INTEGRATED WATER RESOURCES MANAGEMENT (IWRM)
Agencia Sueca de Cooperación Internacional

Background Information and Justification for the Programme
Focus on community-based development over growth-based is characterized by a decentralized approach to resource allocation, community participation, and creation of social capital. While implementations of community-based development policies are varied and numerous depending on economic and social factors. (e.g. Information, market access, capital, entrepreneurial vision). Most of them can be grouped into three categories: (1) microfinance, (2) human resource development and (3) use of local wisdom to create sustainable economic opportunities. Thailand’s successful adoption of microfinance practices is the topic of another workshop. The one Tambon One Product (OTOP) programme, meanwhile, has been one successful agent of human resource development and the innovative use of Thai local wisdom (traditional or otherwise) as a tool for rural economic development.

OTOP was modelled on the One Village One Product programme which originated in Japan’s Olta Prefecture, and received early guidance and support from the Japan External Trade Organization (JETRO), throughout 2002, in product design and development and marketing. As a result of their successful start, OTOP today encourages sustainable entrepreneurial innovation at the tambon (district) level and provides and efficient and accessible framework through which entrepreneurs can bring their products to the local, provincial, national and/or international marketplace. The objectives and methods of OTOP are following HRM the King’s Philosophy of Sufficiency Economy, an economic paradigm which builds upon three components: Moderation, Reasonableness, and Self – Immunity, i.e. the ability to cope with exogenous shocks, with two underlying conditions: Knowledge and Morality. By identifying the unique needs and constraints of each locality, community members should be able to wisely apply the above principle to design and implement sustainable, wealth-creating economic opportunities.

Objectives
The programme is designed to:
- Provide participants with basic knowledge on theory and retrieved of OTOP programme as well as the economic and social contexts in which it functions;
- Explain participants in operational framework and mechanisms of the OTOP programme;
- Provide participants in exploring with multiple case studies which illustrate the principles of OTOP in action;
- Train participants in attempt to identify the determinants of success and failure for OTOP programmed.

Qualifications
Participants for this course should:
- Be nominated by their respective government;
- Be private or government organization with university graduates or have an equivalent academic background in social science or related fields;
- Be person who involve with community development;
- Have a sufficient command of spoken and written English;
- Be in good health, both physically and mentally. Pregnancy is regarded as a disqualifying condition for participation in the course.

Course Content
At the end of the 6-week programme, the participants are expected to have gained knowledge, attitudes and skills in “Grassroots Economic Development with OTOP” covering the following modules:

**Module 1:** Introduction of Economic and Rural Development Theoretical Concepts
1.1 OTOP and Sufficient Economy Principle
1.2 Life Cycle Theory of the Firm
1.3 Grassroots Economic Problems in Developing Countries

**Module 2:** Role of OTOP enterprises in the Economy
2.1 Role and Contribution of SME/OTOP in Grassroots Economic Development in the Rural Economy.
2.2 Types of SME’s/OTOP Groups.
   2.2.1 Agro-Industry (from Crop/Livestock/Fishery).
   2.2.2 Cottage Industry/Village Industry
   2.2.3 Handicraft Furniture/Gems.
   2.2.4 Tourism/Services/Health/Entertainment/Spa/Herbs
   2.2.5 Wholesale/Retailing Business and Business Agency
   2.2.6 Machinery Auto parts/ Electronic parts.

**Module 3:** Development of OTOP and Business Analysis
3.1 How to Develop OTOP enterprises or businesses
3.2 Choices of OTOP Enterprises
3.3 SWOT Analysis for OTOP’s Barings Development and Strategic Planning.
3.4 Overall Strategy for OTOP Business Development
3.5 Marketing Strategies for OTOP Business
   3.5.1 STP Strategy.
   3.5.2 Market Segmentation.
   3.5.3 Market Targeting.
   3.5.4 Market Positioning.
3.6 Marker Strategy with 4’P & 7’P strategies and 4’C strategies.
3.7 Supply Chain Management

**Module 4:** Basic Determinants of Successful OTOP Operation
4.1 Innovation and Product Development for OTOP Operation
4.2 Marketing Management for OTOP Operation
4.3 Financial Planning for OTOP Operation
4.4 Capacity Building of Human Resources and Mangerial Skill
4.5 Rules, Regulations and Government Policies

**Module 5:** Case study and field trip
5.1 A Case Study of OTOP Development
   5.1.1 Case I: Food Businesses
   5.1.2 Case II: Non-Food Businesses

**III Country Report**
Each participant is required to prepare and submit a country report on OTOP practices or a related issues in his/her country. The full report including abstract should be approximately 20 pages, following the provided format and should be submitted to Kasetsart University (see details at contact address). This assignment should be received at least one wee before the commencement of the programme.
However, it is strongly suggested that participants should prepare the following issues for their respective countries as follows:
1. Economic and social development in your country
   1.1 History
   1.2 Current Problems
   1.3 Current Policies
2. Present OTOP activities in your country
   2.1 Government policies in promoting OTOP activities
   2.2 Type and size of OTOP activities
   2.3 Markets of OTOP products
   2.4 Financial supports for OTOP activities
   2.5 Other supports for OTOP activities
   2.6 Income and employment generation capacity
   2.7 Social development capacity
   2.8 Environmental protection/conservation capacity
3. Present situation and performance of an OTOP activity in your country: A case study
   3.1 Introduction
   3.2 Name of the OTOP organization / activity
   3.3 Location
   3.4 Purpose of the OTOP activity
   3.5 Organizational Structure
   3.6 Production and inventory activity
   3.7 Marketing activity
   3.8 Financing activities
   3.9 Product development activity
   3.10 Worker hiring activity
   3.11 Manager capability
   3.12 Legal supports and limitations
   3.13 Government supports and limitations
   3.14 Financial performance records
   3.15 Social and environmental performance records
   3.16 Lesson learned
   3.17 Summary

Fellowship Arrangements:

1. Application Procedures
   1.1 Applicants interested in participating in the course must be nominated by their government and must submit three(3) completed nomination forms to the Royal Thai Embassy or Consulate in their respective countries before the closing date of application.
   1.2 In general, each country may nominate up to four (4) nominees for the course. However, nomination for certain courses may be limited to one or two nominees from each country due to limited seat available for participation.
   1.3 The Royal Thai Government will inform the nominating government (or relevant authority) whether or not nominate(s) have been accepted for the course, normally four weeks before the course starts.
   1.4 Further information about training courses held under AITC can be obtained from TICA’s Human Resources Development Bureau. (See Further Information and Contacts section for details).

2. Allowances and Expenses
The Royal Thai Government will be responsible for the following allowances and expenses:

2.1 An economy class electronic ticket from an appropriate international airport to Bangkok will be sent to each participant by a representative of the Thai Airways International, or through the National Airline Office in the participant’s country. A return electronic ticket will be issued to each participant one week before the course ends and each of the participants is not allowed to change the flights route and schedules. Participants should not buy air tickets by themselves and should be advised that if they do so, the cost cannot be reimbursed from the Royal Thai Government. The Royal Thai Government will also arrange the domestic flight for participants, if any. However, those participants who are from Brunei Darussalam, Oman, Republic of Korea and Singapore, the round trip international travel cost will be responsible by their respective country.

2.2 Each participant will receive a living allowance of 500 baht per day to cover meals, local transportation and other personal daily expenses. Accommodation will be arranged by the Royal Thai Government and all participants will stay at the same place. It is suggested that each participant should bring some pocket money approximately US$ 100 to cover the expenses before the allowance is paid.

2.3 Minor medical treatment will be provided for participants who become ill during their stay in Thailand.

2.4 The Royal Thai Government will provide transportation for the authorized field trips undertaken as part of the course.

3. Regulations
Participants are required to observe the following regulations:

3.1 Participants must only stay at the places designated by the Royal Thai Government.

3.2 Participants must strictly attend classes as scheduled and should not change their training subjects.

3.3 Participants must not extend the training period.

3.4 Participants must not bring any family members with them to Thailand.

3.5 Participants must return to their home countries after the course completion (at the date as scheduled by the Royal Thai Government). Participants are required to fly only on the route designated by the Royal Thai Government and must not make any alterations. Please also be informed that the maximum allowable baggage that can be loaded on flights is 20 kilograms. Participants will be responsible for any cost incurred in exceeding this limit.

3.6 Participants must observe the rules and regulations of training institute(s).

3.7 Participants must refrain from engaging in political activities, or any form of employment for profit or gain.

4. Vista Procedures
Prior to departure from their home country to Thailand, all participants must first obtain the appropriate visa from the Royal Thai Embassy or Consular representative in their countries. Presentation of the acceptance letter is required when applying for VISA. A maximum of 2,000 baht VISA (approximately US$58) must be paid by a participant to the Royal Thai Embassy or Consular representative. Participants must request for the original receipt which could be
later on reimbursed from the Royal Thai Government upon presenting the original receipt.

**Further relevant information is available at the following addresses:**

I. **Human Resource Development Bureau (HRD Branch 2)**  
   Thailand International Development Cooperation Agency (TICA)  
   Ministry of Foreign Affairs (MFA)  
   962 Krung Kasem Road, Bangkok 10100, Thailand  
   Tel.: (662) 282 1302, 281 2747  
   Fax: (662) 282 8798  
   E-mail: tica@mfa.go.th  
   Website URL http://www.mfa.go.th

II. **The Course will be conducted by:**  
   Faculty of Economics, Kasetsart University  
   50 Phaholyothin Rd. Chatuchak, Bangkok, 10900, Thailand  
   Tel.: (66-2) 579 9579 Ext. 5602  
   Fax (66-2) 579 2019 Ext. 5703  
   E-mail: fecochs@ku.ac.th or dsdknn@ku.ac.th

**Closing Date for Applications:**  
08 de Mayo 2009