

Abstract

The study on the social capitalization process in the happy living village project, the case study of Ban Koh Klang, Bang Nom Kho Sub-district, Sena District, Ayuddhaya, is the qualitative study through an in-depth interview with Ban Koh Klang population as the main target. The data is concluded in a description manner with a flowchart illustrating the ongoing social capitalization process at the end of each part. The main objective of the study is to study the development of the social capitalization process developed in Ban Koh Klang and to study the social capitalization process in the happy living village project.

The development of the social capitalization process in Ban Koh Klang incurs from the learning character to make self adjustment on the thinking systems and relations of people in the community and loving attitude towards the motherland. The changing conditions have caused a behavioral adjustment and human relations in each period to keep the community survive until new.

The social capitalization process has changed the living conditions in each period and it is found that since the community of the happy living village project was formed in Ban Koh Klang when the community has been affected by the capitalism influence because the social capital was apparent at the time, the roles of the social capital were reduced but not disappeared from the community. However, it had not been employed. At present, people in the community have tried to receive and enhance the social capital again.

The resurgence of the social capitalization process is made with the following elements 1) Internal factors such as good environment, relation of the family system, cultures and traditions of the community which have been consistently practiced, belief and faith in the same spirits and strong leaders, 2) External factors such as learning experience inside and outside the community, utilization of the knowledge and experience for the interest of the community to continuously set up new know how. Besides, several agencies have helped and supported the work as a participant of the happy living village project through the social capitalization process which consists of thinking system and working method, the outcome is the happy living aspects of the community.

In addition, it is found that the happy living village could be developed

successfully from the conditions and existence of the social capital. The community is required to learn and adjust itself to the situation and to be led by a strong leader and harmony of people in the village. Supports from the external agencies have also assisted the work towards success and sustain ability.