

CHAPTER 5
PROCESS TO DEVELOP THE LEARNING NETWORK
OF DLSMCE GROUPS

This chapter discussed the process to develop the learning network of DLSMCE groups. I attempted to study participatory process on developing learning process of community enterprise groups by emphasizing on participation from every party concerned regardless of commissions and members of golden dried longan community enterprise groups, groups of researcher, community leaders, local administrative organizations, government sections and associated organizations which shall take part in every process. The results of this research are as follow:

To develop the learning network of the DLSMCE groups, the core research team has facilitated the learning process of the 37 representatives from 37 DLSMCE groups and such other partnerships as agricultural extension offices, research finding agencies, university researchers, and business partners. The learning process was as follow and Figure 2

- 5.1 Formation of the core research team
- 5.2 Development of mutual understanding and analysis the potential of the DLSMCE groups
- 5.3 Develop the action plan of the learning network development process
- 5.4 Analysis and developing of the learning network process
- 5.5 Establishing the learning network of DLSMCE
- 5.6 Developing the strategic plan during 2011 – 2013 of the DLSMCE network
- 5.7 Promotion and public hearing of the strategic plan of the DLSMCE network
- 5.8 Implementation of the strategic plan of the DLSMCE network

8. Implementation of the Strategic plan of the DLSMCE	<ul style="list-style-type: none"> ● Learn more the learning process by observation through study visit ● Learn more through existing Opportunity ● Learning process by the display and exhibition products. ● Creating a learning process through research and development within the network
7. Promotion and public hearing of the Strategic plan of the DLSMCE network	<ul style="list-style-type: none"> ● Invited public and private agencies ● Local government organization and education institutions ● involved in the presentation the plan and public hearing
6. Developing the Strategic plan during 2011 – 2013 of the DLSMCE network	<ul style="list-style-type: none"> ● Vision ● Mission ● Strategy
5. Established the learning network of DLSMCE	<ul style="list-style-type: none"> ● Network of DLSMCE in Muang district Lamphun Province ● The Board of Directors of the network
4. Analysis and develop of the learning network process	<ul style="list-style-type: none"> ● Participatory and creation of the learning process ● The learning stage to review the issue. ● The learning stage to prepare a development plan of community enterprise.
3. Develop the action plan of the learning network development process	<ul style="list-style-type: none"> ● Understanding and the related with the group ● Participation on the action plan of learning network development process ● There are 3 periods : preparation, operation and evaluation action plan
2. Develop of mutual understanding and analysis the potential of the DLSMCE groups	<ul style="list-style-type: none"> ● Visited and meeting with a representative group and the core research team ● Analysis the potential of the DLSMCE groups 37 groups ● There are 3 level, progressive level 9 groups, fair level 15 groups and improvement level 13 groups
1. Formation of the core research team	<ul style="list-style-type: none"> ● Workshop on golden dried longan...alternatives and survived ● Subject Matter Specialist ● Leader of DLSMCE groups

Figure 2 The process of developing a network of golden dried longan community enterprise

5.1 Formation of the Core Research Team

Researchers have a brainstorm on the alternatives of golden dried longan flesh and survived at agricultural extension office of Lamphun on July 28, 2007 (Lamphun provincial agricultural extension office, 2007) organized by student of doctor degree of agricultural and rural development department of agriculture extension, faculty of agriculture, Chiang Mai University and the Thailand research fund (TRF), regional office. There are dried longan small and micro community enterprise groups, scholars, government agencies and private businesses around 80 people to attend. They had been aware of the production problem of golden dried longan flesh in various areas, divided into 2 groups; the problem can be solved in a group and the problem that the group cannot manage.

Finding the core research team by the researchers to clarify and understand the process and the topic with the staff who are responsible for community enterprises in the district and sub-district and willing to join the teams consisting of researchers, official of district agricultural who are responsible for community enterprises and sub-district agricultural, officials from the department of agriculture and the office of extension and agricultural development area 6 Chiang Mai, a total of 12 people and the 37 representative of golden dried longan small and micro community enterprise groups, 37 groups.

5.2 Development of Mutual Understanding and Analysis the Potential of the DLSMCE Groups

The core research team had visited and arranged a meeting with a representative group who volunteer to participate in the research. This is a discussion on the matter of telling the purpose and scoping of research together as well as the basic information of communities and network enterprises as the basis of community enterprises, production and marketing of golden dried longan flesh, problems and difficulties in implementation which is to describe and understand the process of research as well as feedback, knowledge sharing and the possibility direction of working together. It had found that the core research team and representatives of community and network enterprises had an interest and willingness to participate in research activities and open mind to accept the core research team.

From the area to develop an understanding between the group, the team and who is involved in the research, including agency officers, community leader, leader and members of community and network enterprises, which can collect the core research team with all 12 and 2 project consultants, including Agricultural of Lamphun and Mayor of Ma Khue Chae sub-district. Throughout the research, there has been discussion on the sharing of the core research team, consultants, educational institutions and related organization, through the activities forum discussion knowledge, learning, education, training, meeting and observation continuously.

Analysis the potential of the DLSMCE groups will evaluate by referring to evaluation manual from Department of Agricultural Extension .There are 2 parts: part 1 - point of the process assessments: 1) Direction community enterprise 2) Plan and operation of community enterprise 3) Market administration 4) Knowledge and information management 5) Member management in community enterprise 6) Process of product and service management and part 2 – result assessment (the result operation of community enterprise).

The potential of the 37 DLSMCE groups as following :

- 1) A Progressive success groups. There are 9 groups. 90 members
- 2) A Fair Level. There are 15 groups. 117 members
- 3) A need of improvement level. There are 13 groups. 94 members

Table 5 The potential of the 37 DLSMCE groups

Strenght / Problems	Progressive group (9 groups)	Fair groups (15 groups)	Improvement groups (13 groups)
Strenght	<ul style="list-style-type: none"> - Having own longan dryers - Having experience in farming golden dried longan - Passing on local wisdom 	<ul style="list-style-type: none"> - Having own longan dryers - Having experience in farming golden dried longan - Passing on local wisdom 	<ul style="list-style-type: none"> - Having own longan dryers - Having experience in farming golden dried longan - Passing on local wisdom

Table 5 The potential of the 37 DLSMCE groups (continued)

Strenght / Problems	Progressive group (9 groups)	Fair groups (15 groups)	Improvement groups (13 groups)
Strenght (continued)	<ul style="list-style-type: none"> - Developing packaging - Qualifying Food and Drug Standard - Qualifying Thai Community Product Standard - Farmstead is awarded GMP - Having the market - Being accessible to the source of funds - Being supported from other organizations - Serving as a learning hub 	<ul style="list-style-type: none"> - Developing packaging - Being accessible to the source of funds 	

Table 5 The potential of the 37 DLSMCE groups (continued)

Strenght / Problems	Progressive group (9 groups)	Fair groups (15 groups)	Improvement groups (13 groups)
Problems	<ul style="list-style-type: none"> - longan's fruits are insufficient to the production capability - Lack of workforce in coring flesh longan - High capital cost - Unable to set up the product's price - No cold storage room 	<ul style="list-style-type: none"> - longan's fruits are insufficient to the production capability - Lack of workforce in coring flesh longan - High capital cost - Unable to set up the product's price - No cold storage room - No experience in group management - No opportunity to reach to research such as longan dryer development 	<ul style="list-style-type: none"> - longan's fruits are insufficient to the production capability - Lack of workforce in coring flesh longan - High capital cost - Unable to set up the product's price - No cold storage room - Lack of specific skills and production skills - No experience in group management - No opportunity to reach to the source of funds

Table 5 The potential of the 37 DLSMCE groups (continue)

Strenght / Problems	Progressive group (9 groups)	Fair groups (15 groups)	Improvement groups (13 groups)
Problems			<ul style="list-style-type: none"> - No packaging - No market - No opportunity to reach to research such as longan dryer development - Not receiving supports from other organizations

5.3 Develop the Action Plan of the Learning Network Development Process

After the core research team had been down to create understanding with the group and the related, and then get together to plan and implement plan as detailed in

Table 6

Table 6 The action plan of the learning network development process

Activities	Expectations	Person/ group	Period
1) Preparation 1.1 Searching the core research team through the workshop.	1. A volunteer team to do research.	1. Prayard	August 2009
1.2 To develop mutual understanding between members of the team by the conference.	1. The teams have an understanding of the research in the same direction. 2. The work plan and implementation of plan to be involved	1. Prayard and Lamphun Agricultural Extension Office staffs	September 2009 and every month
2) Operation 2.1 To develop understanding of the group and members by the explanation	1. The group and members have an understanding of the research in the same direction.	1.The core research teams 2. Members of DLSMCE groups	November 2009
2.2 Review of the problem by the conference	1. Be aware of the problems and the purpose of research.	1.The core research teams 2. Members of DLSMCE groups	December 2009
2.3 The issue of collecting data by the conference	1. Basic information and understanding of the situation. 2. Participants are familiar and have a good relationship with the group.	1.The core research teams 2. Members of DLSMCE groups	February 2010

Table 6 The action plan of the learning network development process (continued)

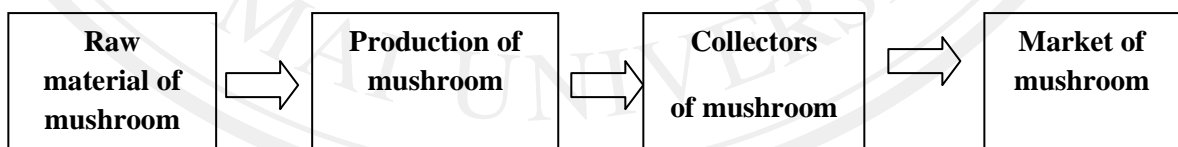
Activities	Expectations	Person/ group	Period
2.4 The meeting in each group.	1. Basic information and understanding of the situation.	1.The core research teams 2. Members of DLSMCE groups	March – July 2010
2.5 Developing the learning process for members to network.	1. Operational guidelines data to create network under participation in all activities.	1.The core research teams 2. Members of DLSMCE groups	August – September 2010
2.6 Learning a guideline to develop the network by observation.	1. Know and see the examples in the formation and building the network of the group.	1.The core research teams 2. Members of DLSMCE groups	October 2010
2.7 Evaluate of the network development	1. Data obtained through participatory activities.	1.The core research teams 2. Members of DLSMCE groups	November 2010
2.8 Summary of the lessons of the process of creating and developing networks.	1. Summary of learning and review operation, check the data together.	1.The core research teams 2. Members of DLSMCE groups	December 2010
3) Evaluation 3.1 Monitoring, evaluation and implementation of the research plan.	1. Learn the progress and solve the research problems	1.The core research teams 2. Members of DLSMCE groups	March – December 2010

5.4 Analysis and Developing the Learning Network Process

5.4.1 Participatory develop of the Learning Process

After understanding the research process together, the core research team and their have an appointment for meeting and forum for sharing on February 3-4, 2010, which included audience participation, are members the board of the community enterprise network for 37 groups of 60 people, Official of the provincial agriculture office and the district agriculture office for 15 people, official of the technical cooperation of the Thai – Germany (GTZ) and North Chiang Mai University for 4 people, official of municipal sub-district Ma Khue Chae for 5 people, which started activities by making familiarity and understanding in the target group and the participants. Next, a summary of the results of the longan management project 2009 to provide knowledge about the establishment and development of the network, understanding the situation of the participation, analysis a golden dried logan flesh business chain, a group of forward thinking and targeting of the group, representation of the role of related participant and making appointment to make dream come true by the processing step are following.

1). The core research team, the board of directors and members of the group consider themselves that where they are in the golden dried logan flesh business chain.



Then, the group learned an example model of the business chain of mushroom from palm empty bunch and straw mushroom and also oil palm. Finally, the group considered their business chain.

2) Consider the beginning of the journey.

- Consideration itself
- Consideration competitors
- The Potential Analysis
- Finding an answer of the development needs

- The Development plan
- The Practical
- Follow-up
- Seeking partners

3) Keep searching the potential partner (network maps) in the production of golden dried logan flesh include government agencies, academic departments, service/ support businesses and related businesses and then, create a network map.

4) Analysis their potential.

4.1) Strength/ Weaknesses

- The strength of the network enterprise.
- Related factors such as knowledge/capability, skills, labor,

fund

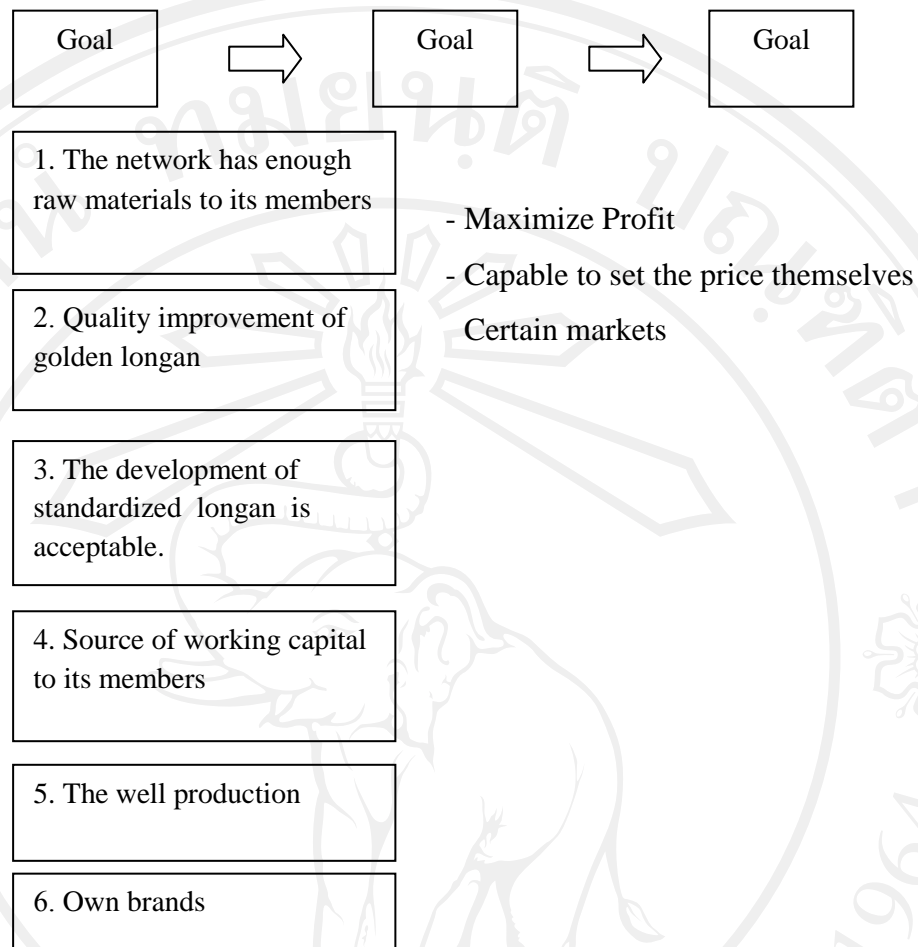
4.2) Opportunities/ Difficulties

- Quality products that market's needs
- Government support
- Related businesses

4.3) The potential analysis of competitors

- The number of competitors
- Strength and weakness of competitors
- Opportunities/ Difficulties of competitors
- Comparison competitors with us

5) Divide into 2 groups by goal setting of the network group to go in any direction. Each group represent and summary the dream of the two groups as follow:



The results of the activities.

1. Community enterprises and community enterprise network had learned and created a common understanding of community enterprise network, see reality, situation and potential of group and network.

2. From the forum of analysis of golden dried longan flesh production chain, the group and network had worked together and brainstorm about the whole system of production and marketing of dried golden longan flesh as the supply chain from upstream, midstream and downstream as detailed in Figure 3

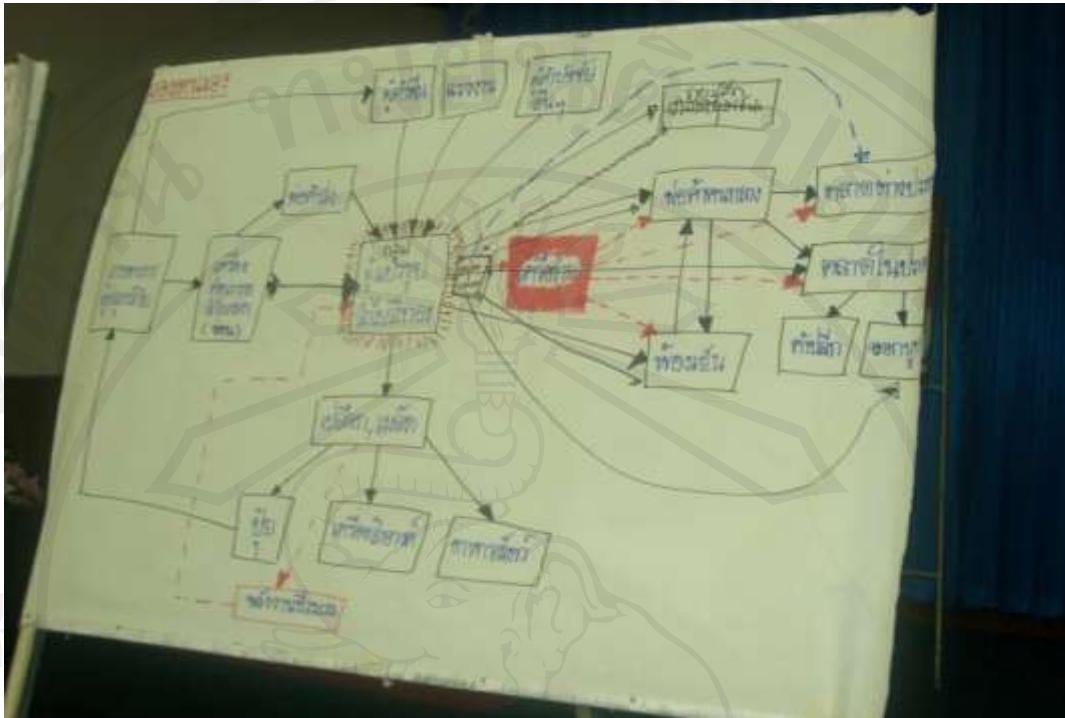


Figure 3 Production and marketing chain of golden dried longan

Moreover, there were analysis of the production and marketing of golden dried longan flesh in each season in the past season of the year 2010 are as follows.

<u>Demand for flesh longan in network group</u>			
longan grade AA	268,100/day x 45 days	=	12,064,500 Kilograms
longan grade A	114,900/day x 45 days	=	5,170,500 Kilograms
Total	383,000/day x 45 days	=	17,235,000 Kilograms
<u>The golden longan of production in network group</u>			
longan grade AA	26,810/day x 45 days	=	1,206,450 Kilograms
longan grade A	11,490/day x 45 days	=	517,050 Kilograms
Total	38,300/day x 45 days	=	1,723,500 Kilograms
<u>Market share of flesh longan in network group</u>			
1.From their own farm		20%	
2.From the glider in community		30%	
3.From the glider of others district		50%	
<u>Market share of sales of flesh longan in network group</u>			
1.Sell to middlemen		60%	
2.Keep it in cold storage		30%	
3.Retails		10%	
<u>Cost of production/ 383 stoves/ day in network group</u>			
Flesh longan grade AA	268,100 kilos x 15 baht	=	4,021,500 baht/day
Flesh longan grade A	114,900 kilos x 10 baht	=	1,149,000 baht/day
Total cost of flesh longan		=	5,170,500 baht/day
Labor cost		=	2,221,400 baht/day
Firewood		=	383,000 baht/day
Utilities and electricity		=	191,500 baht/day
Total cost		=	7,966,400 baht/day
<u>Production of golden dried longan in network group</u>			
longan grade AAA	28,725 kilograms x 220 baht	=	6,319,500 baht/day
longan grade AA	7,660 kilograms x 200 baht	=	1,532,000 baht/day
longan grade A	1,915 kilograms x 180 baht	=	344,700 baht/day
Total revenue		=	8,196,200 baht/day
Total profits (approximately)		=	229,800 baht/day

Figure 4 Production and the cost of golden dried longan

3) “Make a Dream Come True” workshop to make an appointment to do activity on Monday, February 22, 2010 at the network office to determine target/developing plan with clear goals, commitment and obligations to achieve the goals and implementation plans. Participants included board of directors and volunteer, a team mentor which will provide information in advance as a figure 5, 6



Figure 5 The sub – group brainstorming



Figure 6 Learning network activity: DLSMCE’ s potential analysis

5.4.2 Develop the Learning Process: Identifying the production and Marketing problems, and how to solve

Then, an analysis activity of the group and network's potential of the core research team and representative and members of community enterprises helps to identify the situation of the group, production and marketing chain of golden dried longan flesh in the page 84. Therefore, they have jointly planned to build a learning process that occurs within the network to achieve the objectives of golden dried longan small and micro community enterprise groups in Lamphun province are as follow :

The core research team and target group consisted of members and board of community enterprise network 37 groups of 40 people, 5 of the officials of the provincial agriculture office and the district agriculture office and an official of the department of agriculture/ officials of department of agricultural extension and development area 6, 4 people got together to share and learn in the event on February 22, 2010 by reviewing the previous workshop. Then, the participants concluded the production problem that the process of activity, as follows.

1) To divide the participants into 3 groups, each group to share and brainstorm an idea, to identify and prevent problems, to classify the problem and then each group was presented. The classification of the problem has 5 aspects is product quantity, product management, pricing, production capacity and marketing.

2) The core research team comment that the network needs to clearly identify and isolate the problem. Some may not be the real problem and how we handle the real problem, which way is better. The participants were divided into small groups and think about the following topic as shown in figure 7

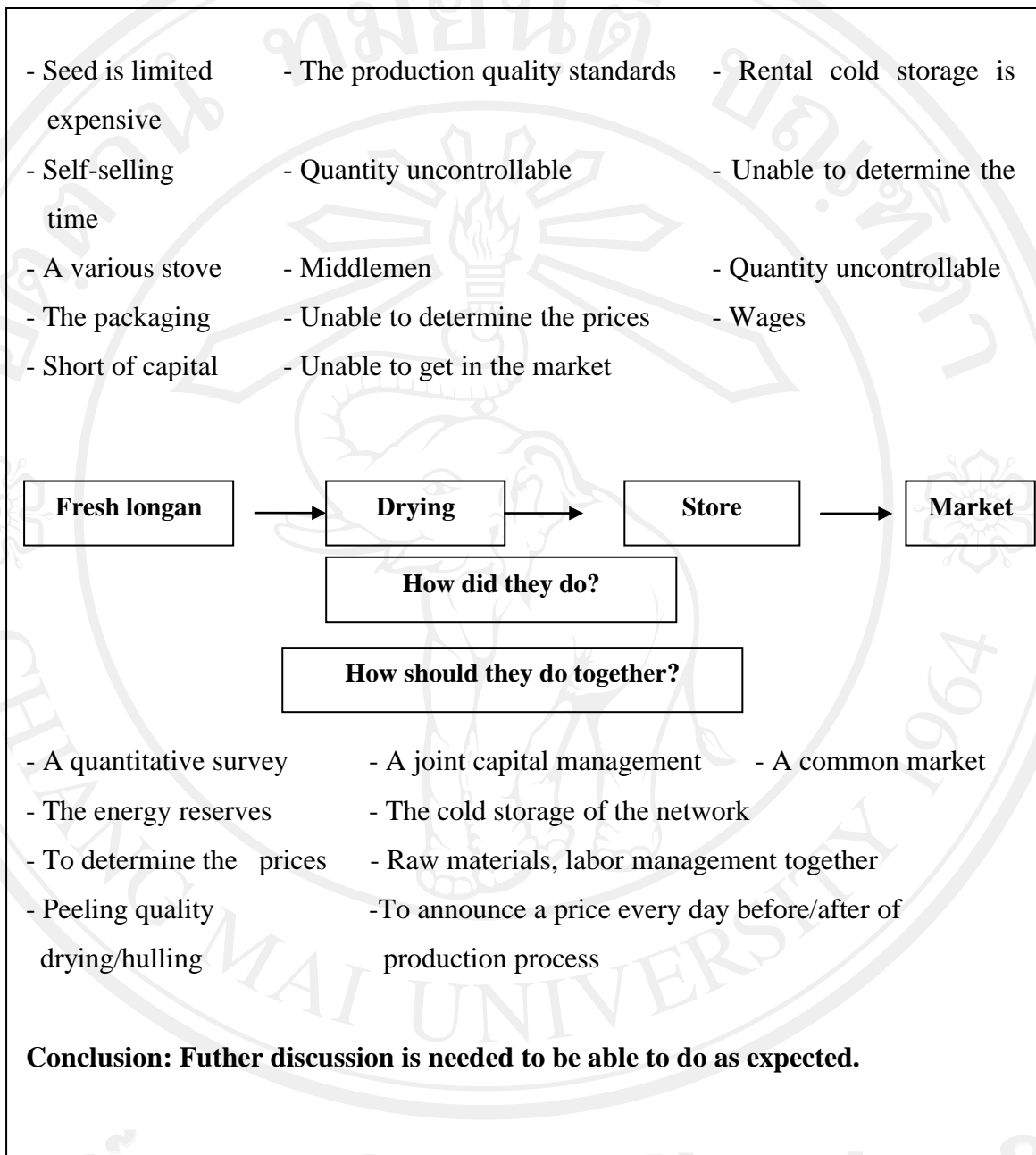


Figure 7 Identify the problem of dried longan process

3) Narachai Rimjam, the president of network and Piyaporn Sompong, vice president of network persuaded the participants to attend the forum to be aware to the situation and which direction to achieve the network's goals to do activities together.

4) The core research team has an overview of the activities in which result on a cooperative spirit and the promise to move forward together with a committee

assigned to each department to discuss in small groups and network development plan for each of the following form. On the next appointment, the network should be looking forward to what is happening and coming up. Activity is defined as the network's strategic plans/ activities and optional activities that desire to do and to be possible and will do it... **“We still have an opportunity to walk, when you take it to the ground, trying to do with their own strength, to bear with more confidence”**, and the next appointment on March 9, 2010.

The results of the activity

1. Participants have a brainstorming and see a common problem together. Each group was presented. The classification and the groups of the problem has 5 aspects is product quantity, product management, pricing, production capacity and marketing as the detailed on Figure 8

2. When the problem was seen together, participants had a brainstorming and shared on the subject of what community and network enterprises will need to do next. It is the aim of the activities of groups and networks together. (Figure 9)

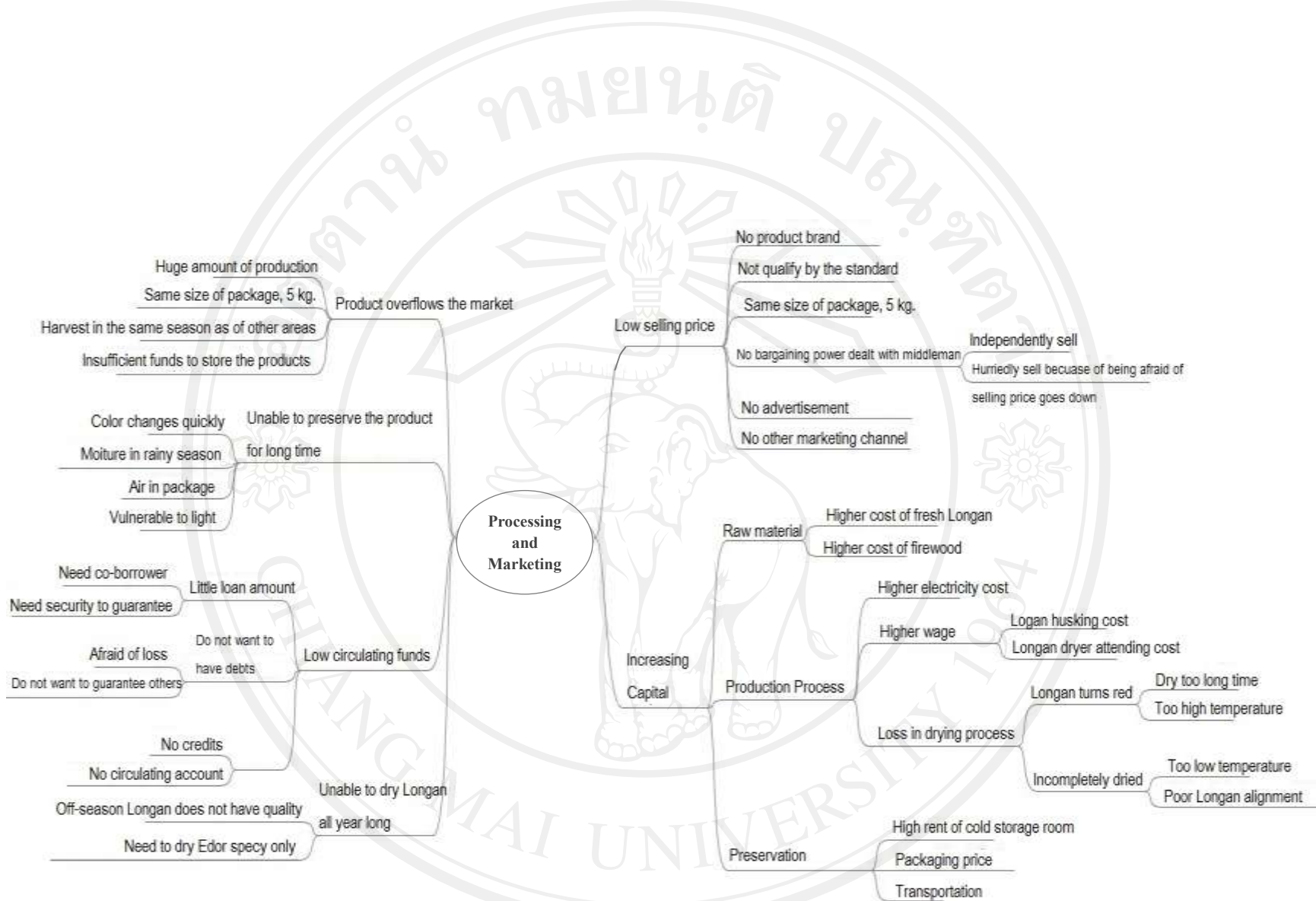


Figure 8 The problems of dried longan

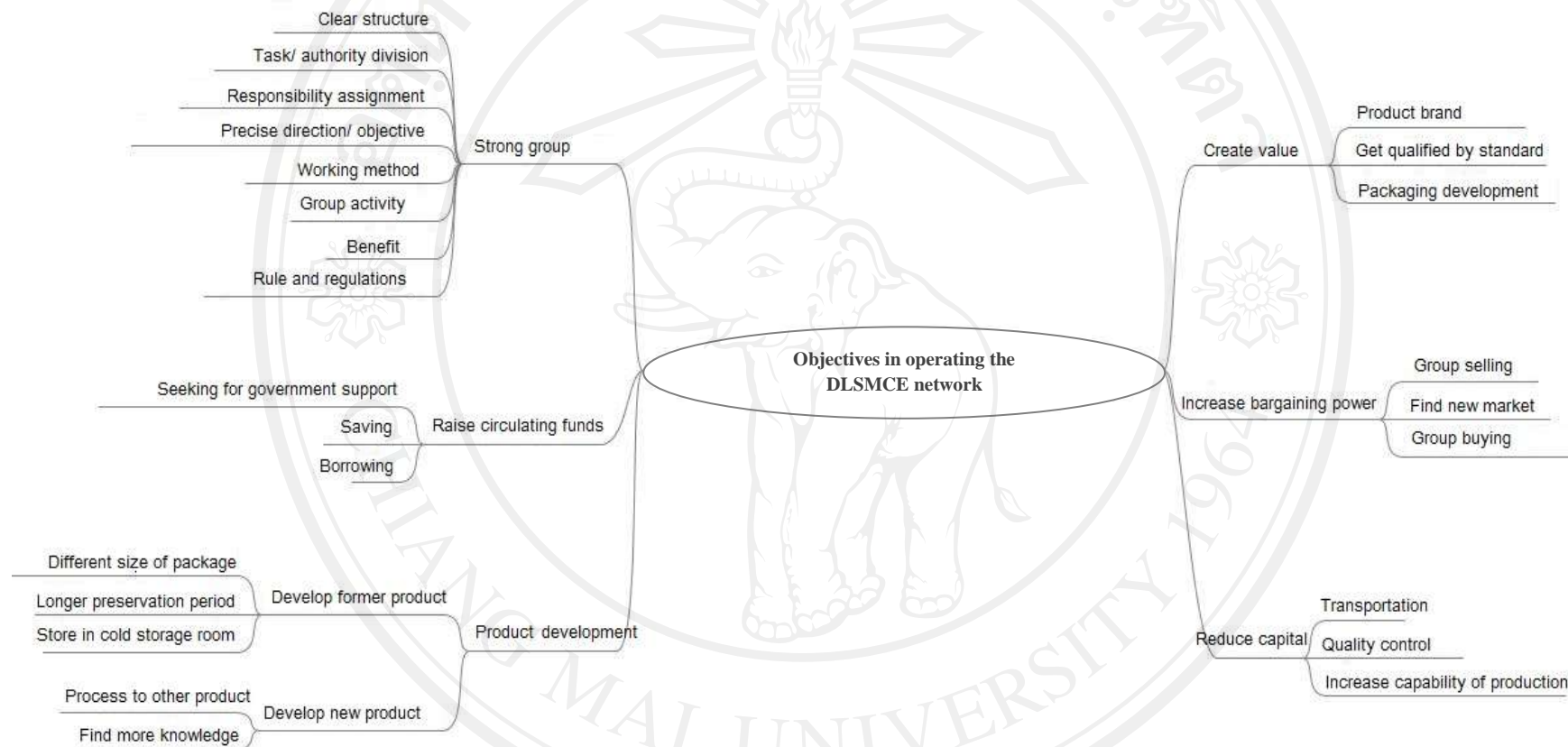


Figure 9 The objectives in operating the DLSMCE network



Figure 10 Learning process activities: situation analysis



Figure 11 Learning process activity: by meeting



Figure 12 Presentation of the representative of the sub-groups

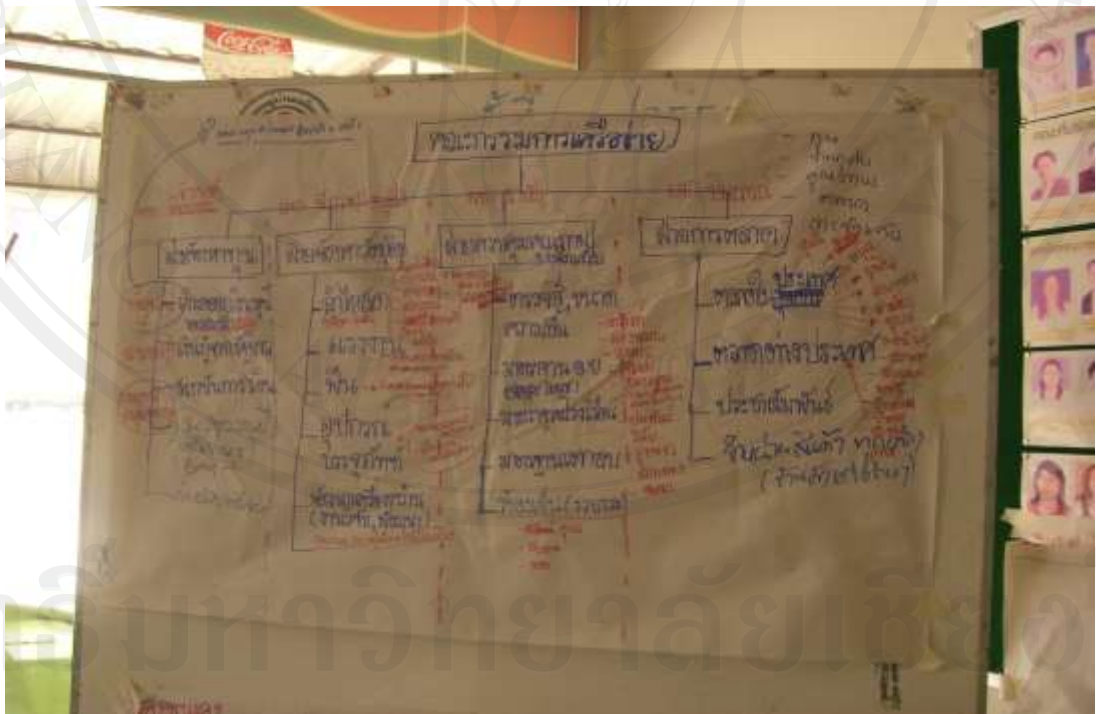


Figure 13 Missions and activities during the development of the learning network process

5.4.3 A Learning Process of Preparing the Development plan of DLSMCE

1) The participants in the forum on March 9, 2010 include the core research teams, members and the board of the community enterprise group, 37 groups of 40 people, Official from the provincial and district agriculture office Lamphun of 7 people, Official of the agricultural extension and development office zone 6 of 1 person, Dissertation advisor and university students of 4 people. The teams clarified and reviewed the past events. Participants also thought that how the network should be divided under different situations where everyone will be involved in brainstorming, after a sub-group then presented an overview of network. The results of the board were divided into 4 departments and each department was assigned a role, duties including Capital procurement department, Raw material procurement department, Quality control department and marketing department. The core research team and participants were assigned together. The committee and members of each department discussed in small groups to prepare a development plan in the role of each department. Then make an appointment to present plans of each on March 13, 2010.

2) Participants on March 13, 2010 included the board, the core research team and members of community enterprise group of 45 people with a review of the past activities and look over the link from the first forum. Then, the representatives from each department presented by the roles and responsibilities of each and also make an appointment to provide direction and strategy of the networks again on March 22, 2010.

3) The 3rd learning process for making a development plan of community enterprise network on March 22, 2010. Participants included the core research team and the board of directors and member of the community enterprise groups of 45 people to review the past activities, emphasizing on the participants to look over the link from the first forum. Then, work together to create a strategic network development in the past 3 years from 2010 – 2013 by division into 3 groups, each group was presented then, to sum up the results and make strategic plan of dried longan small and micro community enterprise groups in Lamphun province.

The results of the activity

1). From the segmentation, participants had to brainstorm, exchange knowledge and realize about segmentation of duty under different situations. The results of the board were divided into 4 departments and each department was assigned a role, duties including Capital procurement department, Raw material procurement department, Quality control department and Marketing department and had been assigned a role and responsibilities of the board of each department on Figure 14

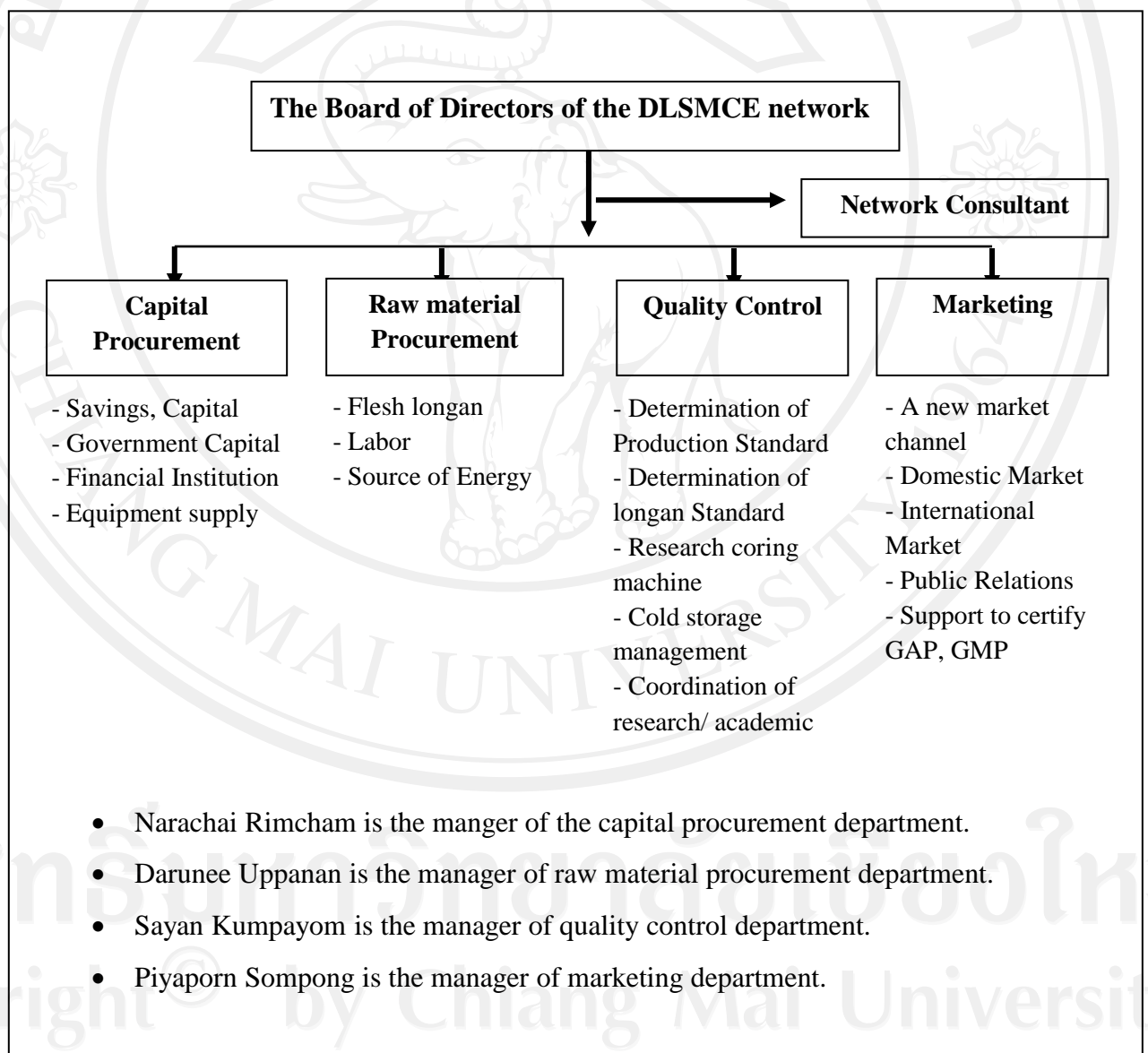


Figure 14 The Board of Directors of the DLSMCE network, Strategic Missions and Activities

2). To have guidelines, the project and the operation of the board of each department to push the operation of community enterprise network that the network members were divided according to their dominate role and were assigned activities which will carry out together as follows.

Narachai Rimcham is the manger of the capital procurement department.

- The capital procurement project of golden dried longan process in low-interest (The board of directors of the policies and measures to help farmers)
- The capital procurement project of golden dried longan process in low-interest (Government savings bank, SME bank)
- The financial support project of Industrial technology assistance program (iTAP)
- Raising stock project to strengthen the group.
- Savings project to leverage the strength of the group.

Darunee Uppanan is the manager of raw material procurement department.

- The purchasing project of flesh longan to process into golden longan flesh.
- People/ workers organizing project in golden longan flesh processing.

Sayan Kumpayom is the manager of quality control department.

- Support and improve project of golden longan stoves

Piyaporn Sompong is the manager of marketing department.

- The cold storage construction project of dried longan.
- The distribution project of golden longan process to the members of the network to reduce the production cost.
- The brand and packaging promotion project for enterprises, which want to move into new markets.
- The public relation project of the largest golden dried longan manufacturing.
- The domestic trade promotion project.
- The international trade promotion project.



Figure 15 The activity of a learning process for development plan for the DSLMCE



Figure 16 The DSLMCE group leader summarized the learning process

5.5 Establishing the Learning Network of DLSMCE groups

The members of dried longan small and micro community enterprise network who join this research had registered the network of DLSMCE at Muang district agricultural extension office under the small and micro community enterprise promotion Act, B.E. 2005, which have the following basic are following :

Dried Longan Small and Micro Community Enterprise Network Groups in Muang District, Lamphun Province Address No. 242 Moo 7, Tumbon Makhuejae, Ampher Muang, Lamphun Province. 51000 Telephone / Fax. 053-503444.

Network members.

- Consists of 5 sub-district of community enterprises from Muang District.(Ma Khuea Chae, Umong, Muang Nga, Pratu Pa, Nong Nam)
- Number of community enterprises, 37 groups.
- Number of dried longan ovens, 383
- Number of network members, 301 people

The district is divided separate into sub – district as follows.

- 1). Ma Khuea Chae, a total of 30 groups, 341 dried longan ovens, 241 members.
- 2). Umong, a total of 4 groups, 32 dried longan ovens , 38 members.
- 3). Muang Nga, a total of 1 group, 2 dried longan ovens, 7 members.
- 4). Pratu Pa, a total of 1 group, 6 dried longan ovens, 8 members.
- 5). Nong Nam, a total of 1 group, 32 dried longan ovens, 7 members.

Executive Committee of the network

- | | | |
|------------------|-----------|--------------------|
| 1. Mr.Narachai | Rimcham | President |
| 2. Mrs.Piyaporn | Sompong | Vice president |
| 3. Ms.Thanyatorn | Ringasan | Secretary |
| 4. Ms.Saitong | KarbKate | Treasurer |
| 5. Ms. Suradetch | Taewwut | Registrar |
| 6. Ms. Darunee | Oupanan | Receptionist |
| 7. Mrs. Kanyarat | Phompanut | Public relationist |

The purpose of the DLSMCE network

- 1) To be representatives of longan process community enterprise Muang district, Lamphun
- 2) To promote and assist community enterprise group in terms of financial resources for using as working capital in longan drying.
- 3) To promote and assist community enterprise group in terms of the improvement of longan drying process.
- 4) To promote and assist community enterprise group in terms of knowledge about fuel-saving technology as the fuel used in the production is quite a lot and fuel prices are relatively high.
- 5) To be the central organization in collaboration with government institutions, agricultural institutions, enterprises, private businesses or other organizations both domestic and international to resolve the production problems, processing, marketing and difficulties in the dried longan process.
- 6) To promote the unity among the membership of community enterprises that joins the network.
- 7) To promote the culture and tradition of longan drying, this inherited from the past of our ancestors in order to remain a unique legacy for the next generation to learn.
- 8) To consult and advice to other community enterprise groups about trading, finance, accounting and facilitating for business operations of interested members.
- 9) To coordinate of trading between community enterprise groups and involved government officials.
- 10) To consult and advice community enterprise groups and government to develop the national economy.

Figure 17 The purpose of the DLSMCE network



Figure 18 The Big Poster of the DLSMCE network

5.6 Developing the Strategic Plan during 2011 – 2013 of the DLSMCE Network

After they registered the network of DLSMCE at Muang district agricultural extension office under the small and micro community enterprise promotion Act, B.E. 2005, they participated and join many activities such as meeting, brainstorming, discussed, and analyse the information and data last activity. Then they had a strategy development plan of dried longan small and micro community enterprise network in Lamphun province during 2011 – 2013, as follow:



Strategic Plan

Dried Longan Small and Micro Community Enterprise Network in Muang District, Lamphun Province during 2011 – 2013

1. VISION

Commitment to strengthen the network, production of golden dried longan flesh and longan product to the standard

2. MISSION

- 2.1 To promote and support the provision of working capital at low interest.
- 2.2 To promote and support materials and fuel to the network members.
- 2.3 To promote and support quality control of golden dried longan flesh.
- 2.4 To promote and support the marketing of golden dried longan flesh and longan products.
- 2.5 To research and develop the golden dried longan production and to develop stoves.
- 2.6 To promote and support the development committee and members of the network on an ongoing basis.

3. STRATEGY

- 3.1 To share treasuries and raise money of each group.
- 3.2 To ask for support from low-interest money.
- 3.3 To provide high-quality flesh longan into the stove.
- 3.4 To supply fuel to members of the network.
- 3.5 To develop and improve materials in the production process.
- 3.6 To develop golden dried longan flesh to the standards.
- 3.7 The publicity and activity promotional of marketing and sales of golden dried longan flesh products and into the market widely.
- 3.8 The cold storage construction of dried longan.
- 3.9 The board and members of the network will be trained and observe.
- 3.10 To research the quality of golden dried longan flesh, which consists colour and storage life.
- 3.11 To research and improve the oven in order to reduce fuel consumption.
- 3.12 To research a core cutter of longan to reduce production costs.

Figure 19 Strategic plan of the DLSMCE network during 2011 - 2013



Figure 20 The activity of developing the strategic plan of the DLSMCE network

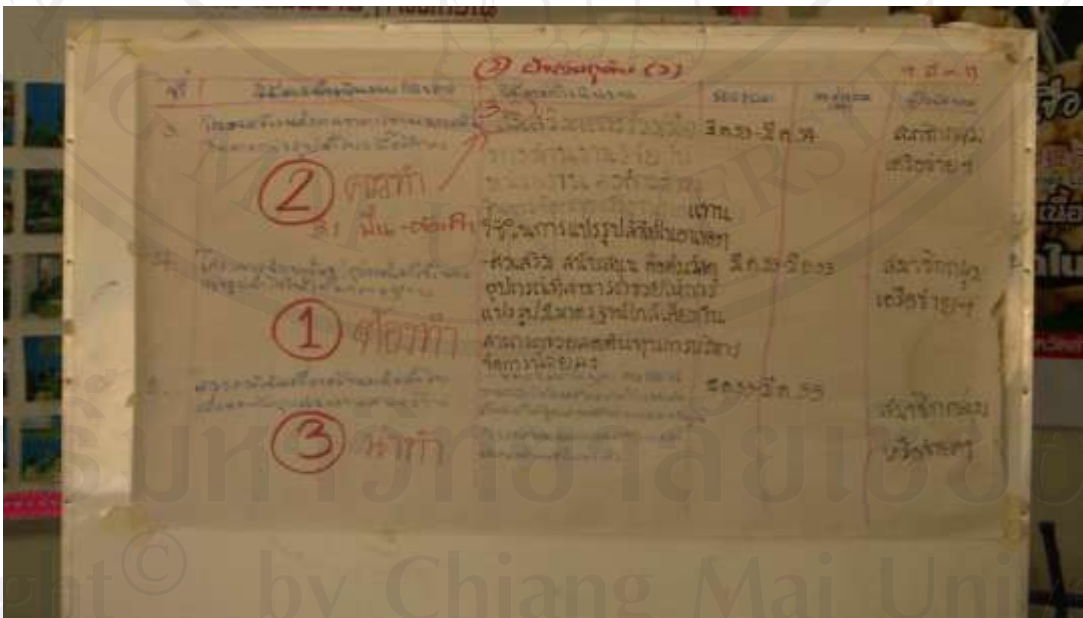


Figure 21 The priority of the strategic plan for DLSMCE network

5.7 Promotion and Public Hearing the Strategic Plan of the DLSMCE Network

The dried longan small and micro community enterprise network had invited public and private agencies, local government organization and education institutions were involved in the presentation the plan and public hearing on April 7, 2010 at the conference room of Ma Khuea Chae municipality sub-district. There were 105 people and many organizations attended such as local government organization: Lamphun provincial agricultural extension office, Muang district agricultural extension office, Lamphun provincial office of commerce, Lamphun provincial healthy office etc., education institute such as Chiangmai university, North- Chiangmai university, Rajabhat Chiangmai university.

The executive committee of the DLSMCE network involved in the presentation the strategic plan of DLSMCE network and public hearing to promotion the strategic plan of DLSMCE network.



Figure 22 The activity of promotion and public hearing of the strategic plan



Figure 23 The leader of DLSMCE network presented the strategic plan



Figure 24 Discussion on the strategic plan of the DLSMCE network

5.8 Implementation of the Strategic Plan of the DLSMCE Network

After developing the strategic action plan, each responsible person and groups have organize activities base on such action plan, as follow:

5.8.1 Learn more the Learning Process by observation through Study

Visit

The core research team and the target group of 30 people observed and studied the association of export mango manufacturer at Pa Nai, Pa Nai Sub-district, Phrao District Chiang Mai on March 29, 2553 to learn about the management and techniques to export mango, marketing and product management systems to the market, perceived sources of information to the market, as well as the integrity of the manufacturers and observed and studied the food factories of Doi Kham at Ang Khang, Fang District, Chiang Mai to learn how to manage agricultural production, Agricultural products processing, packaging, farm management to GMP standards, quality of Food and Drug Administration (FDA) had summarized the results of the study and knowledge that had been deployed in the group affairs of the group as figure 25, 26 .



Figure 25 Study visit at the association of export mango manufacturer at Pa Nai,



Figure 26 Study visit at the food factories of Doi Kham at Ang Khang, Fang District, Chiang Mai

5.8.2 Learn more through Existing Opportunity

The core research team and the board of the network attend the training about community capacity building along the sufficiency economy philosophy in the Upper North on March 31, 2010, organized by Chiang Mai University, which enables to exchange and learn about the management of many different types of community enterprises in the province and party and government sectors to work together for community enterprises and study the potential of the development of community enterprises and enhanced local leaders to approach the new management paradigm shift in the local province such as Ayutthaya, Chachoengsao, Rayong, Trat and Chanthaburi between May 11 – 16, 2010, organized by the Institute for research and promote the sufficiency economy, Chiang Mai University. It was learned that the success of the community enterprise management both in terms of production, marketing, development and product design at the international level and have the opportunity to exchange experience and ideas together to create a network of learning and community enterprises in various fields.



Figure 27 The learning process through meeting at Mercute hotel Chiangmai



Figure 28 The learning process through workshops at Chiangmai university



Figure 29 The learning process by study tour at Ayutthaya province



Figure 30 The learning process by study tour at Chachoengsao and Rayong province

5.8.3 The Learning Process through the Display and Exhibition products.

The core research team and the board of network had a booth exhibition and networking products in the academic seminar in agricultural business of the board of agriculture Chiang Mai University in the project of the network – a new opportunity to Indo-China at Lotus Pang Suan Kaew Hotel, Chiang Mai on May 29, 2010 presented the achievement of the network, to promote manufacturing and community enterprise networks as well as share their knowledge with the participants in the academic seminar and have the opportunity to exhibit the achievement of the networks, display and distribute product in The 1st Agricultural Fair, Lamphun Provincial Administration Organization on May 12-14, 2010 and the 43 years anniversary of the establishment of the department of Agricultural Extension between October 18-22, 2010 at Department of Agricultural Extension, Bangkok. Members and the board had the opportunity to present the achievement, display and distribution, exchange and learn about the production and marketing productivity and had the knowledge and experience that had been adapted for using as a guide in the operation development of the network as figure 31, 32, 33 .



Figure 31 Exhibitions, display and distribution at Department of Agricultural



Figure 32 Exhibitions, display and distribution at the 1st Agricultural Fair, Lamphun Provincial Administration Organization



Figure 33 Exhibitions, display and distribution product of the DLSMCE network

5..8.4 Develop a Learning Process through Research and Development within the Network

During the period of the research process activities follow the research plan; there are public and private agencies to interest and participate in the activities continuously such as North Chiang Mai University promoted and supported the preparation of the project of improvement of the oven by developing and enhancing a conventional oven by building up the heat capacity or gypsum to reduce production costs and the project of building a new oven. The new oven is designed to reduce fuel costs, labor costs of maintenance and be able to increase the amount of the next flesh longan drying. German Institute for Technical Cooperation (GTZ) had supported the training of golden dried longan flesh processing development to ensure quality. Rajamangala Institute of Technology Lanna, Chiang Mai conducted a research project of a core cutter to reduce labor costs and so on as follow:

- 1). The networks and members got a new design of golden dried longan flesh and had the development of a conventional oven to be more effective. Sayan Khamprayom, the president of Quality Control Department of the network is involved in the research team with North Chiang Mai University and call a new design oven is “Sayan 2010” as on Figure 34, 35



Figure 34 The new design dried longan oven: "Sayan 2010"



Figure 35 The standard of dried longan oven: "Sayan 2010"

2). Community enterprise members and network had trained and practiced in regard to quality golden longan production process of Food and Drug Administration (FDA) and raised the house standard of golden dried longan production to GMP standards that there were many community enterprises whose products were up to standard of FDA and GMP such as women's group Rim Rong community enterprise as Figure 36



Figure 36 The processing house and golden dried longan products under the FDA standards

3). In the processing of golden dried longan flesh have a lot of manual labor in the coring and the resulting labour shortage. Community enterprise members and network desired to have a core cutter to replace worker and reduce production costs.

Rajamangala University of Technology Lanna had designed a core cutter which is a performance equivalent to 8 people in a day, which is now also updated to more efficient but the prices remain high, not yet widely used on Figure 37



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Figure 37 A core cutters of fresh longan



Figure 38 Fresh longan after a core cutters of fresh longan

5.9 Monitoring of learning network development process

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. Evaluated after the activities of the team at all times (AAR: After Action Review) to solve problems arising during the activity. As well as planning and defining role in the next activity following which are details below. To evaluate at the network level of community enterprises, community enterprise groups and individuals. To interview with the leader, the board of directors and members and the observation record in each activity and the stage for the lesson in each activity on a regular basis. Followi 112 etails below.

The method

- 1) To evaluate at the network level of community enterprises, community enterprise groups and individ 112
- 2) To interview with the leader, rd of directors and members and the observation record in each activity.
- 3) The stage for the lesson in each activity on a regular basis.

The tools

- 1) An interview
- 2) Observation and taking notes
- 3) The forum, meeting
- 4) Taking lesson

Data source

- 1) Participants, leaders, board and members of the community enterprise network.
- 2) Mayor and community leader
- 3) Researchers and the team
- 4) Official of the participating parties

5.10 Sharing Research Findings

According to the participatory action research in the target group had found the process of network development in three periods. Initially, the preparation, there is the situation analysis of groups by the area survey and group information, searching the core research team and work together to conduct the research operation plan. The period 2 is the action, which includes the develop mutual understanding with the group, research team and development of research problems, design and creates the learning process together by learning and self-analysis of the group, the division of roles, potential analysis of group and network, the forum, training, research and development within the network, the evaluation and summary the lessons of learning network development. And the final period, the evaluation, which includes the monitoring and evaluation of ongoing research activities, and sharing the research findings.