



Comparative Study on OVOP of Japan and OTOP of Thailand: Lesson Learned for Myanmar Narratives

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ABSTRACT

This study intends to examine the one village – one product public policy process by comparing the Thailand’ OTOP scheme and Japan’ s OVOP scheme. The multiple stream model used to analyze the problem identification and agenda setting, very first part of public policy process. For analysis the second part of public policy namely policy formulation, iron triangle model was used. There are two types of public policy implementation approach – Bottom- up and top- down. These kinds of approach used for the policy implementation analysis. The first findings of this comparative analysis where 1997 financial crisis is obvious problem for OTOP and economic stagnation of Oita prefecture is major cause for OVOP agenda setting. In policy formulation process, Thailand OTOP is formed by iron triangle because of Thaksin and TRT party won the election and take the major role for coordination of iron triangle mechanism. In one side, OVOP is advocated solely by Hiramatsu not aligned with iron triangle. OTOP used the Top – down policy implementation approach and OVOP used the Bottom -UP approach for policy implementation. According the result of comparative analysis, Myanmar can learn the lessons for their one village one product scheme initiatives for forthcoming.

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INTRODUCTION

There were numerous ways for regional economic development. Among them, OVOP is the community-centered and most practical way for regional economic development. The very first movement of OVOP was initiated by Dr. Morihiko Hiramastu in Japan in 1979. After a few decades, the movement of OVOP has been accelerated to other world countries, especially in Asia. The major concept of OVOP places more emphasis on the creation of products as well as local culture and resources. Moreover, the OVOP movement can significantly contribute to society's welfare through poverty alleviation, enhancing economic dynamism, and accelerating regional development. The success story of the OVOP movement in Oita, Japan, galvanized other countries’ regional-level development policies. Nowadays, many countries take the lessons learned from Oita’s OVOP movement and then create their own model for regional development, particularly at the village level. Thus, we can identify the OVOP movements around the globe with different names. This paper listed some OVOP movements with algebraic

1. Brunei: One Kampung, One Product (IK1P)
2. China: One Factory and One Product, One City One Product, One District One Product (Shanghai-China); One Town One Product and One Capital One Product (Jiangsu-China); One

- Village One Treasure (Wuhan-China); and One Village One Product (Shanxi and Jiangzi, China);
3. Indonesia: One Village, One Product, Balik Desa (Back to Village), Agropolitan, Minapolitan, and Prukab;
 4. Korea: Seamoul Undong Movement;
 5. Lao PDR: Neung Muang Neung Phalittaphan Movement;
 6. Malaysia: Satu Kampung Satu Produk (Malaysian and Brunei), One District One Product, Satu Daerah Satu Industri;
 7. Mongolia: Neg Bag Neg Shildeg Buteegdekhun;
 8. Philippines: One Town One Product;
 9. Thailand and Cambodia: One Tambon One Product Movement;
 10. United States of America (USA): One Village One Product Day and One Parish One Product Movement. Although the OVOP movement originated in Japan, it spread out to various countries.

The movement of the one village, one product campaign started with Japan's economic policy changing. In the 1960s, Japan revitalized the country's economic policy from agricultural to industrial. As a result of changing economic policies, the economic development of urban areas is accelerated, but rural area development is not well developed. Thus, Japanese economic policymakers place more emphasis on the design of ways to arrange rural economic development programs. The success story of the Japan OVOP movement spreading to the rest of the world. The other ASEAN countries initiated the OVOP Project in their own way by cultivating local talent, regional development, and developing social value. Numerous countries adopted the OVOP model in their own ways. The choosing of their own ways is based on their nations' economic system, culture, infrastructure, and other institutional arrangements.

1. Research Objectives

This study try to address those research objectives.

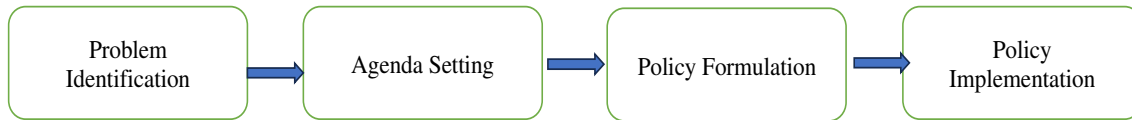
1. to examine the policy process on the OVOP of Japan and OTOP of Thailand.
2. to eexplore lesson learn for OVOP practices in Myanmar.

LITERATURE REVIEW

Public Policy

Public policy is noticeably important to the nation's affairs as they could constantly be problems which have to be solved in the state's society (Surasit Vajirakachorn, 2006, p. Eight). Koonton Thanapongsathorn (1992, p. 9) mentioned that public policy way the large method that is previous determined by using the specific government as the guideline which caused the activities, which will reach the purpose or goals. Jumpol Nimpanich (2004, pp. 8-nine) stated that public coverage is any particular issue involve with the particular order of authorization; i.e. The complete method might involve diverse people, groups, and groups. Surasit Vajirakachorn (2006, pp. 10-11) wrote that public coverage has to consisted of the nation's authorization in the preferred technique, which need to be used as a framework in the authorities' activity (Gerter et al., 2009; Gustiah & Nawangsari, 2023; Irawan, 2024). The government operation could awareness on fixing troubles within the society. However, it is able to be concluded that public policy is the concept, guideline, together with the technique which the kingdom can put in force to resolve the problems. The various scholars developed the public policy process as this –

Figure (1) ; Public Policy Process

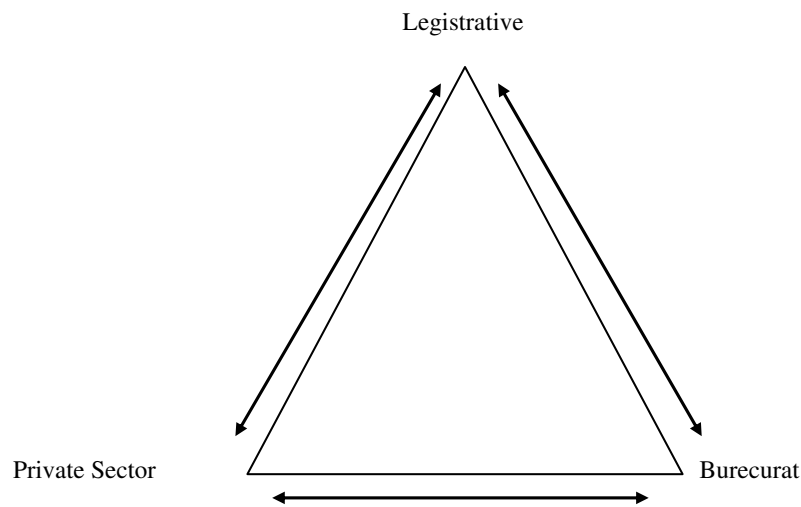


Multiple Stream Model

This research might use the concept of multiple Streams model via Kingdon (2003) as the studies framework to look at the hassle system, and time table placing, with the vital idea that the policy system originates from three streams; the problem stream, the policy stream, and the political movement as further defined. These highlighted three stream connection underlines the problems for agenda settings. Kingdon defined the problem stream for agenda setting come from views of government and citizen views on problem that seriously affect on state. Kingdon (2003, pp. 116-117) said that the policy stream emerges from the ones inside the policy network, or the specialists, who proposed the inclusive fitness coverage alternative that allows you to clear up the problem and endorse coverage into the coverage agenda. Kingdon (2003) suggested that the political stream is the relatively influential flow in solving hassle for the human being's delight and the exchange inside the political flow would affect the numerous public policy agenda settings.

Iron Triangle Model

The Iron Triangle model is the concept which give an explanation for the 3 strength polars within the policy system, public policy method, and policy region. The actors in the Iron Triangle include the legislative, the bureaucrat, and the enterprise organization. 1) The legislative, executive, or politician way folks who had been elected or the stakeholder of election, consisting of the Member of Parliament, the political party officers, the ministers, the parliament committee / sub-committee, in addition to the local government in various degrees, etc.2) The bureaucrat refers back to the bureaucrat or the employment of the bureaucratic company who direct and manipulate the aid, put in force policy, or administer various trouble issues.3) The non-public sector / investor / enterprise zone / hobby organization with the goal of enjoying their very own gain. This Iron triangle concept help examine the power relationship within each paradigm. This relationship shown in Figure (2).

Figure (2) Iron Triangle

3.4 Top Down and Bottom-Up Approach

To examine the policy implementation, the studies could use the Top-Down approach and the Bottom-Up method to have a look at and examine. The Top-Down method prioritize the coverage and the manager of coverage implementation through the coverage formulator. Normally, there were six paradigms for top down approach- 1) formulate the efficiency organization structure, 2) setting down appropriate law enactment, 3) need the appropriate regulations, 4) policy actors have high competence, 5) motivation from law enforcer need for policy coordination, 6) make the change scheme.

In contrast with the Top-Down approach is the bottom-Up method. Both procedures (bottom-up) have been debated within the international of political sciences for numerous a long time. As for the idea of Bottom-Up approach, this approach prioritize the coverage actors based totally on the paradigm that they could determine and use their judgement to formulate the action guideline inside the place, wherein they'e towards the trouble than those at the top.

Fundamental Principles of OVOP:

OVOP is a unique approach to regional economic development in which it creates local talent for global thinking, builds local resilience and creativity, and encourages people with creative, proactive, and risk-taking spirit. The main aim of OVOP development is to improve the local economy and household welfare through the creation of differentiated products. There were normally three principles of the OVOP movement for local development (Hiramatsu, 2004).

i. Locally Act The global

OVOP movement aims to support regional economic development by creating innovative local products. The essence of OVOP is to focus on only one product for one village, one town, or one district to promote for the global market. This highlights that OVOP products can meet local tastes and global market standards.

ii. Self-Resilience

The driving force behind OVOP is to encourage local businesses resilience and their own initiatives. The OVOP program allowed local people to share their wisdom and competencies for

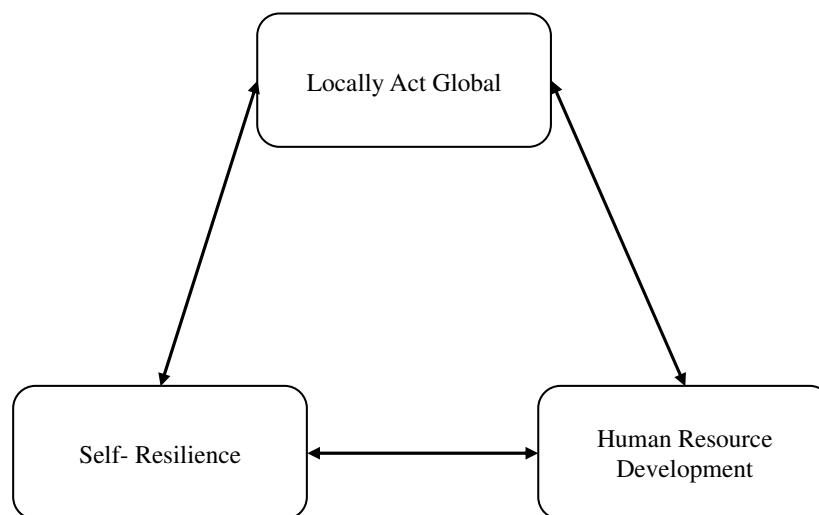
creating innovative local products. Normally, local or central governments assist the OVOP program in shaping their own futures.

iii. Human Resource Development

The strong OVOP program can poll local talent. This scheme well manages the local people's human competence, skills, and market knowledge in practical ways. Moreover, the strategic OVOP scheme is well supported for rural development.

These OVOP principles generate community development ways for regional authorities to think of practical ways for their community development, especially in rural areas. These three principles are not isolated things; they are interconnected. These interlinks are shown in Figure 3.

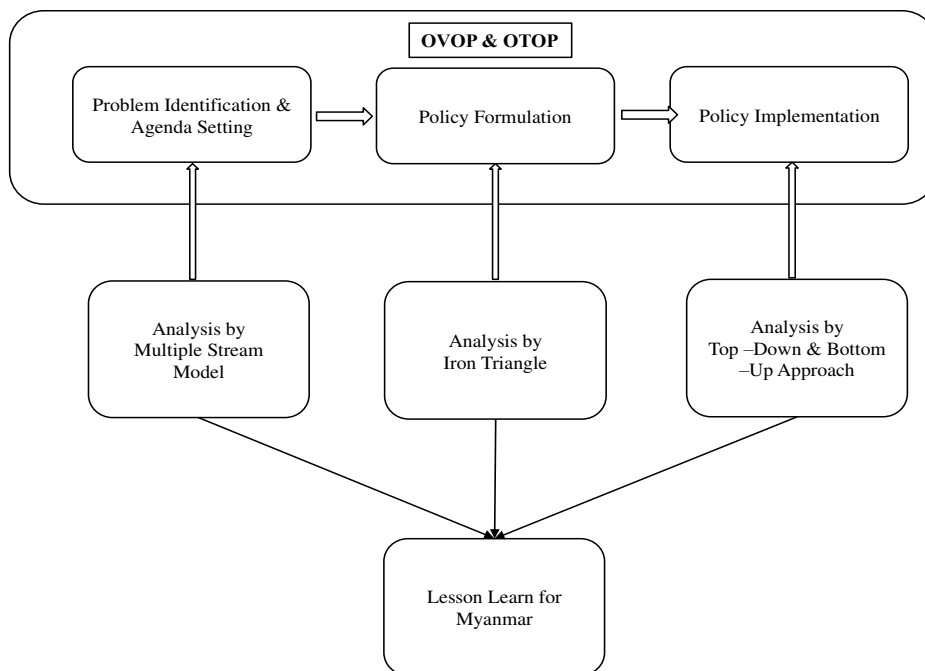
Figure : 3 Three Principles of OVOP



Research Framework

This research makes use of the multiple Streams model, but so as to reveal the clearer vision within the comparative among the OTOP coverage and the OVOP scheme. Moreover, the researcher additionally makes use of the concept of iron triangle to policy formulation process. OVOP was the essential version leading in the direction of the fulfillment of the similar policy because the comparative analysis framework for each guideline at some stage in the segment of policy implementation study consistent with the following research framework. The main theme of this study is to extract the insightful lessons for Myanmar by making comparative analysis of Thailand (OTOP) and Japan (OVOP). Figure (4) underlines the research framework to this study.

Figure (4) Research Framework



RESEARCH METHODS

This research works is a qualitative study. Documentary studies used the majority studies This phase of take a look at covered statistics collection from educational report, article, journal, thesis, research paper, and the to be had on line, which related to One Tambon One Product policy in Thailand and One Village One Product coverage in Japan, a good way to behavior the coverage analysis the use of the multiple Streams model. The data collection would additionally consist of academic paper, studies paper, file, research file, conference record, and government file, and so forth. The research instruments for this examine covered the report evaluation shape which had been constructed according to the research framework constituted of the records collected during the file study and associated studies evaluation

RESULT AND DISCUSSION

Result of Comparative Analysis

This section underlines the comparative analysis of agenda setting, policy formulation and policy implementation of Thailand's OTOP scheme and Japan's OVOP scheme. Multiple stream model used for the analysis of agenda and problem identification setting. This research used the iron triangle model for the policy formulation process. Moreover, Top – down and Bottom- Up policy implementation approach used to analyze the OTOP and OVOP movement implementation progress in Thailand and Japan respectively.

Multiple Stream Model and Agenda Identification

From the comparative analysis of the problem stream which led to the OTOP policy formula in Thailand and OVOP policy formulation in Japan, this research determines that the problem streams of both rules have been related to economic results from the liberal capitalism development. But the difference lies within the origins of problem. The foundation of Thailand's problem turned

into an economic disaster in 1997. Due to the Neo-Liberalization trend that has become the global financial fashion. While the Thai authorities spoke back by way of loosening its monetary control, and the baht currency became attacked using the Hedge Fund. However, the sluggishness and financial regression in Oita prefecture originated from the economic development policy known as Comprehensive National Development Plan which mainly focus on the major cities.

The comparative evaluation of the policy stream which led to OTOP policy in Thailand and OVOP coverage in Japan consisted of indicators which includes technical feasibility, public relations and interest from the society, and budget feasibility. The hassle from the monetary disaster in 1997 in Thailand became the hassle flow with substantial and varied consequences for the Thai socio-financial system. The villagers in communities would possibly deem that they were just the small element without the capacity to restore the severely destructive disaster and therefore the role of fixing the problem must belong to the nation. On the opposite, the trouble in Oita prefecture best affected the prefecture. The villagers and groups should see how the trouble stream affected their neighborhood community's sluggishness and regression, that they may find a manner together to clear up the hassle.

The comparative analysis of political stream includes the nation mood and election result as measurement factors in this study. Regarding to the indicators, national mood and pressure group campaign of both policies, it was found that for the case of OTOP policy, the problem stream of economic crisis in 1997 led to the national mood which pressured the pressure group campaign who were mostly scholars, academic group, and seminar movement to seek the solution, while in the case of OVOP, the mood was the result from the consequence of industrial development policy in major cities of the Japan's government. Regarding the election results and the changes of administration, there was the important transition point in the OTOP policy which was the Thai Rak Thai's victory in the general election in 2001 that resulted in Thaksin Shinawatra's highest policy authority as the Prime Minister. As for the OVOP policy, there was the election result and changes of administration in 1979, when Morihiro Hiramatsu became the governor of Oita prefecture, resulted in Hiramatsu's highest authority in policy decision for Oita prefecture.

Iron triangle and Policy Formulation

According to the analysis of OTOP policy formulation through the Iron Triangle framework, the researcher found that as the Thai Rak Thai party's leader was the capitalist himself who could connect other capital groups as the party's political partners, two of the angles of the business and the political were merged in one. As for the last angle of the bureaucrats, consideration must be made with the situation after 1997 economic crisis, when Thaksin Shinawatra and the Thai Rak Thai party became the hope for Thai people to solve the crisis as evident in their victory from the election in 2001. Moreover, the Thai Rak Thai party also had their own scholar team as the party's consultants who provided policy suggestion for the party and the government. Hence, the Thai Rak Thai party depended less on the bureaucrats comparing to the former governments, especially when their administration would centralize the power in the CEO system.

Regarding the OVOP policy, after entering the agenda setting process, Hiramatsu did not formulate any organization structure to support the OVOP policy. Furthermore, the OVOP policy formulation was only the result from the push by just a single authority, or Morihiro Hiramatsu himself.

According to the comparative analysis of policy formulation in both cases through the Iron Triangle framework, it was found that the OTOP policy followed the Iron Triangle framework, as Thaksin Shinawatra and the Thai Rak Thai party could connect the iron triangle in policy negotiation, until it was rather united under the policy formulation by the political. Meanwhile, the OVOP policy formulation did not follow the Iron Triangle framework, as no role from the three partners of the political, the bureaucrats, and the business was involve.

Top-Down, Bottom -Up Approach and Policy Implementation

According to the comparative analysis of policy implementation through the top-down and bottom-up approach, the researcher found that the OTOP policy implementation was top-down, as the OTOP policy was responsible by the OTOP Administrative Board under the affiliation with the Prime Minister's Office. As a result, OTOP became the national-level policy of exogenous development project, which the government was the major actor who directed, initiated, controlled, and developed the policy and OTOP project. But the OVOP policy implementation was bottom-up, with the major actor in the civil society. The government or Oita prefecture was just the supporter. Although the OVOP policy ended in 2003, but Morihiko Hiramatsu ensured that it will continue to be active through the creation of OVOP International Exchange Promotion Committee and International OVOP Policy Association or IOPA. And finally, Japan International Cooperation Agency or JICA used the OVOP movement as the example for sustainable local development policy for various countries. The key points of comparative analysis described and summarized in Table (1).

Table (1) Key Points of Comparative Analysis

Public Policy Process	Analysis Model	One Village One Product Scheme	
		Thailand OTOP	Japan OVOP
Problem Identification and Agenda Setting	Multiple Source Model	1997 financial crisis	Oitita Prefecture (National Economic Development plan)
Policy Formulation	Iron Triangle Model	Align with Iron triangle	Not linked with iron triangle
Policy Implementation	Top -Down and Bottom - Up Approach	Top -Down Approach	Bottom -UP approach

Source : Author's Review

Lesson Learned for Myanmar Narratives

The improvement of small and medium businesses in Myanmar became started out at early 1960s, when the government welcomed private sectors. The OVOP improvement in Myanmar is pinnacle- down method. There were other community improvement packages just like OVOP motion in Myanmar earlier than OVOP movement turned into brought in 2000. The implementation of OVOP motion in Myanmar turned into nevertheless an on-going technique. Related ministries assigned to enforce the OVOP venture in Myanmar are Ministry of commerce, Ministry of Cooperatives and Ministry of industry. The brand-new enacted authorities that organize and supervises the role of SMEs are nonetheless running on formulating the law and enacting new laws. For instance, Myanmar SMEs improvement center has simply been established.

However, OVOP improvement in Myanmar can also benefit from numerous opportunities to expand the SMEs in Myanmar, those are:

1. A number of handicraft industries, inclusive of timber craft, rattan and slipper that team visited, nevertheless produce their product in a very excessive cost manufacturing as compared to the alternative nations. Consequently, there are still rooms for improvement for SMEs in Myanmar, which include improving the efficiency inside the handicraft industries will substantially improve the competitiveness of the handicraft products.

2. Demand for SME products from other international locations which include Europe and USA is declining in those days because of political pressure.

CONCLUSION

This research works try to address how does effective for one village one product movement in developing countries and developed countries by making comparative analysis of Thailand' OTOP and Japan OVOP. Moreover, this study extracted some lesson learn for Myanmar which should adopt OVOP principle reflect with local community situations. This comparative study majority focus on public policy process – problem identification, policy formulation and policy implementation with multiple stream model, iron triangle model and two kinds of policy implementation approach. Afterward of this comparative analysis, some kinds of insightful recommendations extracted to local OVOP entrepreneurs and government for making effective OVOP policy in Myanmar.

Recommendation to Local entrepreneurs

Local entrepreneurs should be aware of OVOP principles especially in human resource development scheme not on new product development scheme. Firstly, the entrepreneurs should explore the local context and then test for international market. Absolutely adopted the foreign product is not the major theme for OVOP movement and also avoiding the global taste was not good idea for OVOP movement. The main concept of OVOP movement is to balance local identity and global taste. Secondly, local entrepreneurs create the business network which could exchange technology know how and experiences. In Myanmar, Myanmar Business executives, Myanmar Women Entrepreneur Association take these kinds of responsibility for this works. Finally, but not final task is local entrepreneurs fill their competence to adopt turbulence changing global market conditions with keeping the local identity.

Recommendation to Government

Firstly, and import things for OVOP movement is political stability. Myanmar's political affairs affected by various situations since 2021. This recommendation is intended to government who gain the public trust without any enforcement. The government elected from civilian should consider the OVOP scheme for forthcoming Myanmar Economic policy agenda .Government should promote the necessary infrastructure for OVOP movement especially in human resource development scheme. Among these various government tasks, government should establish the new ministry for SME development compelling with OVOP initiatives through effective and efficient government bureaucratic mechanism. After well developed the foundations for OVOP scheme, government should alter the policy implementation approach from Top – Down to bottom- Up. Moreover, government should not limit the OVOP scheme with tangible products, its need to extend the intangible ones such as tourism attractiveness, natural resources and cultural heritage etc. Finally, government should encourage the research and development scheme for OVOP initiatives in Myanmar. The most important things for OVOP scheme initiatives in Myanmar is political stability and public involvement in government bureaucratic mechanism.

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