

CHAPTER 7

FACTORS CONTRIBUTE TO THE SUCCESS OF THE LEARNING NETWORK DEVELOPMENT PROCESS

This chapter discusses the factors contribute the success of the learning network development process of the Dried Longan Small and Micro Community Enterprise Groups in Lamphun Province. Throughout the research and development process, there are a various factors contribute to the learning network development process such as the individual, social and community factors. The factors contribute to the learning network development process operation of group and network can be summarized as follows:

7.1 Factors within the DLSMCE groups

The core research team and the members of DLSMCE groups 37 groups discussed the factors contribute the success of the learning network development process within the DLSMCE groups by focus groups, brainstorming, group discussion, then collecting data and analyze as follow:

- 1) Capabilities and the role of group leaders. Each community enterprises must have the board structure of the group. The leader is crucial in driving the group and its members are eager to do consistently.
- 2) Goal of the operation group. The learning development of community enterprise with a common goal in the operation development and activities in their own group is another important factor that enables members to join.
- 3) Their relatives within the group. Community enterprises can be registered if there are seven members or more. Some is the relatives, do the same type in the business and the concept was registered as a community enterprise and wished to develop a group, so it continues to join.
- 4) The cooperation within the group, joined together to share ideas and benefits. Group members had been doing the same activities is golden dried longan.

It will require the use of funds and many factors of production. So, members targeted in the production and marketing together such as the provision of working capital, the supply of labour, the drying, as well as marketing, that members to agree in participating in activities.

7.2 Factors within the DLSMCE Learning Network

The core research team, the board of directors and the members of DLSMCE Network groups discussed the factors contribute the success of the learning network development process within the DLSMCE learning network by focus groups, brainstorming, group discussion, to interview with the leader and the board of directors of the DLSMCE network, then collecting data and analyze as follow:

1) The capacity of DLSMCE network leaders. Both researchers and leaders of the network who is a motivated and to encourage the learning process of the members. The leader is the president of the network Chakkapong Rimcham and the vice president Piyaporn Sompong. They are young, enthusiastic and mainstay in the activity who are also responsible and a very well coordinated.

2) The unity and cooperation of the DLSMCE learning network. Network members have a common understanding and responsibilities with the intention to develop the network together and spend time to participate. This is an importer factor.

3) The division of roles in the the DLSMCE learning network. In addition to the board of the network management, the network also has the division of roles in working for the members that including Raw material procurement department, Quality control department and marketing department. Each committee has helped each other to perform duties as assigned. Another important factor is the factor that enables members to contribute and participate in ongoing activities.

4) Targeting and direction of the network strategy and operation. Beginning of the forum, network members set goals and direction of the network in order to work together to achieve the objective of a community enterprise network, which is defined as a strategic and development plan of community enterprises as a guideline for work together.

5) Setting the appropriate rules and regulations of the network. Each community enterprise is defined rules, regulations in working together. After

establishing community enterprise network, they have to do activities together that require the appropriate rules and regulations of the network in order to members are satisfied and co-operate with the network continually. It is one of the factors that influence the learning network development of community enterprises.

6) Sharing ideas and contribution continually of network members. The learning network development of community enterprises is essential. Network members have to meet and discuss regularly in the part of dried longan small and micro community enterprise groups in Lamphun. Every time we do activity, we have to plan the next meeting before finish and meeting regularly on a monthly basis for both formal and casual.

7) The thorough communication of information. It is important factor for the learning network development of community enterprises. In addition to the appointment after the events of the time and when close to the next appointment, it will have a network and community enterprise agent to inform news by mobile phone, messaging over the internet such as e-mail or even via facebook.

8) Seniority of the network. The board of dried longan small and micro community enterprise network in Lamphun are young generations about the same age, so understanding, flexibility and enthusiasm in their work and ideas in the same direction with the commitment and ambition to develop a learning network and the operation of community enterprise to achieve the objectives. It is the career successor from their ancestor and have in common is the production of golden dried longan.

9) The benefits of equitable allocation. This is another factor that is critical to the learning development process of the network. The network activities are golden dried longan processing, which is related to capital expenditure, revenue, expense in the operation. Thus, the regulators and the appropriate sharing of benefits under the approval of the members and equitable distribution that would affect the learning process of dried longan small and micro community enterprise network in Lamphun.

7.3 External factors

The core research team monitor and evaluate of operation are as follows before, between and after research especially on between the research would have to track every step of the research process. To evaluate at the network level of community enterprises, community enterprise network and individuals. To interview with the leader, the board of directors and members and the observation record in each activity and the meeting for the lesson in each activity on a regular basis. Then collecting data and analyze as follow:

1) The policy of the board of the fund to assist growers

The Ministry of Agriculture conduct the longan management project, processed golden longan activities in 2009 to support working capital financing in the form of raising a loan with 1 percent of interest annually for dried longan small and micro community enterprise groups in Lamphun is conducted by the office of the provincial agricultural and every district. There were 47 groups of the community enterprise to participate and working capital for loaning is 78,475,000 baht. There were 28 groups of the community enterprise networks to participate and working capital for loaning is 63,575,000 baht. In 2010, there were 54 groups of community enterprise to participate were 73.4 million working capital loaning and the community enterprise network, 31 groups of 61.1 million loans. Therefore, the government's policy, this is another one of the factors that affect the development of the learning process of the enterprise networking communities.

2) The core research team

In this research, the method used is the processes involved in the research, the core research team from government agencies and representatives from local community enterprises and enterprise networks that had been working together on every step. The core research team is a facilitator in the learning process to serve as a mentor encouraged submitted by the knowledge on how to do each activity, both formal and casual. As well as the coordination of all departments involved to the development of the learning process of the community enterprise network.

3) The promotion and support of the related parties

During the duration of the community research in the enterprise network, there are a party to the relevant agencies are education institutions such as North Chiang Mai University, Chiang Mai University, Maejo University, Chiang Mai Rajabhat University, Ma Khuea Chae Municipality, Institute of German-Thai Technical Cooperation (GTZ), agencies involved in Lamphun and others to contribute to support and promote the knowledge and technical as well as factors of production to golden dried longan community enterprise network continuously. It is one of the factors that contribute to the learning development of community enterprise.

4) Facilitator and facilitation by the provincial and district agricultural extension officer

Lamphun provincial agricultural extension office is under the supervision of the Department of Agricultural Extension. It is responsible of empower farmers, farm families, farmer organizations and community enterprises so they can be self-reliant, Increase capacity building of farmers in the areas of production and management of agricultural products in line with marketing demand, provide agricultural services in response to arising problems and farmers' needs and conduct agricultural extension research and development and work with all stakeholders in an integrated manner.

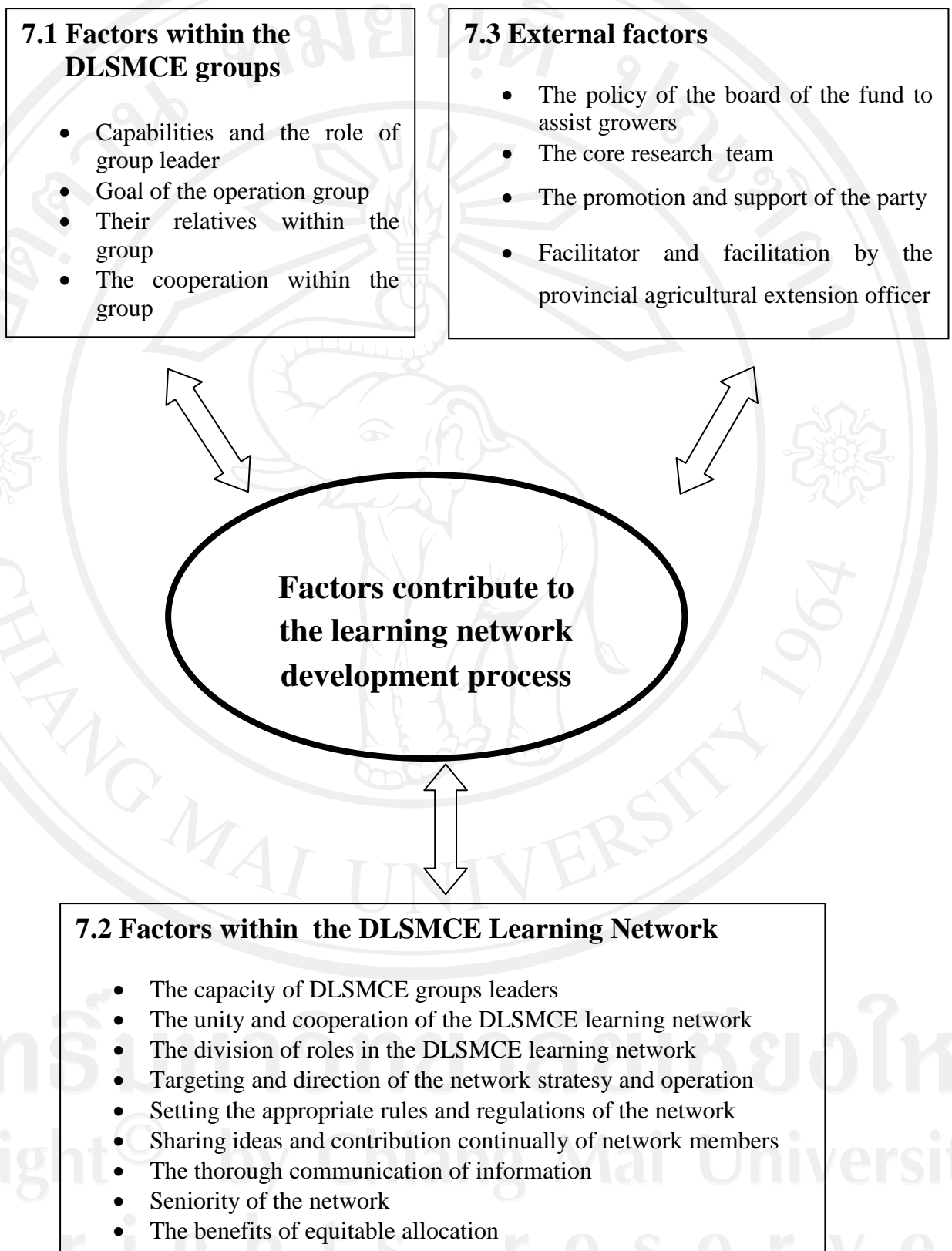


Figure 57 Factors contribute to the learning network development process