

Project ID	41
Focus / Field	Industry (others)
Country / Region Implemented	Philippines
Name of Project / Activity	One Town, One Product (OTOP)
Project / Activity URL (if any)	https://www.dti.gov.ph/negosyo/otop-ph/ https://legacy.senate.gov.ph/lisdata/3602332461!.pdf https://youtu.be/Np2HJJiwHTc
Target Location	Philippines
Purpose of Project / Activity	<p>The program's main goal is to alleviate and improve the living conditions of the community, particularly the underprivileged. In terms of specifics, the four areas considered in the research (employment generation, improved living conditions, improved technology, and improved product quality).</p> <p>This means that both the owners and the employees are completely convinced that the OTOP program was able to help them improve their lives, not only financially, but also in terms of self-esteem.</p>
Target of Project / Activity	A priority stimulus plan for Micro, Small, and Medium Scale (MSMEs) designed by the government to drive inclusive local economic growth.
Project / Activity Contents	<p>The program has two major components and are generally defined below:</p> <ol style="list-style-type: none"> 1. OTOP Next Gen – as the SUPPLY side of the program, it refers to the package of assistance provided to capacitate the MSMEs. This component is primarily the product development initiatives, training, referral, and others with the goal of leveling up the products in the areas of design, quality, volume, among others. This component addresses MINDSET CHANGE and MASTERY of entrepreneurship. 2. OTOP.PH or OTOP Philippines Hub – as the DEMAND side of the program, this provides the physical and online channels and market access platform where OTOP products – especially those which has been assisted via product development – are showcased on a day-to-day basis. This addresses the MARKETS side of entrepreneurship.
Name of Implementing Organization	Department of Trade and Industry
Organization URL	dti.gov.ph
Location of Head Office (City, Country)	Makati City, Philippines
Category (Public / Private / NPO)	Government/Public organization
Annual Budget	PHP 23.7 billion
Source of Funds	Other
Base of Activity	30 overseas bases of activities around the world
Number of Staff (paid)	N/A
Number of Volunteers	N/A

The above information is current as of September 2022.