

Development of Community Based Model of Tawanchai Center: Sufficiency Economy Principles for Community Development an Applicability at Bankhambong Community, Sa-ard Sub-district, Nampong District, Khon Kaen Province, Thailand

Unchana Kotrmaneeetaweetong BBA MPA*,
Hhakuan Choopen PhD**, Bowornsilp Chowchuen MD MBA***

* Policy analyst attached to Office of Khon Kaen's Community Development Department, Interior Ministry, Thailand

** Teaching Staff, College of Local Administration, Khon Kaen University, Khon Kaen, Thailand, and subcommittee of integrated developing policy for province and provincial groups

*** Department of Surgery, Faculty of Medicine, Khon Kaen University, Khon Kaen, Thailand

The objectives of the present study are 1) to study the application of sufficiency economy philosophy in community development as a model for future application of community health care program of Tawanchai Center, 2) study the administrative model for self sufficiency economy community in Bankhambong Community, Sa-ard Sub-district, Nampong District, Khon Kaen Province. The integrated study model included qualitative research by collecting data from documents, textbook, article, report, theory concept, researches and interviewing of relevant persons and the quantitative research by collecting data from questionnaires.

The findings of study included objectives for development model of sufficiency economy for understanding of people, and use the philosophy of sufficiency economy model which compose of decrease expenditure, increase income activities, saving activities, learning activities and preservation of environment and sustainable natural resources activities. Decrease in expenditure activities included household gardening, and no allurements leading to ruin. Increase in income activities included supplement occupation and appropriate use of technology. Saving activities included creating saving group in household and community level. Learning activities included community use of local wisdom, and household learnt philosophy of sufficiency economy in daily living. Preservation of environment and sustainable natural resources activities included the use of sustainable raw materials in occupation. The generosity of one another activities included helping each other and solving problems for the poor and disable persons.

The community development at in Bankhambong Community, Sa-ard Sub-district, Nampong District, Khon Kaen Province followed all of the above scope and guidelines and is the model for application of sufficiency economy philosophy. We recommended method for successful implementation, including the starting from group process with capability of learning to create strong and adequate knowledge to apply sufficiency economy model and cover health care.

Keywords: Sufficiency economy, Community development, Tawanchai Center

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The development of a network system for the care of patients with cleft lip and palate in Thailand has been reported by Chowchuen B and Godfrey K in 2003⁽¹⁾. Tawanchai Center had conducted outreach program, community based project speech camp, home visit and family support program. The Center's projects

are more focused in four provinces in Northeast Thailand: Roi Et, Khon Kaen, Mahasarakham, and Kalasin under the administration of the National Health Promotion Office Region 7 and included University, Regional, provincial, and community hospitals. The sufficiency economy model of Bankhambong district will be used and applied for the community cleft care model in Khon Kaen province.

His Majesty King Bhumibol Adulyadej developed the philosophy of the sufficiency economy to lead his people to a balanced way of life and to be the main sustainable development theory for the

Correspondence to:

Chowchuen B, Division of Plastic Surgery, Department of Surgery, Faculty of Medicine, Khon Kaen University, Khon Kaen 40002, Thailand.

Phone: 043-363-123

E-mail: bowcho@kku.ac.th, bchowchuen@gmail.com

country. The philosophy allows the nation to modernize without resisting globalization, but provides a means to counteract negative outcomes from rapid economic and cultural transitions. His Majesty explained that sufficiency is living in moderation and being self-reliant in order to protect against changes that could destabilize the country and it should enable the community to maintain adequate population size, enable proper technology usage, preserve the richness of the ecosystems and survive without the necessity of intervention from external factors⁽²⁻⁵⁾.

In 1997, there was an economic crisis in Thailand which was a partially consequence of over-spending and outstanding debt which started in 1987. Thai society has long suffered from profligacy by its people in both the public and private sectors for years. Government works and private business have been conducted on financial recklessness, the lack of sense of sufficiency, and the lack of awareness of the core values of life. As a matter of fact, the sufficiency economy philosophy is only a “middle path” of a well-balanced life, *i.e.* moderation, responsible consumption, and resilience to external shocks. This can be achieved by the development of a community’s capacity employing the promotion of individual participation. Together with the promotion of proper planning, the utilization of information and knowledge management by communities, the ultimate goal of strengthened, independent and sustainable community, can be achieved.

At an international level, the sufficiency economy philosophy has been explained and accepted. E.F. Schumacher has previously explained it in his book “Small is Beautiful: A Study of Economics as if People Mattered”, which was firstly published in 1973 (Blond & Briggs Ltd. London)⁽⁶⁾. As an academic and economic advisor to the British Government and African countries, Schumacher found that an economic conceptual framework, which is growth and outcome-oriented, tended to neglect the process. Practically, this could lead to disadvantages in the long run and would only benefit those who control capital. He therefore proposed the replacement of technology with labour as much as possible because it would allow more people to have control over the factors of production. Furthermore, he proposed the integration of Buddhism with economics (Buddhist Economics), which, briefly, is a philosophy that places importance on self-reliance and being non-harmful to others (both people and the environment).

The 9th National Economic and Social Development Plan (BE. 2545-2549) had the privilege of

incorporating His Majesty’s sufficiency economy philosophy as the guidelines for national development and governance, employing the developmental paradigm in which “humans are the center of development”. This edition of the National Economic and Social Development Plan was developed based on the 8th one, with the aims of solving the ongoing economic problems, strengthening the domestic economic foundation and immunizing society against external changes. At the same time, this well-balanced development in terms of individuals, society, economics and the environment would lead to sustainability and the well-being of Thai people. The outcomes of the 9th National Economic and Social Development Plan were found to be successful to a certain level. There has been continuous economic growth at the rate of 5.7 percent per year. However, on the whole, the Thai economy has not yet stabilized and is still susceptible to the fluctuation of external factors. There exist problems concerning education, poverty, wide income gaps, safety and security and the transparency of the government administration, all of which still require further actions. Subsequently, during the period of the 10th National Economic and Social Development Plan (BE. 2550-2554), Thailand still encountered a variety of changes, which could be considered both development opportunities and threats, in its social context.

The objectives of the present study are to study the application of sufficiency economy concept in community development and study of the administrative model for sufficiency economy to that end in Ban Kambong village Bankhambong Community, Sa-ard Sub-district, Nampong District, Khon Kaen Province.

Material and Method

The study adopted a mixed method model with combination of qualitative and quantitative research. Qualitative Research was conducted by collection of document textbook, academic articles, reports, theory model and interview with relevant person. Quantitative research was conducted by collection of data and information from questionnaires and descriptive data analysis.

Results

In the year 2008, the Thai Government (General Surayuth Julanond) announced policy to drive sufficiency economy philosophy as the Thai National agenda by using the principles of transparency, equity,

save and efficiency. There were 3 strategies, including decrease in expenditure, increase of income and increase opportunity. The Ministry of Interior induced the sufficiency economy to be used as the scope and guidelines for implementation to drive, solve poverty and social problems and leading to continuous improvement of implementation of sufficiency economy philosophy, real coverage of all villages, achieve project objectives and strong community⁽⁷⁾.

The Ministry of Interior assigned Community Development Department to be the main organization to implement by working with Department of the Interior and Department of Local Government to develop sufficiency economy villages in the aspect of strong community, Autonomous individuals, family quality of life and happiness⁽⁸⁾. During the year 2009, the implementation was successful in 2,666 villages by evaluating 4 dimensions and 23 indicators, including 1,578 villages 560 villages in well-being level and 528 villages in category rich level⁽⁹⁾.

During the year 2009-2011, Khon Kaen province developed 81 sufficiency economy villages in 3 levels, including 52 villages in enough is enough level, 8 villages in well-being level and 21 villages in rich level⁽¹⁰⁾. The geographical area studied is Bankhambong Community, Sa-ard Sub-district, Nampong District, Khon Kaen Province. The village is in category rich level and divided into 4 counties, including moo 8, 9, 11 and 13, the population according to Registration Bureau in 2011 included:-

Moo 8-198 households, 597 males and 537 females (total 1,134).

Moo 9-233 households, 579 males and 543 females (total 1,122).

Moo 11-129 households, 340 males and 343 females (total 683).

Moo 13-202 households, 529 males and 538 females (total 1,067).

Bankhambong Community had capacity to live happily, live well, mainly dependent on each other in a community and was the case study for development at one certain level.

The findings of interview showed that the community implementation of sufficiency economy village development project had developed the conceptual model for management of their own community and received support from government organization. The community management divided into 3 levels, household level, organization level and community level. To development of strong community, the project for promoting the development of the

sufficiency economy village was started to implement in 2009. There were 3, 23 and 52 pilot sufficiency economy villages in the year 2009, 2010 and 2011, respectively.

Focusing on this issue, the Community Development Department ordered under budget of public sector management to implement the project. The province coordinated the targeted area to select the villages by using the data of the villages which passed the 6 x 2 assessment criteria, classified in to 3 levels of enough is enough, well-being and category rich levels. The indicators cover 4 dimensions and 23 subjects. The responsible officers were trained to understand the process of sufficiency economy villages and meeting was conducted at provincial level in Khon Kaen, In addition, the 26 districts are endorsed to select targeted area as categorized. Another important guideline was that the selected village/community had to be approved from the district and prefecture level to be reduced the number to 1 village. Bankhambong Community, Sa-ard Sub-district, Nampong District, Khon Kaen Province was 1 of 23 communities in the year 2010 selected to implement the concept.

The data gained from the interview showed that application of sufficiency economy philosophy has brought about decreasing expenditure aspect in 99.4% decrease in public expenditure of 179 subjects

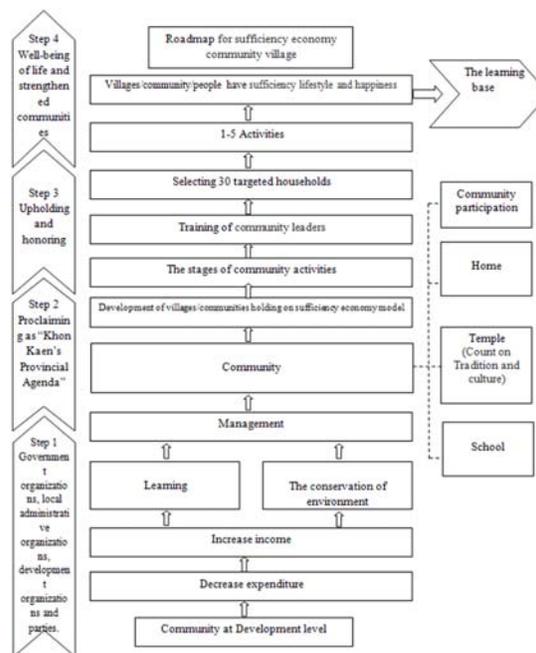


Fig. 1 Road map to sufficiency economy village

and increase of income of all 90 subjects.

Decreasing household expenditure

The suggested activities included the making bio-composting, processing products, organic fertilizer, burning charcoal grills versatility, the wood vinegar, growing vegetables and grow everything I eat everything planted. For decreasing household expenditure, the subjects chose life is a moderately well enough to eat it properly 96.7% (29 subjects), growing vegetables and grow everything I eat everything planted 100% (30 subjects), decrease unnecessary expenditures such as purchasing luxury items, the use of chemicals, loafing 100% (30 subjects), avoiding allurements which lead to ruin 100% (30 subjects), the ratio for use of money for purpose of household expenditures to saving = 3 to 1 1005 (30 subjects), decrease borrowing 100% (30 subjects).

Increasing of income

The suggested activities included participate in interested and by aptitude learning activities such as woven mat, processing of agricultural products as a professional group. For saving, there was operation in the model of savings with the savings to the manufacturer to promote people in community to have capacity to live along the philosophy of sufficiency economy. For increasing of income, the subjects chose household is the member of saving group, cooperatives, village funds and other community funds 100% (30 subjects), household occupation 100% (30 subjects), and integration professional development or community enterprises 100% (30 subjects).

Learning

Bankhambong Community conducted learning and Inherit local wisdom. Knowledgeable people or community scholars deployed knowledge, such as cultural traditions to descendants, Traditional 12 months, ect. For learning, the subjects chose promoting the community public stage, workshop, training and study 100% (30 subjects), community promote learning of sufficiency philosophy 100% (30 subjects), learning local wisdom 100% (30 subjects), community participation in creating power of community development 100% (30 subjects), and glorifying people who success in sufficiency economy life 100% (30 subjects).

Preservation of natural resources and environment

Bankhambong Community promoted

knowledge to create conscious mind in responsibility to preserve natural resource which is treasure of community, including planting trees to restore water resources and community forest and appointment of responsible committee in all 4 villages. For preservation of natural resources and environment, the subjects chose sufficiency economy is the use of natural resources in maximum cost and benefit 100% (30 subjects), community participation in preservation of forest and other natural resources 100% (30 subjects), and using life style without effect to community environment 100% (30 subjects).

Management of sufficiency economy villages

Bankhambong Community capable of conducting groups, including groups on cremation, wearing mats, brown rice and herbal compress, etc. The network was created to exchange of knowledge and establish basic database such as funding data, income data, preserving natural resources and environment data, local scholars and cultural data, and bioorganic fertilizer data, etc. These learning centers will be the learning resources for study of system management, community participation, unity synergy. Additionally, the strong leadership of community leaders has led to integrated work and strengthening of 4 villages. For the management of self sufficiency economy villages, the subjects chose the transparency and sustainability of management of saving committee 100% (30 subjects), developing learning center for self sufficiency economy 100% (30 subjects), Creating career group, strong and continuous community enterprises 100% (30 subjects), These data accorded to quantitative data of finding that residents in the village used philosophy of self sufficiency economy in all of the 5 dimensions and most of them had agreement in over 96%

Discussion and Conclusion

His Majesty King Bhumipol Adulyadej has advocated the idea of sufficiency economy since his accession to the throne. During the Royal Birthday in 1997, Subsequently in 2005, His Majesty kindly gave an additional explanation on the meaning of the word “self-sufficiency” by saying that “..that to fulfill the concept of self-sufficiency economy it is enough to implement one fourth, I did not mean one fourth of the area, but rather one fourth of the deed...” and elaborated on the meaning of the word “self-sufficiency” by saying that it means having enough to live on and to leave for. “If everybody has enough to leave on and

live for, that is good. And if the whole nation reaches that status, that is even better. In fact, this can be applied by people from all walks of life, whether merchant, business, government officials and others.....". The concept framework of sufficiency economy was build on maintaining a balance of the five aspects, including the state of mind, social affairs, managing natural resources and the environment, technology and economic affairs⁽¹¹⁾.

The sufficiency economy philosophy is a conceptual framework and a development direction for Thailand's macroeconomics, which was contained in the 10th National Economic and Social Development Plan (BE. 2550-2554). The aim was to develop towards a balanced, sustainable and resilient society with long-lasting well-being and happiness, which was also known as a green society. Therefore, this 10th edition of the plan did not focus on the economic growth, but rather placed importance on dualistic economy, or the economic system where two separate economic sectors, *i.e.* urban and rural, exist.

The sufficiency economy philosophy has been highly praised by the United Nations, as Mr. Kofi Annan, the Secretary-General of the United Nations presented. The Human Development Lifetime Achievement Award to His Majesty the King on 26th May 2009. In addition, he stated in his address that the sufficiency economy philosophy could be initiated by creating resilience first at an individual level and then working up to a community level and to a higher level eventually. It is the philosophy that would benefit both Thailand and other countries, and he urged 166 member countries to adopt the philosophy as their guidelines towards sustainable development⁽¹²⁾.

The present study showed that Bankhambong Community had good management of sufficiency economy community such as capability in included group for strengthening and sustainability of community and team management.

Career group, such as herbal compress group, brown rice group and cremation group, etc, had good attitudes and accepted in maximum utilization of community resources, increasing income by making woven mat of reeds, the cattail, the bio-fertilizer and the cultivation of seedlings. They used existing social capital such as local wisdom, local scholars to drive the philosophy of sufficiency economy to the concrete. The 10 people in community representative group self conducted and continued the meeting the processes.

The creation of community learning center may include the activities of developing data center in

all aspects, learning center for career of people in the villages, continuous communication of government data and information, creating category and good system and visiting project.

The authors studied the relevant document related to self sufficiency economy and key process, step and model for management of sufficiency economy community model in Bankhambong Community. The model can be applied as new knowledge to other communities. The authors used research model and discussion according to stated objectives and recommended 7 steps for management guidelines or POSDCORB, including planning, organization management, recruiting, ordering, coordinating, reporting and financing.

The sharing of basic knowledge includes funding, income, preserving nature and environment, scholars and culture and bioorganic fertilizer bases. The creation of sources for knowledge sharing leads to community learning, system management, community participation and unity synergy. Additionally, the leadership of community leader and capability of integrated work promote the success and strength of the 4 communities.

The development of capability within the society should begin with the basic that the society accord with the common characteristic of that society. The dominant characteristic within the society should be used as the development tool. The development by using life of society as the base will respect culture and value. Bankhambong Community abides tradition and culture, religious ceremony, public benefits activities, adapting community landscape, afforest in Buddhist Sabbath or other important days. The community used local wisdom, initiative and creativity to be composition of career development such as woven mats and brown rice to create sustainable income for community village.

The concept of human center as the ultimate goals for development includes people, group of people or society and developing the members of society to have welfare in many aspects or good society condition. People will be developing and results of the implementation. The leaders of 4 communities had the characteristics of want to know, build trust and confidence, striving for real development of himself and community, leading to love and unity of community members and living together as esomonyati brothers. Community leaders, local leaders and district management organization coordinated work for the real benefit of the people. The human development covered

up to include the development of economy, politics, and culture society.

Recommendations

Recommendation for policy

Community should participate in the local activities to establish clearly define long term policy guideline of principle of sufficiency economy which is aligned with national policy.

Recommendation for management

Senior leaders, leaders of government sectors. District management organization and other stakeholders should serious and ongoing coordinate to drive philosophy of sufficiency economy by promoting and support human resource, budgets, materials and equipments, and knowledge as the base for standard training, training of backbone of the community to drive the model for sufficiency economy community, sharing of knowledge, and extends results to other communities.

Recommendation for future research

There should be research for evaluation of results of apply sufficiency economy philosophy including impacts and opportunities for improvement which will be benefit for basic and concern of other geographical areas. The sufficiency economy model can be applied for community cleft care services.

Acknowledgement

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Potential conflicts of interest

None.

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การพัฒนา รูปแบบชุมชนเป็นฐานของศูนย์ตะวันฉาย: การประยุกต์ใช้หลักปรัชญาเศรษฐกิจพอเพียง ในการพัฒนาชุมชนบ้านคำบัง ตำบลสะอาด อำเภอน้ำพอง จังหวัดขอนแก่น

อัญชญา โคตรมณีทวีทอง, หจวณ ชูเพ็ญ, บวรศิลป์ เซาวนชื่น

การศึกษาวิจัยเรื่องนี้มีวัตถุประสงค์เพื่อ 1) ศึกษาการประยุกต์ใช้หลักปรัชญาเศรษฐกิจพอเพียงในการพัฒนาชุมชนและประยุกต์ใช้ในการดูแลสุขภาพของศูนย์ตะวันฉายโดยรูปแบบชุมชนเป็นฐาน และ 2) ศึกษา รูปแบบการบริหารจัดการหมู่บ้านเศรษฐกิจพอเพียงในการพัฒนาชุมชนบ้านคำบัง ตำบลสะอาด อำเภอน้ำพอง จังหวัดขอนแก่น วิธีการศึกษาแบบผสม คือใช้รูปแบบการวิจัยเชิงคุณภาพ (Qualitative Research) โดยการเก็บรวบรวมข้อมูลจากเอกสาร ตำรา บทความทางวิชาการ รายงาน แนวคิดทฤษฎี และงานวิจัยต่างๆ และจากการสัมภาษณ์ (Interview) บุคคลที่เกี่ยวข้อง และรูปแบบการวิจัยเชิงปริมาณ (Quantitative Research) โดยเก็บรวบรวมข้อมูลจากแบบสอบถาม (Questionnaires)

ผลการศึกษาพบว่า วัตถุประสงค์ของการพัฒนาหมู่บ้านตามหลักปรัชญาเศรษฐกิจพอเพียงก็คือ เพื่อให้ประชาชนได้มีความเข้าใจ และนำหลักปรัชญาที่ซึ่งประกอบด้วย การดำเนินชีวิตด้านการลดรายจ่าย คือ ครัวเรือนทำสวนครัวและครัวเรือนปลอดอบายมุข ด้านการเพิ่มรายได้ โดยให้ครอบครัวมีอาชีพเสริม และครอบครัวใช้เทคโนโลยีที่เหมาะสม ด้านการประหยัด มีการให้ครัวเรือนและชุมชนมีกลุ่มออมทรัพย์ ด้านการเรียนรู้ มีการชวนกันให้ชุมชนสืบทอดและใช้ภูมิปัญญาท้องถิ่นและครัวเรือนมีการเรียนรู้ปรัชญาเศรษฐกิจพอเพียงในชีวิตประจำวัน ด้านการอนุรักษ์สิ่งแวดล้อม และใช้ทรัพยากรธรรมชาติอย่างยั่งยืน มีการสร้างจิตสำนึกให้ชุมชนใช้วัตถุใช้อย่างยั่งยืน ในการประกอบอาชีพ ด้านการเอื้ออารีต่อกันมีการ ดำเนินการให้ชุมชนมีการดูแลสุขภาพและแก้ไขปัญหา ให้แก่ผู้ยากจนและเสียเปรียบ

การพัฒนาชุมชนบ้านคำบัง ตำบลสะอาด อำเภอน้ำพอง จังหวัดขอนแก่น ได้ดำเนินการตามกรอบ และแนวทางที่กล่าวมาข้างต้นทั้งหมด และได้ถือเป็นหมู่บ้านเศรษฐกิจพอเพียงต้นแบบสำหรับการประยุกต์ใช้หลักปรัชญาเศรษฐกิจพอเพียง ข้อเสนอแนะเกี่ยวกับการดำเนินการต่างๆ ให้ประสบความสำเร็จจะต้องเริ่มต้น จากสร้างกระบวนการกลุ่มที่สามารถแลกเปลี่ยนเรียนรู้เพื่อนำไปสู่การสร้างชุมชนที่เข้มแข็งและเกิดความเข้าใจเพียงพอที่จะรับการประยุกต์ใช้หลักปรัชญาเศรษฐกิจพอเพียงและสามารถนำไปประยุกต์กับการดูแลสุขภาพแบบชุมชนเป็นฐาน
