

Readiness Assessment of Technology Development and Working Environment based on the Community Identity

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Abstract— This research evaluates the availability and conditions for the development of technology and working environment, which is about what should be and what needs to improve on the identity of the community in Samutsongkhram province by a group of informational meetings in small groups, including producer groups, OTOP based identity community of 30 people, with the engine running to collect the information sessions and in-depth interviews with those involved. The data was analyzed and summarized the results of the research showed. 1) The management processes based on the identity of the community was something that should be further developed as follows: (1) a statement of such incentives, (2) controlling, including control staff, (3) organization, including splitting tasks into smaller tasks, and (4) plans include planning and financing. 2) The state of readiness in the development of products based on identity. This was something that should be further developed as follows: (1) the design of the product, (2) the suitability of the location, (3) to protect against imitation products, (4) public relations, and (5) supply technologies and modern production. 3) The ability of manufacturers OTOP products in the certification community standard (CPS), which found that overall there is a lack of labor and production, the tool used to modern forms of wood products meet customer needs and a lack of community identity. 4) Technology and the Environment, which was found. What should promote development are as follows: (1) management technology, including the promotion and development of accounting income / expense, (2) technology and standards, including the promotion and development not to have pesticide residues in their products, (3) process technology, including the promotion and development of machinery and the use of modern production, (4) information technology, including the development and promotion, radio advertising, television, print media and the internet, (5) environmental technology/safety in the workplace, promotion and development issues, including reducing water pollution from production and (6) maintenance technologies, including the promotion and development of the manual /tool and equipment maintenance, accurate and secure both producers and consumers.

Keywords— Technology Development; Working Environment; Community Identity

I. INTRODUCTION

THE One Tambon One Product (OTOP) project began in the year 2001, to encourage the local residents to participate in the creation of the willows by bringing local

knowledge and resources to develop their own products and services available at the image. This feature creates ml value added to the product development community. Therefore, local producers should encourage mutual learning process is important, which is consistent and appropriate to the condition are the thought processes and collaborative process either from the government or related agencies. That would be the way to sustainable development on the basis of self-reliance at various levels of the group's production community in Samutsongkhram province, Bangkhonthi on 10 July 2014, which found that the issue of development, where the development tools used to develop new forms quite a few, capacity is insufficient time to time, the product was damaged during transport and the lack of strong management in the manufacturing process and has to wait for help from the government (Office of Small and Medium Enterprises Promotion [1].

The local manufacturers in the world today are living alone do not have the manufacturing skills alone are not enough. The manufacturers must be integrated with the government or related agencies to provide advice about the management of the community [2] and its communities still lack quality, skill is more valuable product that is not durable because the lack of development in the form of a novel and lack the technology to be used for the production of quality products are preferred by consumers. This is consistent with research [3], which found that the factors of production are different, including product development, marketing policies and the competitiveness and customer satisfaction to determine. So, should assist in the transfer of technology, especially the academic community to the potential of the district including technology, manufacturing, packaging, as well as improving the quality of products as well as knowledge in business management. The current market environment is highly competitive and the advancement of technology is fast making a new product in the market. Therefore, the development community is to manage the production of knowledge is critical to success. So you can work more quickly Reduce the use of materials can change happens quickly, and very clear, is to use fewer resources ran like that the problem of the operator is not available packaging standard and quality because the packaging must be employed by each production lot in the industrial system. As fitted to produce a

small amount of the production cost per unit is very high, and sometimes cannot plant because the production is not worth the investment. But sales of other ASEAN countries attended the on to the Thailand market without tax, which allows entrepreneurs to Thailand more competitive. But in the past to have the value of exports to imports from ASEAN than ASEAN, therefore, to encourage network the production network), so to can create the economy of scale to competitively on the global stage has [4], which found that the community producer community has a problem with the product design and logo, 80 percent, in line with the [5] required research and development group. The SMEs are experiencing the same by providing financial support to research and development in the private manufacturing sector. To build their brand and product packaging has to attract potential customers to buy their goods.

Thus, the idea to look for ways to develop technology and work environment based on the identity of the community in the capacity of producers in the certification community standard (CPS) and the technology and environment in working order, where the community participation standards and sustainable product to be accepted by the market, in both domestic and foreign, which also instilled the values of self-reliance, making Thailand freedom of thought to innovate to ensure efficiency and effectiveness and sustainability.

II. OBJECTIVE

1. To assess the state of readiness of operations to develop products based on the identity of the community.
2. Guidelines for the development of technology and working environment in which to practice and promote the development of community identity.

III. SCOPE OF THE RESEARCH

In this study, the researchers divided the scope of the study into two parts as followings.

A. Study areas

In this study, the researchers determined the area of entrepreneurship and OTOP products on the identity of the community in Samut Songkhram, the samples were 177 persons in 2014 including Muang, Amphawa and Bangkhonthi in this research.

B. Content

1. Management process based on the identity of the community
 - 1.1 The guidelines include planning, organizing, directing and controlling.
 - 1.2 The promotion and development, including planning, organizing, directing and controlling.
2. The state of readiness in the development of products based on the identity of the community and should be further developed in the field.

3. The development of technology and working environment on the identity of the certification community to community product standard (CPS).
4. The technology and environment are
 - 4.1 The management technology
 - 4.2 The production technology
 - 4.3 The quality and standard technologies
 - 4.4 The maintenance technology
 - 4.5 The information technology
 - 4.6 The environmental technology/safety in the workplace

IV. METHODOLOGY

This research is qualitative research given by the group that provides information on the group meeting, including the community OTOP producers in Samut Songkhram province that registered with the Department of Community Development in 2014 in the three districts, which are Muang, Amphawa and Bangkhonthi districts that use of local products, the professional community of 30 peoples.

A. Research Tools

This research is qualitative research using focus group discussion that is used to collect this information. The tool is divided into the following four processes.

Process 1: Management of OTOP products manufacturers, including planning, organizing, directing and controlling the use of small group meetings and a summary of the issues and a written essay.

Process 2: State of readiness to operate in product development: A small group and summarize the issues and write a composition.

Process 3: The ability of manufacturers in the certification community standard (CPS) and the production side, design and use of small group and summarize the issues and write a composition.

Process 4: Characteristics, technology and environment: A small group and a summary of issues and include a written essay.

Part 1: The management technology

Part 2: The production technology

Part 3: The quality and standard technologies

Part 4: The maintenance technology

Part 5: The information Technology

Part 6: The environmental technology/safety in the workplace

B. Group Meeting Process

The analytical approach to problem solving, community development process based on the identity of the province using a session with a presentation to professionals from various agencies, such as academics, researchers, Community Development Department, Ministry of Interior. Offices and commerce, OTOP producers and those involved Number of participants 15 persons.

The steps taken include the following sessions.

1. Collect information on the findings from the questionnaire. In order to determine the questions

dealing with issues related to the development process, according to the identity of the community in Samutsonghkram province.

2. Experts from 15 different agencies in the implementation of small-group meetings to consider the issues and find solutions to problems in order to optimize the management of manufacturing OTOP products in the Samutsonghkram province.
3. At the meeting, the group focused ideas and experiences of participants in the finding of facts or opinions in various aspects, to get answers on issues that the researchers studied.
4. Write a research purposes.

C. Data Analysis Results

The research results of the data analysis to guide the group discussion. A group representing manufacturers of OTOP products from various agencies in the province of 15 peoples, the researchers found that the information presented for consideration.

1. The meeting concluded that the manufacturers, OTOP management process as the identity of the community, managed in the planning, organization, command and controlling.
 - 1.1 The administration should implement the process according to the identity of the community below.
 - 1.1.1 Directing includes the production of knowledge in their work
 - 1.1.2 Control is the product and quality control
 - 1.1.3 Organization has a division and responsibilities
 - 1.1.4 Planning includes the planning and procurement.
 - 1.2 To promote the development that the management of production processes based on the identity of the community below.
 - 1.2.1 Directing includes incentives
 - 1.2.2 Control includes the control staff.
 - 1.2.3 Organization includes the splitting tasks into smaller tasks
 - 1.2.4 Plan includes the planning and financing.
2. The meeting concluded that the conditions OTOP products manufacturer with operations in product development. The operating conditions, along with the development of products are in the followings.
 - 2.1 The good practice is the availability of the following.
 - 2.1.1 The availability of communication such as the telephone.
 - 2.2.2 The availability of electricity
 - 2.2.3 The availability of water
 - 2.2.4 Contact with suppliers
 - 2.2 To promote the development, in which the condition is not available below.
 - 2.2.1 Product design
 - 2.2.2 Suitability of location
 - 2.2.3 Counterfeit goods
 - 2.2.4 Public relations
 - 2.2.5 Procurement technology

3. The meeting concluded that the ability of manufacturers to endorse OTOP, local community standard (CPS) below.

The manufacturer is the demand for labor increased financial condition, working capital used in production, as well as, sometimes, the source of raw materials for the community, material taken from the communities/parishes in and outside the province, is in the process, production capacity expansion, the demand for capacity expansion. The environment in the process of production does not affect the environment, the tools used to produce the most adequate, the tools used in the production of both intact and Job Fair, the production capacity to meet demand. Customer enough, most products have no packaging, shape products affect product design, product design, manufacturers have to design for some time, where also introduced computers to assist in product design and. most of the designs are similar to other products. This is not the identity of the person or group. It has been recommended by experts in the design.

4. The meeting concluded that. Manufacturers OTOP products are the technology and work environment:
 - 4.1 management technology,
 - 4.2 technology and standards,
 - 4.3 manufacturing technology,
 - 4.4 information technology and
 - 4.5 environmental technology / safety work following.

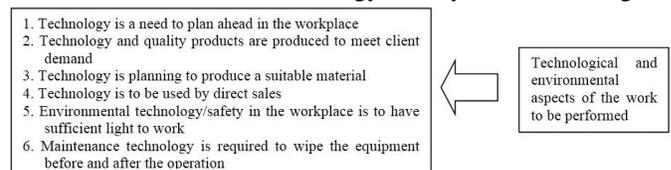


Fig. 1 Work to be performed

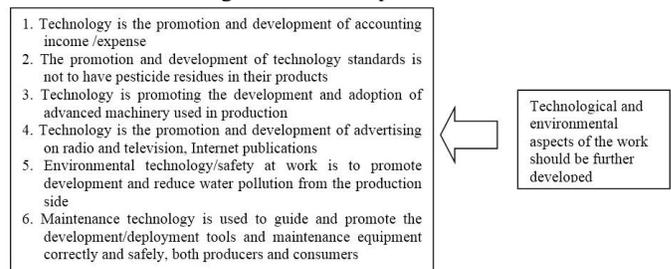


Fig. 2 Work should be further developed

V. DISCUSSION

1. The Ability of the Community to Produce Certified Community Standard (CPS)

In developing its products to meet the standard, it was found that the producers also want to develop a quality product that is acceptable to many consumers. This is consistent with Kittibut [6], the product development community Thai Lue, Doisaket district, Chiang Mai province to standard products and local communities, which was found that the first requirement of the development community and to the local community(OTOP), which can be concluded that the development of three aspects: (1) the quality of the production consists of the production process, standards,

products processing of new development and product quality standards, (2) the demand side of the market It consisted of increased product sales and channel marketing more products, and (3) the need to develop the product to the community standard (CPS) and develop a new product to let community standard.

The OTOP product manufacturers are mainly the manufacturers of packaging and OTOP products, which are product design /packaging that makes products beautiful shape without affecting the design of products to meet the standards Saywech [7], and sometimes in the design of the product is similar to other products, which found that the product design is critical to the decision to buy the product in terms of quality of product, place, price and distribution, which affects purchasing decisions. The thing that will help differentiate the product from other sources because the past is packaging manufacturers, packaging is a clear plastic bag with the closure tag name. Each parcel will have the advertising information of the product, including how to use this form of treatment, but the packaging is a remarkable lack of identity can motivate buyers. So another way to develop products is remarkable that reflect the uniqueness of the product to be able to create attractive to buyers, thus increasing channel distribution network to a group member. This would bring the income of every person, which will contribute to the implementation of marketing problems Kaegpeng [8]. correspond to projects supporting the development of rural industries and found. The development project on the issue of the promotion representatives to develop a model will be offered or products for customers of their own.

2. The Technology Characteristics and Work Environment.

State of readiness for operation of producer groups, OTOP is a plan in the works, and the assignment of responsibilities and the supply of raw materials used to manufacture spare, which deals with an average minimum of OTOP products manufacturers are not accounting income/expense. Which found that the barriers on the record due to lack of knowledge of the bookkeeping system. This makes the cost of production does not meet the needs of the market, the government should require training to prepare for the producers OPTOP and in most of the group members must have accounting or write down income and expenses separated clearly. In order to make the group aware of the costs and returns true and correct. The conditions and the implementation of OTOP products that manufacturers can produce goods to meet customer demand for a product review before distribution. But there are some who may find chemical residues in products may cause various diseases, which could be followed in the production process because the manufacturers do not have as much as we should not overlook the security . which found that the problem of dust and chemicals in the workplace, there are many causes of work including operational smells interference in their work. And that should

have controlled the area at risk of harm in the workplace. Therefore, the meeting agreed to improve the quality of life in a safe place to live with a complete health. And stability

Manufacturer OTOP products also lack the clean equipment before and after practice, no manual tools and maintenance equipment to be authorities on the need to support or training to educate producers properly required, the availability of the products are sold by a direct sales approach, to have contact with customers after the sale. And there is no advertising on radio, television, printed media and Internet sectors should promote training provider for more public relations should be advertising to consumers have been informed through the media such as flyers. , radio, local TV, and the site is consistent with Mahattanachai [9], which found that the problem in public relations from the community to make use of telephone customers is not easy to know the details of the product and the cost of travel, accommodation and other publications in various locations on the system to help in the community who are already interested and in touch with the community continues. This reduces the cost and also reduces lower because of the middlemen in the distribution of contact, which must pass through the middle, which is not convenient, time and cost. So at this point in the system, thereby also helping to promote other clients more broadly but there is another problem is that the community has no knowledge of how to use technology. Therefore, knowledge of information systems to the communities they must take the children in the community and the authorities in the District Administrative Office with the knowledge to use technology to participate.

The marketing model development, the product quality standards, the expansion OTOP products of any kind to provide more opportunities and channels to reach consumers, and the pricing should be given for the product to suit the market. The problem is not the marketing of community funds in support of its relations with the availability of adequate lighting in the workplace. The OTOP products manufacturers have issues water pollution from manufacturing. This is probably because some manufacturers do not have a deep understanding of wastewater from production. Therefore, the relevant authorities must take action to correct it so that the environment and natural resources in the community to continue to the next generation, where Tarasawatpipat et al. [10], studied the wastewater from cloth dyed in Bangkhonthi in Samutsongkhram province, which found that the analysis of waste water from tie-dye-based material used to make dyes. The wastewater is treated by the process of flocculation, precipitation type at a ratio of 3 and filtered with sand. The effective treatment of the dirt and pigments than 85 percent of the satisfaction of the community to participate in training, technology transfer and implementation of treatment guidelines to benefit local communities, which makes the community a better understanding of treatment.

Feedback from the sessions OTOP community groups need training on how to be a secondary community standard (CPS) and (Food and Pharmacy Standards, FFS) including other consumer acceptance requirements. Since this represents a quality product and to expand the product to be marketed in the country and abroad to be recognized even more indispensable and yet now the majority community was aware of the resources and preserve the environment. Which needs to be learned and the prevention or treatment of waste before dumping it into rivers and the communities that currently do not have sufficient capital to support the promotion of products in the market. And has no further plans to push the product to be widely known.

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