

Development of a Enhancing the Potential Model of Grassroots Economic Group through Learning Processes in Phra Nakhon Si Ayutthaya Province

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Received: November 10, 2024 **Revised:** November 25, 2024 **Accepted:** December 10, 2024

Abstract

This qualitative study explores the success of community enterprise groups in the Omsin Youth Development Project at Mahachulalongkornrajavidyalaya University, focusing on the roles of educational institutions and financial operators like Omsin Bank in promoting or enhancing their success. The research will involve interviews with 10 group members and leaders, who will discuss their experiences in focus groups. The study aims to learn from grassroots economic groups, such as the Ma Eang Fruit Incense Business Group, which has successfully transitioned from a local community economic system to a national one. The research also analyzes the challenges faced by these groups, such as staffing, funding, tools, and management. The success of these groups depends on the leadership potential of their leaders, with young, capable, and eager learners increasing the chances of success. The study emphasizes the need for improved systems and management in these groups. The research aims to develop a model for creating grassroots economic groups that enhance community quality of life, grow into strong business groups, and incorporate moral principles.

Keywords: Development of a model; promoting the potential; Local Economic

Introduction

Currently, the stable growth of the national economy in each country is fundamentally based on the foundation of the local economy. This is because such economic groups are sources of basic production factors or local resources, which are essential components in the production of various goods. They rely on local wisdom as the foundation of knowledge to ensure the production is complete and of high quality. In this context, local economics refers to community enterprise. In this article, according to data from the Department of Community Enterprise Promotion, it was found that as of March 31, 2024, the registration of community enterprises and community enterprise networks has been approved, reaching a total of 82,888. There are over 1,447,773 members nationwide. Currently, community enterprises can generate an economic value of approximately 8,035,966,032 baht per year (data as of August 11, 2024).

The profession in question is closely related to lifestyles and livelihoods, as well as the necessary factors for subsistence and sale, generating substantial income for the country each year. However, developing the potential of grassroots economic groups remains a significant challenge. The growth of these groups has seen both successes and failures due to unequal opportunities, budgets, skills, and work experience, as well as a lack of essential knowledge to enhance their working potential. This has led to damage and a lack of sustainable development. Therefore, developing or enhancing the potential of grassroots economic groups is an important approach to achieving sustainable development for these groups.

The Government Savings Bank, a social bank, has initiated the "GSB Youth Development Project for Local Communities" by connecting with a network of educational institutions across the country to participate in driving or promoting the potential of grassroots economic groups. Since its implementation in 2017, by 2024, more than 80 educational institutions from all regions of Thailand have joined the project. The main goal is to support educational institutions in working with communities, utilizing the knowledge base provided in educational settings. This initiative also opens opportunities for students to engage in fieldwork, bringing classroom knowledge to practical areas, using the grassroots economic groups of the community as a learning base. The project has received significant support from the Government Savings Bank as a major funding source. Throughout the project's duration, it has led to the economic advancement of at least 2,000 community based occupations. The continuous implementation of the project has provided opportunities for community economic groups or grassroots economic groups, which are the country's foundation, to have ongoing learning pathways for self-development, with educational institutions as mentors and financial support from the private sector, particularly the Government Savings Bank. This will lead to the enhancement of potential and capabilities, fostering sustainable development for grassroots economic groups in the future.

Therefore, this research project begins with the need to extract lessons learned from the operations of community enterprise groups after participating in the Omsin Yuwapat Rakthin project. It aims to develop the group's potential to operate continuously and successfully, considering the group's expansion, which provides members with stable income and a tendency for continuous group development. The purpose of the study is to look into how grassroots economic groups working on the Omsin Yuwapat Rakthin project at Mahachulalongkornrajavidyalaya University do their jobs, what problems they face, and how to make them more successful so that they can strengthen community businesses and run their businesses in an ethical way.

Research Objectives

1) Develop a model for promoting the potential of grassroots economic groups through learning processes that are appropriate and consistent with the community context, in Phra Nakhon Si Ayutthaya Province.

2) Present products from promoting the potential of grassroots economic groups through learning processes in Phra Nakhon Si Ayutthaya Province that reflect local identity and wisdom.

Research Methodology

This research is a qualitative study focusing on the process of extracting lessons learned from the operations of community enterprise groups participating in the Omsin Youth Development Project at Mahachulalongkornrajavidyalaya University. It will be a phenomenological study that helps understand how the group's success was achieved and the roles played by educational institutions and financial operators like the Omsin Bank in promoting or enhancing the group's success through various stages. This will lead to an understanding of experiences that are empirical in nature, as they stem from the direct experiences of key informants, including group leaders and 10 community enterprise group members. The research will utilize in-depth interviews and focus group discussions. The research process will include

Step 1: Preparing the Research Outline

The process begins with a review of the relevant literature, including both domestic and international research documents, to establish a research framework and develop data collection tools that clearly address the research objectives.

Step 2: Site Selection, Key Informants, and Site Coordination

The selection of areas is determined by the community enterprise groups participating in the Omsin Youth Development Project—specifically, five groups—and key informants, specifically the chairpersons of the community enterprise groups and a total of ten members. Coordination with the areas is necessary to reach an understanding and explain the research plan for data collection to be as comprehensive as possible. Data collection in the field must receive written consent from all key informants.

Step 3: Developing Research Instruments

Building trust or checking the reliability of research tools by showing the interview that was made to meet the research goals to experts and having three specialized experts do a content validity index (CVI).

Step 4: Data Collection and Data Analysis

4.1 Data Collection

1. The research team meets to define the target issues for the work and to clearly understand the tools used for data collection.

2. Define the work area by organizing the workspaces to conduct interviews with community enterprise groups to extract lessons according to the interview format created in the first stage.

3. Summarize the focus group discussion points. Use qualitative interview data to meet the research objectives. Conduct a focus group discussion to clearly define the meeting agenda, covering the analysis framework, which is 4 M (man, money, material management).

4. Organize focus group discussions to facilitate exchanges and summarize points to make them clearer and more accurate before concluding them into guidelines or formats to meet the research objectives and goals.

5. Summarize various data points according to the research objectives and synthesize them into guidelines or models for promoting the potential of grassroots economic groups to sustainably improve community quality of life, and compile them into a complete research document.

4.2 Data Analysis

Theoretical event analysis classifies events into six categories: who, what, where, when, how, and why. Additionally, it can be further classified into six types according to the phenomenon framework as follows (Lofland, 1971; 14-15).

1) Acts refer to the behavior of individuals in events or situations that occur during the operation of community enterprises, detailing what behaviors are exhibited at each stage of the community enterprise's operations.

2) Activities (Actives) are events or situations that occur continuously within the group through various group activities, which are conducted in collaboration with other diverse group members.

3) Meaning is how actions or activities are understood through the words and actions of the person who is being analyzed. This person tries to explain and elaborate, giving definitions and directions of actions toward different events and traits, both good and bad.

4) Participation in activities means that the group leader or group members are committed and involved in the activities at every stage in various situations or events that occur.

5) A relationship is the link between two or more people in a group, or an event that is studied that happens during the operation period of community enterprise groups taking part in the Omsin Youth Development Project. A relationship can be vertical or horizontal, friendly or hostile, protective or neglectful.

6) Setting refers to the situation or circumstances that occur while participating in the Omsin Yuwapat Rakthin project. Group actions may occur at the group's office or community enterprise group site.

The framework for analyzing the six types of phenomena will be under the 4 M framework (manpower, money, materials, and management). This means that under the analysis of (1) Context Evaluation, (2) Input Evaluation, (3) Process Evaluation, and (4) Product Evaluation, it must include details of the six steps mentioned. Putting the different kinds of observations into six steps makes it easier to see if the researcher has finished their work and tried to explain the background, causes, and outcomes. This will also make the collected data more organized and help people understand what happened.

Step 5: Presenting Research Findings

Research Result

The research objectives will guide the presentation of the findings.

1) The grassroots economic group participating in the Omsin Youth Development Project at Mahachulalongkornrajavidyalaya University has been able to develop and expand, resulting in a continuous increase in the group's growth rate. 1.1 Mae Tien Community Enterprise Group for Fruit Carving

It is a professional group that has evolved from household occupations, having inherited the method of making fragrant camphor from their mother, which has been passed down to the present day. However, in the early stages of selling camphor, the design of the appearance and the product itself was generic, lacking any distinctive features. After joining the Omsin Youth Development Project at Mahachulalongkornrajavidyalaya University since 2019, faculty members and students have come in to develop and enhance the group's potential. This included redesigning the product logo, creating new fruit-shaped packaging, and establishing new marketing channels, which has strengthened the group significantly. Additionally, the group leader has continuously participated in the community enterprise capacity development project by the Government Savings Bank, leading to the elevation of their products by joining the Phattharaphat Project of the Chaipattana

Foundation. This has continuously strengthened the group, relying on local wisdom in camphor production as a foundation.

1.2 Metha Leather Community Enterprise Group

Currently, leather products still have a lot of growth potential in the market. According to the latest report by Future Market Insights (FMI), the size of the leather goods market is expected to reach USD 764.81 billion by 2033. During the forecast period, this market is anticipated to grow at a CAGR of 5.6%. In 2023, the market is expected to grow to USD 443.52 billion, particularly for handcrafted leather products made by skilled artisans using local wisdom. These handcrafted items are much more delicate than those made by machines, which will be significantly different for consumers who prefer leather products. The Metha Genuine Leather Community Enterprise group started with a personal interest in learning to produce or make leather bags, specifically for their son to use for carrying books to school and for personal use. Eventually, they were able to expand and produce items for sale in the MBK shopping mall. But due to the uncertain external economic conditions caused by the coronavirus pandemic or the stagnant economy, the group lost inspiration to continue their operations. However, they received an opportunity to join the Omsin Youth Development Project, Mahachulalongkornrajavidyalaya University, which helped the group come together once again. Although they have not yet been able to increase their income to pre-pandemic levels, it is considered a channel or opportunity for growth and sustainability. Currently, they have started to explore market opportunities, with international markets contacting them to sell leather products. However, they still face challenges with language and coordination, which presents both an opportunity and a channel for future operations.

1.3 Community Enterprise Group for Glass Blowing

It is a profession that requires a lot of patience, passion, and effort because the heat needed to melt glass rods is very high. Designing patterns also requires imagination. Nowadays,

fewer people pursue careers in glassblowing, especially in glass weaving, which requires multiple skills. As a result, the number of new generations interested in continuing or pursuing this profession is decreasing. However, the glassblowing community must continue to exist. Expanding the glassblowing art community is therefore a significant challenge. In the face of various problems, the group's operations still depend on external support. The introduction of the Omsin Youth Development Project is a crucial opportunity to sustain the community enterprise of glassblowing. Additionally, the income from making woven glass is high because the products made from blown glass are becoming increasingly rare. Therefore, the glassblowing community enterprise must enhance its operational capacity to ensure that new generations can drive the group forward in the future.

1.4 Sribangpa Han Women's Community Enterprise Group

It is a group established by housewives and farmers whose main occupations are rice farming and fruit orchards. They use their free After completing their work in agriculture, they dedicate their free time to cooking for monks and fellow practitioners at the temple. They have entered an era marked by an increasing number of elderly people. When they find themselves idle, they consider ways to contribute. Thus, they formed the Si Bang Praphan Women's Community Enterprise Group, starting with selling sweet fish sauce, utilizing the mango orchards available in the village throughout the year. This creates additional income for the housewives and elderly group. The group's operations resemble a network business or acquaintances, working casually and continuously. Each member can share tasks and help each other, just like when they assist with temple work. The group leader is the mother of the group president, who has experience working with a private company and holds a degree in marketing. She applies this knowledge to the group's work. They applied this knowledge to the group's work. Therefore, the operational model resembles a family collaboration. The sharing of benefits is assigned to the group leader. The members take on the roles of production, further learning, and finding new markets, which led to rapid expansion of the group during the period when the popular Thai drama "Buppesannivas" aired on Channel 3. This resulted in a significant increase in sales due to the product being named "Nam Pla Wan or Jao." The packaging was upgraded to vacuum sealed cans, and new products were developed, such as dry Nam Pla Wan packaged in pouches that can be reconstituted with water to become regular Nam Pla Wan. The product is distinguished by its ingredients, which include a high amount of shrimp, dried fish, and fresh shrimp paste. The challenge the group faced was that the equipment and tools used in production are quite expensive because obtaining food product standards requires certification from the Food and Drug Administration.

1.5 Lam Sai Community Enterprise Group

It's a community enterprise that started with a group of catfish farmers who faced severe price drops. This forced the community enterprise to struggle and attempt to process catfish meat to add value and preserve food by modernizing packaging and extending shelf life, eventually meeting the standards set by the Food and Drug Administration (FDA). The study of five community enterprises revealed that the Lam Sai Phatthana community enterprise comes closest to operating a business. Its management is similar to that of a product market business,

focusing on three types of sales: 1. Selling fresh fish in general markets, 2. Selling processed products such as fish strips, fish cakes, sun-dried fish, fermented fish, and crispy fish snacks, 3. Selling online or through various order channels. The group's operational procedures are quite systematic, generating significant income for the group and showing a continuous growth trend.

2) Analysis of the problems and obstacles in the operations of grassroots economic groups.

2.1 Community Enterprise Group of Ma Eang's Aromatic Camphor Fruit The problem and obstacle regarding personnel is the necessity of having labor standards that significantly impact the quality of the workpieces. This is more important because, in the past, the issue that arose was substandard workpieces, which severely affected the reputation of the products and the group. Therefore, developing staff potential is crucial to ensure they can substitute for each other, which opens up expanded opportunities for the group.

The problem and obstacle regarding the budget is that the budget issue clearly affects the group's expansion. If there are funding sources that can effectively support the group's expansion, the opportunity for the community enterprise group to grow becomes significantly higher.

The problem and obstacle regarding equipment and tools is that the equipment and tools may not be a clear major obstacle or problem for the group. The only issue is the uncertain price of production resources, which tends to increase, especially the essential ingredient, camphor, which is the main raw material used in production. Therefore, the group's problem and obstacle regarding equipment and tools is not about the equipment itself but rather the rising prices of raw materials.

The management problems and obstacles are not yet clear because it is still a small business group, so the management is not complicated due to the small number of members.

2.2 Metha Leather Community Enterprise Group

The problem and obstacle regarding personnel is the lack of new generations willing to seriously learn leathercraft. This is because skilled work requires time and delicacy, as well as a specific love for the craft. Currently, the group's members are aging, and their eyesight is starting to deteriorate. Therefore, personnel issues are a significant problem and obstacle for the Metha Community Leather Business Group.

The problem and obstacle regarding the budget are that in product manufacturing, there is a need to build a brand to be widely accepted while also requiring funding to expand the upper market to become more well-known. Increasing production volume can potentially reduce costs, making the product more competitively priced against other brands and thus becoming a viable option for consumers as well.

The problems and obstacles related to tools and equipment are due to the lack of standard quality equipment. The production of parts will also affect the production of parts for the market.

Management problems and obstacles involve the transition from a typical community business to a new business group. A clearer structure is necessary to adapt to the current business model and keep up with changes.

2.3 Community Enterprise Group for Glass Blowing

The problem and obstacle related to personnel is the scarcity of individuals who can impart the knowledge required to produce items made from blown glass. The process of making woven glass is even more complex and difficult than before, resulting in a continuous decline in the transmission of this knowledge. Establishing a learning center to provide opportunities for interested individuals to study and learn is one way to ensure the transmission of this knowledge to future generations.

The problem and obstacle regarding the budget are the lack of sufficient funds and the shortage of essential labor, which result in the inability to produce goods to meet market demand. Therefore, if there are funding sources or budget allocations from product sales to establish a specific fund, it will be one way to enhance the potential of community enterprises further.

The problems and obstacles related to equipment and tools are that the equipment used for processing workpieces requires careful handling to ensure the safety of the operators. Maintaining the ovens, which bake workpieces to a lasting golden or other color, is also necessary to ensure their normal and safe operation. Therefore, the problems and obstacles related to tools do not significantly impact the group, as the equipment is usually durable and not easily damaged.

Management problems and obstacles refer to the management aimed at becoming a potential business, which is production for sale. Therefore, the group needs to manage within a more structured business operation.

2.4 Si Bang Pa-in Women's Community Enterprise Group

The problem and obstacle regarding personnel is that currently, the group's products are becoming more well-known, starting to receive recognized awards, and developing a wider variety of products than before. For example, in addition to having several types of sweet fish sauce, there are now packaging options that can extend the product's shelf life, flavored crispy noodles, blended mango juice, dried sweet fish sauce in ready-to-eat packets, and market expansion to various consumer levels. However, the group still lacks new personnel to continue the business and innovative thinking.

The problem and obstacle regarding the budget is that there are limitations in expanding operations to meet higher standards. This is because the sale of food products for consumption requires higher and accepted standards, such as those set by the Food and Drug Administration (FDA). The production facilities must also meet these standards.

The problem and obstacle regarding equipment and tools is that the production equipment is quite expensive. This is because the equipment used in production must be made of 304 stainless steels, which is used in food production; thus, it is quite costly. The production facility must be a standard building. The vacuum can sealer and vacuum sealing machine, which are custom-made, can be used for a long time. Therefore, initial investment is crucial. Expanding

the variety of products also requires higher-quality equipment.

Management problems and obstacles: The main issue in the group's management is that the burden of management falls solely on the group leader, which may conflict with current business management that requires decentralization to increase efficiency.

2.5 Lam Sai Community Enterprise Group

The problem and obstacle regarding personnel is that the community enterprise group has increased its income by processing catfish into a variety of products, making them more in demand in the market. This has also provided the community enterprise group with greater opportunities for growth. Therefore, the personnel issue should focus more on group membership work within the community enterprise rather than just employment.

The issue and challenge with the budget are that the amount needed for the Lam Thai Phatthana community enterprise group's operations is rapidly increasing. This is due to the fact that the initial investment necessitates a substantial budget, beginning with the excavation of fish ponds in relatively large areas that are suitable near clean water sources. These ponds must be designed to drain water away, allowing for water changes after each fish harvest. This requires a considerable budget, not to mention the use of production machinery that must meet standards to register with the Food and Drug Administration (FDA).

The problems and obstacles related to equipment and tools are the equipment and tools used in the production process, especially in processing fish into various products. These issues align with budgetary problems, as the equipment necessary for production requires a relatively high budget.

Management problems and obstacles: The management issues lie in the work structure, which still lacks appropriate decentralization of power. As the organization has expanded, it is necessary to decentralize power to prevent the burden of management from falling solely on the group leader.

Problems and obstacles are a normal part of working at all levels, and the same applies to community enterprise groups. Most of the problems and obstacles arise from the group's operations because the group is formed primarily based on the needs of the group leader. Most of these issues are not the result of the group members participating in activities together. As a result, the heavy burden falls on the group leader, making the group's operations resemble a family business rather than a structured group activity with systematic work processes and a division of responsibilities according to the specific abilities of the group members. This leads to a lack of a shared sense of ownership among the members, who feel like mere employees instead. This situation could potentially affect the efficiency of the work.

3). Examples or methods for creating grassroots economic groups that will improve the quality of life in the community in a way that lasts and are ready to grow into strong business groups that follow ethical living principles.

From looking at how the five grassroots economic groups have been running their businesses nonstop from 2018 to 2023, a total of five years, we found problems and issues in four areas: staffing, finances, tools and equipment, and management. The lessons learned can be summarized into a model or guideline for developing the potential of grassroots economic groups to enhance the quality of life in the community sustainably, which can be defined as the

GSB PLUS Model. The GSB PLUS Model comprises two primary components: 1. Principles, which include G = Group, S = Search, and B = Business, and 2. Practices. P = Plan, systematic business planning L = Learn, learning new things U = Understand Understanding S = Success We pursue success by applying principles such as the Four Right Endeavors and the Four Conditions of Welfare.

Discussion

The first goal was to learn from the Omsin Youth Development Project at Mahachulalongkornrajavidyalaya University's grassroots economic groups and how they could grow even more. This led to a steady rise in the growth rate of the groups. The research found that the 20-year national strategy plan, issue 16, focuses on the local economy and includes the idea of developing the local economy, which includes community businesses. This development plan aims to restructure the local economic system to be strong and self-reliant. In the past, Thailand's economy has primarily focused on exports, based on the belief that a country with a significant trade surplus will become a developed nation, with its population enjoying a good standard of living and having income exceeding expenses. Therefore, focusing on area-based development that utilizes the social capital of each area as the starting point for development will strengthen the country. A robust foundation in a country will fortify its higher systems. Therefore, this concept aligns with the policy of Government Savings Bank, which also recognizes the importance of developing the local economy. From the results of the ongoing "GSB Youth Development for Local Preservation" project since 2018, it has been found that the foundation of the local community economy has been laid, allowing it to transition from a local community economy to a national economy. For example, the Ma Eang Fruit Aromatic Incense Group, which has upgraded from selling community products in local markets to becoming high-class products sold nationally, is recognized by the Royal Project and continuously develops its products. The Sribangpa Group, which produces sweet fish sauce, has now started developing it into dry packaged sweet fish sauce that can be reconstituted with hot water. Thai airlines, among others, have received this product. From this study, it was found that the grassroots economic groups have seen their income increase by no less than three times compared to their previous regular sales. The foundation of knowledge on grassroots economic development from this study.

This fits with the ideas of Mario D. Tello (2010), Blakely (2003), and Bradshaw (2002). They say that the growth of a grassroots economy depends on four main factors: policies and practices that use small and growing capital based on their own potential; 1. Having local resources, 2. Creating new security. 3. New production structures and 4. Expanding resource capacity. This is also in line with the concept of the National Innovation Agency (online), which states that the grassroots economy refers to the economic groups of provinces or regions in the country, focusing on promoting the businesses of local people in the area. This will help increase

production volume and contribute to the development of that area. The efficient operational processes from the study found that they align with the self-development facts of community enterprises participating in the "GSB Young Development, Love Your Local" project.

According to the concepts of Prateep Chuaikerd (2023) and Pholadej Pinprateep (2022), there must be group formations to create power, efficient financial management systems, community capital bases, and social capital. Technology should be utilized in operations, standards should be set to enhance product value and connect with external economic systems, and there should be a network system. They should coexist with an equitable welfare system, possess morality and ethics, have a shared sense of ownership, and provide opportunities for members to participate. This aligns with the operational processes of all targeted community enterprise groups in the study. Although some groups may not fully implement every aspect, most cover all of them. Therefore, the concepts of Prateep Chuaikerd (2023) and Pholadej Pinprateep (2022) align with the operations of the group, moving in the same direction as the work of the grassroots economic group. The business group in question has grown in a way that is similar to the grassroots economic development process outlined by the World Bank (2006), The Hague Academy (2020), and the Community Organization Development Institute (Poch) (2016). These three groups came up with five aspects of grassroots economic development: 1. Identifying and convening stakeholders. 2. Create a map and analyze the local economy. 3. Formulate strategies. 4. Implement the strategies. 5. Monitor progress and evaluate impacts. However, since the target community enterprise groups in the study are still very local, they may not yet have a clear development process like larger economic systems. Importantly, the local nature means that most entrepreneurs are often composed of elderly members, which poses a barrier to learning modern techniques. The group leader or group president bears the burden of strategic work. Most members act as producers on demand and lack follow-up and evaluation. Therefore, although there is a general similarity, the details of Thailand's grassroots economic groups still lack important principles for concrete development, with only increasing income. Success indicators may not be solely about financial aspects. The Office of Strategy and Community Linkage, Community Organization Development Institute (2016), provided a framework for the success of grassroots economic group development, which includes three aspects: economic, social and community, and sustainability. These will affect market opportunities and competition, leading to the sustainable strength of the grassroots economic system.

The second objective of the research, which aims to analyze the problems and obstacles in the operations of grassroots economic groups, proposes ways to develop local wisdom and strengthen community enterprises, OTOP entrepreneurs, community organizations/professional groups, SME entrepreneurs, and SME start-up entrepreneurs. It was found that the groups in charge of ecotourism, cultural tourism, and other types of tourism weren't doing a good job of getting their businesses to be strong, long-lasting, and ethical. This was because they didn't have a good system for organizing and completing their work, and they had problems with their staff, budget, tools, and how they were run. The five target groups in the study face similar issues, primarily depending on the potential of their group leaders. If the group leader is a young, capable, and eager learner, the chances of the group thriving are

significantly high. This aligns with the studies of Simon White (2022) and EconomicsKey.com (2024), which emphasize the importance of human resource development as the foundation for creating change within the group. It is the first point of development, followed by the issue of participation and the opportunity for social discourse, which are equally important. This aligns with the ideas of Robert N. Bellah (1985), who explored various approaches to development and problem-solving. The grassroots economic group consists of people coming together to rely on each other, participate in discussions, set life directions, make decisions, and receive benefits equally. If the group's operations can meet the needs of its members, studies have shown that the group can also sustain itself. If the group's work cannot meet the needs of its members, the group will also be unable to continue functioning. Maslow's (1943) concept aligns with the basic needs of humans, which include physical needs, safety and security, love and acceptance from society, esteem, and the need for self-actualization. If the group continues to operate and meet these needs, the group will also be able to continue functioning. Consistent with the research findings on the operational processes of community enterprise groups, problems and obstacles continue to persist. But the group can still continue their operations because the problems and obstacles that have arisen have not yet affected this basic need.

The third point's research goal is to come up with a model or method for creating grassroots economic groups that will improve the quality of community life in a way that lasts and is ready to grow into a strong business group while still following good life principles. By looking at relevant documents, how community enterprise groups work, problems and roadblocks, and the needs of group members and leaders, it was discovered that a model or approach can be put together for building up grassroots economic groups. We can divide the synthesized results into two parts: 1. Principles and 2. Practices. This can be summarized as the GSB PLUS Model, which can be elaborated as follows:

1. The principle consists of three components: G = Group (forming a group), S = Search (finding the group's target), and B = Business (developing business based on social capital). 2 principles consist of 4 components: P = Plan, systematic business planning; L = Learn, learning new things; U = Understand, comprehension; S = Success. We aim for success by applying principles in our work.

The GSB PLUS Model is consistent with the ideas of the World Bank (2006), Mario D. Tello (2010), The Hague Academy (2020), the Community Organizations Development Institute (CODI) (online), Wirach Wirachnipawan (n.d.), Carol M. Kopp (2022), and Simon White (2022), who have reviewed the literature. The application of Buddhist principles in their work makes a difference, given Thai society's deep connection to and influence from these principles. Applying these principles is akin to using social capital to support and strengthen community enterprises sustainably.

Knowledge from Research

Creating a model to help local businesses reach their full potential, especially through the Yuwapat Rakthin Government Savings Bank (GSB) project, is very helpful for community enterprise groups in many important ways. These benefits contribute to the sustainability, resilience, and economic empowerment of local businesses. Here are some of the major

advantages:

1. Economic Empowerment and Income Generation.
2. Capacity Building and Skill Development.
3. Market Expansion and Business Growth.
4. Innovation and technology adoption.
5. Strengthening Community Bonds and Social Development.
6. Sustainability and Environmental Awareness.
7. Recognition and Competitive Advantage.
8. Reducing Economic Inequality.

The development model used in the Yuwapat Rakthin Project serves as an effective framework for empowering local economic groups. It not only strengthens businesses but also enhances community resilience, innovation, and sustainability. By integrating academic expertise, financial support, and modern technology, the model creates long-lasting benefits for local enterprises and the broader economy.

Suggestion

1. Suggestions for future research

1.1 This research is a study of entrepreneurs participating in the Omsin Youth Development Project, which may not cover the operations, problems, and obstacles of other types of grassroots economy and community enterprise groups. Therefore, future research should study a wider variety of groups to gain a clearer picture of the operations of each occupational group than this study.

1.2 We conduct this research using a qualitative research approach, where each group consists of members who only participate in activities as employees or beneficiaries. Therefore, future research should focus on groups that have a clear process of member participation to enhance the operations of grassroots economic groups in new ways.

1.3 This research has not yet clearly depicted the improvement in the quality of life of the members, as most of the informants are group leaders working in a family business context. Next research should be operational research to increase income and improve members' quality of life in other ways.

2. Recommendations for implementing the model

2.1 The model obtained from this study is still one that may need to be improved and modified to suit the context of each area. Thus, it should be tested and adjusted, followed by observations and guidelines for model development to improve completeness.

2.2 The aforementioned model still has a high level of academic rigor. Therefore, those who will apply it should create a user-friendly manual, and the grassroots economic groups at the community level should be able to understand and apply it concretely.

2.3 The model obtained from this study lacks another important group of informants, which is external funding sources that provide support. Therefore, it is necessary to present additional comments or suggestions from funding sources to enable community business groups to access funding more easily.

3. Recommendations for relevant agencies

3.1 For agencies involved in development, it should be further developed to be beneficial by aligning it with their own agency's policies in order to lead to development with other community economic groups.

3.2 Agencies that will implement the guidelines should allocate a budget to adapt them into a standard manual that is easy to understand and practical for real use. 3.3 There should be an allocation of budget for education to collect data or extract lessons for other professional groups more extensively in order to make the model more comprehensive.

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