

ABSTRACT

FACTORS AFFECTING THE SUCCESS OF RURAL INDUSTRIAL PROMOTION PROJECTS OF THE DEPARTMENT OF INDUSTRIAL PROMOTION

by

Sukanda Pamornsilapatham

The objectives of the research were to (1) study into the implementation process of the Rural Industrial Promotion Projects of the Department of Industrial Promotion by Industrial Promotion Center, Region 2 and Phitsanulok Provincial Industry Office, (2) analyze the factors which affect the success factors of the Rural Industrial Promotion Projects, and (3) study about problems and obstacles toward project operations which affect the success of the Rural Industrial Promotion Projects.

Employing the CIPP model (Context-Input-Process-Product model) as the framework of analysis, the study found that most of the projects conducted by Industrial Promotion Center, Region 2 and Phitsanulok Provincial Industry Office, in 1999, which was the scope of the study, achieved the project goals. The project participants earned additional amounts of 1,000-3,000 baht for their monthly incomes. Moreover, they expressed a high level of satisfaction in project participation. With respect to the success factors, the study found that higher incomes and group solidarity were regarded as direct factors affecting the level of satisfaction.

Concerning problems and obstacles toward the project operations, they can be categorized in 5 areas: (1) budgeting; late in budgeting process and insufficient amount of budget, (2) lack of cooperation and coordination, (3) lack of personnel, (4) inadequate supporting systems, and (5) unsatisfied amount of honorarium

In the mean time, the target groups suggested to the problems and obstacles in 5 areas: (1) budgeting; consideration of budgeting process and adjustment of operation plan,

(2) multilateral cooperation and coordination, (3) Hiring more instructors and promotion of extensive network, (4) providing skills and knowledge on marketing management for participants and instilling a sense of self-reliance attitude in the participants, and (5) conducting a follow-up projects.