

Abstract

Studying process of community participation in the production of products of the one tambon one product project in the five-star level: studying particularly about a group of agriculturists who grow non-toxic vegetables in the suburb of Bangkok. Objectives of this study include learning about the participation of the group on the first state, planning and operations, benefits gained from the group operations, result evaluation of the group and participate in the One Tambon One Product Project of the group members as well as the study about problems and obstacles that the group is now encountering.

This study used a qualitative research. A person who conducted the study, joined in the group for observation, did activities with the group members and studied lives of the members. Information gathered was analyzed in a form of triangle to conclude participation process of the group members. The researcher chose a sample group of 10 persons comprising 1 chairperson of the group and 9 group members. The group members were chosen regardless of their genders. Qualifications of the sample group include persons who joined in the group on initial stage, participated in activities or sent their products to the project. Moreover, they had to be members of the group by the time the study was conducted and were willing to participate in the study.

The result of the study showed that the initiative of this project arose when agriculture officials came and provided knowledge about the plantation of non-toxic vegetables to agriculturists. Khun Pormpan (chairperson of the group) was invited to be a guest speaker to share knowledge. Later Khun Pormpan sold her products at the floating market. Sales of the products increased which inspired Khun Pormpan to set up the group to support an increase of sales and to increase income of agriculturists as well as to expand sales distribution channels for the group members.

For participation, it was found that objective set up, operational planning of the group and the group management were mostly completed by the group chairperson. The group members participated in these activities very little.

The outcome of the group operation proved that the income of the group members mounted after taking part in the group, Merely members who sent their products to the group and sold them with the chairperson would earn.

The participation in the One Tambon One Product Project of the group of agriculturists who grow non-toxic vegetables started when the district officials came and explained about the project to the group members. The reason why the group members decided to enter into the project was that they were confident in the quality of the non-toxic products of the groups.

The participation in the One Tambon One Product of the group also disclosed that the chairperson participated both in the operation outside the group such as contacting district office, products selection, and in the operation inside the group comprising group meeting, the group's products selection for the project. The group members only participate in activities of the group including group meeting and sending products to the group for selection to be used in the project.

Problems and obstacles of the group consist of no land for agriculture of the group members, environmental conditions did not support the plantation of non-toxic vegetables, high price of oil thus expenses heightened, small number of markets, not many members sent their products and lack of operational system of the group.

Suggestion concluded from the study

1. Government had to play more active role, Government office should be set up to monitor the group that received award, so that the government could monitor and develop standards of the group. Moreover, the government office should link and cooperate with other offices concerned.

2. The government should train the group about accounting.

3. Permanent markets for the products of the One Tambon One Product Project should be created by the government.

4. Management and operations of the group had to be changed from the decision made by the chairperson to encouraging more participation of the group members.

5. Meeting in the group had to regularly take place, so that the members of the group could follow up with the operations of the group and relationships among the group members could be built up.