

THESIS TITLE: STRATEGIES FOR WOMEN'S CAREER DEVELOPMENT: A STUDY  
OF PRAE WAA SILK WEAVING AMONG WOMEN IN PONE  
VILLAGE OF PONE SUBDISTRICT, KHAMMUANG DISTRICT,  
KALASIN PROVINCE.

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### ABSTRACT

The objectives of this operations research were: 1) to analyze the problems faced by a group of women who weaved Prae Waa silk in Ban Pone, Khammuang District, Kalasin Province; 2) to find solutions for the problems; and 3) to promote Prae Waa weaving as a career among a sample of women in order to raise their income levels.

Data for this study were collected by interviewing a sample of 42 women. Data on socio-economic conditions and problems faced by these women were collected both before and after the introduction of the development intervention. Activities included as parts of the intervention were: conducting a workshop on "Strategies for Promoting Prae Waa Silk;" organizing and creating Prae Waa occupational group; setting up a community revolving fund; products promotion and advertisement.

The results from this research indicated that: 1) the levels of knowledge on production processes and techniques, management and marketing, bookkeeping and accounting, and the

levels of occupational skills among the studied women all increased correspondingly with the rise in their income levels; 2) women in Ban Pone had formed an occupational club and had set up a community revolving fund; 3) the differences in occupational problems and income levels before and after the completion of the intervention strategies were statistically significant at .05 level; 4) an effective way for occupational promotion was to provide knowledge on Prae Waa Weaving techniques, management and marketing, bookkeeping and accounting, accompanied by the attempts to improve skill on Prae Waa weaving, to form an occupational group, to set up a community revolving fund, and to advertise the products.