STRATEGIC BUSINESS-DRIVEN VETIVER HANDICRAFTS IN PHAYAO PROVINCE

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Abstract- This research focuses on strategic issues in business-driven craft grass province methods were analyzed using descriptive study (Descriptive Analysis) collect information from relevant documents, observations recording and photography to record the interview observations (Observation Method) as observers participatory and non-participatory. The interview instrument outline was the depth interviews (In-depth Interview) with vetiver handicraft production from the three community groups. The results showed that the strategy to drive business craft grass province with inputs from members of the group came together from several families, where the context of each family is different. To adapt to the society members to learn and understand the role of each person to perform the activity of a key strategy to drive membership of vetiver, they are six reasons linked issues: 1.Talent, 2.Patience, 3. Seek blessings, 4.Humility, 5. Determination, 6. Love environment as a weapon of grass. Vetiver Group's strategy is associated with contemporary culture that the grass must study the unique culture of the group. To raise the culture of Thailand in different periods, the integration process is designed to convey the products, where air consumption - consumption by the media. In which the discreet scent of Thailand culture is what designers should recognize the value of culture Thailand.

Index Terms- Business strategy, hand craft; OTOP; product development; innovation.

I. INTRODUCTION

Phayao province is a province that has taken cultivation project by the Department of Land Development to explore and innovate to grow grass along the high mountain began to grow in the province to develop a prototype station and the 17th Artillery Battalion camp, Khunjeong-Thammikarat, Thawang. Muang. Phayao distributed vetiver sapling to farmers at Chiangrang, Pasak, Toongkreauy, Phusang Sub-districts, Phusang Districts and Maelao and Romyen Sub-districts, Chiangkam District, Phayao Province to grow in their area. To prevent soil erosion and landscape planting grass on the year 2003 has come and luxuriant growth target year 2004, where farmers have seen the benefits of a concrete grass. The leaves of grass from growing in that way to make extra money is important vetiver handicrafts made of wicker which has brought the wisdom contained, where the use of bamboo basketry to change and adapt and make it usable already sold occupation and income to the family. By using vetiver grown up along the mountainside, the village community who are unemployed and spend their time wisely, which are trained to educate the grass and do extra work at home and develop more that can bring the product to be selected OTOP national level, where it has three stars expresses the wisdom and to educate future generation (Phayao Community District, 2009) where the Gawsaovetiver handicraft group, Tungkreauy Sub-district, Phusang District, Phayao Province is a village that has been learned from the training of vetiver handicrafts of Industrial Promotion Centre Region 1.Members of the village who have been trained to do so as well as a women's cooperative settlement in a home brew on October 3, 2011 producing woven handicrafts from vetiver, where most products from production in the time of harvest. Grass used to produce a large volume of intercropping in the garden on a farm (Foothills). The villagers will cut every 60 days composting roof covered vegetable plots and then have to try to make products made with additional income from farming is the main occupation of the villagers.

Product vetiver home brew a province founded on October 3, 2544 from the transfer of knowledge in the village of woven grass trained by the Industrial Promotion Centre Region 1 to the villagers. In the village people who are interested in forming a group is woven by a total of 33 people intended to provide residents with additional income from farming is the main occupation of the villagers. The current membership of 30 people, with the main function as follows: 1.Long Chaiakan(President), 2.Mrs. AmpohKhamtha (Vice President),Mrs.Lamduan Thanam (Secretary), and Mrs. BuakaewWongprasert (Treasurer)(Thana, interview, 2012) Members of the group come from different families, where the context of each family is different. To adapt to the society members to learn and understand the role of each of the activities to be carried out, the wisdom of a group that has been woven by genetic inheritance patterns woven in a basket weave bamboo baskets used in the household. Manufacturing household appliances has been passed down for generations to make a living lesson in living like wild mushrooms, a bamboo forest,
fish, shrimp, clams, purely looking for a living, where the group has stuck grandparents into the forest to collect the food, carry a utensil made of bamboo baskets is a string and put the food available in the forest (Chailanka, interview, 2012) has also said that teaching the children have learned ingrained in their lives is to produce functional textile use this event to do when the latter completed its primary mission of the farmers in the fields of the north to cisneros. The first year will be the first time the unemployment in the season after the harvest is completed. Each family would bring existing materials that planted it in their communities and processed into various products which passed down to the present.

II. OBJECTIVE

Learn to drive business strategy craft grass province.

III. METHODOLOGY

Research methods descriptive analysis (Descriptive Analysis), researchers have sequenced the study analysis.
1. The study strategy to drive business craft grass province.
2. Education and collect field data from the study area.
3. To gather knowledge about strategies to drive business craft grass province.
4. 1 Interview Method by in-depth interviews (In-depth Interview) and focus group (Group Interview) manufacturers, handicrafts, vetiver from both communities three groups: 1) Bangawsao, Moo 11, Tunkgreauy Sub-district, Phusang District, Phayao province, 2) Bankaemai, Moo 6, Pasak Sub-district, Phusang District, Phayao province and 3) Bandonchai, Moo 10, Chiangrang Sub-district, Phusang District, Phayao Province.
5. 2 Observation Method as observers participatory and non-participatory.
6. 2.3 Study and analyze strategic information on business-driven craft grass province.

IV. RESULTS

Education strategy to drive business craft grass province found that the context of the grass that the context has the meaning that the context (Context) is a term used to describe the meaning of language refers to words or phrases environment that allows them to understand their meaning, where some words meet the English language used in that context, where sometimes the text is not clarity, from which the message relies side or sometimes circumstances require or knowledge about the male audience to understand the meaning of spoken words to say it, where words or phrases environment as well as the circumstances surrounding it. Collectively, the context or the context of situation in Thailand is the context or the current context with the word context with other things (Naksakul, Royal Academy). "Context" refers to the environment or the surrounding and as an aid to understanding the meaning or story that happened in a particular time period (Homsethi(MPP), 2012), in line with the saying , where "Context" is meant to relations environment / conditions / causing incidence rate up, where we believe that there is any incident caused by a vacuum and we do not believe that any incident caused by the will of the people alone. Therefore, understanding the story or incident one, we must understand the environment in various states. In order to understand the incidence was clear that up. To understand the "context" and make the changes, we see the complexity of the incidence of it (Sathayanuruk, 2010).

![Diagram](image-url)

**Fig. 1** The strategy to drive business craft grass province

Learn strategies to drive business craft grass province in this study, a definition of the word is the context of the grass province that refers to the condition or circumstances that affect the lives of group members, where an important factor that can make group members vetiver recognition learning, critical thinking, creative broadcast work out concrete through the thought processes only. The specific characteristics of each individual caused by environmental factors, is the different conditions away, where the ability to convey such a process inevitably different is important to an understanding clearly in the life, work for a good result. In Figure 1, the links between the members of the grass to the environment is as shown.

The study strategies to drive business results craft grass province found that the strategy of the vetiver group are 6 things that link the issues.
1. Talent and seek blessings in this issue, the authors said that the ability of members of the grass, which can be divided into two forms: .1 innate abilities since birth. .2 The ability to be trained and developed with patience and dogged individual, where the most members of the vetiver group will seek the blessings of making handicrafts from vetiver. The group has from government agencies to support the development of skills training in weaving pattern variations for developing a more beautiful piece of work, corresponding to the saying. “Talent” might mean a special blessing. Then there since birth, which is associated with the fervent hope to forge a meaningful and great achievement (Verayutwilai, 2009).

2. Patience on the issue, the authors mention that members of the grass must have the patience to make baskets from the leaves of grass, because the grass is too busy to prepare than to be nailed to bamboo. The grass preparing is consisted of the following steps.

2.1 Cut the grass, then boiled in water for cleaning.
2.2 Remove dried grass when dry and then oven sulfur.
2.3 When the grass through a sulfur Then grass is cut into strips the same size.
2.4 Remove the grass basketry processed by braiding strands of rope.

The steps mentioned above are part of bringing vetiver processed to produce one piece, which remembers the length of the product rather than depend on imports pattern used in a piece of it with us, where a pattern that is difficult to use the skills and refinement to make it a complete piece of work. (Chairasmisak, 2002) has said that the patient is trained extremely hard boil exposed in this means, where members of the grass is consistent with the statement of (Udomlertprasert and Verayutwilai, 2009) with standing heavy work in this fundamental realignment deeply, which would alter the science that deals with how to “recognize” that changes the relationship between them through a process change in consciousness.

3. Humility accepting to respect and listen to the opinions of others, from which the statistical using intelligence to discern without prejudice to other members of the group will develop the skill to listen to the guidance of the President and the members themselves, where the group is effective against the unity in working together. Humility is to make clear that we understand reality, there is nobody knew what to everything, nobody knows anything yet. We all know something without humility, which it's hard to accept people who are convicted under our very talented with respect, but humility that makes us listen to others, even less capable than we think we do (Kuntiworaphong, 2009).

4. Thinking and decision making: The decision of the members of the group is necessary. The group’s president has demonstrated the ability to choose the model that thought process in a systematic manner with the idea around cover and purposeful. We decided to paint over the contribution of members to implement a master piece of work is difficult because they have to choose and decide freely, where no one can decide without weighing between what to choose and a comparative analysis of the pros and cons, where the indicators of comparative assessment will allow us to choose the best ideas and so the decision is extremely important, as will be discussed below. The idea is systematically, where rules of holistic vision are a frame of perception, where the relative thinking is a sense of understanding of the relationship of characteristics that compose the system that can teach us to understand, difficult to see from the system, where a single or a component is either not sufficient to repeat the process with harm (Udomlertprasert and Verayutwilai, 2009).

It can be seen that the group had made its order every time the president to act, think and decide on the selection of members to produce work that the members of the grass cannot be equal. By working styles differ, where sometimes a burden to the president's decision not resolved in a fair distribution of members’ abilities to meet (Chailanka, interview, 2012).
5. Love as a weapon to do anything you do with love as with to sharpen the contrast of love all the time, which is a weapon in the fight against the desire to make the Talmud. When generating a passionate believer in what the group has done in this work that will result in impulse provoke forces in driving the development of quality consistency. Such love is a weapon, where the love of a man ready to fight because he believes he has a right and a duty to fight, which has the right and duty to refuse and what must that be such love is what is indispensable and that is what we all need to learn (Kuntiworaphong, 2009).

6. The environment of grass

Based environment group was the overwhelming power to do this. To do that, the idea of these things is ignorance atmosphere, from which the idea is not a solution without knowing it, where the rules in each subject to the discipline, where morality can do. However, determining what the manufacturers own interests. What should we decide to carry out activities according to the public, where the government said that the results suggest that it is not shudder to think or think it's like any other group should the guidance suggests the primary reason. The idea was to analyze the decisions by members of the group and let them learn to solve problems from what he thought was a solution has been evaluated and able to live freely. Let the power of the group itself, from seeing what has been exposed to it, where we love our own people around the context of a group of grass to understand the analysis that has to be clear in adapting to life occupations in route with the production and sale of products from vetiver with "prime" comes from the majors rich represents the excellence that would contribute to the group can think of new products to meet the needs of the market.

Vetiver context of contemporary culture that is associated with each other, where this will be discussed contemporary culture expresses the uniqueness of racism latent in activity, ways of life, customs, traditional works of art of all types through many generations to abide period that well preserved and handed on to the present, which are both intangible and tangible, such as the transmission of ideas, worldviews, attitudes, values, beliefs, education, communication skills (speaking, writing, reading), dressing, eating, expression, manners, wisdom, technology, music, literature as well, art and aesthetics, etc. (Musikama. 2004), in which contemporary culture these powerful role in the development of the nation, where a "cultural capital" can earn valuable and create trends the country immensely whether it's a nation in Western Europe or Asia, Japan, Korea, which has cultural exports worldwide film artist - singer, actress, clothing, dress, food, music, sports and recreational items. In everyday life Also influence behavior change in beliefs and ways of living the traditional culture of the nation, where the ingenious and can result in severe decline traditional culture to be impaired if the nation is not immune to the choice of foreign cultures adequately (Chaiyapong. 2009).

For the reasons above, it can be seen that the influence of contemporary art and culture, in addition to its role to meet the needs of contemporary society is the potential to create value, the economic livelihood for the people in the country. If the application is developed fine arts, handicrafts, sculpture, painting or performing arts in various forms, where a modern look distinctive, unique value and are popular with the cosmopolitan cultural capital where there are many social Thailand. The creatively designed to apply to a contemporary look beautiful, cosmopolitan tastes but yet with the uniqueness of Thailand, which is an important mechanism that leads driven culture.

When it comes to culture, contemporary art, where the authors raise the issue art product design, from which the evidence from the past is in the past from Banchiang, Hnoonghan District, UdonThani Province, where the defines life history dating back 5,000 years shows that the development of culture in many ways. The knowledge and wisdom are important tools that allow people to live in those days - society - the unique culture of the group.

Passing through life - society - a unique culture that has developers or thinkers put forward the issue of markings on the containers of Banchiang pottery. To convey to the ground batik that reflects the identity of a former top intelligence and maintained by conservation with power and a greater role for developing countries. The driving mechanism in contemporary culture from the cultural capital adapted for use with the product design, where a contemporary, for example, bringing the culture of northern Lanna lanterns hanging lamp is designed to provide a contemporary leading cultural capital in the past - a past thought processes - to develop forms of home decorating is a popular international figure.

Lighting design Lanna suspended lamp with contemporary culture with the underlying thought process: wisdom: how to model development. The shape of the local cultural characteristics of the lamp is brought millions of Lanna suspended lamp (Tung) used to decorate the festival. The ritual of community festivals adapt existing applications to wisdom is how to tie a tie, the tie translation tools such as knitting.
crocheting, tie the bundle of the grass strung with wooden beads to the natural color of the material, where rope was made of grass to cut the grass, shredded into strips about 3-2mm teeth strand. It was patterned surfaces of products in new ways. The structure is made from bamboo and sued as a functional and contemporary expression of the universal (Chailanka, interview, 2012)

CONCLUSION

Learn strategies to drive business craft grass province that relate to contemporary culture, that is, the grass must study the unique culture of the group. To raise the culture of Thailand in different periods, the integration process is designed to convey the products, air consumption - consumption by the media. Discreet scent of Thailand culture is what designers should recognize the value of culture Thailand. National Development Plan Number 11th(Tangcharoen, 2009) said that developing countries should develop into a screen or a new shirt. Be careful balance between the lifestyle of the modern technology, which is the obligation of government to realize and act. Not only the burden of the policy, the culture only. Immunization in various dimensions to individuals, families, communities and countries uses the concept of sustainable development and the philosophy of sufficiency economy. Bringing the country's potential venture capital, human capital, social capital, six physical capital, financial capital, capital resources and environment and cultural capital are used, highly integrated and complementary. It can be seen that in the developed countries that have the cultural capital and its cultural capital to create economic value, it is regarded as the "golden age" of art and culture of Thailand. Who have shown the potential to become part of human resource development and the national economy, is clear to the foreigners that have brought the cultural capital of Thailand by many societies. The application provides a contemporary look. Beautiful, cosmopolitan tastes but yet with the uniqueness of Thailand long time ago. It has been proven that the product or products in one of the contemporary culture of Thailand. It has a high potential Can compete with the culture of other nations.

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REFERENCES


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