

Title : The participatory potential development pattern of organic fertilizer community enterprises in Tumbon Ban Thai, Khueang Nai, Ubon Ratchathani

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Abstract

This research is qualitative study that have purposes as follows; 1) to study the context of organic fertilizer community enterprises in Tumbon Ban Thai, 2) to learn the problem issue for participatory potential development of the organic fertilizer community enterprises in Tumbon Ban Thai, and 3) to search the participatory potential development of the community enterprises in Tumbon Ban Thai. 30 members of organic fertilizer community enterprises in Tumbon Ban Thai, Khueang Nai, Ubon Ratchathani, including president, vice president, committee, and other members, were collected the data. The research's equipment used in the data collection includes interview form, observation, and analytic induction, as well as descriptive presentation.

The result found that 1) organic fertilizer community enterprises situated at 1 Moo 1 Tumbon Ban Thai, Khueang Nai, Ubon Ratchathani were established in 2015. The formation began by the combination of agriculturists to solve the difficulties from costly fertilizer in rice farming. Moreover, there are the combination of the specialists in the organic fertilizer within the community and also receive supporting from government sectors to produce this fertilizer with a cheap price to members and public. Meanwhile, this encouraged the organic fertilizer usage, reduced use of chemical substance in agricultural system, and exactly decreased production cost of members in the group. 2) The problem issues of community enterprises include community enterprises management, market condition, organic-fertilizer-production development, and knowledge lack of community enterprises development. 3) The potential development pattern of organic fertilizer community enterprises is that the cluster should thoroughly and appropriately assign the authority, the duty, and the responsibility to members. In the meantime, it should have meeting, discussing, permitting,

and stimulating to the members in order to raise idea, share knowledge, and realize in the duty. The cluster should change procedure from the production for the marketing to the marketing for the production. In other word means that the cluster need to search and study the environment of community using information and technology before goods production. Furthermore, the government sectors, especially the provincial agricultural extension office, should be more helpful using integration with the local administrative organization and should be an intermediary between community enterprises and consumers. And ultimately, the enterprise groups should obtain training and additional skill that are important thing, including financial and accounting systems, production cost, and information technology, for development of organic fertilizer community enterprises.

Keyword : Potential development, Community enterprise, Organic fertilizer