

Original Paper

The Knowledge Management of Organic Agriculture Groups in Phetchaburi Province Thailand

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Abstract

This article aims to study knowledge management of organic farming groups in Phetchaburi Province, and guidelines for supporting knowledge management of organic farming groups in Phetchaburi Province Thailand. The Qualitative research methodology, case study, data collection by in-depth interview were used. Participant and non-participant observations. The results of the study revealed that the knowledge management of organic farming groups in Phetchaburi Province consisted of grouping in large-scale farming groups. Establishment of a community rice center Resource utilization is planned. Water management with government agencies Management of kinship relationships and through the tradition of Mae Phosop The confidence of the group members led to knowledge management of Ban Rai Tamarind organic rice production. The Guidelines for supporting knowledge management of organic farming groups in Phetchaburi Province include: there should be a development of an organic farming database system. production support market support Information system support and support the development of product and product quality.

Keywords

knowledge management, group, organic farming

1. Introduction

The development of Thailand according to the national strategy has the goal of making Thailand stable, prosperous, sustainable, and a developed country. For peaceful coexistence in the nation have social stability (Office of the Prime Minister, 2018). The National Strategy Driving Mechanism uses the 12th National Economic and Social Development Plan. That has given importance to development in all dimensions with reasonable Modesty and have an immune system Especially Thailand's agricultural sector is an important economic development driver of the country. If considering the importance of the

Thai agricultural sector in the 12th National Economic and Social Development Plan, it can be seen that farmers are the center of development in a balanced way. There are groups of farmers in various communities, for the benefit of the community local and social.

The Developing a network of farmers drive them to operate in the form of a self-reliant agribusiness (Office of the National Economic and Social Commission, 2018). At present, most of the farmers' groups are not yet strong. Although it has been continuously developed. It reflects that the promotion and support of agricultural integration is still lacking, causing farmers to be exploited by middlemen or unfairly pricing their produce, which is a problem that has been occurring in Thai society for a long and continuous time.

“Organic agriculture” is an alternative to the current development. The process of driving the strategy into action has been established both national and provincial driving mechanisms which requires cooperation from all sectors, including the government, the private sector, and the civil society. Farmers and Consumers Education Sector to achieve the goal of increasing the area and the number of farmers doing organic farming increase the proportion of the domestic organic market including raising the level of organic agriculture leading to the development of the country's organic agriculture to be sustainable.

However, organic farming operations still have problems or weaknesses. National Organic Agriculture Development Strategy 2017-2021 therefore pay attention to “Knowledge Management of Farmers Group” that corresponds to the social landscape in each area and traditional way of life is a hierarchical development. It started with production for household consumption and developed into an exchange of support groups to strengthen each other (Ministry of Agriculture and Cooperatives, 2019).

Ban Rai Tamarind Organic Agriculture Group, Ban Lat District, Phetchaburi Province caused by grouping for organic farming. This is because the community's background has different farming practices and uses chemicals as the main method of farming, causing farmers to often face health problems and prices of agricultural products for a long time (Anurak Singchai, 2020). At the same time, Phetchaburi is a province that promotes and supports the integration of organic farming (According to the Phetchaburi Provincial Organic Agriculture Development Plan 4 years 2019-2022, Phetchaburi Provincial Agriculture and Cooperatives Office, 2019).

From such problems, the organic farming group of Ban Rai Tamarind was an informal discussion group about the aforementioned problem that wanted to change the production process from chemical-based agriculture to organic agriculture by managing the knowledge that exists in their own communities. From the aforementioned issues lead to the research question in this article. How is the knowledge management process of the organic agriculture group in Phetchaburi Province Thailand and how should there be guidelines to support knowledge management of organic farming groups in Phetchaburi province? This is to create benefits and support guidelines for developing the potential of organic farming groups to be stronger.

Objective

1) The study process of knowledge management of the organic agriculture group in Phetchaburi Province, Thailand.

2) The study of the guidelines for supporting knowledge management of organic farming groups in Phetchaburi Province, Thailand.

2. Method

2.1 Research Design

This research was a qualitative research, a case study (Chai Photisita, 2011) because in order to meet the research objectives and the nature of data collection, in-depth interviews were used, participant and participant observation.

2.2 Research Area

The researcher of this article chose to study the Ban Rai Tamarind Organic Agriculture Group, Rai Makham Sub-district, Ban Lat District, Phetchaburi Province, Thailand. There is a distinctive or distinctive feature, which is organic farming with an emphasis on the integration of integrated production.

2.3 Key Informant

The key informants included 1 chairman of the organic agriculture group, 15 members of the organic agriculture group, 10 consumers of organic agricultural products, and 5 representatives of relevant government agencies, including Phetchaburi Provincial Community Developer Office Phetchaburi Provincial Agriculture and Cooperatives Office Phetchaburi Provincial Agriculture Office Subdistrict Administrative Organization representative. A total of 31 key informants were included, with specific selection criteria. Use an in-depth interview participant and participant observation.

2.4 Data Analysis

The study in this article was qualitative. Gather information from in-depth interviews have observation Participate and not participate. The researcher checked the completeness of the data. The data was analyzed after reviewing by separating and categorizing data. Compare data in categories to find similarities and differences within the same category of information and find the reasons for the similarities and differences and then analyze and compare between the data categories, and finding relationships throughout the system by using theoretical concepts as a guide to explain phenomena to answer research questions and to find patterns (Patterns). The conclusions were found by qualitative data analysis using content analysis techniques to find inductive conclusions and then present the data in a descriptive.

2.5 Presentation of Information

Presentation of the results of this research. The researcher use the method of presentation by means of descriptive analysis, which is a descriptive presentation.

3. Result

Knowledge Management Process of Organic Agriculture Group in Phetchaburi Province Thailand. The knowledge management process of the organic agriculture group in Phetchaburi Province consists of the following knowledge management processes.

Organic Agriculture Group

The interview with the chairman of the Ban Rai Tamarind Organic Agriculture Group, it was found that the integration of the Ban Rai Tamarind Organic Agriculture Group. It is a grouping to produce organic rice in the manner of grouping together to plant large plots. The highlight is farming, which is the main occupation and way of life of the people in the community using the method of exploding from within everything must come from the intentions of the group members. Everyone must work together to manage. Helping to come up with a production plan distribution plan. Although in the early stages the grouping was not yet strong or saw changes, but importantly, farmers should not reject the body of knowledge. I want you to try to adapt it to meet the needs of the group members with a study visit from a successful organic farming group and apply it in accordance with the area which all group members must think together. Together to make changes in order to make the operation successful, which led to the integration of Ban Rai Tamarind Organic Farming Group. Ban Rai Tamarind organic rice can be produced for sale. In addition, the organic farming group of Ban Rai Tamarind has also established a community rice center. The community rice center is located in Rai Makham Subdistrict, Ban Lat District, Phetchaburi Province. The objective is to produce rice seeds for sale to interested parties.

Resource Management

The Interviews with members of the Ban Rai Tamarind Organic Agriculture Group found that the Ban Rai Tamarind Organic Agriculture Group Resources are managed in organic farming. All operations of the group are planned in advance, such as production management, Organic rice production or rice seed production. You have to know who will buy the produce to insure the risk. The market is clear. The group will have a certain buyer namely, agricultural cooperatives, community shops, and stable seed production, namely Pathum Thani 1 rice. Meanwhile, the Ban Rai Tamarind Organic Farming Group has managed farming water with government agencies such as the Department of Agriculture to provide adequate water supply, enough to reduce the risk of production.

Relationship Management

The Interviews with members of the Ban Rai Tamarind Organic Agriculture Group found that the Ban Rai Tamarind Organic Agriculture Group Located in Rai Makhm Subdistrict, Ban Lat District, Phetchaburi Province a rural community and kinship relationships. The relationship of the members of the community was a relationship of respect for the elders. Respect the rules Community Rules even if there are other people from different communities will feel a sense of familiarity like a relative. Each community member has a greeting. There was an inquiry about the raw health. Follow up on political events with the exchange of information. Knowledge exchange among members of the group every 16th of every month. In addition, the group has established relationships with government agencies and local government organizations. Group members will cooperate with government agencies and Tambon Administrative Organization staff as well, such as Training activities to educate professional skills in organic agriculture. The group will cooperate in participating in activities and have a role to play in bringing that knowledge into practice, especially on organic farming, etc. At the same time, the Ban Rai Tamarind Organic Farming Group has traditional activities to receive a gift from Mae Phosop. This is an activity held in the community in the pre-seasonal farming period. It is an offering to ask for forgiveness, worship, challenge, tell, entrust, cherish, cherish. So that the farming can see the rice flourishing, growing, without epidemics and get a full grain yield. This tradition is fulfilled to build confidence in the Ban Rai Tamarind Organic Farming Group in terms of lifestyle, humility, respect and auspiciousness. In addition, the members of the community respected the community leaders, the village headman, the village headman's helpers, and representatives of Sub-District Administrative Organization members to meet and discuss various issues occurring in the community especially the implementation of organic agriculture development.

Learning Management

The Interviews with members of the Ban Rai Tamarind Organic Agriculture Group found that the group's knowledge management started from learning from upstream to downstream in organic farming, meaning that the Baan Rai Tamarind Organic Agriculture Group learned from the beginning of rice planting to processing. This made the Ban Rai Tamarind Organic Farming Group gain confidence in rice seed production. This is the starting point for the Ban Rai Tamarind Organic Farming Group to experiment with their own rice processing. At present, it has developed into Ban Rai Tamarind organic rice. In addition, Ban Rai Tamarind Organic Farming Group has also received support for seed purity testing equipment from the Rice Department. Ministry of Agriculture and Cooperatives. This made Ban Rai Tamarind organic rice gain confidence from consumers.

The knowledge management process of the organic agriculture group in Phetchaburi Province consists of grouping. It looks like a group of large-scale farming groups and the establishment of a community rice center. Group resource management. There is planning and water management. Group relationship management uses kinship relationships. Respect for elders, community leaders, building relationships

through the tradition of receiving the blessings of Mae Phosop Knowledge management of the group starting from rice planting to processing results in the Ban Rai Tamarind Organic Agriculture Group being able to produce Ban Rai Tamarind organic rice for sale to interested parties.

Guidelines for supporting knowledge management of organic farming groups in Phetchaburi Province Thailand

The Interviews with representatives of relevant government agencies found that the approach to support knowledge management of organic agriculture in Phetchaburi province consisted of the development of organic farming database, production, and marketing through social media to expand distribution channels. In addition, government agencies have supported development guidelines. Organic Agriculture Group to become a new organic agricultural product entrepreneur. Promoting research and development of innovative processed products Supporting organic agriculture groups to create spatial loneliness Encouraging organic farming groups to apply information systems to develop online markets Product and Product Quality Improvement Supporting funding sources for the development of organic agricultural products to build consumer confidence and benefit the organic farming group in the community.

Guidelines for supporting the development of potential organic farming groups using social capital in Phetchaburi Province consist of the development of organic farming databases, production, marketing, and support of organic farming groups to become new organic agricultural product entrepreneurs. Research and Innovation Budget Funding application of information systems develop the quality of produce and products to build consumer confidence and benefit the organic farming group.

4. Discussion

Knowledge management of organic farming groups in Phetchaburi province this time. Study through Ban Rai Tamarind Organic Agriculture Group, Ban Lat District, Phetchaburi Province which is the process of knowledge management of organic farming groups in Phetchaburi Establishment of a community rice center Resource management such as planning, water management, kinship management and through tradition knowledge management such as Processing of organic products confidence Guidelines for knowledge management of organic farming groups in Phetchaburi province include the development of organic farming database, production, marketing, and support to be a new organic agricultural product entrepreneur. Promoting research and innovation application of information systems Develop the quality of produce and products to build consumer confidence and benefit the organic farming group.

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