intervention		500.000	10.000

Sous-total		17.000.000	340.000
Divers et Imprévisibles 10%		1.700.000	34.000

TOTAL FONCTIONNEMENT 18.700.000 374.000

N.B. :

Dans le budget investissements sont inclus les amortissements.

Janvier 1990

