

Development of Co-operative Movement in Samutprakarn Province Project

Abstract

aims to find structure and processes to develop and enhance/ connect Co-Op and Community organization's alliance network (including both registered and non-registered group). The alliance network development aims to increase and strengthen collaboration between group members, and among various organizations for future benefits.

Research processes include studying the current status of working situation of Co-Ops and Community organizations and understanding fact-base and finding ways to connect existing networks, conducting SWOT analysis to identify strengths, weaknesses, opportunities and Threats of Co-Ops. The research study has identified clear visions, objectives, activities, and success targets up front to enable exchanging useful information for future development of Co-Ops in concrete matters.

Furthermore, the research team has conducted both qualitative and quantitative analysis with following details;

1. Qualitative analysis is run with "pilot project" at Baan Munkong Chumchon Nangnuan by interviewing group/ chumchon leaders.
2. Quantitative analysis is run with one set of questionnaire to test about ~135 of groups leaders and members. Questionnaire results are weighted average to be group's 'representative' answer.

Results of the currents status of working situation of Co-Ops and Community organization in the area are as followings;

- Groups' leaders are often of those well-educated and can deliver effective working behaviors; however, local politics plays a major role – resulting in less interest in expanding and connecting groups' network. Also some conflicts among groups' leaders on personal and group level are observed.
- Samutprakarn area is highly-industrialized and has strong economic growth

- While, social infrastructure is not well developed enough to sustain economic growth and also population in the province is too high (including those who really reside in the area and those who just come for work). This can result in lower living standard, other social problems, and reduce to degree interest in connecting groups' network

- Governor has high interest in Co-Ops alliance networking topic

This research study helps to connect Co-Ops alliance Networks by two ways;

1. Primary network includes financial networks, Small and Micro Community networks

(SMCE)

2. Real network includes social networks and academic/business collaboration networks

Recommendation next steps for connecting “Co-Ops alliance Networks”

Before research team could implement the recommendation next steps for connecting Co-Ops alliance networks, some preparations for Co-Ops and Community organization leaders need to be done to ease implementation processes;

1. Adjust way of thinking and adjust some management styles to focus on social prices than materiality or monetary rewards. This is for the successful results of any project to yield honorable feeling for the involvers rather than monetary rewards.

2. Educate Co-Ops and Community organization leaders to understand and realize the importance of leaders to act as core “representatives” and to drive Co-Ops network connection to finally succeed.

3. Encourage and enthusiast Co-Ops and Community organization leaders to understand the importance of “leader role” and to help develop other members of the organization to be able to be self-independent.

4. Educate and train to develop mindsets of Co-Ops and Community organization leaders to be able to manage the working team and devote to all members

Recommendation next steps for strengthening and sustaining the alliance Networks

1. Should reward “honorable memorial reward” and record successful achievements of Co-Ops to encourage the improvement of the activities

2. Should have ongoing study and follow-up activities to educate and train Co-Ops and Community organization leaders even after the study project ends.

3. Enthusiast Co-Ops and Community organization leaders to use all-cycle-management process and structure to further achieve set success targets.

4. Should report any network activities and achievement via local communication channels i.e. local newspapers, television channels, etc.