**Project title:** : Evaluation of the Success of the OTOP Group which induced Sufficiency Economy to practice in Nonthaburi Province.

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**Research Year** : 2018

**Abstract**

The purpose of this research was to evaluate the success of the OTOP group, which induced the sufficiency economy in Nonthaburi province. Using the principle of participation in the development of local wisdom according to the philosophy of sufficiency economy in Nonthaburi. Using a specific sampling method and the instruments used for data collection were in-depth interviews, discussion groups, and questionnaires. Analysis and statistics used in the research were checklists and rating scales and interpreted to level to make it easier to understand the context and approach. According to the results found that most respondents have a piece of knowledge and understand about Sufficiency Economy. Overall, the average score was 13.70 from the full score of 15, with 91.27 percent. The respondents are very knowledgeable about the average score was or even better than the average score of around 98 people, with 86.72 percent. Also, the respondents with lesser knowledge of 15 people, with 13.28 percent. The analysis of the OTOP group in the Sufficiency Economy based on 6x2 indicators. It found that the level of significance was high (= 3.55) when considering each aspect carefully found that 3 aspects are all in high level, descending the average score is increasing income (= 4.07). The OTOP analysis of the sufficiency economy according to the 3x2 indicator found at an average level (= 3.36), and if considered each aspect carefully found 2 aspects are in high level. In term of average from highest to the lowest is ‘tolerable’ (=3.29), followed by ‘virtue’ with the mean of (= 3.88). Also, 3 aspects are in average level are ‘immune’ (= 3.29), Rational (= 3.13), and ‘cognition’ (= 2.55) respectively.

 Su-Gao Dang Ta-it Cooperative group’s strength discovered that they have over 15 years of experiences in manufacturing. There is a division of responsibilities. Have the ability to sort cheap raw materials. A good relationship with customers. Weakness found there’s no brand/ logo. No product development. The product is not standard. The packaging does not look attractive. Lack of product presentation. Lack of branding/symbol. The packaging is an ordinary type, such as plastic bags. Produce a wide range of products. Focus on quantity rather than quality. Lack of funds to support businesses. No plans to target new customers, without the knowledge and skills to develop new products. Lack of standard and technology to develop products. The lack of funds to promote. As there’s a large number of OTOP manufacturers but limited government marketing promotions which affect an entrepreneur’s business and development.