

ABSTRACT

Title of Research Paper : Potential Supports of Private Organization
on Pattani Basin Conservation and Development
Projects : A Case Study in Yala Province

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Objective of the research was to study the potential supports of private organization in Yala province on Pattani basin conservation and development project by documentary survey and indept interview of 6 key information persons who were leaders of private organizations in Yala provinces. Data analysis was summarized by the content analysis.

The research found that private organization in Yala province including; 1) Rotary club 2) Lion club 3) Chamber of commerce 4) Red cross 5) Islamic committee and 6) Ko-nieng foundation had highly potentiality. The result of study based on it's establishment, clearly objective, properly management and clearly define of organization structure that effected to the goals and it's desires achievement and finally to establishment of network in the same organization and between organization.

Important suggestion of the research was that Pattani conservation and development project should open the activities for private organization to participate and discuss an idea to formulate the guideline for conducting the activities in according to the goals of those private organization.