



LOCAL ECONOMIC PROMOTION THROUGH ONE-TOWN-ONE-PRODUCT

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The One-Town-One-Product (OTOP) is a priority program of the previous administration of President Gloria Macapagal-Arroyo to promote entrepreneurship and create jobs. Through OTOP, local chief executives of each city and municipality take the lead in identifying, developing, and promoting a specific product or service which has a competitive advantage. This study provides awareness on the contribution and impact of the OTOP program in the socio-economic development of Region 1 measured in terms of living conditions, improved income, improved technology and strengthening communities. Descriptive method and documentary examination were used to determine the status of the OTOP program and its role in the economic development in Ilocos Norte. To establish the previous status of the businesses under the OTOP program as the baseline data, documents coming from the Department of Trade and Industry and the business establishments were reviewed. This study served as a motivation for the entrepreneurs so that they will be able to see their significant contribution to the socio-economic development of the region. Assessment of the Program is a vital component in order to establish its effectiveness and sustainability, so that there will be a basis for recommending to the new Administration to either to continue or abandon the said program.

The results of the study showed that OTOP business owners in Ilocos Norte are already adult, dominated by college graduates and married women. Most of them have not attended seminars and trainings and are not members of professional organizations are engaged in manufacturing and are sole proprietors. Employment is considered the biggest impact of the OTOP program in the industry. Jobs were created for the family members as well as on the community. Although most of the workers are contractual, their jobs assisted them in sustaining their basic needs, such as sending their children to school.

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