

Thesis Title : The Value-added Approach of the Pottery Production of Ban Mhuang Kung Tambon Nong Khwai Hang Dong Chiang Mai Province

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Abstract

The objectives of the thesis entitled “The Value-added approach of the Pottery Production of Ban Mhuang Kung Tambon Nong Khwai Amper Hang Dong Chiang Mai Province” were as follows 1) To study the general information of the value-added approach of the pottery production of Ban Mhuang Kung, Nong Khwai, Hang Dong, Chiang Mai. 2) To study the causes and problems of pottery production with the value-added approach of the pottery production of Ban Mhuang Kung, Nong Khwai, Hang Dong, Chiang Mai. ๓) To offer the guidelines of the value-added of the pottery production to Ban Mhuang Kung, Nong Khwai, Hang Dong, Chiang Mai. This qualitative research studied the in- depth interview. The researcher selected 15 interviewees from the key informants : Group 1 is the owner of the factory and factory potter from 3 factories 3 people for each factory, including a total of 9 people. Group 2 is 4 entrepreneurs / community shops and Group 3 is 2 consumers.

The results showed that.

1) The general information of the value-added approach of the pottery production of Ban Mhuang Kung, Nong Khwai, Hang Dong, Chiang Mai. It found that there are several major issues with supported details as follow:

Manufacture industry, there are several factors which are 1. raw materials in production, such as soil used in the production. There must be a good quality soil that to be able to produce a high quality and durable pottery. 2. the major ingredient that is fine sand. The soil from some source without mixing the fine sand cannot produce quality products. They will be broken easily. 3. the product burning process. Some process cannot give quality products; it gives only beauty. For example, the black burning process is suitable for show only. It is not used to contain water or liquid.

2) The art of design for usability to create spiritual, cultural and social value. There is not much development at the present. It has been found that some of the factories have made efforts to develop their designs. However, there are important factors that make the design development cannot answer the consumer requirements that are 1. New molding is risky for investing because it is needed to do often market test. 2. New pattern development loses the investment opportunities because it takes time to test frequently if the quality is not good as required. That is wasting the time to do experiment. 3. The entrepreneur must have a reserved fund to produce the stock unlike order-based production. 4. The skill in molding and the spiritual reflection on society. The potters always mold typical and popular molding because they are familiar with these patterns. They can produce many products in one time that is contrast to the new molding which they are lack of expertise and think that there is a good reflection of the spirituality. 5. There is currently little pattern development. Because some products deteriorate in popularity caused by the changing conditions of modern times, there is a replaced product. 6. The inheritance of wisdom decreases because of the lack of personnel to inherit. Most later generations turn to other careers. The new idea is stopped because the potters are the old generation citizen.

3) Value Strengthening for Value-added, found that Ban Mhuang Kung's pottery production nowadays has brought little identity of art and culture to the molding in order to meet the needs of consumers.

Guideline to strengthen the pottery production value of Ban Mhuang Kung. It must find a way to achieve the objectives. There must be a systematic development with gradually changes. It is needed to understand both the manufacturer and the consumer, or develop together slowly in order to reduce the risk of occupation.

4) The guidelines of value-added of the pottery production. 1) relevant organizations should consider and bring this research to the improvement in accordance with the value- added pottery production of Ban Mhuang Kung. 2) The entrepreneurs should apply the results of this research to improve the solution of the manufacture problem, the pattern development, and the value strengthening in order to increase the value, prosperity and wealth 3) Entrepreneurs / community merchants should adopt Samma-ajiva of the Lord Buddha to practice.

