STRATEGIC FOR POTENTIAL DEVELOPMENT OF SANGHA
TO CREATE RECONCILIATION IN COMMUNITY.

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ABSTRACT

Refer to the Buddhist college that had be supported education for the monks who were students. The part of education for course outline was find out students' potential in their activities after their were finished course outline of Bachelor degree according to university regulation that gave precedence to monks roles as the abbot in Thai community that be supported to create reconciliation in there. As the reason the researcher was interested in the Strategic for potential development of sangha to create reconciliation in community by integration between Buddhism and modern science for conflict management. The researcher's intention was created the model for this issue to support potential of the monks as students who were volunteers in Nakornlampang Buddhist college. The objectives of this study were 1) to study the potential of sangha roles in community 2) to study the concepts , theory of the potential of sangha roles in community 3) to create the model of Strategic for potential development of sangha to create reconciliation in community.

The research used the mixed method research study saples consisting of Qualitative Research and Quantitative Research. The samplings in Qualitative Research were specialists such as academician , community leader , community developer and the monks who were learnt in final year total 18 persons and Quantitative Research were 255 questionairs from people in Tambon Nayang , AmphurSobprab , Lampang province that were selcted by Taro Yamane formula .

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The research findings were as follows: 1) The potential in sangha roles and reconciliation in community under the conceptual that Buddhism and the monks are the main factors for develop Thai people quality of life, Buddhist propagation drive Thai social to be happiness and sustainable. 2) The concepts , theory of the potential of sangha roles in community found that the practice level of reconciliation in community at love and unity aspect were at the high level ($\overline{X}$ =3.08, S.D.= 0.751) , the respect in people were at the high level ($\overline{X}$ =3.06, S.D.= 0.728), the sacrifice were at the high level ($\overline{X}$ =3.17, S.D.= 0.729) , and the service mind were at the high level ($\overline{X}$ =3.03, S.D.= 0.787). 3) The model of Strategic for potential development of sangha to create reconciliation in community was build universal characteristic and potential such as learning to know for education to potential development as a continue issue and long life learning., In the additional Learning to do for improve capability to apply the knowledge to the practice in the art of living with others , team building , human relation skill , management skill , ethics and merit. The present education should be create the education course with above items that could be supported the monks to build the reconciliation in community.

Keywords: potential development, reconciliation, community

1. INTRODUCTION

The confliction is procedures that are occurred from the attempt of groups against other groups to not achieve targets, progression, or benefits by some methods. Differences of cultural values, objectives and working methods lead to notions (Robbins, S.P., 1991). Sensation of action that has difference can occur generally between persons which that can be pro and con in institution. Study or learning of causes is one producer in management of confliction for protecting the violent confliction in institution and managers can arrange properly with conflicting situation that is happened any places and any times. The confliction is occurred by step and each step will happen respectively. For instance, indignation of someone

causes from action of another such as disagreement, obstruction, insult, discredit and so on. Thus, each group tries to find the reasons that make them to be right and defeat another group. There are many solutions such as harmony, reconciliation, avoidance and so on. Although, institution will have many people or two people to work in department, we will find out the result to make them be compatible. Nobody never have conflicted with others so nowadays there are many problems of confliction in department both obvious performances and hidden performance that can destroy mental workers and institution. Moreover, institution will ruin ability of competition and potential due to confliction of workers.

In period of the end of using constitution Buddhist era 1997 occurred the controversial ideas of people caused the disturbance in nation that destroyed economy within country. After incidence of seizing control of the administrative reform. To remedy the situation of the political confliction builds the peace and reconciliation will require cooperation from several parties with patience and focuses the positive thinking as the initiative of His Majesty King Rama 9 by beginning at the reconciliation to happen to family first and then gradually extended to the community. While the situation of distrust of political parties, government and public sector still persist, who would play a role in creating harmony in the community should be monks. It has been recognized as a politically neutral. As people in the community respect the worship and be ready to follow spiritual leaders. A model of Songtham person and holy canon person trains son and daughter to be a good citizen for a long time.

In the past, when there was a conflict in the community, sangha played an important role in conflict resolution which people in the community respected and became a long tradition. Despite studying and practicing the discipline, Buddhist monks are responsible to assist people. It was called Sagcha Thura. The students of Chulalongkorn University's College conduct and aid to propagate Buddhism and also use the ability from studying to be the benefits to society. Each

year, the university produced sangha who have knowledge in undergraduate to go out operating and propagating Buddhism and engaged in development and is recognized by communities and throughout societies.

If students can use these skills to share with people in the community as well as other organizations both public and private. To create harmony in the community is one way to resolve political conflicts and build reconciliation in the community to be not difficult. The role of monks in management conflicts in the community encourages with building the model of role in the management of conflicts in the community by sangha.

Sangha is closer to people, especially the abbot level who has been a faithful public that will help raise the level of the community to be strong, immune with the things that come into a threat to the community. People know that whatever people involved the corrections, they were the virtual formula. The main ideas and understanding of the issue and understanding the environment of a problem are generous and open-minded listening to analyze and make as smooth and be harmony and cooperation in the end. Thus, every time we have decided to resolve the conflict. Everyone always hope that when the conflict ended. Society and communities will be strengthened respectively.

The research is a professor of Buddhist College Lampang. Maha Chulalongkorn University College that is responsible for the education of the students to aware of the potential of the students in the field of education and the ministry after graduation and the undergraduate level according to regulations of the university. Sangha who have role in society are to have the abbot level that has the knowledge of the graduate and can be leaders in creating harmony in the community if they receive to develop the potential in the management of conflicts by peaceful means and reconciliation based on Buddhist principles.Those reasons, the researchers created a model for the development of sangha to build reconciliation in the community in order to develop the students of Lampang.

Maha Chulalongkorn University College and join the research to be the model of sangha in the reconciliation to take place in the society and nation.

2. OBJECTIVE

2.1 To study the potential role of sangha in the community and the reconciliation in the community.

2.2 To study the ideas of potential theory of the role of sangha participates in community that characterized the conflict in the community to develop and manage conflicts and Buddhist principles.

2.3 To create the development of potential strategy for sangha to build reconciliation in the community.

3. RESEARCH SCOPE

Research "Strategic for potential development of sangha to create reconciliation in community " is defined as follows.

3.1 Scope and content

To study of theoretical ideas about strategy, potential sangha in building reconciliation in communities and the characterized conflict in the community and development and management of conflicts by Buddhist principles.

3.2 Demographic boundaries

The population that were used to study including the population lived in Na Yang Ban Sop Prap Lampang and population who gave the key information from experts by building of strategic capacity development sangha and reconciliation in the community in Buddhist scholars, community leaders, people who were responsible for community development and sangha amount 18 persons by working in-depth interview and were random the purpose sampling.
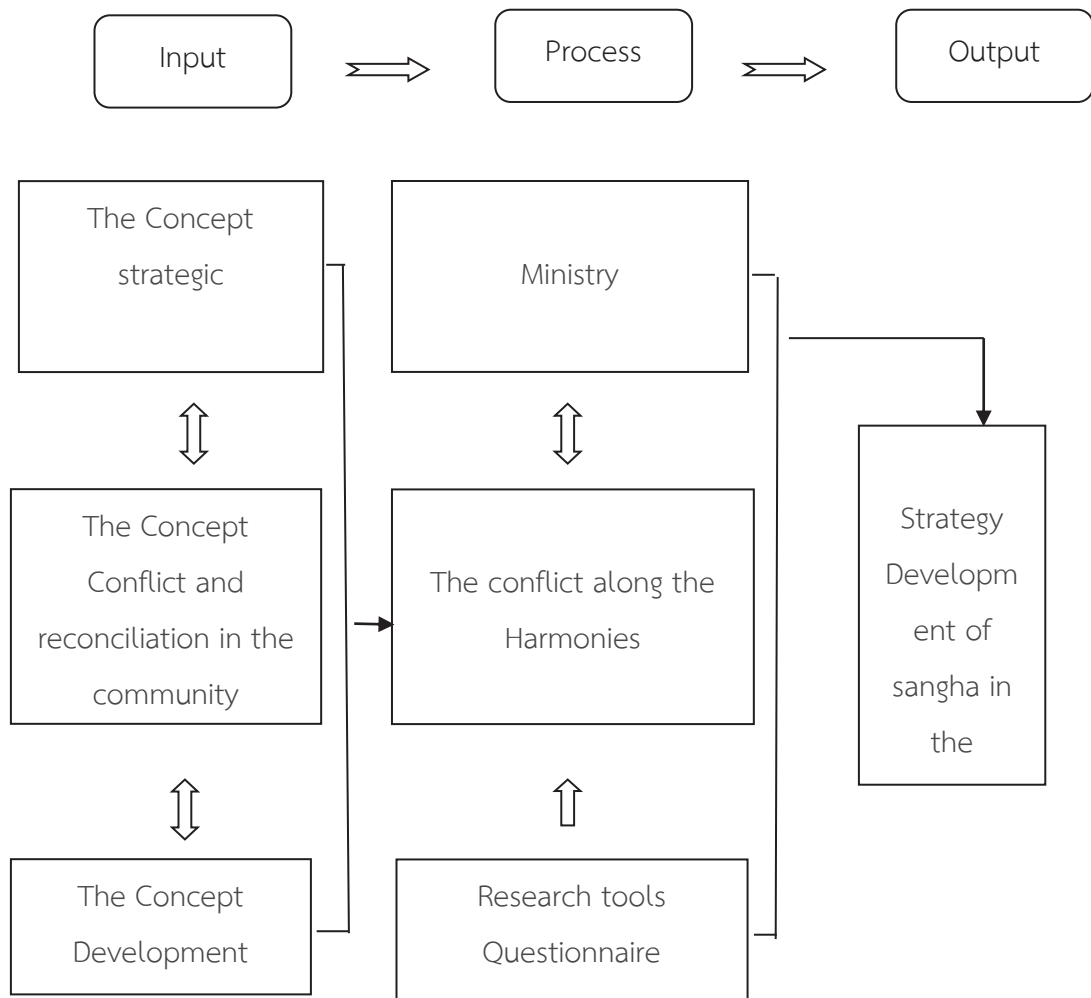
3.3 Scope the places

The research areas include Na Yang Sop Prap District, Lampang Province.

4. METHODOLOGY

The research was mixed research method by the first part to study of qualitative research amount 18 persons to understand the point of the study in detail of reconciliation in living together in community and had the comprehensive study on the subject matter in its entirety. Simultaneously, the research will be aware of in-depth information that had clearly detail and could be analytic induction and the second part would be empirical analysis by asking people in the community of Nayang , Sop Prap district , Lampang Province amount 705 persons and the samples were amount 255 persons to make a point that was critical of the practice of living together in harmony in the community. For information was brought to create the development strategy of sangha to build the reconciliation in the community. The data for studying of quantitative and qualitative were analyzed and explained the result together.

5. THE FRAMEWORK AND STRATEGY IN ACTION

Research "**Strategic for potential development of sangha to create reconciliation in community**" the researcher studied the theoretical concepts and research that was related to define the Conceptual Framework, as Figure 2.9

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┌──────────┐        ┌──────────┐        ┌──────────┐
│  Input   │  ⟹    │ Process  │  ⟹    │  Output  │
└──────────┘        └──────────┘        └──────────┘
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The Concept strategic	Ministry	
⇕	⇕	Strategy Development of sangha in the
The Concept Conflict and reconciliation in the community	The conflict along the Harmonies	
⇕	⇧	
The Concept Development	Research tools Questionnaire	

6. RESULT

In Buddhist believed that people were enlightened and had the potential of enlightenment within as well as vertical humanist psychologists believed in. Every human being has the potential of developing into a human being authentic self or actualizing tendency. Sangha are regarded as the leader's soul and there is a huge role for rural communities. Sangha can lead the communities toward the reconciliation by way appropriate criteria because the relationships between sangha and villagers are in good condition.

Sangha is truly accessible to the public and villagers respect and obey with faith and respect. The role of sangha for a society would be beneficial to the society that contributes to the development and will guide the development of the best because it seeks to develop human resources to have quality that is important to consider the issue of potential development of sangha.

The researchers focused on issues that will improve the students' final year in college disciplines Lampang province which the ministry issued with strategic analysis, as detailed below.

1. Analysis of objectives and goals

Including the mutual reconciliation to the people by leading the doctrinal activities for all religions forces to operate and encourage people to cherish religious principles for applying in everyday life. People can subsist their way of life as well under the philosophy that is consisted of the principles of all religions.

2. Analysis of competitive environment

Including the introduction of Buddhism to engage with a solution to the conflict in the community has the base of the memorial consciously aware of what is going on in lives and the world. The intellectual enlightenment can notice in the natural inter-being of everything as the basis of peace. The practice covers for mindfulness , serving society and undertaking to reduce and stop social injustice without partisanship. It must be inserted with all activities of daily life of the community. Teachings and practices must be appropriate with times and places and can learn continuously and can learn from all things.

3. The Strategy

For knowledge of management strategy and supporting development of people and strong communities by supporting the development of village / community is participated. In the development of plan in the community and knowledge management, belonged Ms.Sumalee and she is development specialists. That was interested that used the teaching community to analyze together with the

authorities as a nanny by technical SWOT (Strengths, Weaknesses, Opportunities and Threats) that was the tool for analysis of organization. In terms of strengths and weaknesses was analyzed the status external environment to affect both positive and negative aspects of that culture. The use of analysis processes adapted to propagate ideas which are a step below.

3.1 The first step

To educate the villager committee, community board corporate networks uses SWOT analysis techniques in the community. SWOT is an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats follow details.

Strengths are the strengths that mean the ability within the organization and a positive situation. This organization is used for working to achieve the purpose. Strengths mean the implementation within the organization as well.

Weaknesses are internal weaknesses that mean the negative situation and inferior talent. The organization cannot be used as an advantage in working to achieve the purpose. Weaknesses mean the implementation within the organization did not do well.

Opportunities are the favorable external factors and circumstances to achieve the objectives. The organization refers to the external environment that can be beneficial to operate the organization.

Threats are the external circumstances and factors that referred to the obstacles of the organization that cannot accomplish the objectives. Threats are referred to the external problems of the organization.

The identification of opportunities and threats are difficult because both of these things could be changed. The change could make the situation had become obstacles into opportunities and might convert to become a barrier as well. For these reasons, the organizations have a critical to adjust their strategies in order to keep the changing circumstances in time.

3.2 The second step

Practice and application brought to the preparation of a community plan by using SWOT analysis. The factors that are successful will be determined to teach the community to be able to analyze their communities. To use opportunity for the community resolves the problems of the community together. The coaching community management and strategy made the community to develop and use the development plans in line with the provincial, district, next to people in the community who have been involved in the community literally.

Staff must have knowledge to introduce the community and will be introduced to the community until they truly understand and have patience with the vision. There is an obvious long-term target and have the analysis and competitive thinking in the future. The system needs to have the ability to adjust the high quality for working in an environment that is changing rapidly. The system is able to operate effectively in the highly prospective targets and can face the future changes to survive, progressive and growth of community.

3.3 Compliance Strategies

Strategy into action is the process of implementation in various areas, including the allocation of resources for the operation. The final goals are to obtain a defined contribution during practice. There are many factors to affect many processes.

Procedure of leading strategic plan into action by adopting this strategy into practice is the elaboration process of implementation in various areas, including the allocation of resources for the operation such as decisions about budget implementation strategy were used. Information, communication systems, motivation and rewards used to operate. Managers must take strategic analysis to lead for operating efficiently and effectively. It can be summarized as the following table.

Analysis of strengths and weaknesses of the students of religious activities be in order to create the strategic development potential of sangha to build reconciliation in the community.

Domestic Issues / Sides	Weakness	Strength
1. Dimensions of love and harmony	1. The students find the ways to build unity among the affectionate sustainable. 2. The students are not clear in their roles both a leader and a good follower. 3. The students do not understand the acceptance of diversity of opinions and diversity in ethnicity	1. The students understand the difference between individual. 2. The students' ministry has the main purpose to aid the public. 3. The students aim to combining forces to help each other.
2. Dimension of mutual respect.	1. The students have to find a way to build person in household to consult and resolve problems in the family. 2. The students do not accept the opinions of others.	11. The students listen to others and follow to the end of the company and should consider the objection or support. 2.The students have to the patience for criticisms of others.

Domestic Issues / Sides	Weakness	Strength
	3. The students lack for planning to work together in groups.	3. The students do not show an improper manner during the others show the comments.
3. Dimension of helpful and well leniency	1. The students do not understand how to find the problem of suffering in the community with the processes. 2. The students do not understand to participate with conservation, culture and restructure local knowledge that causes the community identity. 3. The students lack to plan for proactive work and to contribute something good to happen.	1. The students have the sympathy and understand others who have suffered. 2. The students are the volunteers and help others. 3. The students act to alleviate the problems.
4. Dimension of consciousness	1. The students do not understand how the	1. The students take care of public and

Domestic Issues / Sides	Weakness	Strength
	processes and people in the community love environment that consists of five factors as creating understanding, creating concepts of skills and strengthening the attitude with the process. 2. The students do not understand to transfer points in the consciousness of the oppressed are the property of their corporate wealth. 3. The students lack to plan to proactive jobs for doing the duties that assign for the public.	collect input. 2. The students try to build a spiritual center that lacks of leaderships to lead and observe people in the community to solve their own problems that are a small and increase volunteers to lead the development. 3. The students realize the importance of public consciousness as well as there are training for children to practice and act on the public truly and to develop the characteristic and should be age-appropriate to learn the proper age.

7. RECOMMENDATIONS

7.1 Policy Recommendations

1. University should consider for developing potential sangha in creating harmony in the community by creating a profile of sangha and developing activities for capacity building and learning environment focused on the practice of ethics and morality with operating and strengthening the reconciliation in the community.

2. The public sector and the private sector should be encouraged to develop sangha to build reconciliation in the community. Each template of management and development must be based on knowledge of morality by promoting a knowledge management system and creating a learning organization to support sangha.

7.2 Operation Recommendations

1. Sangha should find out the network together with public organizations and all sectors to consider the development of sangha to build reconciliation in the community and focused on ethics and moral development by setting the training courses for sangha and ongoing.

2. Sangha should find out the network with private organizations. In the event of CSR is a concrete indicator of the ability to develop sangha to build reconciliation in the community by identifying mission, goals and strategies of sangha.

7.3 Suggestions for further research.

1. Should research organizations and other organizations that use horizontal development potential sangha to build reconciliation in the community or to compare the same and different issues in administration whether the principles set vision ecclesiastical organization. Development of Goals and techniques should be used in the administration of ecclesiastical organization on issues of development sangha in the country.

2. Should manage with knowledge in the development of sangha to build reconciliation in the community.

       3. Should have the research organization with neighboring country in the education   sector to develop sangha   in a Buddhist community reconciliation   in order to prepare to participate with ASEAN   in 2015 in order to jointly develop sangha.

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