The story of One Tambon One Product: OTOP in Thailand

Community Development Department
Background

Started in 2001 by adopting the concept of "One Village One Product" from OITA prefecture, Japan

‘One Village, One Product’ Movement was advocated by Dr. Morihiko Hiramatsu in 1979, when he was first elected as Governor of Oita Prefecture, Japan. The movement was promoted through actual activities with a slogan “Let’s work together on what we can do in the present condition!”

Let’s learn ‘One Village, One Product’ Movement with me and challenge for further development of your region!

Morihiko Hiramatsu, Ph.D.
Tambon instead of Village

- Smallest administrative district
- Bigger area

Tambon = Village
3 Basic Principles of OTOP

1. Local, Reach Global
2. Self-Reliance and Creativity
3. Human Resource Development
Objectives

1. Create jobs and increase communities' income
2. Promote local wisdom
3. Strengthen communities
4. Promote human resource development
5. Promote communities’ creativity
Registered OTOP Producers
93,414 producers

- Community-based Occupational Groups: 51,787
- Individuals: 40,119
- Community-based SMEs: 1,508

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A total of 93,414 registered OTOP producers that have been approved in 2021

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Category of OTOP Product

- Food
- Beverage
- Textile Dressing Ware
- Furnishing Decoration and Souvenir
- Herbal Product
Products registered in 2021
Total 208,860 products

- Food: 79,712 (38%)
- Furnishing, decoration and souvenir: 52,374 (25%)
- Textile and dressing ware: 39,772 (19%)
- Herbal product: 26,572 (13%)
- Beverage: 10,430 (5%)
By using the specific criteria to determine the product for grading:

- **5 stars** is a good quality and potential to export.
- **4 stars** is a potential and able to developed internationally.
- **3 stars** is a medium-quality.
- **2 stars** is a product that can be developed to a 3-stars.
- **1 star** is a product that cannot be developed.
Value Chain

**Upstream**
- Setup and Development of new OTOP groups
- OTOP Registration
- Selection & Grading (OTOP Stars)

**Mainstream**
- Capacity building of producers and entrepreneurs
- OTOP Products Developments
- Marketing promotion

**Downstream**
- Local wisdom promotion

Promotion of grassroots Economy through Local wisdom

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Activities

- OTOP Registration
- Knowledge-based OTOP (KBO)
- OTOP Product Champion (Product Grading)
- Conservation of local wisdom
- Entrepreneurship Development
- Young OTOP
- OTOP Tourism Village
- Top Ten OTOP
- OTOP Fair / OTOP Distribution and Exhibition Center

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Involved Government Agencies

At least 22 agencies from 10 ministries i.e.

- M. of Interior;
- M. of Culture;
- M. of Agriculture and Cooperative;
- M. of Public Health;
- M. of Labor;
- M. of Tourism and Sport;
- M. of Industry
- M. of Commerce;
- M. of Finance;
- M. of Technology and Science
- Public Enterprise
Administrative Arrangement

National OTOP Board

Administrative subcommittee
Marketing promotion subcommittee
Regional OTOP subcommittees
District OTOP subcommittees
Production promotion subcommittee
Standard and product development subcommittee
Provincial OTOP subcommittees
Bangkok Metropolitan subcommittee
Basic Functions of Subcommittees

- Implement and coordinate;
- Promote and support on related issues;
- Monitor and evaluate;
- Appointed advisors/Additional secretary;
- Setup additional subcommittees.
OTOP Timeline

2015 – present
OTOP to Global

2014
OTOP Revitalization

2013
OTOP Revitalization

2012
Adding Marketing

2011
Adding Marketing

2010
Product Development

2009
Product Development

2008
OTOP Select - KBO

2007
In Search of Provincial Star OTOP

2006
Marketing

2005
Standard

2004
OTOP Product Champion - OPC

2003
In Search

2002
Arrangement of administrative mechanisms

2001
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### Sales Volume

<table>
<thead>
<tr>
<th>Year</th>
<th>Billion USD</th>
<th>Year</th>
<th>Billion USD</th>
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<tbody>
<tr>
<td>2003</td>
<td>1,109,232,101</td>
<td>2013</td>
<td>2,899,472,785</td>
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<td>2004</td>
<td>1,545,419,039</td>
<td>2014</td>
<td>3,252,401,487</td>
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<tr>
<td>2005</td>
<td>1,836,828,746</td>
<td>2015</td>
<td>3,659,392,495</td>
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<td>2006</td>
<td>2,270,188,705</td>
<td>2016</td>
<td>4,173,612,251</td>
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<td>2007</td>
<td>2,382,017,317</td>
<td>2017</td>
<td>5,117,024,429</td>
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<tr>
<td>2008</td>
<td>2,590,176,888</td>
<td>2018</td>
<td>6,344,020,193</td>
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<tr>
<td>2009</td>
<td>2,100,312,153</td>
<td>2019</td>
<td>8,610,239,011</td>
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<tr>
<td>2010</td>
<td>2,273,603,563</td>
<td>2020</td>
<td>7,908,500,954</td>
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<td>2011</td>
<td>2,648,702,969</td>
<td>2021</td>
<td>6,554,473,523</td>
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<td>2012</td>
<td>2,349,485,403</td>
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Success Factors

1. Existing Social Capitals - Groups & Local Wisdom
2. Government’s commitment – (National Agenda)
3. Agency Integration – Effectiveness
4. People/ Community Participation
5. Focused Policy on Grassroots Economy
6. Sufficient and Competent Government Field Officers
7. Knowledge Based Development of Products
8. OTOP Brand

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THE CHANGES IN OTOP 2017

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OTOP Trader Supply Chain Development by Senior-Junior Cooperation

<table>
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<tr>
<th>Beginning</th>
<th>Middle</th>
<th>present</th>
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<tbody>
<tr>
<td>Search &amp; Development Entrepreneurs</td>
<td>Connection/Linkage</td>
<td>Facilitate Local Distributions</td>
</tr>
<tr>
<td>▪ CDD</td>
<td>▪ OTOP Trader (established in 38 provinces)</td>
<td>▪ Shops</td>
</tr>
<tr>
<td>▪ Educational Institutes</td>
<td>▪ OTOP distribution center</td>
<td>▪ Modern Trade</td>
</tr>
<tr>
<td>▪ Pracharath Rak Samakkee Co., Ltd</td>
<td>▪ Data center and learning center; Creative and Design center; Product and Packaging Center</td>
<td>▪ Department stores</td>
</tr>
<tr>
<td></td>
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<td>▪ International Exports</td>
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Marketing Channels

- Events
- Thai Chua Thai Market (Thai Help Thai Market)
- Pracharath Sukjai OTOP shops
- OTOP Trader
- OTOP to the town
- OTOP two borders 28 times per year
- OTOP Mini mart
- OTOP Life style
- Modern trade
OTOP on Board

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Tourism Integration

- Bringing OTOP products to consumers
- OTOP Product Distribution in local tourism areas
- OTOP Tourism Village
Thank you