GUIDELINES FOR COMMUNITY DEVELOPMENT BASED ON THE SUFFICIENCY ECONOMY PHILOSOPHY FOR SUSTAINABLE SUCCESS. A CASE STUDY: KHLONGYONG COMMUNITY PHUTTHAMONTHON DISTRICT, NAKHON PATHOM PROVINCE

[1]WASANA SURIDECHAKUL, [2]CHINNAWAT SATSANANAN, [3]POONSUP SETSRI

[1,3]social science department, suan sunandha rajabhat university thailand
[2]chemistry field, suan sunandha rajabhat university thailand
E-mail: [1]wasana.sur@ssru.ac.th, [2]chinnawat.sa@ssru.ac.th, [3]poonsub.sa@ssru.ac.th

Abstract - The purposes of this study were 1) To study the principles and concepts of community development Khlongyong Community Phutthamonthon District, Nakhon Pathom Province in accordance with Sufficiency Economy Philosophy. 2) To study factors affecting the development of Khlongyong Community Phutthamonthon District, Nakhon Pathom Province in accordance with Sufficiency Economy Philosophy . This is a quantitative research and the questionnaires were used as a tool for data collecting. The instrument used in this study was a questionnaire survey and In-depth interview. A closed end and open-end break into three parts. The sample group use the selection by purposive sampling and simple random sampling with the sample group of 100 people.

The results showed as follow;

1. Khlongyong Community development based on Sufficiency Economy Philosophy to succeed sustainable must rely on many factors. The factors of personal are gender,age,education,occupation and income slightly different because the Sufficiency Economy Philosophy can be applied to adapt to work and Living in the community. In term of the condition of the Sufficiency Economy Philosophy are modesty,rationality,good immunity,knoeledge and morality implemented will bring about a better quality of life of residents and lead to the development of truly sustainable community. Using both personal factors and conditions of the Sufficiency Economy Philosophy combinations were effect to the community to be sustainable in the community for long term.
2. The Khlongyong Community has succeeded in applying the Sufficiency Economy Philosophy to Sustainable Community Development.

Index Terms - Khlongyong community, The Sufficiency Economy Philosophy, Development

I. INTRODUCTION

Current socio-economic changes in the world especially the flow of globalization and the competition in capitalism. as a result, Thailand faces a number of challenges. So that Thailand can stand strong in the world society and do not 9o lose yourself. In the process of preparing the 10th National Economic and Social Development Plan (2007-2011), the focus has been on the implementation of Sufficiency Economy Philosophy as a guideline for the development strategy [1]. The country to sustainable balance and good immunity by the concept of sufficiency economy. It is a philosophy that guides the way people live and work at all levels, from family to community level to the state. The development and management of the country to the middle way, especially the economic development to keep peace with the world of globalization. In the 10th National Economic and Social Development plan, the mission of community development under the concept of sufficiency economy is to be defined as 5 aspects: 1) To emphasize the development of the quality of people in the country, to have knowledge, moral and social foundation. Knowledge is immune to change. 2) Reform the economic structure competitive and fair. 3) Strengthen the equality and strength of the community and society. 4) Maintain the diversity of natural resources and preserve the quality of the environment. To provide the community with knowledge and immunity have the right to access and manage resources. Conservation of biodiversity resources to be a stable base of Thai society and 5) To develop a system of governance for good governance at all levels. Decentralization has strengthened democracy management with transparency Public Responsibility and there is justice [2]. The government has embraced the Sufficiency Economy Philosophy to be used in the administration of the country and included in the 10th National Economic and Social Development Plan make people know the principles of sufficiency to use in daily life. Khlongyongl Community It is a community in Phutthamonthin District, Nakhon Pathom Province most of the village is located near the canal. The canal is 3 km long and the canal is also very useful to people in the canal. For agricultural and transportation purposes, most of the people are engaged in agriculture. Khlongyong Community phutthamonthon District, Nakhon Pathom Province. It is a fertile plain, special features of the area. The community is still in the midst of the boom. Industrial Factory Housing Estate And the material progress in other areas. It is based on the philosophy of Sufficiency Economy, cultivation, agriculture and animal husbandry as appropriate. In particular, there is the promotion of organic farming of the villagers [3].The Sufficiency Economy Philosophy has started. Khlongyong Community is an area that embraces

Sufficiency Economy Philosophy. The importance of economic concepts suffice it to use in community development It is a group of people to gather together to seek knowledge. In farming from the organization, external network. Support from government agencies at first, the villagers learned to adjust themselves at one point, the farmer groups of Khlongyong Community. They has been trained in the project to develop the potential and quality of life of the life sciences. The knowledge of composting such as organic farming[4].The organic farming with their application based on the Sufficiency Economy Philosophy. It is noticeable that organic farming principles that lead to the application of self-sufficient because there is something around that used to benefit [5]. Whether to make organic fertilizer. We use the remains of the carcasses that are available to make a natural bio-compost. This greatly reduces the cost[6].The knowledge that has been transmitted to people in the village. The guiding principles of the Sufficiency Economy Philosophy is applied to balance the right to make farming more efficient and sustainable. Ultimately leading to the development of sustainable Khlongyong communities[7]. Application of Sufficiency Economy Philosophy in Khlongyong Community Phutthamonthon District, Nakhon Pathom Province development.To sustain through the process of learning principles, such as agriculture and organic agriculture Including living under the Sufficiency Economy Philosophy[8]. To Seek ways to develop the Khlongyong Community in line with Sufficiency Economy Philosophy to achieve sustainable success.

II. DETAILS EXPERIMENTAL

A. Objective of the study

1. To study the principles and concepts of community development Khlongyong Community Phutthamonthon District, Nakhon Pathom Province in accordance with Sufficiency Economy Philosophy.
2. To study factors affecting the development of Khlong yong Community Phutthamonthon District, Nakhon Pathom Province in accordance with Sufficiency Economy Philosophy.

Method

Population and sample

The population in this study The people living in the Khlongyong Community, Nakhon Pathom. Determining the sample size The study used a sample size. Know population definite Represented by the purposive sampling and simple random sampling.

The number of respondents = 100

Thus, the number of samples in the housing Khlongyong Community. After the study was conducted Sampling to collect the data. Head of household or household members Khlongyong Community and has a total of 100 people.

Tools used in research

The instrument used in this study was a questionnaire survey and In-depth interview. A closed end and open-end break into three parts.

Data Collection

Perform the following steps:

This research Researchers conducted a study and collect data from various sources, as follows.

1. The primary data The researchers used questionnaires and In-depth interview. Collect data on people living in the Khlongyong Community.
2. Secondary The research was carried out to collect information from books, journal articles, online media, as well as research on the concept of SufficiencyEeconomy Philosophy. Sustainability Just embrace the concept used in the development of various social and so on.

B. Hypothesis for study

A guidelines for community development of Khlongyong Community Phutthamonthon District, Nakhon Pathom Province in accordance with Sufficiency Economy Philosophy for sustainable success.

C. Tools used in the research

The research is as follows:

1. The research community is in Khlongyong Community Phutthamonthon District, Nakhon Pathom Province.
2. The variables used in the Research are :

2.1 Variables is the beginning of community development.

2.2 Variable is the result of the achievement of Sufficiency Economy Philosophy.

How to do research

This research is carried out as follows :

1. Population and sample group population.

The population used in this research consists of population for developed a variety of community development and sustainable growth in the user research has created and developed.

Sample group use the selection by purposive sampling and simple random sampling with the sample group of 100 people.

That is used to make the selection from this research group.

The above population by selecting a specific (Purposive Sampling) and simple random sampling are a representative to join the program at the Khlongyong Community of 100 people, as well as all the criteria considered.

2. Tools.

2.1 The tools used in the study.

2.1.1. The tools for collected data in the form of a draft from the Khlongyong Community of the 100 people who are questionnaire and in-depth interviews to

consist of Community Leadersof Khlongyong Community,Sufficiency Economy Philosophy Expert Department of Community Development and people in Khlongyong Community.

2.1.2. Delphi Technique is a tools to used to test the community development based on Sufficiency Economy Philosophy.

1) Pattern for the test about community development based on Sufficiency Economy Philosophy.

2) The survey of the think of experts.

2.2 Tools to research.

There was an interview with a Structured Interview. A Opened interview with community development based on Sufficiency Economy Philosophy by the occassional to be able to answer a question with a very independent concept is the question.

There is a method as describe below :

1) Theory and document research, that is with the Sufficiency Economy Philosophy.

1.1) The theory that occur in the development

1.2) The community development.

1.3) Output of the development.

1.4) Process of the development.

1.5) Other documents.

2) Workshop described as below:

2.1) To study the data in Khlongyong Community, Nakhon Pathom.

2.1.1. To study community problem.

2.1.2. To study community development based on Sufficiency Economy Philosophy.

2.2) Brainstorming.

3) Sandel's froth used to process for the community development based on Sufficiency Economy Philosophy.

3. Data collection

3.1) Data collection by questionnaire and in-depth interview from the experts is as follows:

3.1.1. The research has a question in the process and want to give details, or more comments.

3.1.2. Delivery by post.

3.1.3. Interview form with a representative from the Khlongyong Community.

3.1.4. Verify and collect data of all datas.

3.1.5. All of the interviews to create a form of community development based on Sufficiency Economy Philosophy.

D. Data analysis

1. Used a computer program to collect a data analysis.

2. The characteristics of tools for the improvement tool.

The relationship between the objective as below :

The statistics used in the data analysis.

1. Statistics used

1.1 Percentage value.

1.2 Median value

1.3 Interquatile Range

2. The statistics used in the analysis tool to find quality of tool.

2.1. Validity

2.2. Reliability

III. RESULT AND DISCUSSION

Khlongyong Community development based on Sufficiency Economy Philosophy to succeed sustainable must rely on many factors. The factors of personal 1) Gender did not affect the implementation of the philosophy of sufficiency economy adapted to the lifestyle or the development community. Both males and females can apply the Sufficiency Economy Philosophy to the quality of life in the community.2) Age is one of the factors that make the implementation of the Sufficiency Economy Philosophy is slightly different, because at present, people aged between 18-39. We have a good understanding of Sufficiency Economy philosophy as well as villagers between 40-60 years, so they can adapt to the way of living and community together.3) Education There is a slight difference. Because the villagers have no higher education level. Experts or community leaders may need to know more about the Sufficiency Economy Philosophy. While the villagers have higher education level. The self-sufficiency philosophy is self-contained as it contains content in the classroom. It can be easily understood and can be applied and implemented in a quality manner.4) The occupation is no difference in the implementation of the Sufficiency Economy Philosophy because most of the villagers in the Khlongyong Community are engaged in agriculture. The Sufficiency Economy Philosophy can be applied. If a group of people in other occupations, they can apply the Sufficiency Economy Philosophy to adapt to work and Living in the community because the Sufficiency Economy Philosophy can be used to work in all occupations.5) Income is a factor that may be slightly different in implementing the Sufficiency Economy Philosophy to deploy. Those earning between 15,000 baht and up can bring the Sufficiency Economy Philosophy to adjust to life as appropriate to the comfort of their own, but it is not significant in the Sufficiency Economy Philosophy to deploy for community development.

In term of the condition of the Sufficiency Economy Philosophy 1) Modesty is knowing about their own expenses. Relate to income in life. To avoid problems with incomes that are not enough to cover the monthly expenses. There must be a reasonable spending plan. There must be a reserve amount of money each month. To be a self-immunity. In the future, if there are events that affect income, expenditure and lifestyle. Not expected The villagers of Khlongyong Community are ready to take on the situation immediately.2) Rationality It is known to live a rational life. Spending on the principle of reasonable. Villagers in Khlongyong Community areas tend to have a lifestyle that is surrounded by various facilities. They can also buy items easily. Causing debt problems. If the villagers in the Khlongyong Community do not have

the rationality of living in the community, it is difficult to avoid the problem. If the villagers in the community are using the rationality of conditions as a way to live. It can live a quality.3) Good immunity It is possible to prepare for situations that may arise in the future. Consciousness, use of intelligence, knowledge and consciousness to solve problems.

Rational thinking. Although villagers in the Khlongyong Community areas did not face a changed situation, and that is not desirable. But villagers have to be conscious life. Be prepared for various situations with intelligence. Knowledge and experience in life. The villagers in the Khlongyong Community areas who adopt the principles of living under the conditions of good immigration are often faced with problems and coping with situations that come to life better.4) In terms of condition is knowledge of the villagers in the Khlongyong Community in various academic. Especially the content that is relevant to urban community development in accordance with the Sufficiency Economy Philosophy is very important because the community has a concept and a clear development. The crystallization of the concept is linked to a developmental approach and united finally to sustainability.5) In terms of morality condition is also important because the basic morality necessary for living are honesty, patience and perseverance, honesty and patience, as well as the armor that protects the people of the city. In the same way, perseverance is a weapon that helps people overcome the obstacles that come through in life. The villagers in the Khlongyong Community who adhere to these moral conditions have a better quality of life. And can live in the midst of many problems with quality. This will lead to sustainable the Khlongyong Community development.

The most important thing when applying the Sufficiency Economy Philosophy is to adapt life planning and plan to solve problems that occur on their own. People in the Khlongyong Community And even other problems in the Khlongyong Community . Once the problem is resolved, one more important thing is to follow up on the sustainability of the solution. When the Khlongyong Community is sustainable to solve problems. The Khlongyong Community can also develop sustainably and qualitatively.

The Sufficiency Economy Philosophy to make the Khlongyong Community sustainable.The Sufficiency Economy Philosophy is imperative that all villagers in the Khlongyong Community have knowledge and understanding of the Sufficiency Economy philosophy. Although educating from expert knowledge or those who are involved with the Sufficiency Economy Philosophy are very effective. To implement the concept of Sufficiency Economy Philosophy to be applied in the development of the community according to the Sufficiency Economy Philosophy can be efficiency and sustainability.

CONCLUSION

Community development based on Sufficiency Economy Philosophy to succeed sustainable must rely on many factors. In terms of external factors is educating of the content that is relevant to Khlongyong Community development in accordance with the Sufficiency Economy Philosophy makes the Khlongyong Community has a concept and a clear development united finally to sustainability. Sufficiency Economy Philosophy has the five important conditions are modesty, rationality, good immunity, knowledge and morality. These five elements, When implemented will bring about a better quality of life of residents and lead to the development of truly sustainable community. The conditions of the Sufficiency Economy Philosophy are such as modesty, rationality, good immunity knowledge and morality. There are very important to live in the Khlongyong Community. When villagers in the Khlongyong Community have good quality of life. This will result in a more sustainable and sustainable community. Villagers in Khlongyong Community succeed in using the conditions of Sufficiency Economy Philosophy for successful sustainable Khlongyong Community.

Although educating from expert knowledge or those who are involved with the philosophy of Sufficiency Economy are very effective. But the villagers still do not understand the philosophy of Sufficiency Economy. The villagers can not apply the knowledge and the guidelines for Khlongyong Community development according to Sufficiency Economy Philosophy to use truly effective. Therefore, villagers in the Khlongyong Community are necessary to study and research to understand the concept of Sufficiency Economy Philosophy to the fullest potential. To implement the concept of Sufficiency Economy Philosophy to be applied in the development of the community according to the Sufficiency Economy Philosophy can be efficiency and sustainability.

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