

EFFECTIVENESS OF THE VILLAGE POTENTIAL DEVELOPMENT PROJECT MANAGEMENT IN KOKPHOCHAI DISTRICT, KHONKAEN PROVINCE *

ประสิทธิ์ผลของการจัดการโครงการพัฒนาศักยภาพหมู่บ้านในอำเภอโคกโพธิ์ไชยจังหวัดขอนแก่น

Chutchaleeya Suti, Boonton Dockthaisong, Sman Ngamsnit

ชัชลีญา สุติ, บุญตัน ดอกใส, สมาน งามสนิท

Mahachulalongkornrajavidyalaya University

มหาวิทยาลัยมหาจุฬาลงกรณราชวิทยาลัย

Corresponding Author E-mail: chutchaleeyar.8528@gmail.com

Abstract

The objectives of this research article were to study the effectiveness, factors affecting and propose the appropriate guidelines for the effectiveness of the village potentials development project management in Kokphochai Districts, KhonKaen Province, applying the quantitative research method. Data were collected from 393 samples who were the people in Kokphochai Districts with questionnaires, and analyzed with frequency, percentage, mean, standard deviation. The hypotheses were tested with multiple regression analysis. The findings of this research were that the general conditions of the village potentials development project management in Kokphochai Districts, the people had opinions on the project at a high level ($\bar{X}=3.84$), factors affecting the villages potentials development project were of 3 factors such as village committee factors, people participation and project operation that had influenced on the project at 55.5 percent, 44.5 percent, and other influence came from other factors. The appropriate guidelines for the village's potentials development, project management were that there should be career development and family income generation, agriculture promotion, product processing program, and community tourism promotion. As for the state policy factor, the policy should have good effects on villages with clear cut objectives, responsiveness to the social needs, benefits of the majority of people, and capacity to solve the village problems.

Keywords: Effectiveness; Project management; Villages potentials

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บทคัดย่อ

บทความวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาประสิทธิผล ปัจจัยที่ส่งผล และแนวทางที่เหมาะสมในการปรับปรุงประสิทธิผลของการจัดการโครงการพัฒนาศักยภาพหมู่บ้าน ในหมู่บ้านในอำเภอโคกโพธิ์ไชย จังหวัดขอนแก่น เป็นการวิจัยเชิงปริมาณ เก็บข้อมูลจากกลุ่มตัวอย่าง คือ ประชาชนในอำเภอโคกโพธิ์ไชย จำนวน 393 คน ด้วยแบบสอบถาม วิเคราะห์ข้อมูลโดยใช้สถิติความถี่ ร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน และทดสอบสมมติฐานด้วยการวิเคราะห์การถดถอยพหุคูณ ผลการวิจัย พบว่า สภาพทั่วไปประชาชนมีความคิดเห็นในภาพรวมอยู่ในระดับมาก ($\bar{X}=3.84$), ปัจจัยประสิทธิผลของการจัดการโครงการพัฒนาศักยภาพหมู่บ้านทั้ง 3 ปัจจัย คือ คณะกรรมการหมู่บ้าน, การมีส่วนร่วมของประชาชน, การดำเนินโครงการ มีอิทธิพลร้อยละ 55.5 ส่วนที่เหลืออีกร้อยละ 44.5 เกิดจากอิทธิพลของตัวแปรอื่น ๆ แนวทางที่เหมาะสมในการปรับปรุงประสิทธิผลของการจัดการโครงการพัฒนาศักยภาพหมู่บ้านคือ การพัฒนาอาชีพและสร้างรายได้ให้แก่ครอบครัว เช่น โครงการส่งเสริมเกษตรกรรมโครงการส่งเสริมการแปรรูป โครงการการท่องเที่ยวโดยชุมชน ส่วนปัจจัยด้านนโยบายของรัฐ คือ มีการดำเนินการตามนโยบายไม่ก่อให้เกิดผลกระทบในทางที่ไม่ดีต่อหมู่บ้าน, นโยบายต้องมีเป้าหมายวัตถุประสงค์ชัดเจนที่ตอบสนองความต้องการของสังคม เป็นนโยบายที่เกิดประโยชน์แก่ประชาชนจำนวนมาก สามารถแก้ไขปัญหามหาของหมู่บ้านได้

คำสำคัญ: ประสิทธิภาพ; การจัดการโครงการ; ศักยภาพหมู่บ้าน

Introduction

The Villagers faced with the socio-politic and economic problems throughout the villages. The core Problems of villages were the Project of agricultural products such as rice, corn, rubber, meat, fish, chicken. These products were sold at the lowest price. The village's products met with such situations and also the natural vegetables were rare, thus, the villager's family's incomes were not enough to support their family expenditures. According to the Office of Governor of the Provincial Planning revealed the statistics of the family income disparity in the province that indicated the income gap in KhonKaen province could be divided into five groups: (Department of Provincial Administration, 2018) the high-end income, the middle-end, the lower-end and the lowest-end income. The comparison between the ends, the lowest end earned only 2,664 baht per month, while

the high-end income earned 22,909 per month that was in a year (Khonkaen Statistical Office, 2018). According to the Governor's Office of Statistics, it was found that the lowest-end income was dropped from 3.7 times in 2011, and 3.5 times lower in 2013 and 4.3 times in 2014. This meant that poverty of the lowest-end was down-hill; therefore the poverty in the village is increasing. Therefore, the government had to rush to help by creating a village and community-funded projects to alleviate the hardship of the people in the villages (Department of Provincial Administration, 2018).

The government-funded projects have to be initiated the projects according to their actual needs and the project council cannot take advantage of the project's fund. Evaluation and verification of projects met the difficulty. Data access was difficult to reach. Therefore, it was a great opportunity for the government to implement the project, to upgrade the potential of the villages to nourish the economy. The projects were open to the entire communities. Everyone could participate in the project by voicing out, "People's proposals are made by the people and for the people of the villages". As the mentioned problems, the researcher focused on the funded projects management, villager's participation, the effectiveness of allocating the money to the projects and the satisfaction of the villagers, the management, and the benefits of the project. The concept of full subsidy and partial subsidy project had to alleviate the hardship of the villagers, who were mainly in the middle age and left the aging to stay-put in the villages, especially, the northwestern villagers, however, in 2016, The government had a strategy to promote the well-being of the people in the villages to improve the family economy in the villages then the government had allocated the villages funded projects, the fund was to be in circulation for the community growth by allocating the money to all 74,965 villages. Each village had received 200,000 baths, totaling 36,275 million Baht. The measurement had to promote the people's well-being in the Sub-District level for lowest-income villages, including the people who were affected by the lower price of agricultural products.

Literature reviews used the theory of public policy and the theory of project management context of the villages potential development projects and context of the villages potential development projects in Khonkaen province as the framework to study and to understand the people's need and state policy for solving the problems in villages potential development projects management in Kokphochai district, KhonKaen province and also the related research works with this research were the work of Anchiraya Chantarapidok (2012) who studied the process of formulating public policy for participatory health of the Lamphun health assembly, while Maneerat Limsuebchua (2010) studied the factors affecting the performance of the villages development committee and Malinee Somngam (2000) conducted a study on guidelines for solving farmers' poverty and agricultural development in lower northeastern region and other related research for finding research variable to construct the conceptual framework of the study.

The researcher needed to find the effectiveness of village potential development project management in Kokphochai District, KhonKaen Province. What were the factors affecting the effectiveness of the village's potential development project management in Kokphochai District, KhonKaen Province? However, the objectives of the study were appropriate guidelines for the improvement of the effectiveness of the village's potential development project management in Kokphochai District, KhonKaen Province.

Research Objectives

1. To study the effectiveness of the village potential development project management in Kokphochai district, KhonKaen province.
2. To study the factors affecting the village potential development project management in Kokphochai district, KhonKaen province.
3. To propose the appropriate guidelines for improvement of the effectiveness of the village potential development project management in Kokphochai district, KhonKaen province.

Methodology

The research methodology was the quantitative method. Data were collated from 393 samples. Samples of survey research from people living in the responsibility area of Khokphochai District, KhonKaen Province, totaling 40 villages with a population of 21,445 peoples by calculating from sampling size in case of population and using the sampling formula of Taro Yamane (Yamane, 1967) The Data were analyzed using frequency, percentage, mean, standard deviation. The hypotheses were tested with multiple regression analysis.

Results

The findings from the research were as follows:

1. General conditions of the village potential development project management in Kokphochai districts found that the people in Kokphochai district had opinions on the project at a high level (\bar{X} = 3.84)
2. On the effectiveness factors of managing the villages, potential development project focused on 3 factors, such as village committee factors, people participation and project operation influenced 55.5 percent and 44.5 percent of influence was from the other factors,
3. Appropriate guidelines for improving the village's potential development project management were as follows: There should be career development, family income generation, agriculture promotion, product processing program, and community tourism promotion. As for the state policy factor, the policies should have good impacts on villages, it must be clear cut policies and having the responsiveness to the social needs. The policies must be beneficial for the majority of people and able to solve the village problems.

Discussion

Discussion of this research will cover the study of the effectiveness of the village potential development project management in Kokphochai district, KhonKaen province with the important and interesting research results as follows;

1. The Effectiveness of Village Potential Development projects management at Kokphochai District, KhonKaen Province

Based on the study of the level of opinions on the effectiveness of the village potential development project management in Kokphochai district, KhonKaen province. Was found that the sample group at Kokphochai district here were a high level of overall opinion with an average of 3.84 percent, when considering each item, it was found that every aspect had a high level of opinion, first in the village project needs there were opinions at a high level. With an average of 3.90 percent, ranked second in state policy there were opinions at a high level with an average of 3.78 percent. From the conclusion of the study, the effectiveness of the village potential development project management in Kokphochai district, KhonKaen province, in both aspects mentioned above, it could be concluded that people in the village needed to help develop their career and generate income for families such as agricultural promotion projects such as rice, organic vegetables, processing promotion projects such as (OTOP / SMEs), tourism projects by community water resources for consumption project, road repair projects, and silk weaving career promotion projects, etc. and government policy factors, which must be implemented according to the policy that did not cause adverse effects on the village, the policy had clear objectives, objectives was a policy that met the needs of society was a policy that benefited many people, can solve the problems of the village, etc. These findings were related to the research of Malinee Somngam (2000) "Guidelines for solutions to the farmers' poverty problem and agricultural development in the lower Northeastern region", the study was found that the cause of poverty in the study area was a lack of surface water resources. lack of ownership of arable land and

production factors lack primary and secondary education, rice yield per rai, appropriate guidelines for solving poverty problems of farmers in the lower Northeastern region was the development of surface water sources, issuing rights documents for land-use and production factors developing educational institutions at the elementary level and secondary level and increased agricultural productivity.

2. Factors affecting the effectiveness of the village potential development project management in Kokphochai district, KhonKaen province.

Village committee factors that affected the Effectiveness of the village potential development projects management at Kokphochai district, KhonKaen province the opinions on these findings were at the highest level, the first was the potential of talent. Leaders or representatives of the organization groups in the village were appropriate with an average of 3.86 percent. The second was the ability of 2 village experts was appropriate with an average of 3.82 percent. The third was the ability of members of the Council of Local Administrative Organizations with domicile in the village was appropriate with an average of 3.77 percent. This finding was related to the research of Maneerat Limsuebchua (2010), studying the factors affecting the performance of the Village Development Committee. The ability of the Board itself, motivation, the satisfaction that has the opportunity to progress, was known by others. Also, personal personalities were important to the villagers. According to studies, it has been found that villages that had a personality that was open to society were important factors that had a positive effect on the job to be successful.

Effectiveness of the village potential development projects management at Kokphochai district, KhonKaen province. Public participation with the opinions that were at the highest level, first, was the people participating in the work of the village potential development project that had been set up to be made according to the needs of the people in the village with an average of 3.82 percent. Second was the people participating in the project evaluation with an average of 3.80 percent. Third was the

people involved in monitoring the operation of the project with an average value of 3.79 percent. These findings were related to the research of Sommai Thongkhao (2008) Factors affecting the success of the economic foundation development of Ban Nok Nam Community, Na Khayat Sub-District, Khuan Khanun District, Phatthalung Province that was found that having a virtuous and honest leader was a sacrifice for the public Influence on success 62.5% and 52.1% respectively. The participation of people in the operation of the group has the same influence and that the leaders and members have a good economic status, consisting of good income, savings directly affecting the economic and social development in the community to be strong.

Effectiveness of the village potential development project management at Kokphochai district, KhonKaen province. Project implementation with the opinions that were at the highest level: The first was the implementation of the project with a sufficient budget with an average of 3.89 percent. The second was the implementation of the project encountered problems in practice with an average of 3.88 percent. The third was project implementation with a sufficient budget with an average of 3.79 percent.

From the summary of the 3 aspects, consisting of the village committee, public participation, project implementation with predictive accuracy or influence of 55.8%, the remaining 44.2% was due to the influence of other variables in line with the research of Surasak Wongput (1984) Rural development management of developing countries including Thailand also was found the organization Bureaucracy that will manage rural development to achieve success by pulling people to participate in the development must have a decentralized organization and in addition to having a decentralized form of management. There must also be many other important characteristics that the organization must have unity in implementing policies. Plans and projects to achieve the objectives must have good coordination with effective tracking and evaluation mechanisms. Staff in the organization must have appropriate qualifications and abilities

including the organization had organized necessary committees for an administrative department that served as the secretary of the board as well.

3. The effectiveness of the village potential development project management in Kokphochai district, KhonKaen province.

Effectiveness of the village potential development projects management at Kokphochai district, KhonKaen province. Quality of life with the opinions that were at the highest level: The first could be self-reliant without hurting each other, with an average of 3.85 percent. The second was that people developed themselves to have physical and mental health with an average of 3.79 percent. The third was the people developed themselves and their families to have a good quality of life with an average of 3.72 percent.

Effectiveness of the village potential development projects management at Kokphochai district, KhonKaen province. Strong village with the opinions that were at the highest level: The first was cooperation to develop the village with an average of 3.87 percent. The second was the community in which they think together in harmony with an average of 3.85 percent. The third was the creation of morality and ethics in the community with an average of 3.76 percent.

Effectiveness of the village potential development projects management at Kokphochai district, KhonKaen province. In creating jobs in the village with the opinions that were at the highest level: The first was bringing knowledge and practical training to be a profession with an average of 3.95 percent. The second was training for people to gain knowledge in their careers with an average of 3.86 percent. The third was the people receiving professional development with an average of 3.74 percent.

Effectiveness of the village potential development projects management at Kokphochai district, KhonKaen province. Reducing household expenses with the opinions that were at the highest level: The first was support for saving in the community with an average of 3.80 percent > the second was people with understanding and reducing unreasonable spending with an average of 3.71 percent. The third was

simple household accounting that could be used with an average of 3.70 percent.

Effectiveness of the village potential development projects management at Kokphochai district, KhonKaen province. Increasing the income of people in the village with the opinions that were at the highest level: The first was people in the community had sufficient income for living with an average of 3.81 percent. The second was to encourage people to have business skills with an average of 3.73 percent. The third was activities that promoted the allocation of funds to people in the community with an average of 3.70 percent.

Effectiveness of the village potential development projects management at Kokphochai district, KhonKaen province. Creating opportunities for well-being from the project to enhance the village's potential with the opinions that were at the highest level: The first, was the overall benefits to the community by creating opportunities for competition with an average of 3.84 percent. The second was to create good opportunities for people in the village with an average of 3.78 percent. The third was to bring benefits to society as a whole, creating opportunities for national development. With an average of 3.77 percent

Summary of Effectiveness of the village potential development projects management at Kokphochai district, KhonKaen province. Projects that benefited the community, created competitive opportunities so that people in the village could become self-reliant without hurting each other. There was unity and cooperation to develop the village to be able to apply knowledge and skills to practice professionally. There should be support for saving in the community, to allow people in the community to have sufficient income for living. The findings were related to the research of Anchiraya Chantarapidok (2012) studied the subject the process of formulating public policy for the participatory health of the Lamphun Health Assembly found that factors affecting the public policy formulation process consisted of 10 factors, namely community strength. the potential of the people participating in the public forum in the form of operations, support

from external agencies and organizations, public cooperation, aspects of the community in integrated operations in the area in the interest of executives in terms of health communication in the community and local leaders were strong, the role of participation in the discussion process consisted of 2 forms, namely the Public Discussion Forum and the discussion of the solution (Deliberative Dialogue) and the role of participation in the concept of the public policy process was Participation in planning Participation in operations Participation in the allocation of benefits And participation in the evaluation

Body of Knowledge

From the research result of effectiveness of the villagesp development projects management in Kokphochai district, Khonkhaen province, the researcher had analyzed and concluded the findings into the body of knowledge. The effectiveness of the Villages Potential Enhancement project to drive the economic foundation following the civil society approach was proposed in this the diagram as follows:



Figure 1 Body of knowledge: Sustainable quality of life for people

From the model of a study on the efficiency of the village potential development project management of villages in Kokphochai district, Khonkaen Province. The researcher has built a body of knowledge about the factors leading to the overall benefit of the project for the villagers. By building strong community leaders by the promotion of the government integrated local government organization for the sustainable development of the community should educate the public to promote the development of tourist attractions in the village, to create a satisfying tourism activity-travel all year round, educating the community about the use of modern technology. In promoting and publicizing community projects for a better quality of life build a family economy based on self-sufficiency. People in the village are loving, unity, and working together to develop the village. And able to apply the knowledge gained into practice, to pursue a career, to have sufficient income for living, create income-generating opportunities for the people of the village to be self-sufficient sustainably.

Recommendations

General recommendation

Should supporting the promotion of the project by creating the right knowledge for the people and workers to understand clearly on government policy by publicizing the information's guideline, including training, seminars exhibitions, and the operational process, the regulations for people and open platform to listen to the opinions of people, are very important and to know the problems that occurred to improve the quality of life, should educate people in the villages in terms of training, development, occupational skills, and training technologies and knowledge as the professions to increase the village's revenues and to improve the expenses and the well-being of the people in the villages

Recommendation for Policy Formulation

1. The government should establish a clear and continuous rural development policy with a sufficient budget that can be checked by the people in the community.

2. Should allow people to define development projects by their communities. But the project must be a sustainable project that has to affect the economy and society for local development. Should allow people to participate in the project from the beginning of the project up to the end project.

3. Villages Committee should be strong, know the expert team, who were selected by people in the community and those expert teams must have an intention to sacrifice for service of the community.

Recommendation for further research

1. There should study the real needs of people, not from the needs of the government.

2. There should be a study about the budget from the government that has a lot to see how it is consistent.

3. There should be a study of the clear results of using the budget as to whether or not it affects community economic development.

4. There should be study accounting, income, and expenses of the people that support people to know about savings.

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