


Title A Study of Components Concerning the Ongoing
 Activities of Small Village Enterprises : A Case
 Study of Natural-Dye Weaving Group of Nongkham
 Village, Amphur Phuvieng, Tambol Nachumsaeng,
 Changwat Khon Kaen

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Abstract

The objective of this research is to study the components concerning the ongoing activities of a small village enterprise. Qualitative research methods were employed. Data were collected from the group committee, group members, and from outsiders through indepth interviews participatory observation, and discussions with the target group. The target group consisted of a small village enterprise natural-dye weaving group in Ban Nong Kham, Amphur Phuvieng, Tambol Nachumsaeng, Changwat Khon Kaen

It was found that there were some essential components for sustaining the group.

The Results

1. The components concerned with group development. The group was conceived through the problems and needs of the group members and not through policy or needs from outside the community. Therefore, the group was able to work and adjust itself freely.

2. The components concerned with group management. The group had a clear organization structure and defined roles for its members. The leader used a democratic approach. The members participated in all stages of the activities. However, they participated less in marketing than in other activities. The group achieved its goals because of the proper management.

3. Components concerned with the environment. The group could mobilize and manage resources from inside and outside of the community. Those outside of the community expected to share profit with the group when outside resources were used.

4. The components concerned with social welfare. The group offered various types of social welfare and benefits to its members. For instance, it provided advices, offered occupational and income raising opportunities, and helped strengthening family and community.

5. The components concerned with marketing and funds. To maintain its activities, the group emphasized marketing, production planning, quality and quantity control, and product promotion. Moreover, the group was able to mobilize funds from inside

and outside the community in order to rotate and increase their funds.

6. The components concerned with production management. The group was able to manage the production at household level, particularly in terms of capital, labour, raw material, time, and skill management, which was appropriate to the rural communities.