The government also set up five sub-committees to provide technical assistance to the National OTOP Administrative Board. They are:

- 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 Expert Promotion Department as a secretary.
- 4. Product Quality Development and Standard Subcommittee: 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 partment as a secretary. The Provincial and District OP sub-committees are under this Regional Sub-committee.

Tihe Administrative Structure of "One Tambon One Product": OTOP



OTOP Products

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

Moreover, OTOP Products can be categorized into five categories: Food, beverages, fabrics and textiles, furnishings and souvenirs, and herbal products.

Self-Reliance and

reativity. OTOP aims

to help individuals in

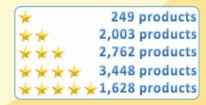
alternatives for life and

Role and Responsibility of Community **Development Department**

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.

Performance

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.









unity Development Department

One Tambon One Product (OTOP Background



One Tambon One Product, or OTOP in short, is a government initiative project, implemented under the dual track policy to help support economic development and increase community products. The idea for OTOP came from the "One Village One Product" project of Oita Prefecture in Japan. The Thai government has developed and implemented the OTOP model across the country, covering all 7,255 tambons (sub-districts) of Thailand. It is hoped that OTOP will improve the quality of life for the people in all of these communities.

Concept



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.

Principles



here are three basic underlying



· 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.



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



OTOP Administration



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.



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