

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

1. Introduction

Current and future, the elderly population is a large group of countries and the number increased continuously. Due to medical progress and health of the population has a life expectancy longer. Number of elderly is increasing remarkably. A cause of this condition was realized that the government was aware of and prepared to accommodate and provide care for this population even more. Care and health promotion for the elderly is an important mission for families, communities and society as a whole. It is the elderly that benefits to family, community and society. Therefore, the elderly should be rewarded with care, concern and empathy from relatives. Therefore, the knowledge, abilities and skills of the elderly were integrated with the theory of sufficiency economy, whether the economic dimension, the social dimension, the environmental dimension, the dimension of the cultural and local wisdom. By applying the concept of sufficiency economy is driven mechanism to achieve "balance, restraint based on rationality, and has good immunity Self-reliant"

From the above, the researchers so interested and aware of the importance and the problems that can occur in the elderly, so the researchers wanted to create sustainability and stability in molding the lives of the elderly in terms of heritage, knowledge and valuable experience, enhance quality of life and sustainability for the social life in a happy future.

2. Research Methodology

This study is a qualitative research (Qualitative Research) and a participatory action research. (Participatory Action Research-PAR).

2.1 Population and sample

Elderly in Mae Lao district consists of 5 Tambons where 250 people from specific sampling and voluntary participation are as follows:

- 1) Tambon Dongmada was 50.
- 2) Tambon JomMokkeaw was 50.
- 3) Tambon BauSalee was 50.
- 4) Tambon Phong Phar was 50.
- 5) Tambon Pa Khor Dam was 50.

2.2 Research, the researcher has created a process to collect the research data.

- 2.2.1 Applying the concept of sufficiency economy as a guideline for the promotion of productivity for the elderly. Mae Lao Chiang Rai. The instruments in the collection as below.
- 1) Awareness and understanding about the philosophy of elderly in 4 aspects of the meaning and importance of philosophy, the elements of philosophy, the implementation philosophy to be practice, and the benefits of philosophy.
 - 2) Boosting capacity to raise revenue. The workshop with the introduction of the concept of sufficiency economy to a concrete implementation for the elderly which consists of 5 products: 1) to make dried herbs. 2) Broom. 3) Rag rug from natural materials. 4) Growing vegetables for household consumption, and 5) wicker lamps and Tung. The assess progress in the training of such skills. The researchers created a tool to measure progress before and after the training skills as bellows
 - 2.1) Self-evaluation of the elderly before and after participating is the questionnaire checklist and open-ended questionnaire (Open ended).
 - 2.2) Test the quality of products in terms of the beauty, durability, and utilization which is a rating of the lowest to the highest. Maximum score is 20 points.
 - 2.3) Satisfaction of consumers in terms of the beauty, durability, and utilization which is a rating scale questionnaire.
- 2.2.2 The quality of life of the elderly in Mae Lao sustainable based on self-reliance by reducing costs, increasing revenue by saving, which the researchers have created tools to measure lifestyle behaviors by philosophy all 6 aspects of the elderly which is rating scale questionnaire.
- 2.3 Data analysis is a descriptive analysis of the diarist. Analysis and synthesis of the results of the discussions, observation, focus group, and interviews were informal and took part in the activities of the elderly among 5 Tambons in Mae Lao district. The comparison of data and development of the activities before and after implementation of the project, the quality of life based on the concept of sufficiency economy in the areas of professional practice, income, and participation in community development. The statistics used in the analysis of research data were frequency, percentage, mean and standard deviation.

3. Literature references

3.1 Theory with the concept of sufficiency economy

When considering the difference of income of the people in the country found that people with financial wealth. It is still rich more rich, while poor people are still poor or declining revenues as ever these things pointed out the disparity of Thai social in many ways, causing several problems ensue. The problem that has occurred and is found in Thailand is to have a quality life regression. Lower the standard of people turned their attention to the consumer. Materialism more Education is not conducive to the development of a truly local (Division of Economic Development. And Environment, 2000:8) directly affect the lives and well-being of the community.

Of such problems it is the urge to turn to social and cooperatively resolve such a crisis indeed, which has caused many of the concepts that can be applied to solve the problem. Salvage such a crisis together, and concepts that can be applied to Thai social by using livelihood sufficiency economy which works to be received from the King.

3.2 The definition of sufficiency economy

Sufficient economy is a philosophy that points to the existence and practice of people at all levels from the family, community, and state level. Both in the development and administration of the country to perform in the middle way. The economic development to keep pace with globalization

sufficient means moderation, reason that including the need to have a reasonably good immune system which have any adverse effects arising from changes in both external and internal.

Sufficiency economy means an economy that nurtured the care itself (Relative Self-Sufficiency) is without trouble. The need to create their own economic well before which is set to be good enough to eat rather than focus on lifting the economy, creating prosperity is dedicated to fast, but only for those who have a career and be self-sufficient as they can make economic progress and the higher up to the order further.

3.3 Concepts of sufficiency economy

Of His Majesty the King. (Department of Justice, 2541:4-5) guidelines aimed at people who have held their Thai people based on the principles of simplicity. Satisfaction with the way things are. Without prejudice to the person whose life is better, which the king's speeches are all ways suitable for their application to Thai social, especially in rural.

As mentioned in the above. Overall, that makes it visible. The sufficiency economy to live it. Important thing is the satisfaction in what they are. Satisfied with what they have. Not attached to any materialist approach these things are all beneficial. And fit the lifestyle of the people of Thailand. This results in a better quality of life and longevity stable.

4. Summary

4.1 Applying the concept of sufficiency economy as a guideline for the promotion of productivity for the elderly.

Conclusions to guide the development of the elderly under the sufficiency economy theory as follows.

1) Guidelines for developing a better understanding of the philosophy of Sufficiency Economy for the elderly.

1.1 The meaning and significance of philosophy. Every elderly are perceived most about the meaning and importance of philosophy. Particularly the elderly appreciate the gracious invitation of His Majesty King Bhumibol Adulyadej's, whose created the philosophy of sufficiency economy to Thai people representatives have applied as a guide to life in society and recognized self-development and community. Sufficiency economy is developed that is based on the middle and as a precaution. Taking into account the modest justification immunity in order to face the situation in the world as well as the knowledge, prudence and integrity to stabilize both the family and the parish community.

1.2 Composition of the Sufficiency Economy Philosophy. Every elderly are most receptive. About the elements of philosophy is to carry out various activities to a level of sufficiency requires both knowledge and moral basis.

1.3 The introduction of philosophy into practice. Every elderly are most receptive. About bringing philosophy into practice the philosophy can be applied to all groups behave at all levels from the family, community and state level.

1.4 The benefits of philosophy. Every elderly are perceived most about. Benefits of philosophy are to eliminate greed. Create a psychological fit.

2) Applying the concept of sufficiency economy as a guideline for the promotion of productivity for the elderly.

Of understanding and learning behavior by lifestyles sufficiency of the elderly. As well as the potential of the elderly, the 5 Tambons by promoting the production activities for the elderly in each parish. Primarily focusing on the social dimension. The result of occupational training elderly summarized as follows.

1) Self-assessment before and after attending a training skill of the elderly.

Self-assessment before and after attending a training skill of the elderly, the 5 Tambons in Mae Lao district. The skills that promote career found that the overall score of the 6 aspects with the higher

points of assessment after training than before training in all aspects. The criteria established through more than half the points each aspect is the manufacture, marketing, and a strong sense of community, the areas of product development, the story or legend of the product, and the product standard.

2) Standard product of the elderly in Mae Lao district, Chiang Rai province.

Assessment Standard at the elderly in each parish has produced and developed the concept of sufficiency economy amounted to 5 products for evaluation standard of three groups: professionals, consumers, and manufacturer's representatives of 30 people, with the benchmarks is set to be passed by averages ranging from 2.50 to found a wicker lamps and Tung. Broom Growing vegetables for household consumption. Broom, Dried herbs, and bath mats from scrap fabrics and natural materials. A group of elders in each district have been produced and developed with a combined average the benchmark for all products.

Assessment Standard at the elderly in each parish has produced and developed the concept of sufficiency economy amounted to 5 products for evaluation standard of three groups: professionals, consumers, and manufacturer's representatives of 30 people, with the benchmarks is set to be passed by averages ranging from 2.50 which found a wicker lamps and Tung, broom grass, planting vegetables for household consumption, dried herbs, and the rug from scrap fabrics and natural materials. A group of elders in each district have been produced and developed with a combined average the benchmark for all products.

3) Satisfaction with the product of the band's career elderly. Satisfaction towards the product of a group of seniors that have all 4 aspects of the expert assessment. Consumers and the elderly found that most were satisfied with the overall product is good. Both in terms of product, price, place of distribution, and the promotion.

The results of the analysis and synthesis of the opinions of the elders about the perceived concept of sufficiency economy philosophy in four aspects which can be analyzed that the elderly are mainly recognized on all sides as well. But in bringing what has been learned about the importance and benefits of philosophical concepts applied to concrete results clearly in both the knowledge and the transfer of such knowledge to children and youth have not brought much. This may be because of all the sectors involved. Especially in households and institutions to raise awareness about the lack of a self-sufficient, with flip treated seriously and continuously. But that theoretical convey more than their application to daily living flows to changes in the economy and society in modern times changed. Thailand makes people most identified with consumerism. Cause high economic competitiveness by looking at the current economic cycle rather than psychological value. As a result, the application of philosophy to achieve self-sufficiency is not achieved as expected. I also had to rely on help from other organizations or agencies, so it is important to focus and see the necessity of philosophy of sufficiency economy with the skills to develop applications for the elderly. Focusing its activities on the profession to coexist happily on the basis of labor within the family and community to reduce costs and boost revenue, such as processing and preservation, such as dried limes, pickled banana, salted garlic basketry handicrafts and artifacts, appliances, etc., This is consistent with the findings of Puripanya Kerdsri. (2010) found that the success of the application depends on the philosophy of community leaders, leadership and cooperation in the activities. Exchange of experiences among farmers, coordinating the support of the state government, so life in the economic self-sufficiency for a career in family and community-based resources available through the ability to achieve it that is just enough to eat in the cause of comfort, happiness in the family. If the rest of their lives can be sold for income, and savings as capital to. Sufficiency economy for a career as a lifestyle center line by using the principles of self-reliance whether the psychological, social, and community, natural resources and environment of the indigenous technology and appropriate technology, and the economy that is to increase revenue, reduce expenses, savings accumulated funds.

4.2 The quality of life of older people in Mae Lao based on self-reliance which is reducing costs, increasing revenue by savings accumulated funds.

The analysis of the behavior of living the philosophy of sufficiency economy all 6 aspects of the elderly, the 5 Tambons in Mae Lao has found that elderly lifestyle philosophies sufficient is high level in all aspects . This may be due The lifestyle of the elderly, the over 60 years to learn and to live in society, both successful and disappointing, so the lifestyle of the past became truth that lesson to the elderly in both their possession, occupy, and dominate. In particular lifestyle based on vigilance by persistent undo "any more than I wanted," including the discovery of true happiness is to learn to adapt and live with nature. The developmental aspects of the elderly, it has changed over time. As a result, the elderly accept the status quo is truly a fair hearing sermons and merit is mainly to make people happy and contribute to social benefits than the revenues. This is consistent with the concept of Surakiart Satheinthai. (2000) have discussed the sufficiency economy as a philosophy of development based on the current economic sufficiency. This is the key idea to develop the community. Both economic and social culture coupled with the sustenance of the community. The development must be begun on developing the minds and hearts of the people to know how to use it properly and need in life.

5. Recommendations

5.1 Recommendations for Application

- 1) Community leaders
 - 1.1 Strengthened the occupational groups and the sacrifice of time to the public.
 - 1.2 Being a good example for living a self-sufficient economy.
- 2) Elderly
 - 2.1 Should give priority to the promotion of professional skills and patience elderly. Because the development of the age in the cycle of the ages.
 - 2.2 Professional training for the elderly will have a career that does not require the sophistication and creativity. Instead, focus on participation in the activity.
- 3) Relative
 - 3.1 Should support and encourage the participation of the elderly, whether the budget, time or support materials to promote the production potential of the elderly.
 - 3.2 Should be involved in the continuing capacity of the elderly. By bringing their children to learn and help the elderly in each activity to make a commitment and love for the intimacy of the household.
- 4) Local governments
 - 4.1 Should encourage and support the budget and supply channel distribution.
 - 4.2 Should be organized to promote health and encourage the participation of older continuous and sustainable by filling in the master plan of each local area of responsibility.

5.2 Recommendations for Further Study

- 1) There should be research on the involvement of stakeholders from all sectors, both locally and abroad to build a sustainable career in the integration of the elderly.
- 2) Should include research on the impact assessment of the implementation of various projects of the government towards occupational groups for the elderly. Chiang Rai and nearby provinces.
- 3) There should be a study on creating a collaborative network to improve quality of life for elderly Chiang Rai and nearby provinces.

- 4) There should be research on the transmission of indigenous knowledge and heritage of the elderly to youth in educational institutions at all levels.

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