

1. Administrative Sub-committee: Chaired by Minister of Finance with the Director of SME Office as secretary. In charge of all administration of the scheme on behalf of the national OTOP board.
2. Production Promotion Sub-committee: Chaired by the Permanent Secretary (PS) of Ministry of Agriculture and Cooperatives, with Director-General of Cooperatives Promotion Department as a secretary.
3. Marketing Promotion Sub-committee: Chaired by the Permanent Secretary of Ministry of Commerce with Director - General of Export Promotion Department as a secretary.
4. Product Quality Development and Standard Sub-committee: Chaired by the Permanent Secretary of Ministry of Industry with Director - General of Industry Promotion Department as a secretary.
5. Regional OTOP Sub-committee, chaired by the Permanent Secretary of Ministry of Interior with Director - General of Community Development Department as a secretary. The Provincial and District OTOP sub-committees are under this Regional OTOP sub-committee.

OTOP
One Tambon One Product

National One Tambon One Product Administrative Board

- Governor - Chairman
- Provincial CD officer- secretary
- Representative from concerned Government Agencies
- Private sector/Enlightened person

OTOP Administrative Board Office

OTOP Provincial level

- District Chief Officer/Minor District Chief Officer - Chairman
- District CD Officer/Minor District Chief Officer - Secretary
- Representatives from concerned governmental sector
- Private sector/Enlightened person

OTOP District Minor district level

Tambon Administrative Organization (TAO) Local

Community Master Plan

OTOP Project Coordination Office

1. Administrative Sub-committee
2. Production Promotion Sub-committee
3. Marketing Promotion Sub-committee
4. Product Quality Development and Standard Sub-committee
5. Regional OTOP Sub-committee
 - 5.1 Provincial Sub-committee
 - 5.2 District Minor District Sub-committee

Under OTOP, the word 'product' is in reference to, but not limited to the production of material goods. It can be products in general, services of any kind, tourist locations, local culture or way of life and tradition. For example, hotel or restaurant services are also considered an OTOP product. Generally, the products with the following characteristics do not qualify as OTOP products:

- Using 100% imported materials;
 - Using illegal or untaxed materials;
 - Using counterfeit or pirated products;
 - Using socially and ecologically harmful materials and processes.
- Moreover, OTOP Products can be categorized into five categories: Food, beverages, fabrics and textiles, furnishings and souvenirs, and herbal products.

The Community Development Department has been assigned by the government to survey and register OTOP producers, enhance production capability of producers, and to market and select the best OTOP products.

According to 2012 OTOP products and producers registration, there were 36,092 producers and 71,739 products. Among the 71,739 products, there were 10,090 products that met OTOP standards. These were graded into five classes indicated by stars.



Community Development Department
Ministry of Interior
Thailand

A woman in a light-colored shirt and dark skirt stands in a workshop filled with numerous spools of colorful thread. She is surrounded by a large collection of spools in various colors (red, blue, green, yellow, etc.) arranged on the floor and shelves. The workshop has a thatched roof and open sides, with a bicycle visible outside. The woman is holding a small object, possibly a spindle or a small basket, and appears to be preparing to spin.

The OTOP concept is the mobilization of all available resources to directly strengthen the grassroots economy by adding more value to products made with local wisdom, traditions, culture and the community's resources which make them unique products.

There are three basic underlying principles in the OTOP scheme:

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- **Local, yet Global.** OTOP focuses on the development of local communities by reaching a global market. All local products are exported in order to reach a global audience.



• **Self-Reliance and Creativity.** OTOP aims to help individuals in communities become self-reliant. In achieving this end, it also helps to enhance creativity so that communities can find more alternatives for life and development.

- **Human Resource Development.** In order to be self-reliant, local people must be trained and developed regarding their needs.



The government set up two main mechanisms to manage the OTOP model: The National OTOP Administrative Board and the many Sub-Committees, each with different responsibilities. The National OTOP Administrative Board, chaired by the Minister of Finance, is responsible for policy and direction of the program. The office is under the Office of the Prime Minister. The Provincial OTOP Committees and District OTOP Committees are at lower levels. Provincial OTOP Committees function as administrative bodies and coordinate among concerned agencies. The District OTOP Committees implement, coordinate, and promote OTOP mobilization at the district level.



Community Development Department,
Government Complex Commemorating Rattthapasasarnabhatti Building,
5th Floor, Chaengwattana Rd. Bangkok, Thailand 10210
Tel : 66-2141-6047 Fax: 66-2-1438912-3
Website : www.cdd.go.th