

# Development of Potential Productivity of Elders through Self-Sufficiency Economy, Thailand

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**Abstract.** The purposes of the research entitled the application of sufficiency economy concept for potential production supporting for elder in Mae Lao District, Chiang Rai Province are 1). To study the application of sufficiency economy concept for potential production supporting for elder in Mae Lao District, Chiang Rai Province 2). Enhance the life quality of elder in Mae Lao District based on self-reliance by reducing expense and increasing revenue by saving. Research sample is elder in five sub-districts in Mae Lao District. One village with 50 people in each sub-district was chosen. The total is 250 people. Research tools are questionnaire, group discussion, product evaluation form, professional skill evaluation form, form of product satisfactory. Statistics used for data analysis are frequency, percentage, means, standard deviation, and t-test.

Research results were

1. The application of sufficiency economy concept for potential production supporting for elder in Mae Lao District, Chiang Rai Province

1.1 More than 50 percent of elder in five villages clearly knew the philosophy concept of sufficiency economy such as

1.1.1) Meaning and importance of sufficiency economy. Elder appreciates the gracious of His Majesty King Bhumibol Adulyadej who created sufficiency economy and concept for people to adopt for their daily live

1.1.2) Elements of sufficiency economy concept: Elder knows that activity process is based on knowledge and moral

1.1.3) Application of sufficiency economy concept: All elder is able to apply the sufficiency economy concept in many sections such as family, community, and government

1.1.4) Advantage of sufficiency economy concept: Elder knows that advantage of sufficiency economy concept are eliminate greed and psychological needs

1.2 Pre-evaluation and Post-evaluation of professional training for elder

It was found that Pre-evaluation and Post-evaluation of five professional training for elder in five villagers with six aspects whose post-evaluation score was higher than pre-evaluation such as production, marketing and community strength, product development, legend of product and standard of product.

1.3 Criterion of standard of product for elders in each village: Five products must have means that more than 2.50

1.4 Product satisfactory found that most of experts, consumers, and elder highly satisfied product.

2). Enhance the life quality of elder in Mae Lao District based on self-reliance by reducing expense and increasing revenue by saving.

By promoting production potential in order to enhance the life quality of elder in each village as well as professional training skill and analyze way of living based on six sufficiency

economy concept of elder in five villages. Criteria used for life quality of elder are live with no carelessness, reduce desire, community participation, and reduce expense by saving, self-adjustment and stay with nature

Positive behaviors are;

Reduce expenses such as food preservation for consuming such as fruit and food transform

Increase revenue such as spend free time worthy for example work at home or mixed farming and crop rotation

Saving such as saving for village fund or be a member of village fund

Learning such as promote children for local wisdoms for example Thai medical, the use of herb, or handicraft

Natural resources and nature conservation such as planting cover crops, planting vetiver grass to prevent soil erosion, participate in planting trees as well as flowers

Generous and harmony such as well behalf for youth