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KEY WORD : SELF EMPLOYMENT/SECONDARY SCHOOL

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The purpose of this thesis is to study the readiness upon the administrative system particularly at the ministry level, school level, instructors, students' characteristics and community condition that could enhance the implementation of the Self-Employment Project in the two schools of the Department of General Education in rural central Thailand.

The results of the study showed as follow:

1. With regards to readiness at the Ministerial level, the cooperation between the Ministry and schools has certain limited points, i.e., the Self Employment Project (SEP) is included in the schools' activity plans after other activities. Consequently, it is an extra project added to the regular plans and in considered by most instructors as a burden rather than a duty,

2. At the school level, headmasters' experiences in the SEP, their emphasis on pupil-centered administration, their policy on the SEP which can enable both formal and non-formal teaching, and experiences of the teachers who are project head and their concrete policy on SEP are factors which can gain achievement to the SEP,

3. As for students' characteristics, their previous experiences and their exposure to useful information before choosing any self employment projects as well as their clear perception of the SEP principles are factors which enable students to operate the projects successfully,

4. With regards to the community condition and students' family background, communities with diversified patterns of employment (farming, gardening and rice growing) and with assistance from government and non-governmental agencies can bring more technology, capital funds, market and income to villagers and school projects. Poor Parental socio-economic status also determines student's sense of responsibility for their work and their enthusiasm to help themselves. Consequently they have good attitudes to the SEP and find ways to promote the SEP more successfully.