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NUCHANAT PHUMVISET : THE PROCESS OF TRANSFERRING INTEGRATED FARMING CONCEPT AT MAE CHAN LUANG VILLAGE , CHIANG RAI PROVINCE. THESIS ADVISOR : ASSO. PROF. KANOKSAK KAEWTHEP, Ph.D., 162 pp. ISBN 974-03-0944-5.

The study aims at analyzing the process of transferring integrated farming concept at Mae Chan Luang village, Chiang Rai province. Two objectives in this study are: First, to study the process of transferring integrated farming concept at Mae Chan Luang village, Chiang Rai province. Second, to analyze factors in the process of transferring integrated farming concept at Mae Chan Luang village that affect success or failure. The case study comprises of an interview of 44 households in Mae Chan Luang village, Chiang Rai province.

The result of the study can be summarized as follow,

1. There are 2 methods for the process of transferring integrated farming concept at Mae Chan Luang village. First, it is the activity at Mae Chan Luang school which acts as a mediator in transferring integrated farming concept through pupils. Second, it is an integrated farming training for Mae Chan Luang villagers.

2. The failure of the process of transferring integrated farming concept due to lacking of participation from Mae Chan Luang villagers, discontinuity of the integrated farming training and cultural and language problems.