

CHAPTER 6

DEVELOPMENT AND IMPROVEMENT: OUTPUT, OUTCOME AND IMPACT

This chapter discusses the output, outcome and impact of the learning network in term of increased potential of dried longan community small and micro enterprise groups in Lamphun province as follows :

6.1 The Output of the Learning Network Development Process of DLSMCE

The output of this research found to be as follow:

6.1.1 Body of knowledge regarding the development of network of dried longan community enterprise groups in Lamphun province from which the parties who shall benefit is academicians, developers and community enterprise groups.

6.1.2 The established learning network among dried longan community enterprise groups in Lamphun province developed the community enterprise network meets and exchange knowledge and a learning network, which resulted in the establishment and registration of the golden dried longan small and micro community enterprise groups (DLSMCE) in Lamphun province on December 22, 2009 and opened the network office on December 25, 2009 with the implementation of the research process and had also created a 3 years strategic plan during 2011 – 2013. The network has been operated continuously till now. According to the core research team had opportunity to participate in the learning stage and the learning process to develop a learning network to enhance the dried longan processing potential of community enterprise in Ma Khue Chae Sub-district Mueang District, Lamphun, that the core research team from the department of agriculture extension, office of agriculture extension and development region 6 Chiang Mai, district agriculture office of Lamphun and the backbone network of golden dried longan processing community enterprise network play a role in motivating and coordinating the participation that focus on the participatory action research with the community. This allows the core research team have learned the local research operation. People in the community,

who is the ownership problem, took part in the analysis, find ways to solve problems and to work together in the community. For example, community enterprise network members that have the same production problem will recognize its community well. So they can solve and be utilized in the area where the community enterprise network can learn and live with the operation of the network itself. The community is strengthened too. These processes give the core research team concept, learn the skills to analyze the community, learn a participatory research process, a wider perspective and able to use knowledge, skills and experience gained to develop themselves, community and work further.

6.1.3 The capacity of leaders and members of the board of community enterprise network. From doing the research activities are involved in the community enterprise network area for 2 years, which make the board develop the learning processing by research process, sharing from stages, meetings, workshops, seminar and study with the core research team as well as local governments, public and private agencies both formal and casual. As a result, the board had a working experience, determination, ambition and willingness to achieve the network objectives under the administration of the board. Narachai Rimcham is the network president, has been selected to be community enterprise promotion committee in Lamphun and community enterprise promotion sub-committee in Lamphun (Figure 39, 40)



Figure 39 The boards of director of the DLSMCE Network



Figure 40 The boards and advisor of director of the DLSMCE network

According to the core research team had learned and developed the skills they need to become a facilitator in the learning process in research area such as skills in the area to analyze the community, skills to handle sensitive issues in the talks, meeting management, the forum, writing skills with thinking map, speaking skills in front of the community, note taking and transcribing skills, processing skills, coordination skills and working skills with community and relevant agencies and many other skills that the core research team gained from this research. It is a memorable and valuable experience in order to make the core research team has the skills and experience that has been utilized in the lifestyle for working development, community development to be strong and scalable performance to continue. Futhermore, the potential as emerging mechanism leaders and members of dried longan community enterprise network who were facilitated to build up their capacity in terms of management skills and research skills. For examples:

6.1.3.1) Composed of data and information. Each group had prepared a document containing the basic information, the organization of the board of directors and members, rules and regulations, balance sheet, pictures and activities of each group which is the part of the network agreement that community members in each group must have a information book of the group and the community enterprise assessment. (Figure 41, 42)



Figure 41 The organization of the board of directors and members of group



Figure 42 The information books of each small and micro community enterprise

6.1.3.2) Apply the lesson on utilization of data and information within their own DLSMCE group. From participating in the activities, the network members have to share their learning and work activities and task at a time. So, the sub-group of community enterprise must have meetings, both formal and casual to plan to work together, learn from the learning stage of the activities to develop and improve operations in their sub-group.



Figure 43 The office of the DLSMCE Network



Figure 44 The Poster of DLSMCE Network in front of the DLSMCE Network Office



Figure 45 The newsletter of DLSMCE network in Lamphun province

แผนยุทธศาสตร์ พ.ศ. 2553-2555 **7** **8 ลำไย คือ ลำพูน**

Toong-tong

51-2-00149-2-0001

1. วิสัยทัศน์ (VISION)
มุ่งเป็นศูนย์สร้างคุณค่าเครือข่ายฯ ให้เข้มแข็งผลิตลำไยเนื้อสีทองคุณภาพดีและพร้อมจำหน่ายให้โลก

2. พันธกิจ (MISSION)

1. ส่งเสริมสนับสนุนการจัดหาตลาดจำหน่ายบนเว็บไซต์เครือข่ายฯ
2. ส่งเสริมสนับสนุนด้านวิชาการและวิจัยเพื่อเพิ่มผลผลิตเครือข่ายฯ
3. ส่งเสริมสนับสนุนการควบคุมคุณภาพลำไยเนื้อสีทอง
4. ส่งเสริมสนับสนุนด้านมาตรฐานลำไยเนื้อสีทองและผลิตภัณฑ์ลำไย
5. วิจัยและพัฒนากระบวนการผลิตลำไยเนื้อสีทองให้คุณภาพพร้อมจำหน่ายสู่ผู้บริโภค
6. ส่งเสริมสนับสนุนการพัฒนากระบวนการสมาชิกเครือข่ายฯ อย่างต่อเนื่อง

3. ยุทธศาสตร์

- 3.1 อบรมผู้ผลิตและผู้ประกอบการ
- 3.2 ขยายการสนับสนุนจากแหล่งเงินทุนเครือข่ายฯ
- 3.3 จัดทำสื่อรณรงค์ประชาสัมพันธ์
- 3.4 จัดทำสื่อเพื่อประชาสัมพันธ์เครือข่ายฯ
- 3.5 พัฒนาเว็บไซต์เพื่อจำหน่ายในกระบวนการผลิต
- 3.6 พัฒนาระบบการผลิตลำไยเนื้อสีทองให้มีความยั่งยืน
- 3.7 ฝึกอบรมและส่งเสริมการแปรรูปผลิตภัณฑ์ลำไยเนื้อสีทอง
- 3.8 ฝึกอบรมและส่งเสริมการแปรรูปผลิตภัณฑ์ลำไยเนื้อสีทอง
- 3.9 อบรมให้ความรู้เกี่ยวกับมาตรฐานการแปรรูปผลิตภัณฑ์ลำไย
- 3.10 วิจัยและพัฒนาผลิตภัณฑ์ลำไยเนื้อสีทองในด้านสิ่งแวดล้อมและการอยู่ร่วมกับธรรมชาติ
- 3.11 5 ปีมีการพัฒนาตลาดลำไยเนื้อสีทองเพื่อลดการพึ่งพาตลาดต่างประเทศ
- 3.12 5 ปีมีการจัดทำหรือดำเนินการวิจัยเพื่อสนับสนุนการผลิต

ลำพูน เป็นจังหวัดที่มีแหล่งผลิตลำไยเนื้อสีทองคุณภาพดี ๑๐๐ เปอร์เซ็นต์ (พันธุ์ "นงเยาว์") มีเนื้อสี 4,500 ตัน/ไร่ พื้นที่ปลูกประมาณ 4 แสน ไร่ ไร่ได้ ๒-๓ ตัน/ไร่ มีพื้นที่ปลูกประมาณ ๓ แสนไร่ ซึ่งทำให้ลำพูนเป็นจังหวัดที่มีชื่อเสียงในด้านการแปรรูป โดยแปรรูปเป็นเครื่องดื่มชงดื่ม ผลิตภัณฑ์ลำไยเนื้อสีทองคุณภาพดี "ลำไยทอง" ซึ่งมีผู้บริโภคนิยมและมีความนิยมสูง ลำพูน ผลิตลำไยเนื้อสีทองแปรรูปเป็นเครื่องดื่มชงดื่ม

1. ลำไยเนื้อสีทองคุณภาพดี คือ ลำไยที่ผ่านการคัดเลือกและคัดสรรมาอย่างดี
2. ลำไยเนื้อสีทองคุณภาพดี คือ ลำไยที่ผ่านการคัดเลือกและคัดสรรมาอย่างดี

ลำไยเนื้อสีทองคุณภาพดีที่ผ่านการแปรรูปด้วยวิธีที่ทันสมัยและปลอดภัย สามารถดื่มได้ทุกวัน และดื่มได้ทุกเพศทุกวัย

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Good taste

Figure 46 The strategic plan of DLSMCE network in Lamphun province

6.1.3.3) *The core research team had learned to adapt and build relationships with the community*, trust and acceptance of the core research team who are the outsiders. It is important of the research in area and affect of the receiving truthful information, be supported and cooperate from the community. This will enable research to achieve the objectives. The core research team had learned techniques for working with community leaders, leaders of community enterprises and community enterprise network, sub-district headman, village headman, mayor, alderman, group leaders, including people who have played an important role in the community and community enterprises and community enterprise network. Communication of these individuals let the core research team know a source of the information such as who have expertise in any matter and who we will need to coordinate with. These data can be used with the planning of operation research too.

6.1.3.4) *The core research team had learned to work with a team of community enterprise network*. This study had focused on the process involved in the activities. Researchers have a role in motivating members to comment, sharing of learning to do activities by questioning, sharing ideas and coordinate with all parties concerned to learn of community enterprise members and network. Participatory action research create opportunities for community enterprise member and community enterprise network had learned problems in the area and work together to find ways to resolve the problem through the learning process to enhance the group and network performance. The core research team of community enterprise network has confidence in yourself, to modify the way they think, self-confident such as thinking doing and speaking, have the skills and learn to resolve their own problems, groups and community enterprise network too.

6.2 The Outcomes of the Learning Network Development Process to Increase the Potential of DLSMCE

This topic mean among and after the end of research and influence network and members, leader and members have knowledge and skills in group development and management, and who can serve as community researchers is promoted such as cooperation from associated organization and support from every party concerned as follow:

6.2.1 Cooperation with and support from associated organizations and partnerships. During and after the research, a community enterprise network gain the attention and support from relevant agencies such as Chiang Mai University, the boards and its members have joined workshops, seminars, observation and the program of community capacity-building enterprises along the sufficiency economy philosophy in the northern hemisphere on March 31, 2010 at the Mercure Hotel Chiang Mai to observe the course of potential developing community enterprise and enhance local leaders to approach a new management paradigm shift on May 11-16, 2010 at Ayutthaya, Chachoengsao, Rayong Trat and Chanthaburi as Figure 47, 48, 49



Figure 47 Fieldtrip on enhance local leaders to approach a new management paradigm shift



Figure 48 The study tour at Bang Sai Arts and Crafts Center Ayutthaya



Figure 49 The roadshow and exhibition of the DLSMCE network

6.2.2 Improvement of product quality and production houses during the research, committee and member of the network is planned to run continuously. According to the research process, the core research team as a facilitator and officer supervising the operations of the enterprise community had to coordinate the relevant agencies to promote and support, such as (GTZ) provided training and practical training of golden dried longan quality development to FDA standards, the development of house production to GMP standards and the packaging development to meet the market needed. It had been good cooperation with the Lamphun provincial agricultural extension office, Lamphun provincial public health office, Lamphun industrial office etc. (Figure 50, 51, 52, 53)



Figure 50 The training of golden dried longan quality development to FDA standards of the members of the DLSMCE network



Figure 51 The practical training of golden dried longan quality development to FDA standards of the members of DLSMCE network



Figure 52 The head of Lamphun provincial agricultural extension office visited the members of DLSMCE network



Figure 53 The product quality of dried longan of the member DLSMCE network

6.2.3 The implementation of the strategic plan of the DLSMCE network.

The board of directors network is divided roles and responsibilities of the committee such as the committee of quality control has organized a campaign in a matter of cleaning up before the production process begin, was held at Big Cleaning Day 2010 on June 24, 2010. The chairman of the opening ceremony is Dr. Direk Konkreb, the Governor of Lamphun province. The objective of the activity is to provide awareness of the members and house-cleaning, dryer and other equipments before beginning the processing of golden dried longan fresh in each production season by inviting all relevant agencies and mass media fields participated in publicity such as Figure 54



Figure 54 The Big Cleaning Day event of DLSMCE network

6.3 The Impacts of the Learning Network Development Process of DLSMCE

To develop the learning network development process to increase the potential of dried longan community enterprise groups in Lamphun province, the core research team have spent 2 years to research and work in Ma Khua Chae Sub-district, Muang district Lamphun. During the research which the core research team had learned about the research for the locals, working with groups and communities, coordination with agencies and people in the community, board of community enterprise and community enterprise network, to encourage and coordinate a community enterprise network in the region in order to learn about the research process and the other side, which summarizes the impacts as follow. It is nited that in this thesis the impacts refer to improvement or changes that emerged unexpectedly.

6.3.1 Research and development supported by local universities. During the research, agencies and education institutions to strengthen support to the core research team and members of community enterprise network in a matter of doing

research to develop its enterprise community networks such as North Chiang Mai University and the network members to share research and develop the golden dried longan dryer in order to reduce production costs and increase efficiency either by improving exiting dryer and creating new dryer called Sayarn dryer 2010. It also has a research project on the subject of a technique to achieve the quality by the integration, preparation of aerial photos of the dryer using a GPS system and support the network has its own website, www.goldenlongan.com. (Figure 55, 56)

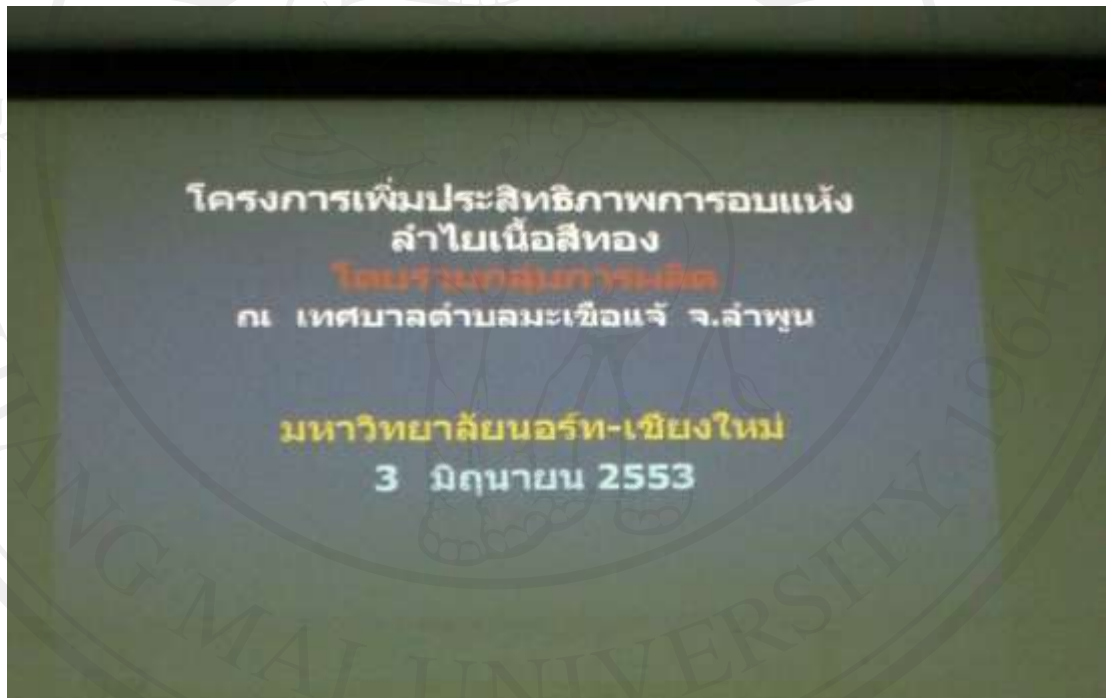


Figure 55 The research project on increasing the effectiveness of drying process of golden dried longan

เปรียบเทียบผลการอบแบบเดิมและแบบใหม่

วิธีการอบแบบเดิม	วิธี GTZ จุดอุณหภูมิสูง เวลาสั้น	หมายเหตุ
ใช้อุณหภูมิ 70-80 °C	ขั้นที่ 1 อุณหภูมิ 100 °C	ใช้จุดอุณหภูมิที่ขั้นที่ 1 ของเวลาอบแล้วโยสีกอง
ลดอุณหภูมิช้าไม่จนกระทั่งสนิท	ขั้นที่ 2 อุณหภูมิ 90 °C	กระบวนการทั้งสองวิธีเหมือนกัน
	ขั้นที่ 3 - 9 อุณหภูมิ 65-70 °C	กระบวนการทั้งสองวิธีเหมือนกัน
รวมเวลาอบทั้งสิ้น 12 ชม.	รวมเวลาอบทั้งสิ้น 9 ชม.	เวลาอบลดลง 3 ชม. ข้อดี สีสวยสว่างกว่า และนำไปจำหน่าย

Figure 56 Comparison of the output of old and new drying processing

6.3.2 Encouragement and support by the state local governments. From the research to make a 3-year strategic plan of the network and to invited relevant agencies to attend a public hearing on the plan, the community enterprise network is known widely, has received support from various agencies such as the provincial agriculture office and the district agricultural office encourage support to participate in the project management of longan, golden dried longan processing activities in 2009, 2010 and 2011, Provincial industry office and the office of extension and agricultural development district No.6 Chiang Mai in support of leading the board and network members to observe the mango growers association of Pa Nai at Phao district Chiang Mai, the Royal factory No.1 at Fang district Chiang Mai and Ma Khue Chae municipality at Muang district Lamphun support the conference room , audio-visual

media for the forum and activities throughout the duration of their research. Lamphun provincial administration organization support the exhibition display, display and distribution of the network at the 1st Agricultural Fair on May 12-14, 2010.

6.3.3 Collaboration with Development the Lamphun Golden longan Cooperative Limited. The Lamphun golden longan cooperative has been operating for three years since 2008, with the aim to develop production and marketing of golden dried longan of the cooperative by the cooperative members and most of them is the same person with the community and network enterprise members, the board of golden dried longan small and micro community enterprise network in Lamphun province. Some of them are also the executive committee has been linked to activities in the activities of public relations and sales promotion to the Ministry of Commerce through the office of commercial affairs Lamphun and member of parliament of Lamphun.

6.3.4 Becoming a Learning Center on DLSMCE groups and Learning Network. Since starting the research process until establishing golden dried longan small and micro community enterprise network in Lamphun province and to operate activities by step of the research, public relations operations, results for each activity, exhibitions of results and product in festivals both in and outside the province. It had also been more widely known as a source of learning and observation of groups, people; anyone interested both in and outside the province and sometimes from aboard has been attracted too. The network is a source of learning in the community enterprise network management, the production of quality golden dried longan, the improvement and development of the golden dried longan dryer to be effective, team work tec. So, Mr. Narachai Rimcham, the network president, was chosen as a lecture in various events related to the community enterprise operation, community enterprise network. In addition, the data has been used in the research of undergraduate and master from institutions such as Chiang Mai University, Maejo University, North Chiang Mai University and Chiang Mai Rajabhat University.