

Piramal Buntham 2011: The Strength of Thai Krang Native Textile Community Enterprise Bannatapho Under Sufficiency Economy. Doctor of Philosophy (Vocational Education), Major Field: Vocational Education, Department of Vocational Education. Thesis Advisor: Mrs. Puttachat Chunsakor, Ph.D. 168 pages.

The objectives of this research were to 1) study and analyze potential of Thai Krang native textiles community enterprise Bannatapho, Uthaitani province; 2) synthesize the strength of Thai Krang native textile community enterprise Bannatapho under sufficiency economy; and 3) verify the strengths of Thai Krang native textile community enterprise Bannatapho under sufficiency economy. The population consisted of 28 community enterprise members. The methodology to collect data by in-depth interview was used. Content analysis and consensus of data were employed to analyze data.

From the contextual analysis, man's potential was found that textiles weaving was transferred since ancestor to presently, changed weaving knowledge from each others, principle of team work was not disturb yourself and others, sustainable life, understand and awareness to work through the right and real life and support the young generation to serve their wisdom, native textiles from presently reach future. Money's potential was found that Bannatapho community enterprise were used economic, social culture and environment capital for their production; community school has a learning center of native textile; loan free community enterprise; able to develop race wisdom for career and income; reserved and rebuild capital that able to exhaust from community. Material's potential was found that production was used 100 percentage of cotton, their unique design was used for production, Thai Krang was used natural dyed in 7 colors were; black, red, green, orange, blue, yellow and white all of colors from community plant, and weaving equipment was developed from community local technology. Administration's potential was found that sufficiency administration, focus on participated holistic administration, principle of team work was not disturb themselves and others, understanding and awareness to reach a suitable and real working process, always co-operated with government, private official and education institute, administration by put the right man into the right job, open mind for consumer opinion and satisfaction for adjust and development.

From the contextual synthesize; the strength of Thai Krang native textile community enterprise was found that the native textile was inherit from ancestor to present, women's group leader, good governance and credibility for holistic administration, development from community's capital, net work development, self-presentation base on wisdom and life style, and to build a faith and believe from native textile wisdom, and the verify result was agree with the strength of Thai Krang native textile community enterprise under sufficiency economy.

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Thesis Advisor's signature