Organic Farming Career Group Management of Na Mai Sub-District Community, Lat Lum Kaeo District, Pathum Thani Province

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Abstract- This research had the following purposes: 1) to study the problems of operating circumstances of organic farming career group 2) to study the factors affecting management within organic farming career group and 3) to study direction of career group development. This research was employed Participatory Action Research (PAR). The data was collected by In-depth Interview, Group Discussion, SWOT Analysis, Farm Portfolio, Sufficiency Economy Philosophy (SEP), POLC Framework, Organizing Community Forum from key informants such as the community leaders, the chairman and the members of organic farming career group. The result founded that 1) In farmers factor, (1) some farmers lack of properly knowledge on organic farming such as land preparation, plants maintenance, (2) in term of group management, there was no joint activity, (3) In production process, the farmers had no planning on planting organic vegetables and fruits, they rarely knew good in price of seeds and organic fertilizers suppliers. Moreover, 2) factors affecting management within the group were (1) most of farmers had existing experience and readiness on land preparation for organic farming, good water resource, organic fertilizers, harvest, distribution channel, good opportunity to set up Klong Lak Khon Community Enterprises and gain supporting and promoting from government sector, (2) there was a systematic management, learning and innovative community. Furthermore, 3) the direction to developing group in order to reduce inequality in Social, Economic and Environment aspects by extending farmers’ existing experience to increase their self-sufficient economy, using economical resources, various participation in group activities, and, finally, enable the farmers to sell their organic products to consumers.

Index Terms- Organic Farming, Group Management

I. INTRODUCTION

According to the National Organic Agriculture Development Strategy 2017-2021 of the Ministry of Agriculture and Cooperatives and the 12th National Economic and Social Development Plan (2017-2021), which is a mission under the Agricultural Economy Act 522, there has been a mobilization of opinions from stakeholders including government, private sector, civil society, farmers and educational institutions. This is in line with the 20-year National Strategy under the government policy and under the vision “There is advancement in agriculture with technology and innovation, the production is volume in line with the market demand, the livelihoods of farmers are of quality and agricultural resources are balanced and sustainable.” It consists of strengthening farmers and farmers' institutions, enhancing efficiency, managing agricultural products throughout the supply chain, enhancing competitiveness through technology and innovation, balanced and sustainable management of agricultural resources and the
environment and the development of public management systems using the process of driving the plan into action through a policy-driven mechanism [1].

Agriculture in Pathum Thani Province is mostly chemical agriculture and some parts of the area are safe farming. From the survey of the area in the community of Na Mai Subdistrict, Lat Lum Kaeo District, Pathum Thani Province found that the community of Na Mai Sub-District is a semi-urban and semi-rural community consisting of 11 villages, namely Moo 1 Ban Khlong Tozen, Moo 2 Ban Khlong Lak Khon, Moo 3 Ban Khlong Ang Taek, Moo 4 Ban Khlong Ang Taek, Moo 5 Ban Khlong Na Mai Tatate, Moo 6 Ban Khlong Na Mai, Moo 7 Ban Khlong Na Mai, Moo 8 Ban Khlong Lat Chang, Moo 9 Ban Khlong Rahaeng Tai, Moo 10 Ban Khlong Rahaeng Tai and Moo 11 Ban Khlong Lak Kon Yai. The landscape is characterized by a plain with various canals covering the area such as Klong Na Mai, Khlong Rhaeng, Khlong Lak Khem, Khlong Lat Chang, Khlong Sam Wa, etc., resulting in fertile water suitable for cultivation. There is a total population of 13,686 people in the community. Most of the population is engaged in agriculture [2] and found that this is an area with long farming practices. Most of the people in the area are traditional, but some from outside the area have moved to this area. The community continues to preserve a way of life through horticulture, farming, cultivation and rice cultivation, where most of the chemical fertilizers are still used to produce large quantities of produce. However, few people try to use safer growing processes or reduce their use of chemicals, such as using self-composted manure and using plants to make natural chemicals to repel insects.

More than half of the 38.3 million workers are employed in agriculture and found that the situation of agro-chemical poisoning in 2017 had a morbidity rate of 16.81 per 100,000 population, an increase from 2016 (14.47 sickness rate per 100,000 population) [3]. Most of the patients were found in the working age group who were cultivating with various crops and vegetables. It was found that a very dangerous chemical that has been discontinued by foreign countries, such as Paraquat, to eliminate weeds. In 2013-2017, there were 502 cases of this herbicide exposure, and the trend is rising [4]. In the area of Tambon Na Mai, it is characterized by chemical farming. The planting and consumption processes are also contaminated, resulting in illnesses for the people of Na Mai and also found that these chemicals affect respiratory illnesses and cancer.

The community foresees the long-term disadvantage of chemical-fertilizing agriculture and therefore has an idea to transform the form of chemical agriculture to organic farming. Farmers in the Na Mai sub-district understand that organic farming is difficult to achieve. Moreover, the lack of assistance from government agencies to continuously promote and educate, therefore, there is no knowledge and confidence in initiating organic farming in the area seriously. The shift from chemical farming to organic farming reduces the risk of disease caused by agricultural chemicals and for a better quality of life in the community of Ban Na Mai [5].

Na Mai villagers gathered members in the sub-district who are interested in organic farming, which were Baan Phi Yak and Mhuiai for growing Pathum rice, growing vegetable garden such as acacia pennata, chili, long bean, lemon, bergamot and other fruit. Ju's house cultivated chives, bitter melon, garland chrysanthemum, lettuce, bog choy, watercress, home-grown vegetable, etc. along with the burrow beekeeping, soil organic fertilizer and growing organic crops. Thanongsak's house cultivated lemons, pumpkins, coconuts and guava. Uncle Sommai's house cultivated mangoes, sapodilla, lime, neem, coriander and garland chrysanthemum. Orapin's house cultivated vegetable garden, neem and cassia. Anan's home cultivated home-grown vegetable, coriander, garland chrysanthemum and lemons. The members' homes were interested in becoming a mainstay of organic farming startups. They started with their own home cultivation using a chemical-free
growing process, using the soil in agriculture by making their own fertilizers, pest control using pyrolygine acid and various self-made pesticides. This startup would lead to the expansion of organic agricultural production in the community of Na Mai district. The products obtained from organic farming could create a cooperative self-certification system in the future [6]. The information mentioned above, it made the researchers focus on this matter.

II. RESEARCH OBJECTIVES

The objectives of this research article were 1) to study the operational problems of the organic farming career group 2) to study factors contributing to management within the organic farming career group and 3) to study the direction for the development of the organic farming career group

III. LITERATURE REVIEW

The management of the organic farming career group with the participation of its members followed a model of the sufficiency economy philosophy, beginning with studies in the context of organic farming community, group management and participation.

[7] The Department of Agriculture (2009) has defined organic agriculture as a holistic agricultural production management system that supports ecosystems, including biodiversity and biological cycle. The main methods focus on the use of natural materials, avoiding the use of synthetic raw materials, and the use of plants, animals or microorganisms derived from genetically modified techniques. It can be seen that organic agriculture is a matter of standard certification and alternative trade. Farmers' proclamations and declarations and their objections to the Chemical Agriculture line are also sufficient evidence to verify that it is truly organic, without any validation and certification. If there is an inspection, it is simply an informal visit to each other by the member farmers, or a simple code of conduct may be developed to guide members in organic farming. This is because the organic farming group in this era was only a small group of farmers and had direct marketing links with consumers without the need to sell their produce.

In addition, the system of organic agriculture can be considered as a production system that takes into account the environment and the balance of nature and biodiversity. There is an ecological management system similar to nature and avoiding the use of synthetic substances such as chemical fertilizers, pesticides and hormones as well as the absence of genetically modified plants or animals which may affect environmental pollution. Instead, it emphasizes the use of organic matter such as manure, compost, green manure and bio-fertilizers to improve fertility so that plants are strong and able to resist disease and pests on their own. Local wisdom is used to make the products safe from toxic residues for both producers and consumers and not degrade the environment as well [8].

Organic farming in Thailand had been around for a long time since the primeval times, but it was not very widespread. Later, there was a sequence of agricultural developments. Initially, since 1889, agricultural organizations and NGOs had developed alternative agriculture networks to foster sustainable development, such as monoculture or chemical agriculture, making farmers rely on various external factors including chemical fertilizers, pesticides and animal drugs. As a result, farmers were in debt and deteriorating health, problems of chemical residues in the environment, imbalances in minerals and soil physical characteristics and agricultural products. Organic agriculture was an alternative to non-chemical agriculture. Farming that emphasized the use of compost, manure and natural materials contributed to a natural balance, environmental conservation and restoration as well as keeping the quality of the produce as natural as possible.
(1) Group management [9] The definition of the group and the principles of group management, including the factors affecting group management as follows: Group was defined as two or more people with mutual communication and influence for the conduct of activities of a common purpose. By this definition, groups were different from the combination of groups of people. [10] “Strong community-based process management was promoted in terms of integration, learning, collaboration, co-operation, and practice including support for well-formed groups, emphasizing the availability of communities and linking them to making a living at all levels. Communities should take into account moderation and self-sufficiency, linkage with external communities and societies, a step-by-step process of knowledge management, and learning networks within and outside the community. Here were some interesting principles: 1) Promoting community gatherings for activities in the benefit of the community in a variety of formal and informal ways, either on a spatial or in point of interest. 2) Comprehensive management of knowledge and learning systems of the community, starting with the community database development to be a system and to keep it up-to-date. 3) Empowering communities to prepare for future changes by promoting family stability, building stability of the community economy by balancing the integration of the production process on the basis of the community's potential and strength which is an emphasis on production for sufficient consumption within the community including promoting the role of women in driving the community economy and leading to the solution of poverty. This was done by 1) Encourage communities to have various forms of integration. 2) Campaign and promote the manufacturing and service sectors. 3) Promote joint investment between networks of community organizations and local government organizations. 4) Support the application of Thai wisdom and local culture to create value of products and services in order to create wider market opportunities. 5) Develop an incubation system for community enterprises to grow together with creating new entrepreneurs in terms of developing knowledge in management and marketing along with the knowledge of the production of unique products. Strengthening the capacity of communities to coexist with natural resources and the environment in a peaceful and complementary manner, was carried out by promoting the aspects of community rights and community participation processes in terms of conservation, restoration, development and utilization. Local environmental and natural resource management efficiency was enhanced by raising awareness of the community in terms of the value of resources, supporting community mechanisms and networks for the management and protection of natural resources and the environment linked to production. This was for the sustenance of the community fairly and to strengthen the capacity and knowledge of the local government organization in the management of natural resources and the environment to be a key partner in the conservation, rehabilitation and management of natural resources and the environment, in cooperation with the communities and related network partners. [11] said organic agriculture was a tool to strengthen the community economy. The group's operations included situational analysis learning with solutions to partnerships. Knowledge networks, marketing and production were essential elements in driving organic agriculture towards its goals and effectively transforming the economy, the environment and the well-being of the community. The results of the local research were found that the group process and network were a guideline for the development of farmers to have more learning because having like-minded peers allows group members to have consultations, discussions and exchanges on technical learning and organic farming methods. In addition, knowledge was shared with each other and gives importance to the creation of an organic agricultural system that was conducive to survival. There were group rules for organizing a systematic process and setting up a
committee to manage the group in terms of buyers, marketers and capital management systems. [12] said the model of a suitable agricultural garden referred to a collective agricultural garden that the people in the community do together, which was a tool to connect people in the community. 13 villagers who had invaded the area for more than 10 years had returned the area to the community. Experimenting in agricultural gardening activities showed concrete structures and products, thus causing more villagers to join in the activities. The aim of this farm was to provide a safe food production for the people in the community, a 3-age activity center, an organic farming learning center, a student volunteer action center, and a community agricultural tourism site. It was also the development of community economic activities of various groups such as organic agricultural products group, cooperative groups and community shops, elderly groups, young agricultural groups to earn income, integration of community enterprises that leads to savings for housing and outreach to households in the community in the form of fence gardening, balcony vegetables and vegetable mobile, etc. The results of the research for the local area showed that there was unity and good relationship among the people in the community from participating in community agricultural plantation activities in terms of individual potential, community researchers develop cause-critical thinking and thought extension as a result of the project's experimental activities, for example, brainstorming and analysis on the cost reduction of various activities such as building a mushroom house where villagers helped to find resources that come together to build. In addition, resources in the community had been developed in a better way in terms of developing the garbage dump area to become a green area of the community.

(2) Participation [13] Cohen & Uphoff discusses four types of engagement: (2.1) Decision Making was the determination of needs and priorities, and then selected the policies and citizens involved in the early decision-making. Decision Making allowed planning and decision making during planned implementation. (2.2) Implementation was derived from the question: "Who can benefit the project and how they can do it, such as resource support, administration, coordination and assistance?" (2.3) Benefit considered the distribution of interests within the group in terms of both the positive benefits and the negative consequences of the project on the individual in society. (2.4) For evaluation, it was important to note that comments, preferences and expectations could influence changes in the behavior of individuals in the group. [14] From the research of sustainable development policies and achievements in the context of the agriculture sector in Thailand was revealed that Thailand began to pay attention to sustainable agricultural development policy starting in the early 1990s. However, it was only after the adoption of the philosophy of ‘sufficiency economy’ as the main sustainable development policy agendum that the country began to move seriously towards sustainable agriculture development. In this regard, several policy instruments were introduced, including crop diversification, reduced use of inorganic fertilizers and pesticides, and promotion of organic agriculture and healthy food.

The focus here is on organic farming, and particularly its relationship with the concept of sustainability. There are a number of reasons for this emphasis. The first is that organic farming pre-dates all other approaches to “environmentally-friendly” agriculture [15]. Second, it is a rapidly developing agricultural sector in many countries, as the figures cited above for the EU and North America indicated. The reasons for this expansion are numerous and there are variations across countries. Consumer interest has grown in response to repeated food safety scares, animal welfare concerns as well as more general concerns regarding the impact of industrial agriculture on the environment. Producers have also been attracted because of environmental concerns as well as by the potential health impacts of using agrochemicals and, as is discussed in Section 3, by the
economics of organic production relative to conventional agriculture. This latter factor has been affected by the fact that many governments, including that of the UK [16] are encouraging more producers to adopt organic techniques. [17] [18] Organic Farmer Networks: Facilitating Learning and Innovation for Sustainable Agriculture examines the role of organic farmer networks in facilitating farmer innovations in complex agro-ecological farming systems through a study of a sample of organic farmers in the northeastern tier of New York State. Building on a knowledge systems and social learning perspective, it illustrates how learning is triggered and agricultural innovations diffused among a broader community of sustainable producers through an interactive, participatory style of problem solving. Finally, the paper links farmers' social learning processes to extension through a critical reflection on the potential niches in organic farmer management for extension practice.

[19] Bartol & Martin said management was the process of doing things in order to achieve an organization's objectives. There were four main activities: 1) planning 2) organize 3) leading and 4) control.

![Fig. 1 POLC Model](image)

From Fig. 1 can be explained that Plan (P) refers to operations on the basis of business operations. Business objectives and organizational policies have been established to assist management, guide implementation and help businesses achieve their goals including the preparation of costs and operations. Planning was used by managers at all levels who work in the organization.

Organize (O) means organizing an organization related to the administrative structure starting from the highest level to the lowest level. The nature of the organizational structure indicates the hierarchical delegation of authority and function. The transmission of information takes place from the highest level down to the lower level and the order of duty.

Leading (L) means good planning. Good organization may not be enough, and they need the cooperation of organizational personnel to perform effectively along with relying on the impulse from the supervisor or the use of recommendations as a guideline for action.

Control (O) is the final function of administration. Control is essential to any administrative activity such as production, sales, personnel selection, public relations, legal activities, financial planning, and so on.
Fig. 2 Self-Reliance is a community approach

From Fig. 2 can be explained to Self-Reliance is a community approach to addressing problems and has its own operational processes [20]. It is a matter of thinking ability, a view to collectively grasp issues and find solutions through joint decision-making of the community or community organization without focusing on competition or domination. Rather, it is a complementary aid [21] based on the traditional thinking system or the traditional wisdom of the community, as well as adhering to the holistic development under the various resources of the community.

Step 1: Learning by asking a question or a questioning process. This step would allow farmers to practice observing situations and phenomena until they become suspicious. Farmers were then asked to practice asking key questions, including guessing answers, by searching for knowledge from various sources and summarizing temporary answers.

Step 2: Learning and acquiring useful information. The design/planning step was undertaken to collect data and information from various learning resources. It was an experiment step where farmers used Deduction Reasoning to design their data.

Step 3: Learning for building knowledge.

Farmers need to think of quantitative and qualitative analysis of data, interpreting the data in various formats or graphics, interpreting results to summarizing or creating explanations, all of which created a body of knowledge. The core of knowledge could be divided into categories: 1) facts 2) definitions 3) concepts 4) principles 5) rules 6) theory

Step 4: Learning for Communication.

This step was to present knowledge in a clear and accurate language and presents it both verbally and verbally.

Step 5: Learning to give back to society.

Students were trained to apply knowledge to the public or to realize the common good through group work, it also contributed to the creation of creative social problem solving, which may be knowledge and approach to creating innovative inventions with social responsibility and the expression of support and sharing for a sustainable society.

Thailand is driving national development towards the "Thailand 4.0" era, which emphasizes the development of "stability, wealth and sustainability through strengthening the country". It aims to transform the economy into an innovation-driven economy or Value-Based Economy by applying science, technology and innovation, transition from traditional agriculture to modern, organic agriculture with an emphasis on management and technology and being a farmer as an entrepreneur.
3. Innovation means doing things in new ways, and it can also mean a change in thinking, production, process or organization, whether it is revolutionary, radical change or further development. There is a clear distinction between invention, initiative and innovation, which means initiatives that can be applied successfully [22]. In many fields, innovation is believed to be a marked novelty, such as in arts, economics, economy and state policy. Economically, change is required to increase the value of the customer or the value of the producer. The aim of innovation is to make positive changes to make things change for the better. Innovation produces more productivity and is a major source of economic prosperity. Community innovation is the use of science, technology and innovation as a tool for creating and designing innovation to drive and develop communities. Research developments will lead to concrete application for solving local problems through cooperation between the public, private and public sectors.

While [23] said the role and importance of the sufficiency economy, considering the meaning of the sufficiency economy in the sense that sufficiency economy was a self-reliant economy based on one's own potential, strengthening mentally and being an economy that creates cooperation and solidarity within the same community. More importantly, it was an economy that could tackle poverty because people will have a comfortable living. The Sufficiency Economy Philosophy had also been hailed by the United Nations Economic and Social Commission [24] as a guide to empowering development and in line with Asian culture. This was because the Philosophy of Sufficiency Economy saw the value of people and the environment. In addition, the mechanism of the sufficiency economy philosophy promoted participation at all levels and links from individual, family, community to national levels. This would be a guide that led to the success goals of sustainable development.

In summary, "Sufficiency Economy" is important because it is a philosophy based on the foundation economic development, which is a key mechanism for the extension of a strong and self-reliant society. In the age of globalization, people must have situational knowledge, awareness, think and solve problems, be prudent, knowledgeable and virtuous.

IV. SCOPE OF RESEARCH

The management of the organic agriculture career group was carried out according to the sufficiency economy philosophy with the participation of members. This began with a study of community context and community potential, and then analyzes community problems, learning and community innovation.

V. RESEARCH METHODS

A. Research Design

1. Research scope

1) Contents include organic agriculture, management, participation, sufficiency economy philosophy and community innovation.

2) Research area is community Na Mai Subdistrict, Lat Lum Kaeo District, Pathum Thani Province.

3) Population

3.1) For the study population, the research team divided the population data into 2 groups:

Group 1: Farmers in Na Mai Subdistrict, Lat Lum Kaeo District, Pathum Thani Province
Group 2: Community leaders, local government administrators and relevant government agencies

3.2) Sample population

Group 1: Farmers in Na Mai Subdistrict, Lat Lum Kaeo District, Pathum Thani Province, 10 households

Group 2: 5 community leaders, local government administrators and related government agencies

2. Sampling method

Purposive sampling was used to select a group of organic farmers who are leading and interested in participating.

3. Tools

Research tools included In-depth Interview, Group Discussion, SWOT Analysis, Farm Portfolio, Sufficiency Economy Philosophy (SEP), POLC Framework and Organizing Community Forum in the context of the community, community potential, community issues, group management and learning and community innovation.

4. Data analysis

The qualitative analysis was based on content analysis using triangulation methods from informants relating to problem conditions, factors affecting group management, and group development direction.

B. Research Process

Research process of this research has developed into 9 steps

![Research Process](image)

From Fig. 3 Research Process the conceptual framework, studies on organic farming career group management could be studied by 1) studying the community context, community potential, community problems, group management and learning and community innovation using In-depth Interview, Group Discussion, SWOT Analysis, Farm Portfolio, Sufficiency Economy Philosophy (SEP), POLC Framework and Organizing Community Forum based on the participation of members and the implementation of the Sufficiency Economy Philosophy. This resulted in a formal and established association with the registration for the establishment of the Ban Khlong Lak Khon Community Enterprise Group.

VI. RESULTS

The research results on organic agriculture career management consisted of operational problems of occupational groups, factors affecting intra-group management, and the direction of career group development as follows.
Table 1: shows the operational problems of occupational groups.

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Knowledge &lt;br&gt; 1) Lack of knowledge on organic agriculture of some farmers &lt;br&gt; 2) Lack of knowledge exchange in organic farming</td>
<td>1. Knowledge &lt;br&gt; 1) Promote and support farmers' knowledge on organic farming, such as fertilizers and pesticides, etc. &lt;br&gt; 2) Organize a forum to exchange knowledge on organic farming</td>
</tr>
<tr>
<td>2. Group management &lt;br&gt; 1) Lack of participation in the group of organic farmers &lt;br&gt; 2) Lack of joint activities</td>
<td>2. Group management &lt;br&gt; 1) Organize an exchange meeting according to the group structure and role &lt;br&gt; 2) Organize practical training activities on organic fertilizer production and study visit.</td>
</tr>
<tr>
<td>3. Production process &lt;br&gt; 1) Lack of planning for organic fruit and vegetable production &lt;br&gt; 2) Unknown sources for purchasing raw materials, making organic fertilizers, seeds at low cost</td>
<td>3. Production process &lt;br&gt; 1) Plan for organic fruit and vegetable production &lt;br&gt; 2) Provide source for raw material purchase, organic fertilizer making and low-cost seeds</td>
</tr>
</tbody>
</table>

Table 2: shows the potential of occupational groups.

<table>
<thead>
<tr>
<th>Member</th>
<th>Performance</th>
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</thead>
<tbody>
<tr>
<td>1. Anan</td>
<td>1) He is the chairman of the group, which possesses high leadership qualities, noted by the universal focus of members. 2) He specializes in growing organic vegetables such as coriander, garlic, dill, and leek and is known for their quality. 3) He is capable of making high quality organic fertilizers. 4) He has a distribution channel for organic produce. 5) He is a member of the Na Mai SAO and is well known to government agencies.</td>
</tr>
<tr>
<td>2. Oom</td>
<td>1) She specializes in growing neem, cassia, and home-grown vegetable. 2) She has an expertise in plant nourishment and organic fertilization. 3) She is a village volunteer and a community volunteer that takes care of the health of her neighbors. 4) She has knowledge of organic products processing such as pickled bamboo shoots and cassia. 5) She is a member of the Nakhon Pathom River SAO. 6) She has a distribution channel for organic produce.</td>
</tr>
<tr>
<td>3. Ju</td>
<td>1) She has expertise in growing different varieties of bananas. 2) She has knowledge of organic fertilizers. 3) She has knowledge of organic products processing such as dried bananas, healthy drinks. 4) She is an inspector of organic farming plots in Pathumthani Province.</td>
</tr>
<tr>
<td>4. Nui</td>
<td>1) She specializes in growing guava, lemons and home-grown vegetables. 2) She specializes in organic produce such as shrub mango and fried bananas. 3) She has a distribution channel for organic produce.</td>
</tr>
<tr>
<td>5. Somki</td>
<td>1) She specializes in growing guava and lemon. 2) She has a distribution channel for organic produce.</td>
</tr>
<tr>
<td>6. Thamongsak</td>
<td>1) He specializes in growing guava varieties. 2) He has a distribution channel for organic produce. 3) He has bio-composting expertise.</td>
</tr>
<tr>
<td>7. La-sad</td>
<td>1) She specializes in growing different varieties of lemons. 2) She specializes in beekeeping. 3) She has a distribution channel for organic product.</td>
</tr>
<tr>
<td>8. Phantun</td>
<td>1) He specializes in growing tomatoes, papaya and melon. 2) He has a distribution channel for organic produce. 3) He has processing abilities such as salted...</td>
</tr>
</tbody>
</table>
Table 2: shows the potential of occupational groups.

<table>
<thead>
<tr>
<th>Member</th>
<th>Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nok</td>
<td>1) He specializes in growing different varieties of lemons</td>
</tr>
<tr>
<td>Sommai</td>
<td>1) She specializes in growing different varieties of mango and lemons. 2) She fertilizes the earthworms herself. 3) She made a drip system</td>
</tr>
</tbody>
</table>

From Table 2, it was found that most of the farmers had expertise in growing organic vegetables. Farmers’ existing experience of planting and cultivating organic farming. Most of them had strong social networks at localities. High demands of export market and high opportunities in supporting from Central and Local Governments including private companies NGOs.

Table 3: shows Group Management.

<table>
<thead>
<tr>
<th>Management</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Plan</td>
<td>Meetings for understanding group formation, group structuring, and assignment of responsibilities such as chairman, vice chairman, finance, marketing and public relations with planning on group budgeting, perform their duties and responsibilities and administer the group’s members.</td>
</tr>
<tr>
<td>2. Organize</td>
<td>The chairman coordinates and monitors the activities of the group members, advises them to the group, safeguarding the interests of members and assisting members in need.</td>
</tr>
<tr>
<td>3. Leading</td>
<td>Create a group account that is transparent by collecting income-expenses and informing members continuously.</td>
</tr>
<tr>
<td>4. Control</td>
<td>Members follow the rules of the group and regulate the member’s production system to be organic.</td>
</tr>
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</table>

From Table 3, it was found that the group members were talking and formally integrated to create opportunities for assistance, promotion and support from the agency, government and group chair. It also discussed and consulted with academic researchers about the possibility of forming a community enterprise group. The academic researchers then contacted and coordinated with the Office of Agriculture, Lad Lum Kaeo District, along with clarifying the criteria for setting up a group consisting of at least 7 members of the community (not belonging to the same family and not in the same house registration), businesses related to the production of goods and services, activities that contribute to the development and help of solving the problems of the community, entities with the purpose of generating income, self-reliance and benefit of the community and activities that are not contrary to the law, public order and morals As mentioned above, the operator had prepared a document on the management of the farmers’ groups of Na Mai Sub-district, which consisted 1) Grouping of villagers for organic farming 2) group relationship building 3) group formation and 4) Registration as a community enterprise. The details were as follows

1) Grouping of villagers for organic farming
The organic farming group took place when villagers realized the importance of health and found people in the community suffering from cancer caused by using chemicals. As a result, villagers in Moo 2, 6, and 11, Na Mai Subdistrict, Lat Lum Kaeo District, Pathum Thani Province intend to change from using chemicals to be converted to organic agriculture. Members were allocated space to join the project from the initial number of only 7 households (9 persons) and increased to 10 households (17 persons). The villagers with nearly 100 percent of the membership showed their willingness to change the traditional farming model to chemical and safe farming because they took into account the health of themselves, their families and communities, most of them are elderly.

2) Group relationship building

The members of the group shared their crops, vegetables and fruits, and agricultural knowledge makes the group bond and supported one another. This allowed group members to benefit and build more relationships. For example, Anan, who is the group's chairman, had established a relationship with the group by visiting the plots of members within the organic group. In the same way, members showed kindness by sharing their own fruits, vegetables and fertilizers with their fellow members at no cost.

3) Establishing a community enterprise group

Group members talked about a formal association to create opportunities for government assistance, promotion and support. The group chair spoke and consulted with academic researchers on the possibility of forming a community enterprise group. The academic researchers then contacted and coordinated with the Office of Agriculture, Lad Lum Kaeo District, along with clarifying the criteria for setting up a group consisting of at least 7 members of the community (not belonging to the same family and not in the same house registration), businesses related to the production of goods and services, activities that contribute to the development and help of solving the problems of the community, entities with the purpose of generating income, self-reliance and benefit of the community and activities that are not contrary to the law, public order and morals. The operation consisted of document 1) Form Sor Wor Chor. 01 (original) and member's ID card. Then, the chairman of the group collected the documents and submitted them to the community enterprise registration under the name "Organic Farming Community Enterprise in Klong Lak Khon Community". It took 2-3 weeks to get permission.

Table 4: shows farmers who follow the principles of the sufficiency economy philosophy.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Modesty</td>
<td>Resources were used economically by fertilizing vegetable scraps, food litter and leaves.</td>
</tr>
<tr>
<td>2. Rationality</td>
<td>Organic fruit and vegetable growing groups sold their products to consumers, making group members and consumers safe.</td>
</tr>
<tr>
<td>3. Good self-immunity</td>
<td>Most of the members had comprehensive knowledge of organic farming.</td>
</tr>
<tr>
<td>4. Knowledge</td>
<td>Group members exchanged their knowledge and transferred them to each other and organized training activities to enhance their knowledge to the group members.</td>
</tr>
<tr>
<td>5. Virtue</td>
<td>The rules were set together in the sense that they would be honest with organic farming for themselves and their customers.</td>
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</table>
From Table 4, it was found that farmers followed the principles of Sufficiency Economy Philosophy, which consisted of 1) Modesty: Resources were utilized very economically and vegetable, food and leaf scraps were used to fertilize. 2) Rationality: A group of organic fruit and vegetable growers had brought their own products to the consumers, making them safe for group members and consumers. 3) Good Immunity: Most of the members had comprehensive knowledge of organic farming. 4) Knowledge: The members of the group exchanged their knowledge, transfer knowledge to each other, and organize training activities to increase knowledge to the group members. 5) Farmer’s morality: A common set of rules was established in the sense that they would carry out organic farming honestly for themselves and their consumers, with a clear and auditable emphasis on financial transparency.

**Learning and community innovation**

The group had learned about organic farming by 1) study for additional knowledge and continual application. 2) Open to new things that lead to the development of organic agriculture. 3) Gather fertilizer knowledge by interviewing individual members on fertilizing, hormones, pesticides to become a knowledge base for organic farming. 4) Learn to communicate with groups with a forum to exchange with each other and learn about online communication. 5) Give back to society.

**VII. DISCUSSIONS**

The results of the review 1) for problems in the operation of professional groups, it was found that some farmers whose knowledge of organic agriculture had not yet joined the group of organic farmers, lack of co-activity, lack of systematic planning for organic fruit and vegetable production, lack of cheap raw material purchases, organic fertilizers and low-cost seeds. Inappropriate perspectives towards long-term benefits of organic products. Lack of capitals to pursue organic farming small-scale production, Poor market information and linkages. Besides, the strong influences of pesticides suppliers. The problem mentioned above, the farmers group had established a solution as follows: (1) Promote and support farmers' knowledge on organic farming, such as fertilizers and pesticides, etc. (2) Set up a forum to exchange knowledge. (3) hold meetings to exchange group structures and roles. (4) Organize practical training activities on organic fertilizer production and study visit. (5) Plan for organic fruit and vegetable production. (6) Provide a source for low-cost purchases of raw materials, organic fertilizers and seeds. In line with the work of [23] said the role and importance of the sufficiency economy in the sense that it was a self-sufficient economy based on its own potential, strengthening the psychological community and it was an economy that creates cooperation and unity within the same community. More importantly, it was an economy that helped to tackle poverty because the people were comfortable. In line with the research results of [11], it was found that group and network processes were developed for farmers to have more learning because friends with the same ideology could discuss, share stories, exchange techniques of organic farming and share knowledge with each other and focus on building an organic agricultural system that is conducive to survival. In this regard, group rules were established, organized work processes, and the establishment of a committee to manage the group in terms of buyers, market seekers and capital management systems.

2. In terms of factors contributing to management within occupational groups, it was found that there were strengths in the experience of organic farming and social networking. The group planed
the operations and delegated duties and responsibilities. The president was the coordinator of the operations and monitoring the work of the members. There was a record of income-expenditure of the group. In line with research [25] it was found that the integration of the farmer groups was established by the implementation committee and the draft rules of the group. Each other's thoughts were two-way communication, which influenced the evaluation of the group's performance.

3. In the direction of the development of the occupation group, it was found that there was a full-fledged funding for the organic farming occupation group, Na Mai Subdistrict, Lat Lum Kaeo District, Pathum Thani Province and there was a social network of the group's operations: 1) take into account the social landscape 2) Analyze and find solutions to problems by yourself on a neutral basis. 3) Provide knowledge and understanding about economic philosophy. 4) Adhere to the principle of participation 5) Support important resources or inputs. 6) Cultivate awareness of helping and sharing. This was consistent with the research of [26] found that both government agencies and the private sector have adopted royal initiatives as guidelines for action at the local level such as the Department of Community Development, Land Reform Office, Ministry of Agriculture and Cooperatives had built a model village of sufficiency economy, scholars, community enterprise groups, including the inheritance and exchange of agricultural knowledge. The result of this operation led to a community development approach based on the Sufficiency Economy Philosophy towards building a well-being society, that is, sufficiency in eating, using and being. There was focus on educating and understanding the sufficiency economy philosophy, cognitive skills training, as well as analysis and self-review. It also supported various inputs such as land, capital, seeds, and knowledge of agriculture. There was promotion of agricultural product development and processing as well as marketing promotion so that farmers could develop themselves sustainably. Importantly, there was a promotion and support for a well-being and mutual aid society, which was an important mechanism and contributed to the sustainable self-reliance of the community

VI. RECOMMENDATIONS

A. Recommendations for Practices

1. The results showed that the community had the following weaknesses. 1) In the economy aspect, some families were found to be poor. Marketing management and community products were lacking in modernity, lack of identity, low cost and inadequate amenities to meet tourist needs. Moreover, they had high living costs, high debt, low agricultural productivity, high agricultural costs and high market competition. Therefore, agriculture should be developed by creating value from the application of innovation in agriculture. Our country aimed to create identity agriculture, safe agriculture, bio-agriculture, processed agriculture and smart agriculture in order to increase production efficiency in terms of both quality and product diversity including raising income, reducing expenditure and reducing risk factors in farming for farmers, as well as maintaining biodiversity and local wisdom as much as possible. 2) In the social aspect, it was found that the lifestyle of the people had not been able to catch up with the changes in technology and society. Therefore, the community should focus on technological innovation and further development in order to create new innovations all the time

B. Recommendations for Further Research
1. New technologies and innovations should be integrated in networked community marketing in order to upgrade network and community marketing to marketing 4.0 and reach more niche customers.

2. The broad area should be studied by properly applying product and service innovations, process innovation and marketing innovation

CONCLUSION

In conclusion, Organic farming career group management in Na Mai Subdistrict, Lat Lum Kaeo District, Pathum Thani Province was an operation under an informal occupation group, no concrete structure, no good management principles, no production planning and marketing plan. Therefore, there must be a meeting within the group to find solutions to the problems and determine the factors contributing to group management. As an action above, it was found that the group had organized an organizational structure and a set of rules and regulations, along with building knowledge and understanding of its members about this integration. The group's president was very selfless and talented in organic agriculture. Thus, he made the direction of group development to be efficient, funded for integrated agriculture and to build social networks that operate in line with the Sufficiency Economy Philosophy.

REFERENCES