

ABSTRACT

Title of Research Paper : Evaluation of the Performance of Community –
Based Economic Organizations under the One
Tambon – One Product Project : A case Study
of Tambon Khoksa – Ard, Amphoe Srithep,
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This study has 3 objectives : 1) to find out whether the operation of the community based economic organization (CBEOs) under the One Tambon -- One Product Project (OTOP) has achieved the set objectives, 2) to assess the obstacles, problems , or limitations of the operational process under the OTOP, and 3) to provide suggestions for improving operation of government officials and Tambon Rural Development Support Working Groups (TRDSWG).

Data for this study was collected with two sets of questionnaires from 116 samples which compose 106 members and executive committee of community – based economic organizations and 10 government officials at district and provincial levels as well as members of TRDSWGs. The collected data was then analysed with the SPSS program, and the frequency, percentage and average are the statistics used for the data analysis of this study.

The findings of this study are :

1. The CBEOs of Tambon Khok Sa – Ard has highly achieved objectives (at 99.1%). The success of management of these CBEOs, especially in term of the marketing ability, transparent accounting and member participation is not very high as

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compared with that of the roles of members and leaders, product development and benefit sharing for members, which is at high level.

2. Main problems and obstacles of their operation were lack of suggestion and support from government sector, especially in personnel development for improve their knowledge and skill in community business management.

3. Government officials and members of TRDSWG involved in activities of the CBEOs such as meeting, monitoring, supervising and progress reporting at moderate level where as their support in terms of finance and study visits is low. Generally, their expressed problems are limited budget and transportation for working in communities and unclear working guidance.

Recommendations

1. Develop clear working guidance for pertinent government organizations, follow – up and monitoring works by government officials be seriously, and continuously encouraged and financial support for the officials be provided

2. Knowledge and skills for production, marketing and management of the CBEOs always be developed, effective use of data for marketing and research and development to improve product standard for market be undertaken, and networking among CBEOs be promoted to expand production and marketing base.