

Sufficiency Economy Development of the Community with Production of Brown Rice :
A Case Study of Ban Khok-It, Khok-Nai, Phron Subdistrict, Takbai District, Narathiwat
Province.

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Abstract

The objectives of this study were to explore the overall of village economy development of Khok-It, Khok-Nai village to study the economy and social states of the housewife members, to study the opinion of the group's opinion about sufficiency economy development, to study the activities of groups, and to study the concept of important people in the village, district, and province level to find the supporting ways to the members' activities.

This research is qualitative research and quantitative research. The researcher coordinated to the Mayor of Phron Subdistrict Administrative Organization, and groups of house wives in Khok-It, Khok-Nai Village, Phron Subdistrict, Takbai District, Narathiwat Province, for the convenient of data collection in the area. Data was collected through 4 copies of questionnaires. Researcher continually interviewed with member groups, and important involving people in the village. The data was analyzed by percentage, and qualitative data synthesise. This study will be useful for other villages to create brown rice.

The results found that the Khok-It, Khok-Nai housewife group's members were all female, mostly aging between 39-48 years old. Most of their educational levels were primary school, and had no education background. Their main occupations are farmers. Their individual rights of land are about 1-5 rais for their cultivation, vegetables bedding, and raise animals. Their working states were mostly some parts such as sprinkle, hover, stab, grind, and pack, etc. The

amount of production of brown rice were 80 sacks per day, and the product could be sold about 40-50 sacks, or depended on customers' order. Their revenue from brown rice was 120 THB per day. They work 4 hours a day, 3-4 days a week.

The methods of brown rice production of this group member will be started from when the group buy paddy from other members or villagers with the rate at 19 THB per kilogram. The lean rice and other contaminated objects will be cut out by hovering. The rice will be dry by direct sunlight to reduce moisture until it is ready to grind by rice grinder. The obtained product will be rice, husk, and rice waste. Get rid of husk and rice waste by hovering, or blow the husk out from the rice and hover the rice again to get rid of the waste. Grind the rice by mortar. Rice must be grinded by mortar for 350 times. Hover the grinded rice by plastic net to separate the rice bran before packaging. Close the package by electronic sealing machine, or vacuum sealing machine.

The opinion of the member groups about sufficiency economy development means to live on the concepts of saving live. There is promotion to support villagers to have additional occupation rather than farmers. The additional occupations may be vegetable bedding, raise the animals, gardening, using the land for the highest benefits. The village can rely by themselves, not others. There are mutual activities for their harmony in the village.

The concepts of the important people in the village are about the opinion of marketing promotion, or selling brown rice found that the appropriate market places are mom-and-pop store in village, city, festivals, provincial display of merchandise, souvenirs shops, arrange village economic products exhibition center, shopping mall, in Malaysia, and also advertising, or information should be supported by involving organization.