THESIS TITLE : THE DEVELOPMENT AND PROMOTION OF SELF-RELIANT COMMUNITY ECONOMY FOR FEMALES

AUTHOR : MR. PARAMETH KANCHANAWARANGKOOL

THESIS ADVISORY COMMITTEE:

..... Chairman
(Dr. Thanapan Thanee)

..... Member
(Associate Professor Dr. Peerasit Kamnuansilpa)

..... Member
(Associate Professor Wilaiwatt Grisanaputi)

ABSTRACT

This operations research had the objectives of conducting occupational needs assessment and findings the appropriate ways to promote self reliant community economy for females.

The sample for this study made up of 40 households, which were systematically drawn from Tambol Num Klearng. In each selected household, a female aged between 15 to 60 years was purposively chosen.

The interventions developed for this study were a workshop training on occupational potential for females, an organized saving cooperative, an organized community demonstration store set up by the researcher, a money saving system designed by the researcher, the sale promotion guidelines, and an installed regular monitoring and evaluation system.

Data collection instrument in this study was a set of questionnaires which was administered both before and after the interventions. The collected data were

analyzed by various statistical techniques namely, percentage, mean, t-test and Wilcoxon Signed Ranked Test.

The results from the analyses of data indicated that women who participated in the development project gained more knowledge and skills in developing and promoting community-economy. They were able to sustain the organized saving cooperative, the community demonstration store, and the system for attracting money saving form all members of the cooperative. In addition, it was found that the women who participated in the project were able to pursue new marketing strategies and ways to advertise the commodities in the stores. Visibly, these women were able to manage and to make business decisions by themselves. The end result was that the income levels of these women had been increased significantly. All the differences between pre-and post interventions were statistically significant at 0.05 level.