THE PROCESS OF DEVELOPMENT COMMUNITY ENTERPRISE PRODUCT IN REEDS WOVEN MATS GROUP; YOSOTHON PROVINCE, THAILAND

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ABSTRACT

These objectives of research were to study the problems of woven reed mats group in Yasothon province, Thailand. And for process of development community enterprise product of reeds woven mats group in Yasothon province, Thailand. Research methodology used qualitative research, the process of group discussion, meeting to brainstorm ideas, depth interviews, participatory observation and workshops. The Samples used in this research were the leader and members of woven reed mats group. The research problems found that members of group also lack the knowledge and skills to design or processing new forms, lack of financing, equipment, tools and technologies to be manufactured and processed products reed mats. The process of development community enterprise product found that want to expertise communicate knowledge concerning design or transform new forms, want to tools and technologies to be manufactured and processed products reed mats, and want to Government agencies budget support.

Keywords : Product, Community Enterprise, Transform, Reed

I INTRODUCTION

Folk wisdom is groundwork of manufacturing and strengthens economy of community. Other than it is all kinds of Source of Educate such as agriculture, transformation, management Natural Resources marketing and make income provide people in community. " Community enterprise" is One form of economic Community at Community help together Developed. Which is the main role in goods Manufacturing compensate buying from outside. By add value to goods and service in community.

At development products which have potentiality to share external community.

For example "ONE TAMBON ONE PRODUCT: OTOP" development from Folk wisdom and make income provide people in community Folk wisdom concerning reeds woven mats in Ban Nongsonghong Yosothon Province, Thailand.It is knowledge happen from experience of people in community From generation to generation past learning process, practice, observations, Participation in practice. Until crystallize is

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knowledge and have manufacture patterned resident named "Laikhid". But Folk wisdom destroyed wherewith have Imitate patterned, Imitate products, products do not have Diversity, products any Market demand.

Researcher has realize that such groups have not Academic development processproducts do not have Diversity The product is similar to other areas

Have Imitate products so that have to mobilize opinion from the many parties involved.

Required are **reeds mats product** can Job creation and make income To the Permanently

II OBJECTIVES OF THE RESEARCH

1. To study the problems of woven reed mats group in Yasothon province, Thailand.
2. To study process of development community enterprise product of reeds woven mats group in Yasothon province, Thailand.

III BENEFITS OF RESEARCH

This research benefits thus

1. The Benefits of Practice

Results from research Will has guidelines for development products and Design tracery Patterns

2. The benefits of learning

Results from research use variety formats study process include the brainstorming involved, In-depth interview, Focus group discussion which makes

Know issues, needs in development for products and the process of development community enterprise product in reeds woven mats group

3. The benefits of development

Results from research will guidelines for career development and development products can lead to the development Community enterprise and as a basis for further development.

IV REVIEW OF RELATED LITERATURE

Community Enterprises

A community enterprise is a trading social enterprise which serves a geographical community or community of interest and has representatives from the community on its board of directors. It sells goods and services and has a long-term commitment to create jobs or provide a service for members of the community.(Online: http://www.cwcda.co.uk)

National Policy in SMEs Promotion

In 2000, the Thai parliament enacted the Small and Medium Enterprises Promotion Act 2000 (publicized in the Royal Gazette on February 17,2000) as a juristic entity and governmental office, not an official agency or

state enterprise, aiming to promote SMEs, which prompted an establishment of the Office of Small and Medium Enterprises Promotion in the later year. This office is an independent governmental agency, acting as a central planning office, coordinating the strategic plans and works of all relevant agencies related to SMEs development. The national plan for small and medium enterprises promotion (2002-2006) was launched in 2002 after nationwide brainstorming efforts between related agencies and the private sector. In addition, The SMEs Bank was established in December of 2002, as a specialized financial institution, providing financial support to SMEs and promoting new SMEs. At the present, there are three committees in charge of SMEs promotion: the Competitiveness Development Committee of the National Economic and Social Development Board, the One Tambon One Product (OTOP) Committee and the SMEs Promotion Committee of the Office of SMEs Promotion. The above committees draw funding from the same SMEs promotion fund. (Chaipat and Watsaya, 2005).

The Promotion Plan of Small and Medium Enterprises of Thailand (2002-2006)

In line with the five-year National Economic and Social Development Plan, the Promotion Plan of Small and Medium Enterprises of Thailand (2002- 2006) was proposed to emphasize the importance of SMEs development. The goal of this plan is " to make Thai SMEs the engine for the economy as a whole, functioning environmentally friendly yet fully competitively at international levels, while maintaining high standards of quality and doing so with sustainability, to the benefit of the entire population."

One Tambol One Product (OTOP) :Projects under Implementation

1. OTOP as an instrument to build up entrepreneurial activities among the grassroots.
2. Allocating 1 million baht revolving fund to each of the 45,000 villages across the country.
3. Local villagers make their own decision on what businesses and products to produce and decide which of the products should become a product champion.
4. OTOP products are eligible for support from the government in various areas e.g. business consultancy, design & packaging, marketing & distribution, technical assistance and networking.

The most crucial marketing problem in the SMEs

At the present, the most crucial marketing problem in the SME sector is lack of channels of distribution. As for technology, low R&D and innovation levels are the biggest concern. Besides, the current low labor productivity level in the SME sector also reflects challenges in human resources and management. Limited capabilities in Technology management and knowledge acquisition. Low productivity and quality output, shortage of skilled personnel, lack of information, limited access to finance and limited capability to meet the challenges of market liberalization and Globalization (Pramode, 2007).

Development the Management Competencies of SMEs and Community Enterprises

The national master plan, coordinated by the office of SMEs promotion, has led to several reinforcing strategies for SMEs development and financial measures as follows. (Chaipat and Watsaya, 2005).

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As prior to the economic crisis, the grass root level of entrepreneur development was not a focal point of attention, there exist needs for systematic development measures focusing on marketing, human resources and management, technology, and infrastructure and regulations.

1. Marketing

As marketing obstacles are one of the most urgent problems, measures to help tackle problems and expand market opportunities for SMEs are highly needed. These include measures to search for new domestic and foreign markets, expand existing market, reduce obstacles for SMEs in their marketing, improve product distribution, promote the use of local products and services, improve product designs, and promote free and fair trading practices.

2. Human Resource and Management

Improving competitiveness of SMEs through human resource development is essential for sustainable economic growth. Several measures have been proposed and implemented for skill development in technology, management and accounting. These include measures to incubate new SMEs and develop their capabilities, create an entrepreneurial climate in the universities and through the medias, and provide appropriate knowledge and trainings for the existing SMEs.

3. Technology

In the long-term, it is essential to enable SMEs to apply updated know-how for competition in the international market. The proposed measures include knowledge and technology sharing platforms between research institutions and SMEs, support funding for research related to SMEs products, and promotion of the use of information and communication technologies (ICT). The main goal is to increase productivity by fully utilizing existing technologies and encouraging knowledge sharing for technology development.

4. Infrastructure and Regulations

In order to increase competitiveness in the SMEs sector, government roles to provide infrastructure conductive to production, marketing and management capacity enhancement for SMEs are important. The relevant measures involve tackling problems and reducing impediments due to government rules and regulations. The current government measures in this category include reduction and exemption of tariff duties on raw materials, corporate income tax rate cut for small enterprises, expansion of income bracket for small enterprises exempted from the value-added tax 13, and enlargement of investment promotion for SMEs from the Office of Board of Investment (BOI). SMEs promotion strategy going forward will emphasize on coordination between businesses and clustering systems especially for the strategic sectors chosen by the government including food, automobile, fashion (textile, shoes and leather, and jewelry), electrical appliances and electronics.

5. Financing

The following urgent as well as medium to long-term financial funding measures related the banking sector and the capital market have been initiated, following the Promotion Plan of Small and Medium Enterprises. They include both debt and equity aspects of funding. As for the debt side, the measures focus on both loans and collaterals.

V RESEARCH METHODOLOGY

Research methodology used qualitative research, the process of group discussion, meeting to brainstorm ideas, depth interviews, participatory observation and workshops. The Samples used in this research were the leader and members of woven reed mats group.

VI RESULTS AND DISCUSSION

1. The research problems found that members of group also lack the knowledge and skills to design or processing new forms, lack of financing, equipment, tools and technologies to be manufactured and processed products reed mats quality.
2. The process of development community enterprise product found that want to expertise knowledge concerning design or transform new forms, want to tools and technologies to be manufactured and processed products reed mats quality, and want to Government agencies budget support.

RECOMMENDATIONS

1. Policy recommendations
   - Ought with Sustainable for activities.
2. practical recommendations
   -Should relay knowledge design or transform and provide tools,technologies to be manufactured and processed products reed mats.

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