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POTENTIALS OF OTOP GROUP ON THE SUSTAINABLE OPERATION BASED ON LOCAL WISDOM

Abstract:

The objectives of this research were to evaluate the readiness and analyze the potential of production when applying Sufficiency Economy Philosophy on Nonthaburi OTOP. The sample in this study included 144 OTOP projects selected to join Nonthaburi OTOP project and registered in 2006. Data were collected through interview questionnaires, small group discussion, and focus group with the reliability of 0.96. Research statistics included arithmetic mean, standard deviation, and descriptive statistics. The results can be concluded in 2 main points: 1) the informants reported the readiness in applying sufficiency economy philosophy according 6X2 indicators at the highest level of 4.15 and the lowest level at 3.08. 2) According to SWOT analysis, the production strength is on experience and skill while the weakness is on marketing distribution channel. The opportunity is on experience sharing among the enterprises, scholars, tertiary students, and lay people. Threats are on economics stability, politics, and the economics regression of the country.

Keywords:

Potential; Sufficiency Economy Philosophy; OTOP

Introduction

Local intellectual is a foundation for sustainable development of the country. This can be done by the cooperation of the local community and the government section based on 3 pillars (Jakmon Pasukwanich, 2015). 1) Knowledgeable society: Society can rely on itself if the people can keep pace with the change of materialism. 2) Balance environment: people need to use the local resources based on the balance of ecology system. (Jungpid Sirirat, 2004) 3) Sufficiency Economy Philosophy: people should apply this philosophy for their living to compete with the global market through local intellectual. Department of Community Development (2005).

Since 1997, there has been the economic regression especially on the implementation of the floating market exchange rate on July 2, 1997 BE. The effect on Thai economic has been so severe that a lot of enterprises collapsed resulting in difficulties among the unemployed. The poverty in 1996 increased from 11.4% to 15.9% or the number of poor people increased from 6.8 million in 1996 to 9.9 million in 1990. The number of unemployed rose by almost 1 million people. Moreover, the income distribution has been worse with wider income gap (Chachiwat Sikaew, 2002, p.23).

The government tried to solve the economic crisis by expanding local economy as mentioned in National Economic and Social Plan No.9 (2002-2006) by giving more economic opportunity to the poor. The effect of the policy mentioned by Witthaya Mekhum. (2014) was on the lack of the transfer of local intellectual and the application of technology to local production. According to the Rajbhat University Act 2004 section 7 stating that one responsibility of tertiary institute is to develop local area and encourage local intellectual and promote life-long education to the community. That is to say the university has to understand local intellectual, environment and local resources to implement the Sufficiency Economy Philosophy effectively. By U. Tassanawalai. (2004).The Department of Local Development has implemented the policy on self-development. They mentioned the ideas of working as a team, learning by doing, asking the right question, and fulfill the target leading by volunteer local developers of District and Sub-district levels. With the problems and the policy mentioned above, the researcher investigated potential in applying Sufficiency Economy Philosophy on Nonthaburi OTOP based on the policy of Department of Local Development, Ministry of Interior according to 6X2 indicators.

Objectives

1. To evaluate the readiness potential of production when applying Sufficiency Economy Philosophy on Nonthaburi OTOP.
2. To analyze the production potential through SWOT analysis and 6X2 indicators of Nonthaburi OTOP.

Methodology

The objectives of this research were to evaluate the readiness and analyze the potential of production when applying Sufficiency Economy Philosophy on Nonthaburi OTOP through 6X2 indicators and participatory action research (PAR).

Limitation of the study

Limitation of the area: this study included OTOP production in 6 Districts 52 Sub-districts of Nonthaburi Province. Limitation of the content: the investigation was based on 6X2 indicators of the Department of Local Development:

1. Expense reduction: a) kitchen garden b) all vices free-zone
2. Income increasing: a) additional careers b) appropriate household technology
3. Being economical: a) household saving b) local community saving
4. Knowledge society: a) transfer of local intellectual b) application of Sufficiency Economy Philosophy in daily life.
5. Sustainable environmental resource utilization: a) sustainable resource use b) foresting
6. Generosity in the community: a) help the poor b) unity in the local community

Population and sampling group

Population in this study consisted of 200 OTOP projects in 52 Sub-districts, 6 Districts in Nonthaburi, i.e., Muang, Banggruay, Bangyai, Bangbuathong, Sainoi, and Pakkled. 144 sampling groups were selected from the population to join the PAR, questionnaires, and interview.

Research tools

Questionnaires in this research can be divided into 3 main parts. Part 1 consisted of 11 questions about the work readiness. Part 2 consisted of small group discussion and focus group to analyze the production potential. SWOT analysis was conducted to find strength, weakness, opportunity, and threats. 6X2 indicators consisted of:

1. Expense reduction: a) kitchen garden b) all vices free-zone
2. Income increasing: a) additional careers b) appropriate household technology
3. Being economical: a) household saving b) local community saving
4. Knowledge society: a) transfer of local intellectual b) application of Sufficiency Economy Philosophy in daily life.
5. Sustainable environmental resource utilization: a) sustainable resource use b) foresting
6. Generosity in the community: a) help the poor b) unity in the local community.

Data collection

The researcher studied from primary and secondary data including theories and other researches. Primary data was derived from PAR and field study including making understanding and acceptance which can be divided into 3 steps.

1. Field work study by involving the community and cooperating with the community leaders about the application of applying Sufficiency Economy Philosophy in daily life.
2. Conduct the meeting among the community representatives and the leaders to discuss about community careers and Sufficiency Economy Philosophy.
3. Questionnaire distribution as well as interview, small group discussion and focus group

Data analysis and research statistics

This study has been designed as qualitative and quantitative research by using questionnaires, interview, and PAR in investigation the application of applying Sufficiency Economy Philosophy in daily life.

Table 1: Data and research statistics

Questions	Analysis type	Statistics
Part 1: Questionnaires and interview to investigate the work readiness	-Rating scale - Open ended	-Mean, SD -Descriptive results
Part 2: Small group discussion, focus group, SWOT analysis, and 6X2 indicators for the analysis of product potential 1) Expense reduction: a) kitchen garden b) all vices free-zone 2) Income increasing: a) additional careers b) appropriate household technology 3) Being economical: a) household saving b) local community saving 4) Knowledge society: a) transfer of local intellectual b) application of Sufficiency Economy Philosophy in daily life. 5) Sustainable environmental resource utilization: a) sustainable resource use b) foresting 6) Generosity in the community: a) help the poor b) unity in the local community.	- SWOT - Open ended	- Descriptive results

Results

1. The informants reported the readiness in applying sufficiency economy philosophy according 6X2 indicators at the highest level of 4.15 and the lowest level at 3.08.

Table 2: Work readiness

Item	Mean	SD	Rank
1. Work readiness in high level	3.56	0.89	6
2. Capability and skill in high level	3.77	0.68	4
3. Diligent and patient in high level	3.96	0.89	2
4. Product research and development team in moderate level	3.08	1.06	10
5. Technology usage in moderate level	3.13	0.97	9
6. Marketing capability in moderate level	3.08	0.91	11
7. Financial capability in moderate level	3.21	1.00	8
8. Strong teamwork in high level	3.71	0.81	5
9. Production quantity in moderate level	3.33	0.80	7
10. Specialization of production in high level	4.15	0.73	1
11. Working moral in high level	3.88	0.88	3

As can be seen in Table 2, the highest aspect was specialization of production in high level at 4.15, followed by diligent and patient in high level at 3.96. The least aspect was on product research and development team in moderate level at 3.08.

2. SWOT analysis

a. Strengths (S)

The strength of Nonthaburi OTOP producers included experiences, skills in local intellectual and good attitude in careers. Other factors included the producers' usage of environmental friendly raw materials and the application of applying Sufficiency Economy Philosophy in daily life.

b. Weaknesses (W)

From this study, marketing distribution channel was the weakest aspect followed by lack of appropriate technology and machine. Other weaknesses that they mentioned included out dated products, less product variety, and the lack of financial knowledge.

c. Opportunities (O)

The informants mentioned that their opportunities were on the knowledge exchange among the producers, scholars, tertiary students, and lay people. In addition, Sufficiency Economy Philosophy stream has been often mentioned by several media such as TV, radio, news, and internet.

d. Threats (T)

Economic stability, politic problems, and economic regression were threats mentioned by the OTOP group. Other aspects included no copy right, no continuing support from the government, and lack of attention from related organization.

Conclusion

It can be concluded based on the 6X2 indicators that Nonthaburi OTOP gets the highest aspect on specialization of production in high level at 4.15 and followed by diligent and patient in high level at 3.96. The least aspect was on product research and development team in moderate level at 3.08 followed by marketing capability in moderate level at 3.08 with lower SD. Moreover, according to SWOT analysis, the production strength is on experience and skill while the weakness is on marketing distribution channel. The opportunity is on experience sharing among the enterprises, scholars, tertiary students, and lay people. Threats are on economics stability, politics, and the economics regression of the country.

Discussion

As can be seen from the conclusion that the highest aspect was on specialization of production in high level at 4.15 while the least aspect was on product research and development team in moderate level at 3.08, this supports the work by U. Tassanawalai.(2004). The knowledge exchange among the community and the transfer of local intellectual in production was congruence with the work by Witthaya Mekhum and others (2014-2015).อ้างอิงข้อที่ 5 กับ 6 นะ According to SWOT analysis, the production strength is on experience and skill while the weakness is on marketing distribution channel. The opportunity is on experience sharing among the enterprises, scholars, tertiary students, and lay people. Threats are on economics stability, politics, and the economics regression of the country. This results support the research by Tanin sinjaru and others (2006). And supaporn Dusadeephipat (2003) Moreover, the results on local community cooperation learning among the OTOP network support the work by Waleerak Sittisom and others (2010). According to the results, it can be discussed that on the production and design aspect, the producers used local raw materials which supported the work stating that local raw materials can be used with the highest benefit resulting in low cost and no effect on environment. Moreover, the research by Waleerak Sittisom and others (2010). Revealed that the use of local materials helps in production resource planning and availability of reserved raw materials.

Suggestions

There should be a cooperation learning process to support local products and local intellectual by providing the knowledge on marketing distribution channel to reach the sustainable development.

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