

3936324 LCRU/M : MAJOR : RURAL DEVELOPMENT STUDIES ; M. A. (RURAL DEVELOPMENT STUDIES)

KEY WORDS : COOPERATIVE/OPERATION/LIFE DEVELOPMENT

SUWATCHAY O-KAT : A STUDY OF THE PINEAPPLE CO-OPERATIVE GROUP AT SAM ROY-YOT PRACUAPKHIRIKHAN PROVINCE. THESIS ADVISORS : YONGYUTH BURASITH, M.A., RUENGDET PANKHUENKHAM, Ph.D., AIM THONGDEE , M.A.112p. ISBN 974-663-163-2

The objective of this thesis is to study operation of the Sam Roy-Yot Agricultural Co-operative,Limited.The cooperative, which consists of 456 members, has current assets of 24,672,137 Baht. The study was conducted between 1995-1998. This study analyzed the general characteristics, reasons for the establishment, operations, management, members' participation, achievement factors, cooperative and social responsibility, as well as problems and obstacles in the operation of the cooperative.

This thesis is divided in to 2 parts. The first is a business informational analysis of the cooperative in order to study capability or efficiency of management in the business management of the cooperative. The second part covers the cooperative's committee relations and members rerations among , This information was collected by formal and informal interviews as well as observation. Analysis was conducted using cooperation concept, participation theory, social theory, conflict theory, administration theory, people organization and cevil society, and group concept.

The study revealed that the initial stage of business operation involved selling products to factories which would create high margin profits. There after, the cooperative adopted new role in rearch for agricultural products. But this operation strategy resulted and less profit, and even some loss. However,the members appreciated this change. The main factors in this change were derived from fluctuation in market situation, committees' policy ,and management's abilities.

The outcome of these business operations business were to increase the bargaining power and also offer move channels to members and the community. These results suggests the cooperation should adjust the efficiency and equality of these two parts and improve the participation of members. Participation should include about consideration ,brain storming and more cooperation than in the past. These will produce sustainable development and increase members benefits and cooperation.