**One Tambon Project One Product (OTOP)**

              Community Development Department, the Ministry of Interior has driven the One Tambon Project One Product (OTOP) to create jobs and careers as well as generate income for the public. This project focuses on the learning process, developing and upgrading the standard quality of OTOP products, and promoting marketing channels for OTOP producers, which is a response to strengthening the foundation’s economy and solving the poverty problem of the villagers, also leading to a substantial reduction in inequality.

 **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**

 1. 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 global consumers.

 2. 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.

 3. Human Resource Development: In order to be self-reliant, local people need to be trained and developed as stated in their needs.

 **The Role and Responsibility of the Community Development Department**

 1. Surveying and registering OTOP producers

 2. Enhancing the production capability of producers

 3. Marketing and selecting the best OTOP products

 **OTOP Development Process**

 1. In order to register as an OTOP product, the producers need to clarify that their product connects to local suppliers, local labor, and local benefits. The OTOP product can be classified into 5 categories as follows:

       1.1 Food

                  1.2 Beverages

            1.3 Clothing Fabrics

                    1.4 Goods, Decorations, Souvenirs

                    1.5 Herbs (non-food)

2. OTOP Product Champion (OPC) is a product ranking system (the "five-star system") based on the products' purpose, quality, and customer satisfaction. The National OTOP Committee, which is combined, established this ranking system in 2002.
The committee is composed of government officers and external experts in nourishment, beverage, fabrics, craft, and herbs. The OTOP product champion is one of the most successful OTOP campaigns in Thailand. The purpose of this campaign is to encourage the producer to upgrade their products. As a result, the product will be able to reach both domestic and international customers. In addition, this will also increase the country’s export revenue. On the One Tambon One Product stars, each product will be assessed on a scale of 1–5 (1 = poorest quality, and 5 = best quality) based on factors of production and manufacturing process, marketing potential, and product quality. Recently, the total number of products presented in a star ranking has reached 16,084. (information as 18 October 2022)

                                   2.1) 3,633 products are 5-star quality.

                                   2.2) 6,199 products are of 4-star quality.

                                   2.3) 4,055 products are 3-star quality.

                                   2.4) 1,397 products are 2-star quality.

                                   2.5) 191 products are 1-star quality.

3. Development of OTOP

 According to the OTOP product registration database, there are 219,476 products. Each product is divided into four groups (quadrants) based on its potential and quality.

                        1) Quadrant A: an international quality product with very high production volumes. These are sold in massive domestic markets and are able to be exported. (9,460 products)

 2) Quadrant B: an exquisite product of high quality, but the production volume is limited due to the difficulty of the manufacturing process. These outstanding products are sold in a niche market. (9, 989 products)

                 3) Quadrant C: a competitive product with manufacturing production volumes. These products are of standard quality. (25,902 products)

 4) Quadrant D: a low-quality, low-volume production adaptation into the development product. These products are needed to develop. (174,125 products)

**Increase Marketing Channels**

 The Community Development Department supports and promotes OTOP distribution channels, and takes the needs and purchasing power of consumers into account. Throughout the potential of manufacturers, OTOP operators, product quality, and standards in order to exhibit and distribute OTOP at each level, the following are considered:

 1) National markets promote premium products rated 3-5 stars, such as OTOP City, OTOP Midyear, OTOP Art and Crafts, and OTOP Sillapasheeprateep.

   2) Regional markets focus on OTOP products in each region of Thailand.

 3) The provincial market is the Thai government market, which includes People Smile and OTOP Trader. The provincial market focuses on promoting products with 1–2 stars and local products.

 4) The online market has become popular during the pandemic; hence, the Community Development Department promotes OTOP products on the online market via the website.

 4.1 www.Thailandmall.com (675 products)

                             4.2 www. aisfarmsuk.com (3, 136 products)

                  4.3 www.weloveshoping.com (2, 373 products)

                      4.4 www.OTOPThai.com (5, 939 products)

                             4.5 www.OTOPTODAY.com (11, 354 products)