

## **ABSTRACT**

### **FACTORS AFFECTING THE SUCCESS OF IMPLEMENTATION OF THE “NEW THOERY” PROPOSED BY HIS MAJESTY THE KING**

by

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This discourse is intended to study the implementation of the “New Theory” proposed by His Majesty the King; to pinpoint the threats occurring while implementing the project; and finally to study factors affecting the success of implementation of this project.

This study employs the theory-driven evaluation approach to study the project implemented in 1998-1999 within Northern, Central, Northeastern, and Southern regions, in 39 provinces. There are 2 of 6 domains in theory-driven evaluation approach used in the study: implementation environment domain, and intervening mechanism domain. The implementation environment evaluation is conducted to assess the congruency between the planned implementation environment and the actual one; while the intervening mechanism evaluation is designed to study the causal process between the project treatments and the outcomes.

According to the findings, the project is mostly implemented as it was planned, both in 1998 and 1999, but it does not cover the target groups in every sub-district because of the inappropriateness of the geographical condition. Besides, some of the participants quit the project. The project staffs and the participants, however, score the project efficiency at the high level.

The 3 objectives of the project: to improve the quality of life; to have sustainability; and to reduce labor mobility; might not take place and empirically achieve in a short period of time. The project stakeholders, however, evaluate that the project has been effectively implemented. The participants score their satisfaction of the project at 9 from 10 points. Furthermore, more than 70% of the participants live better, and can feed themselves well. However, some of them still get the impact from the economic crisis. Finally, most of them stated

that they do not think of working in somewhere else but their provinces and they intend to continually live their lives by the "New Theory".

The project problems and recommendations, according to the stakeholders' approach, can be categorized into 8 topics, which are public relations; the selection of farmers and farmlands; participants preparation; production planning and supporting; project staffs; networking; and data base system.

Most of the implementation environment factors, even the management principle domain, the staff attributes domain and participants characteristics, have the causal relationships with the sufficiency which is the primary achievement of the project. From the factors affecting the success of the project, farm readiness has direct effect while the others have indirect effects.

In the intervening mechanism of the project, as His Majesty the King proposes, when the participants meet the production sufficiency, which supported by the project and the use of their own farmlands and water resources, and have farm productions; they live sufficiently. Moreover, the higher the intentions to produce the farm productions they have the higher the sufficiency they gain.

The project has the valuable program theory, which should be continually implemented. However, some considerations should be done to maximize the project effectiveness. The first of which is to reconsider the water resources supply and the factors of production supply process for the participants would meet the production sufficiency and be ready to farm. Moreover, the project staffs should select the farmers that have the strong intention to live their lives by the "New Theory".