



P-Glossary



One Tambon, One Product (OTOP) Project

Inspired by One Village, One Product (OVOP) movement in Japan, the Thai government has been promoting the local industry through the manufacturing of attractive specialty products based on the abundant native culture, tradition and nature. This campaign is called, One Tambon One Product (OTOP) in Thailand because the target area is the administrative unit called ,Tambon, which is the equivalent of village or town in English. The objective of OTOP project is aimed to allow people living in communities to use their skills in manufacturing products while the government and the private sector would render assistance on developing the products and exploring the markets in order to create jobs, income and strengthening the communities.
