



Strategies to Solve People's Poverty Sustainable with the Power House-Temple-Government of Banmai Subdistrict, Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province

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ABSTRACT

The purposes of this study were to study 1) To study the factors affecting the poverty problem of people in the area of Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province. 2) To create Strategies to Solve People's Poverty Sustainable with the Power House -Temple – Government of the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province. 3) To evaluate the implementation of Strategies to Solve People's Poverty Sustainable with the Power House -Temple – Government of the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province. This research methodologies were quantitative research and qualitative research. The sample group used in the quantitative research consisted of 400 people. The sample groups used in the qualitative research have three groups. 1) representative from home 17 populations. 2) representative from temples 5 populations. 3) representative from government 5 populations, by cluster sampling. The tool used in quantitative research was a questionnaire. Tools used in qualitative research was an interview. The quantitative data were analyzed by software package. Statistics used for data analysis were percentage, mean, standard deviation, and t-test.

The results of research found that 1. The results of the quantitative research found that the factors affecting the poverty problem of people in the area of the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province as a whole were at a moderate level. When considering each aspect, it was found to be at a moderate level in all 5 areas, arranged in order of average from highest to lowest. First are economic factors, followed by personal factors. Psychological factors Social factors and the least is a factor of

government policy.2. Strategies to Solve People's Poverty Sustainable with the Power House -Temple – Government of the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province were 1) Philosophy of sufficiency economy.2) Exploring in-depth information in every dimension.3) Defining the target group clearly.4) Adding knowledge by going on study tours.5) Promoting additional careers to increase income.6) Product marketing promotion.7) Creating community kitchen logistics for the welfare of the elderly.8) Creating a

FDA Standard Central Kitchen,1 subdistrict, 1 central kitchen. 9) Development of local food to global food.10) Development of One Subdistrict, One Team, OTOP Community.3. Evaluation of the implementation of the strategy for solving people's poverty issues sustainably with the power House-Temple-Government by the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province. They were 1) The strength or advantage is that it stimulates the community to gain experience in analyzing the poverty problem in the community itself, making them more aware of themselves. 2) The weaknesses or disadvantages are that people still have opposing attitudes and lack of continuity in leadership. Strategies for solving people's poverty problems sustainably with the power of implementation. 3) The opportunity: This strategy has a possibility of being developed further. 4) The obstacle is the fact that some people do not understand the process of solving people's poverty problems sustainably with the power of Buddhism.

Keyword: Strategies, Poverty Problem, Power House-Temple-Government

Background and Importance of the Issue

Currently, Thailand is facing the outbreak of the Coronavirus Disease 2019 (COVID-19), which has resulted in a significant increase in the poor. They are both in rural and urban areas, in and outside the agricultural sector. The number of the poor has risen from 4.7 million to 9.7 million in the second quarter of 2020. This situation has forced the government to urgently seek ways to alleviate poverty. The government has reduced the impact of the COVID-19 crisis and has prepared for future crises. The government has tasked various factors with implementing key projects, and measures to address poverty and reduce social inequality in response to rising poverty. These are crucial factors: 1) Royal Initiative Projects improve the well-being and quality of population life.2) The measures reduce the cost of living, allowing people to use their remaining income to improve other quality of life.3) Initiative projects create security income and improve the quality of life for the poor. 4) Increasing opportunities for access to financial resources by establishing funds. People can borrow some money to pursue their occupations and generate income. 5) Expanding access to healthcare services. 6) Creating opportunities for access to resources. 7) Providing financial assistance to low-income individuals and disadvantaged groups in society (Office of the National Economic and Social Development Council, 2020: 6). Despite the government's efforts to address poverty in recent years, these plans have not been as successful as expected. That's why the government launched a top-down approach. So, the state initiates and implements solutions. The government did not align with the specific problems and people's needs in different areas. As a result, these solutions had failed to achieve their intended objectives. Government leaders have prioritized infrastructure development over improving the quality of citizens' lives. They did not encourage public participation in solving their problems (Saneh Jamrik et al., 2000: 18).

Recently, the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province, has been selected by the Department of Local Administration. This is promoted as a local administrative organization with outstanding development performance and local economy in 2021 (Prayoon Rattanaseni, 2021: 12). The success of the project is to address deep poverty issues at the community level. This was achieved by implementing "The Power House-Temple-Government". According to the Royal Initiative of His Majesty King Bhumibol Adulyadej the Great. His Majesty stated: "The Power House-Temple-Government" involves utilizing the institutions of the home, the temple, and the school, which were fundamental societal institutions. They had historically bonded communities together, providing mutual support and contributing to the long-standing peaceful existence of Thai society. These institutions were used in community development and problem-solving in a collaborative approach to benefit the community. This involved: 1) The family

institution (home), consists of the local people and various community groups.2)The religious institution (temple), consists of monks, novices, laypeople, and religious groups or associations.In another term, this included various religious organizations in the community.3)The educational/government institution (school, government), was comprised of school directors, teachers, academic staff, and other educational personnel from schools, colleges, universities, and other educational organizations. Moreover, government officials were in the community such as village leaders, subdistrict administrative organizations, public health officers, and agricultural officers. Therefore, “The Power House-Temple-Government” means bringing together the fundamental institutions in the community to act as a mechanism for development and to strengthen the community. These institutions serve as the core development, making decisions to solve problems, and setting community master plans through collaborative thinking and management by local residents. They collectively own wisdom and manage their community” (Banmai Subdistrict Administrative Organization, 2022: 2). This approach aligns with the royal commands of His Majesty King Maha Vajiralongkorn Bodindradebayavarangkun.On the Coronation Ceremony on May 4, 2019. His Majesty the King stated, *“I will continue, preserve, and expand upon the legacy of the reign, and govern the kingdom with justice for the benefit and happiness of the people forever.”* This reflected His Majesty's steadfast commitment to working to sustain and advance projects inspired by the Royal Initiatives and Principles of His Majesty King Bhumibol Adulyadej the Great (Office of the National Economic and Social Development Council, 2013: 63-64). This was consistent with the resolution of the Cabinet meeting on October 1, 2019, led by General Prayuth Chan-o-cha, the Ex-Prime Minister, who directed relevant agencies to implement the “Power House-Temple-Government”. This principle was comprised of the home, the temple, the school, and the government. The institutions were closely related to the daily lives of Thais –this was to be used to drive and implement to ensure that community members understand and support collaborative work to develop their communities, society, and the country. This approach aimed to foster a society with virtue, unity, stability, and sustainable prosperity (Ministry of Culture, 2019: 1).

The Banmai Subdistrict Administrative Organization has implemented strategies to solve people's poverty sustainably by applying “the Power House-Temple-Government” according to the Royal Initiative of His Majesty King Bhumibol Adulyadej the Great. This involved the participation of all three community institutions: the home, the temple, and the government, as follows:1)Family Institution (Home): Consisting of local residents and various community groups in Banmai Subdistrict, Maharat District, Phra Nakhon Si Ayutthaya Province.2)Religious institutions (temples) consist of abbots, monks, novices, male lay devotees (upasaka), and female lay devotees (upasika) from Wat Wicharathammar, as well as senior monks, including SomdetPhraWannarat from Wat Bowonniwet and SomdetPhraThirayannamuni from Wat ThepsirintraWat. 3) Educational/governmental institutions (schools, government agencies) consist of directors, headmasters, principals, teachers, scholars, and other educational personnel in schools, colleges, universities, and other educational organizations. They also include government agencies within the community, such as village chiefs, village headmen, village committees, subdistrict administrative organizations, sub-district health officials, and subdistrict agricultural officials, as well as other administrative systems from the state. The "Power House-Temple-Government" refers to using key institutions in the community as mechanisms for developing and strengthening the community. These institutions served as the central pillar for development. They made decisions to solve problems within the community and draft a community master plan through the collective efforts of residents. They shared ownership in the community's creation and management. (Banmai Subdistrict Administrative Organization, 2022: 2). This was also in line with the First Royal Command of His Majesty King Maha Vajiralongkorn PhraVajiraklaochaoyuhua.

In the past, there was no research on the success of applying the "Power House-Temple-Government", following the Royal Initiative of His Majesty King Bhumibol Adulyadej the Great, in addressing poverty. Due to this issue, the researcher became interested in studying sustainable strategies for solving poverty problems among the people through the power of ‘Power House-Temple-Government’ by the Banmai Subdistrict Administrative Organization in Maharat District, Phra Nakhon Si Ayutthaya Province. The aim is to use the research findings as foundational information to develop sustainable poverty problem-solving strategies through the ‘Power House-Temple-Government’ model Subdistrict Administrative Organization. They provide a guideline for sustainable poverty alleviation through the ‘Power House-Temple-Government’ by Subdistrict Administrative Organizations in the future.

Research Objectives

The researcher has set the following objectives for this study:

1. To examine the factors affecting the poverty issues of the population in the area of the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province.
2. To develop sustainable poverty alleviation strategies for the population through the Power House -Temple – Government by the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province.
3. To evaluate the implementation of sustainable poverty alleviation strategies through “the Power House -Temple – Government” by the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province.

Advantages of the Research

1. To identify the factors influencing the poverty issues of the population in the Banmai Subdist, Maharat District, Phra Nakhon Si Ayutthaya Province.
2. To develop sustainable poverty alleviation strategies through the “Power House -Temple – Government” by the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province.
3. To obtain the evaluation results of the implementation of the sustainable poverty alleviation strategies through the “Power House -Temple – Government” by the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province.

Research Methodology

This research employs the Research and Development (R&D) methodology, with the following procedures:

1. Population and Sample

The population for this research is divided into three parts as follows

Part 1: Population for the poverty issue research

The population consists of 2,092 residents in the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province. Krejcie and Morgan (1970: 608) have shown a table determining sample size. The research sample comprises 400 participants.

Part 2: Population for developing sustainable poverty alleviation strategies through “the Power House -Temple – Government”

Group 1: 17 representatives from households.

Group 2: 5 monks from the local temples.

Group 3: 5 representatives from governmental organizations.

Part 3: Population for Evaluating the Implementation of Sustainable Poverty Alleviation Strategies through the “Power House -Temple -Government”

Group 1: 17 representatives from households.

Group 2: 5 monks from the local temples.

Group 3: 5 representatives from governmental organizations.

2. Research Tools

The research tools are divided into three parts as follows:

Part 1: The research tools for studying the poverty issues among the population in the area of the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province. The tool used was a questionnaire divided into two sections:

Section 1: General information about the respondents, consisting of 5 questions.

Section 2: A questionnaire focused on the factors affecting poverty among the population in the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province, consisting of 30 questions. These questions were used a rating scale to measure responses, structured as a 5-point Likert Scale, as follows:

5 points means Extremely high

| | |
|----------|----------------|
| 4 points | means High |
| 3 points | means Moderate |
| 2 points | means Low |
| 1 point | means Very low |

Score interpretation for analyzing Mean and Standard Deviation (BoonchomSrisawat, 1991: 99-100) as follows:

The mean of 4.51–5.00: Indicates results at theExtreamlyHigh Level.

The mean of 3.51–4.50: Indicates results at a High Level.

The mean of 2.51–3.50: Indicates results at a Moderate Level.

The mean of 1.51–2.50: Indicates results at a Low Level.

The mean of 1.00–1.50: Indicates results at the Lowest Level.

Part 2: Research tools used to develop strategies for sustainably addressing poverty among the people through the “Power House -Temple – Government”ofthe Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province. The tool used in this part was the interview form.

Part 3: Research tools used to evaluate the implementation of sustainable poverty alleviation strategies for the people through the Power House -Temple – Government of Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province. The tool used in this part was the interview form.

4. Developing the Tools

4.1 Creating a questionnaire

1. Study relevant documents and research to guide the development of the questionnaire.
2. Define the framework to create the research tool, determining the scope of the research.
3. Create the questionnaire.
4. Present the tool to 3 experts

To ensure content validity and accuracy, the researcher presented the following rating scale (SirivitKulrojanapat, 1998: 85)

+1 means confident that the question matches the content.

0 means unsure if the question matches the content.

-1 means confident that the question does not match the content.

Then, the researcher used the scores given by the experts to calculate the IOC (Index of Congruence), finding that the questionnaire had an IOC of 0.66 or higher.

5.The questionnaire was tested on 30 residents of Tha To Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province, to assess the reliability of the questionnaire. The reliability was calculated using Cronbach's Alpha Coefficient method (BoonthamKitpreedabrisut, 2000: 199), and the reliability score was 0.89.

4.2 Creating the Interview:

1)The researcher prioritized the issues related to poverty among the people in the Banmai Subdistrict Administrative Organization, Maharaj District, Phra Nakhon Si Ayutthaya ProvinceMaharat District, Phra Nakhon Si Ayutthaya Province, The researcher summarized them into key interview questions.

2)The developed questions were used for the interviews

4. Data collection

In this research, the researcher collected the data personally, following these steps

Step 1: Study the factors affecting the poverty problem of people in the area of theBanmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province, with the following procedures:

1. The researcher sent a letter of allowance to the leader of the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province, asking for permission to collect data.

2.The researcher personally distributed and collected the questionnaires from the sample group.

3.A total of 400 questionnaires were returned, representing 100%.

4. Summarized strategies to solve people's poverty sustainably in the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province.

Step 2: Develop Strategies to Solve People's Poverty Sustainable with the Power House - Temple – Government of the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province.

The process is as follows:

1. The researcher sent letters of allowance to the population and sample group to interview and invite them to participate in a workshop.
2. The researcher prioritized the summarized poverty problems of the people in the area of Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province, for each aspect.
3. The researcher conducted interviews with key informants regarding strategies for addressing poverty through the “ the Power House -Temple – Government ” of the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province.
4. The researcher organized a workshop to gather ideas from the sample population using the community participation process A-I-C (Appreciation-Influence-Control).
5. The researcher synthesized the results from the interviews and the A-I-C process into strategies.

Step 3: Evaluation of the implementation of the strategy for solving people's poverty issues sustainably with “the Power House-Temple–Government” by the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province. The process is as follows:

1. The researcher sent letters to the population and sample group to request interviews and invite them to participate in a workshop.
2. The researcher conducted interviews with key informants regarding the results of implementing poverty alleviation strategies through the “ Power House -Temple – Government ” of the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province.
3. The researcher organized a workshop to gather ideas from the sample population using the SWOT analysis process.
4. The researcher synthesized the results from the interviews and the evaluation from the SWOT process to refine the strategies.

5. Data Analysis

In this study, the researcher analyzed the data as follows:

1. Basic information of the respondents: Data were analyzed using frequency and percentage, presented in tables with descriptions.

2. Poverty problem of the people in the Banmai Subdistrict Administrative Organization, Maharat District, Phra Nakhon Si Ayutthaya Province: Data were analyzed by calculating the mean and standard deviation, presented in tables with descriptions.

3. Open-ended questionnaire data on the poverty issues of the people: Content analysis was used.

4. Data on the development of sustainable poverty issues strategies through the “Power House -Temple – Government”: Content analysis was used.

5. Evaluation of the implementation of the strategy for solving people's poverty issues sustainably with the “Power House-Temple–Government” by the Banmai Subdistrict Administrative, Maharat District, Phra Nakhon Si Ayutthaya Province, the data was analyzed using content analysis.

6. Statistical methods used for data analysis

The following statistics were used for data analysis

1. Frequency and Percentage.
2. Mean and Standard Deviation.

Research Summary

Based on the study, the research findings are summarized as follows:

1. General Information of the Respondents: The majority of the respondents were female, totaling 213 people (53.25%). 153 respondents (38.25%) were aged 51 years or older. 205 respondents (51.25%) were married. 97 respondents (24.25%) had completed high school education. 106 respondents (26.50%) were involved in private businesses and trading. 299 respondents (74.75%) had a monthly income of 3,001 baht or more.

2. Factors Affecting Poverty of the Banmai Subdistrict Administrative Organization: Overall, the factors affecting poverty were at a moderate level, ranked from most to least influential: 1) Economic factors 2) Personal factors 3) Psychological factors 4) Social factors 5) Government policy factors.

3) Poverty Issues with the "Power House-Temple-Government": Overall, poverty alleviation with the "Power House-Temple-Government" was at a high level, with academic support for career development being the most effective.

3.1 Promoting additional careers: Overall was at a high level. The collaborative effort to find and promote additional career models for the people. The data had shown the greatest impact on poverty alleviation.

3.2 Budget Support for Career Development: Overall was at a high level, with collaborative planning for budget support. The data had shown the greatest impact.

3.3 Adding Knowledge for Career Development: Overall was at a high level. The collaboration provided academic support. The data had shown the greatest impact.

3.4) Product Marketing Promotion: Overall was at a high level. The collaboration improved sales methods, showing the greatest impact.

3.5) Defining the Target Group Clearly: Overall was at a high level. The study of the causes of group formation was challenged. The data had shown the greatest impact on poverty alleviation.

4.) Development of Sustainable Poverty Alleviation Strategies with the "Power House -Temple - Government" of the Banmai Subdistrict Administrative Organization

4.1 Planning: The plan involved analyzing environmental factors which were related to poverty alleviation. The plan identified problems and obstacles, found solutions, and reduced risks efficiently using the "Power House -Temple - Government."

4.2 Collaboration: This method involved promoting public participation in poverty alleviation efforts to improve their career quality from upstream to downstream. This way helped them reduce expenses and increase income, leading to eventual poverty elimination.

4.3 Monitoring and Evaluation: These methods involved monitoring and evaluating the poverty alleviation process by using the "Power House -Temple - Government".

4.4 Shared Benefits: This method identified the public access to information and participation in career and product. Also, the development planning, and learning about modern agricultural technologies through "the Power House -Temple - Government."

5. The strategies for sustainable poverty alleviation of the Banmai Subdistrict Administrative Organization, Maharaj District, Phra Nakhon Si Ayutthaya, through the "Power House -Temple - Government"

Strategy 1. **"The Power House -Temple - Government" as a Guiding Force for Life:** This strategy promoted moral living based on the principles of the Sufficiency Economy philosophy, focusing on moderation, reasonableness, and resilience.

Strategy 2. **Exploring In-Depth Information in Every Dimension:** This strategy conducted thorough household surveys to gather detailed data on poverty to address specific issues effectively.

Strategy 3. **Defining the Target Group:** This strategy clearly defined target groups with specific criteria to address poverty more efficiently.

Strategy 4. **Knowledge Enrichment for Citizens:** This strategy provided educational and skill-building opportunities to empower citizens.

Strategy 5. **Promotion of Supplementary Occupations:** This strategy supported alternative livelihoods such as charcoal production, natural material craft-making, high-quality salted fish production, and chicken coop lantern manufacturing.

Strategy 6. **Product Marketing Promotion:** This strategy developed local products by establishing a floating market at Wat Wachirathammaram to promote Banmai products.

Strategy 7. **Creating Community Kitchen Logistics:** This strategy established logistics systems for community kitchens. This aimed at providing welfare to the elderly.

Strategy 8. **Creating a FDA Standard Central Kitchen:** This strategy created a standardized central kitchen (1 subdistrict, 1 central kitchen) with facilities to meet FDA and GMP standards, reducing costs and enabling wider market access for community products.

Strategy 9. **Developing Local Cuisine for Global Markets:** This strategy innovated and preserved local food to international standards. Ensuring, it was marketable domestically and abroad.

Strategy 10. **One Subdistrict, One OTOP:** This strategy was a unique OTOP (One Tambon One Product) team. This reflected the distinct identity of the Banmai Subdistrict, generating sustainable jobs and income across generations.

6. Evaluation of the Sustainable Poverty Alleviation Strategy through Positive Power by the Ban Mai Subdistrict Administrative Organization, Maha Rach District, Phra Nakhon Si Ayutthaya Province:

6.1 Strengths of the Sustainable Poverty Alleviation Strategy through Positive Power:1)Ability to analyze poverty issues within the community.2)Formation of cooperative networks within the community.3)Existence of role models practicing a self-sufficient lifestyle.4)Enhancement of citizens' skills and knowledge in self-managed community organization.5)Empowerment of citizens to plan for their own development.6)Creation of platforms for community knowledge exchange.7)Support for supplementary occupations to increase citizens' income.8)Establishment of markets for community products and goods.9)Improvement of community product quality.

6.2 Weaknesses of the Sustainable Poverty Alleviation Strategy through Positive Power:1) Residents were lack of knowledge in household accounting.2)The process was lack of continuity.3)People worked individually and separately.4)Operations were not sufficiently systematic.5)There was rarely collaboration and coordination.

6.3 Opportunities for Implementation of the Sustainable Poverty Alleviation Strategy through Positive Power:1)The state should enhance potential collaborative between public and private sectors.2)The state should promote economic resources, job, and income funds.3)Opportunities were provided by political parties and local politicians to prioritize and support residents.4)They were strengthening resource capabilities.5)The state should promote learning processes in both household income and expenditure accounting.

6.4 Threats to the Sustainable Poverty Alleviation Strategy through Positive Power:1)Some citizens still lack access to the strategy.2)Some citizens did not receive poverty alleviation support.3)Some citizens were not protected in terms of labor rights.4)The state should raise the cost of living.5)Government policies didn't solve community poverty.6)The citizens were unclear about database systems in the community.

Discussion of Research Findings

Based on the research results, the following points can be discussed:

1.The research found that Strategy 1 involved using the principles of a Sufficiency Economy to address poverty through positive power. That's why citizens reduce expenses for both themselves and their families. This aligns with the research conducted by Phimpong Penganarain (2015: 52-64), which studied poverty alleviation and local resilience based on the sufficiency economy approach. The findings indicated that the model for addressing poverty in Khao Sok Subdistrict involved reducing both personal and family expenses, increasing income through supplementary occupations, and creating opportunities for local citizens to access resource allocations from the government.

2.The research also revealed that Strategy 2 involves conducting comprehensive in-depth surveys of all households in the area. This is important because such surveys provide a true and clear understanding of the poverty conditions faced by the citizens. The government enabled the development of appropriate strategies to alleviate poverty. This was consistent with Surya Hanphichai's findings (2016), who studied poverty alleviation strategies for farmers in Chaiyaphum Province. The study found that appropriate strategies for creating a fair society and sustainable agriculture included five key strategies: (1) increasing opportunities and developing farmers' potential, (2) enhancing social systems and welfare, (3) strengthening community economies, (4) improving quality of life and access to social services, and (5) reforming public management systems.

3.The research findings indicated that Strategy 3 involves clearly defining the target groups. This clarity allowed for the development of targeted strategies to address problems effectively. This aligns with Asanee Phromsakana Sakon Nakhon's research (2014: 45-52), which studied self-help poverty alleviation strategies at the household level. The process focused on households with incomes below the basic need in the Koksri Suphan District of Sakon Nakhon Province. The study found that

the citizens helped themselves with poverty alleviation strategies at the household level including: (1) The citizens created learning processes and enhancing skills to address poverty independently, (2) The citizens managed households through the participation of members from target poor households, and (3) The citizens increased the capacity to utilize plans for poverty alleviation at the household level.

4. The research also found that Strategy 4 involved adding knowledge through field visits. This was a crucial factor because poverty among citizens was the lack of academic knowledge related to their occupations. This was essential for increasing income. This was consistent with the findings of Holliday (2006), who studied different forms of inequality in urban areas, particularly in suburban neighborhoods experiencing poverty. The study concluded that issues involve increasing knowledge for tackling suburban poverty and promoting sustainability by increasing local production and consumption.

5. The research findings indicate that Strategy 5 involves promoting supplementary occupations to increase income. This is crucial because the main citizens' occupation was rice farming, and once the season ended, they had no income. So, they became poor. For this issue, the Banmai Subdistrict Administrative Organization implemented projects to promote various supplementary occupations for the citizens. This aligns with the poverty issues sustainably strategies of local administrative organizations concerning vocational promotion (Local Administrative Organization, 2005: 1-5). The methods for promoting occupations include 1) Surveying in-depth information relevant information about the occupations and promotion needs of citizens, 2) Providing vocational training according to citizens' needs, 3) Supporting the formation of occupational groups to strengthen professions, 4) Providing budgetary support, materials, tools, and appropriate technologies for citizens' occupations, 5) Promoting and supporting research and development related to local occupations, 6) Encouraging public relations to create understanding in developing vocational promotion plans which align with local administrative development plans, and 7) Monitoring and evaluating local occupational promotion projects and activities to improve and adapt to citizens' needs at all levels.

6. The research also revealed that Strategy 6 involved promoting the marketing of products from the Banmai Subdistrict. This was important because citizens faced challenges in finding distribution channels for their community products. The management of the Banmai Subdistrict Administrative Organization has established the "Market of Praise," a market built in collaboration with local monks and citizens. This aligns with the strategies for poverty alleviation by Local Administrative Organizations (Local Administrative Organization, 2005: 1-5) regarding the sale of community products. According to the Decentralization Act, Section 16, local governments have the authority and responsibility to organize public services for the benefit of their communities, including market regulation, vocational training promotion, commerce, investment promotion, and encouraging public participation in local development.

7. The research found that Strategy 7 involved establishing community kitchen logistics for elderly welfare. This was essential due to the rapidly increasing elderly population. This aligns with Lee's findings (2008), who studied poverty changes among the elderly. The study found that the poverty rate among the elderly remained relatively stable from 1990 to 2000, with a decrease in the poverty rate during the 1990s but an increase by 2000. The overall poverty rate was relatively low, and the duration of poverty was generally short, although the ongoing poverty rate was about 10%. Retirement and health issues significantly impact elderly poverty, and poverty among the elderly tends to persist due to continuous declines in income potential.

8. The research findings indicate that Strategy 8 involved establishing a standardized central kitchen, to have one central kitchen per subdistrict. This is important because one of the causes of poverty in the Banmai community was the lack of knowledge and skills to improve the quality of agricultural products. This aligns with poverty alleviation strategies in China (WorasakMahatthanobol, 2006: 188-280). The development and promotion of agricultural technology have significantly contributed to the growth of the agricultural sector in China, alongside increased spending on agricultural research.

9. The research also revealed that Strategy 9 involved developing local food products for international markets. This need arose from the lack of knowledge and skills to enhance product quality. This aligns with Ampon et al's findings. (2017: 96-113), which studied the influence of perceived value on trust, satisfaction, word-of-mouth, and repeat purchases among health food

consumers in Bangkok. The study found that: 1) The perceived value in terms of value for money, quality, and emotional aspects positively influenced consumer trust in health foods, 2) The perceived value in terms of value for money, quality, emotional aspects, and trust positively influenced consumer satisfaction, 3) Satisfaction positively influenced word-of-mouth recommendations, and 4) Trust and satisfaction positively influenced repeat purchases among health food consumers.

10. The research found that Strategy 10 involved the "One Subdistrict, One Community OTOP Team" initiative for Banmai. This was implemented because community products were unquality. Therefore, Mr. Watcharapong Radomsitthiphat, the leader of the Banmai Administrative Organization. He addressed this issue by developing the initiative to achieve national success. For example, the development of "100-Year Banmai Sapodilla Ice Cream" began in 2013. This ice cream has since received national awards, including the first-place product award in 2022. This aligns with ThirawatPhurathiranrat's research (2011), which studied the sustainability of OTOP industries in Surin Province. The findings revealed that OTOP groups in Surin demonstrated the highest sustainability in terms of self-reliance and profitability. The average score was 2.43. Following, this data were adaptability (average score of 2.40) and connectivity with other industries (average score of 2.28).

Recommendations

1. Recommendations from this research

the following recommendations are proposed:

1. Administrators should promote and support this strategy as a model for addressing poverty across the country. The data had been proven effective.

2. The government should establish a national policy to create a development plan includes various activities and projects to support the implementation of sustainable poverty problem strategies through community power.

3. Administrators should study the strategy in detail to identify target groups and develop various. They support initiatives aligned with the specific problems and causes of poverty individually.

2. Recommendations for Future Research:

1. Future studies should explore the implementation of sustainable poverty problem strategies through community power in other regions throughout Thailand.
2. To compare studies of sustainable poverty problem strategies community power in different regions for four regions of Thailand should be conducted.
3. Research should conduct on the challenges and obstacles faced by local administrative organizations in Thailand, addressing sustainable poverty problems through community power.

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