Evaluation of Successes in Outcomes and Ultimate Goals of the OTOP Project in the Central Region

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Abstract*

The evaluation of successes in outcomes and ultimate goals of the OTOP project in the central region employed both quantitative and qualitative methodology. 400 questionnaires were distributed to the subject which were randomly selected and used interview guidelines to capture in-dept data from the leaders of OTOP products.

This research revealed that the overall outcomes and ultimate goals of the OTOP projects accomplished at the medium-high level but rather in a short-term. The project provide household income at the medium-high level (78.5%) and sufficient income at the medium-high level (78.7%). In social changed perspectives, the project strengthened communities in the political and cultural dimensions rather than in economics dimensions, said that its effects on qualities of life and communities’ sustainable at the high level and on communities’ balance at the medium level. From in-depth data, this study found that the government couldn’t manage the project according to participants’ problems and needs, many projects were the same similar manners. Besides that the government didn’t divide the project by nature of products. These miss directions led the OTOP project particularly effect on the market expanding. The economic effects had been seen only in a short-term, while social effects clearly be appeared in the early period. The critical success factors of OTOP products are continuation in development and learning.

As a result of evaluation, a number of policy recommendations have been drawn. Firstly, the government should construct the evaluation and monitoring process with analyzing the communities’ needs, in order to manage the project in accordance with problems and conditions of products’ group. Secondly, the projects should be focused on the creation of body of knowledge and provide the necessary knowledge to the target groups. Thirdly the government should establish OTOP projects’ database to utilize recruitment process with an aim to distribute an opportunities to access the projects. Forth, research and development budgets should be contributed to participants in self-manage manners at principal projects level. Finally, the government should rearrange the OTOP groups in order to proportionately support in accordance with its significance, aim to make balance among the communities’ products, and to set a goal in a sustainable development.

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