

Social Innovation: Changing Systems for Social Enterprise Rice Center of Baan Umsang Community in Rasisalai, Srisakes Province

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ABSTRACT

This research article has the purpose to study about Social Enterprise Rice Centre of Umsang Community in Rasisalai District, Srisakes Province including 1) the procedure of formation 2) the process and element 3) the success of changing system in adjustment of production methods to organism way, and connects at a global level. This research is the quality research using the technique of observing, and depth interviewing, by collecting the information from 30 main interviewees, which include Baan Umsang farmer community of Rasisalai District, Srisakes Province, for the government sector and private sector concerned, and got selected specifically. The study tools are structural interview form. The acquired documents is used for concluding and analysing, by the researcher who presents in descriptive style. The result of research found that Social Innovation takes place among the 7 processes unity of culture including: 1. Opportunities and Challenges 2. Generating Idea 3. Developing and Testing 4. Making the case 5. Delivering and Implementing 6. Growing and Scaling and 7. Changing System by team working, that can be the outstanding point of this community. The changing to the these new things standing on the 2 main principles, that are Sufficiency Economic Philosophy, as the guideline in order that they live in moderate practice, that is appropriate with the simplicity of living and self-dependency, in 3 ways as such: Economic, Natural resources and Mild Society. The changing of thinking method effects the change of productions and marketing method, until there is change from the Changing System.

Keywords

changing system, social enterprises, Umsang Rasisalai, Srisakes Province)

Introduction

Thailand is the agricultural country. However, the agriculture of Thai farmers cannot support themselves for basic living. That causes Thai farmers to enter the never-ending debt cycle. The problem is the high cost of rice but farmers still have low revenue, causing farmers to accept the higher cost of production (Office of Agriculture Economics, 2014). The lack of skills and knowledge both in the market mechanism awareness, and in the reduction of production cost and management. Moreover, Thai farmers were tightened by capitalism, consumerism and education value that cause them to have loan both with government (Agriculture Bank) and informal creditor (Patrarawat J, 2013). This is big picture of all Thai farmer problem nationwide. In order to survive, Thai farmers have to gather in unity to revive the current situation, and find better choice selection and new way of surviving. The farmers at Baan Umsang, Doo sub-district, Rasisalai district, Srisakes Province used to face the same problems as most Thai farmers, but with the determination and focusing to win the problem together, making them able to establish the "Social Enterprise Rice Center of Baan Umsang Community". There are support and coordination to solve the problems, and brainstorming until they can develop the methods to plant jasmine rice in an organic way. This emphasizes self-dependence, by using and adapting Sufficiency Economic Philosophy, which shows new development under their own experiences, and also focusing on cultural and local knowledge, through the new norm of awareness, that builds stronger power together. Then creates the new relationship that gains advantage, until they succeed and until Organic Jasmine Rice receives the Intercontinental Marketing Certification of 8 programs which include 1) Geographical

Indications: GI, 2) Organic Thailand, 3) International Federation of Organic Agriculture Movement: IFOAM, 4) United States Department of Agriculture (USDA), 5) Standard Fair Trade Systems (FLO ID 27806 of FAIRETRADE), 6) European Union Standard of Organic Agricultural (EU-NOP), 7) Thai Jasmine Rice Standard, and 8) The certification of One Tambol One Product. The getting of those certifications causes a form of rice selling of this social enterprise group change, and not in the disadvantaged situation to the capitalist, but able to expand the rice product, in the specific market, that is extremely interesting strong dimension of Thai farmers.

This corporation procedure that Social Enterprise Rice Center of Baan Umsang Community, Doo sub-district, Rasisalai District, Srisakes Province, has implemented can be counted as "Social Innovation" that passes the process of innovation, by all those procedures that have established stronger thought, stronger mind and physical power, together with the financial progress and density of community. These produce clearer picture, and transform to future sustainability, as well as leading to the changing system, which is beneficial to the community of organic farmer unit, and transform to be the cycle, that expands benefits to agricultural management system. The thing that Social Enterprise Rice Center of Baan Umsang Community has processed and become successful, can be counted as "Social Innovation," which means thought, or any new ideas that can be utilized (Innovation is new ideas that works) Mulgan et al (2007). The case of Umsang Social Enterprise can be considered that passed the process of innovation spiral (Bound K. and Mulgan, G. 2019), until the final process, and this results in Changing Systems. This very process is the ultimate goal, which has relationship with many elements such as Social Movement, Business Form, Law and Regulations, Information and Utilities, as well as

new ideas that need to deal with Changing Systems, that concerns with the new conceptual framework of innovation design. Social innovation will change, in the level of government sector, private sector, at Economical Scholarship and household level. All these are the relationship in long periods, and creates the changing systems, that will affect the changing of thought and procedure of government sector, private sector and civil society.

In the procedure of changing to newness or new norm, which counts as Innovation. Social Enterprise Rice Center of Baan Umsang Community has created the rise of newness, and is able to change the system of the existing rice production and rice trade to the character that can support themselves, and is able to connect trade with world class organization. Besides, that Social Enterprise Rice Center of Baan Umsang Community has established the web that supports stronger trade status. This changing procedure is extremely interesting, so we choose to study and do research in order to take the lesson, in the form of knowledge to benefit 2 levels. The first level is, obtaining social organization model, that is Social Innovation. The second level is improvement to create knowledge theory, on Social Innovation and to originate the knowledge, that Thai society can apply to use and study, learn and develop with management, so that they can create new social innovation, that truly meets the need, and solve the problem of local people.

Research objectives

- 1.To study the process of establishment to gather Social Enterprise of Baan Umsang Community Doo sub-district, Rasisalai District, Srisakes Province
- 2.To study the entrepreneur innovation of Social Enterprise Rice Center of Baan Umsang Community

Research procedure

The design of research as documentary Research, In-Depth Interview and Focus Group, this study select the main interviewees by using Theoretical Sampling until getting to the Data Saturation point. And there are 5 groups of main interviewees as follow: 1) The leader of Social Enterprise of Baan Umsang Community, 2) Organic Farmer Group, 3) Chemical Farmer Group in Umsang sub-district, 4) The group of Government Officers such as Province Developer and District Agricultural, and 5) Group of rice buyer from private sector.

The tools for research includes Interviewing Topic Form and Field Note Form of the researcher. The researcher use in-depth interview with structured interview and non-structured interview, for collecting and gathering the information. The document management, Auditing of reliable document, Document analysis and analysis result presentation by document analysis, are the process that take place together with document gathering, completeness check and accuracy of information at all time. In particular, every interview data collection, group conversation, document or evidence from the interviewee, the researcher will make notes and organize them by analysing step by step. When

gathering more information and collecting additional information, in the incomplete part, on the same cycle from the beginning of data collection, until saturating data for deeper level, in order to conclude the result, by elevating document with principles reasonable.

Research result

From the study of Social Innovation: The changing systems of Social Enterprise Rice Center of Baan Umsang Community, Rasisalai District Srisakes Province, has found the innovation spiral and Entrepreneurship of Social Enterprise Rice Center of Baan Umsang Community, by applied work of Bound K. and Mulgan, G. 2019), which can be concluded as per below picture.



Figure 1 Innovation Spiral

Source: Bound K. and Mulgan, G. 2019 : A compendium of Innovation Methods, NESTA, retrieved from <https://media.nesta.org.uk/documents/Compendium-of-Innovation-Methods-March-2019.pdf>

1. The process of establishment in gathering of Social Enterprise Rice Center of Baan Umsang Community, Rasisalai District Srisakes Province

The phenomenon that takes place in Social Enterprise Rice Center of Baan Umsang Community, Rasisalai District, Srisakes Province is counted as the innovation in invention, and problem solving operation, by replying on available knowledge and skills and equipment tools, until it causes 7 innovation steps as follow:

Step 1. Opportunities and Challenges

Opportunities and Challenges mean the condition that Thai farmers in Baan Umsang is currently forced from the situation of chemical farming, which becomes the cycle of debt creation for chemical fertilizer and insecticide costs. That results in Thai farmers owing loans both Agriculture Bank and Informal creditor. These are all the big pictures of Thai farmer problems. In the dimension of consumer, Ministry of Public Health reveals the number of Thai people who are sick from the toxic of pesticide in one year, totaling almost 1,800 people. Acute Toxicity causes symptoms such as squeamish, vomit, dizziness and chronic poisoning, such as skin disease, cancer and neuropathy. The most important is blood test results of Thai farmers are still in critical range,

and found that more than 4 million people are risky to be sick from the toxicity. Moreover, the document reports from the research of Food and Agriculture Organization of the United Nation, or FAO found that Thailand is number 5 ranging of the countries, that has highest use of pesticide and ranging number 4 for using grass killer. It is interesting that from the research, every year we still find Chemical residue, and dangerous toxins that are prohibited around the world, in the vegetable and agriculture products. Apart from the health of farmer which is the source of manpower on production that have risk arising from toxic, also the health of consumer is in risk, too. Such challenge is the opportunity of the implementation of innovation, that is the awareness of the community leaders of Baan Umsang. They are risky to bad economic condition that causes Thai farmers to fall in the cycle of debt, and risky to their health both physically and mentally. Therefore, there has been gathering and a cooperation to fight the problems.

Step 2. Generating Idea

In this step, there is the idea of organic rice plant design. The new plan is the working on three level. The first level is the gathering of membership, who have the same ideology, that is the person concerns about their health and others' health and is aware of the danger that comes from toxic in chemical rice planting. This group gathering from the cousins in the same village, same district and networking for sharing same ideology in the nearby provinces. Besides expanding the network to whoever interested in the organic agriculture, they also continually generate knowledge the information to the group. The learning process that takes place in the group is the experimental practice, and learning and exchange of knowledge are the knowledge spiral, until they get the appropriate method. For the second level, it is the design of production, which will relate to design of level 3. That is the marketing design done by the first market level, for producing and selling organic fertilizers to the members in the group, because organic fertilizer is the most important factor that causes the rice well growing. The organic fertilizer that is called "Pui Kee Kek", with black pigment made from sugarcane residue, and is marinated with organic matter to adjust the soil and lime, which becomes the stone that has all kinds of minerals. The farmers who raise cow, are also able to make their own fertilizer from cow dung, but the cow must be from their own farm, and it has to be fed naturally and disease free as well. The step two marketing design plan is the selling, or planting one's own organic rice farm. Finding the market at a trade show, like OTOP product fair, and finally got selected as the representative, in each fair and trade show, will make the marketing design a success.

Step 3. Developing and Testing

In this step, the experiment and the testing are very important, and are using in establishing the innovation. Some of the people in the community try to plant organic rice for half of the field, and another half is prepared for normal chemical rice field, in order to test and compare the benefits of organic agriculture idea. From the early years of

attempt to do organic agriculture, it is still not so effective until it comes to 3-4 years later. The soil has got the structure adjustment and renew of the soil minerals. The production of organic agriculture starts to gain crops, more than chemical agriculture does. The success of this step has two parts, and the first part indicates the organic farm has decreased cost of production and the second part is the revenue from rice selling has increased. The normal chemical rice farm has cost per rai around THB 4,500, but when they change to plant the organic rice farm, the cost of fertilizer and pesticides has decreased to THB 3,300 per rai. The success is countless, as the revenue is health condition of the farmers, who do not need to face the risk of using chemical anymore, and the health of consumer, who can now consume safety product.

Step 4. Making the case

The experimental and test of the ideas that challenge, still are at this step. By starting rice farming and other agricultural plants such as organic soybean farming, red jasmine rice, black jasmine rice, rice berry rice and black sticky rice which are the rice that has high benefits. Moreover, the group also gets support academically on rice processing, from government sector and academic institutions, until they are able to develop approx. 10 types of rice processing production. For example, when processing organic rice, we get gaba rice germ flour, and ready to drink gaba rice germ, gaba rice ice cream and snack from gaba rice. These are what the group, add value to the rice, and create the occupation for the people in community. The bra that left from the rice attrition process, could be brought to cold press process, until we get the rice bran oil to export to overseas market. For the broken rice, we can also process by adding more value into many products such as skin scrub powder, rice soap, lip balm, including flour products, such as jasmine rice flour, black jasmine rice flour, red jasmine rice flour and rice berry flour. All of these rice products are considered, as main material in the food industry and can be processing, to add value to many menus such as cake, cookies, noodles and pastas. Despite the organic rice receiving high demand from overseas market, however, just selling rice still earns less revenue, when compared to other rice processing products. So in 2014-2105 the group has studied more on rice processing in order to add more value to the normal rice, together with developing the market channels at the same time. The empirical success in this step, Social Enterprise Rice Center of Baan Umsang Community has got the answer that their working on this innovation is the right way.

Step 5. Delivering & Implementing

The accepting of standard certificate from International Organic Agriculture making the group, acquiring the portion of export to oversee around 80%. There is the pre-order purchasing mainly with European market, and another 20% is the domestic selling in many forms, such as processing organic rice, ready-to-drink gaba rice germ, snacks from gaba rice, organic rice ice cream, milk tablet, organic rice and organic rice germ soap etc. The staff in the Social

Enterprise Rice Center of Baan Umsang Community got well acceptance, and the management and administration of organization becomes professionally. They give staff welfare and also have successful business with sustainability.

Step 6. Growing & Scaling

The growing of Social Enterprise Rice Center of this village comes from the investment, which is an attempt to create positive social effectiveness and/ or environmental benefits together with financial stability. The product development and service is using basic structure of work operation, to create the positive difference of social or environment. The Pepsi that Social Enterprise Rice Center of Baan Umsang Community has created, is not only organic rice and organic fertilizers but also many processing products from organic rice such as body cream, soap and lately, expanding the production line to make mud fabric, that is another way to earn revenue to the community.

Step 7. Changing System

Having the opportunity to attend the trade show of THAIFEX-World of Food Asia in 2010, they have the team support unit to obtain certification of quality and standard of International organic agriculture in the fair. This is the big proposition and challenge of the group to acquire the International organic agriculture standard which started from 2010 and in 2011, acquire certification, and finally in 2012, the group get the certification of International Organic Agriculture. When the group gets certification of International Organic Agriculture Standard, it makes the rice purchasers feel more confident. The first company who purchase organic rice from the group is Bio Agro Company Limited from Italy. Afterward the group starts to get the prize and award, in order to guarantee their products and it helps to build more confidence towards the market in many ways. After getting one of the certificates from international standard, the group also continue to get guarantee and certification from other organizations and gain success for 8 programs, including: 1) Geographical Indications: GI, 2) Organic Thailand Product, 3) International Federation of Organic Agriculture Movements: IFOAM, 4) USDA, 5) FLO ID 27806 of FAIRETRADE, 6) EU-NOP, 7) Thai Jasmin Rice Standard and 8) One Tambol One Product (OTOP). All these standard certifications allow Social Enterprise Rice Centre of Umsang Community, Srirakes Province to sell rice at the standard price, and has certain buying source. The agriculture that will get certification need to plant organic rice, and to follow to the set of standard requirement, which has to rely on the creative leader team, and organic rice planting process and auditing leader team to be the key mechanism, in driving the members to practice, following the group rule and regulation. The accepting of standard certificate from International Organic makes the group able to export to overseas market 80%, and have pre-order purchasing with EU market, and the rest 20% sell in domestic. The building of staff working team of the management group of Social Enterprise Rice Center of Baan Umsang has a success in

getting close to their members in order to support, take care, explain and provide knowledge at the same time, and also able to listen and gather all comments and complaints from the members to pass on to the management. This kind of management system uses close relationship like cousins to build a way to manage people, and to create the establishment of social innovation, that has its own characteristics.

2. Entrepreneurship innovation of Social Enterprise Rice Center Baan

For the innovation or newness in entrepreneurship of Social Enterprise Rice Center of Baan Umsang are as follow.

2.1 The making of production process

In bringing the idea of Innovation Spiral as a way to create Social Innovation of Social Enterprise Rice Center of Baan Umsang Community, Doo sub-district, Rasisalai District, Srisakes Province from the beginning until the final process is actually Changing System. Changing system has strong relationships with the process of organic rice creation in 3 key ways: 1) Planting Caring and Harvesting, 2) Buying and Selling rice from members, grinding and delivering to buyers both overseas and domestic 3) Group gathering, organizing, purchasing, revenue management and member benefits organizing. In this 3 main sets, the researcher have to search what is changing, and what is newness, which will call here as the making of production process.

The production system of organic rice has 2 periods of time. The first period is the production system that the leader leads the team to follow the production method that they have studied before. The outstanding point is the group produces its own organic fertilizers, under the name Kaset-Thip Group, and other production methods such as soil preparing, keeping organic seed, fertilizing, water level maintaining, harvesting, tillage, rice storing and selling. The second period is the period that they already get international standard certification. The organic rice planting is for consuming domestically and for selling overseas need to have the production standards of each countries, starting from the soil preparing to harvest the rice to the barn. And there is additional process to check the standard. The community who is representative of management team has to play the leader role to test and check production process, its job in fieldwork is to communicate and understand every step together with rechecking and maintaining to make sure that all production process meets the standard of organic agriculture, both Thai standard and International standard. This production method has designed systematically to be easy to manage and control standard base on eco system and environmental maintenance. For example, the step of tilling and the rice stubble will enhance the nourishing to the soil. When continuing tilling rice stubble every year, the soil will become softer, while burning will cause death of all creatures and may expand to nearby fields. The ash also is dangerous to both human health and global climate change. In the dimension of encouragement for maintaining the system, the tilling of rice stubble has the cost per rai of THB 200, and Social Enterprise Rice Center of Baan Umsang

Community funding half of the cost for members, in order to persuade the members to choose this tilling rice stubble method, instead of burning the rice fields, that is easier and cheaper way, but has a lot of bad effects to the overall eco system.

2.2 Team building

The early team was established from the gathering of cousins group and the neighbors, that make community rely on one another and is the grouping to be Social Enterprise, that does activities under the same ideology. Their method to use team of success people, who used to have same experiences same problems and same difficulties, to visit and have dinner with members at their residences, while telling success story, technics to reduce cost, and to increase revenue by using the same language. That makes it easy to encourage people, who do not yet desire to become organic farmers or are afraid to change to try organic rice planting. The kinship creates good hope, a good desire for one another and they can feel and know about this good feeling together. It is the power and energy to make everybody try to make energetic life style, following the leader. When the leader has studied and try to do organic agriculture, and is confident that organic agriculture with sufficiency economic is a way to survive, among other trends of current consumerism. The leader start inviting their relatives and folk in Doo sub-district, creating the inspiration of necessity, and telling the results that they might gain after change, then share the story of dangers of chemical agriculture, and finally, encourages the power of decision making, that will return into the hand of the farmer.

The procedure to build this working team, makes effective leader and follower. The behavior and practice of the leader is the way to make follower confident, rely on, believe, trust and practice as the way the leader recommended. The qualification of the leader that builds trust of follower are good conduct, skillful, with ability to understand the situation, especially the ability to analyze situation of chemical rice farm and organic rice farm agriculture. The father of membership will focus on member benefits and loyal leader, to manage the group. He has to be sacrificial, sincere and able to persuade, by being a good sample. The leader need to be patient and work hard, until they are successful, as yield good results of organic agriculture farm, so all the members and followers can see their results. In the meantime the follower who is the working team, such as committee of social enterprise and group member, as the effective team work support, is to help enhance rule and production standards of organic agriculture, at the international level. The group must still remain open to the opportunity for memo, and for decision- making, and offering ideas for new product.

2.3 The Integration identity of Enterprise, Union and Company

The Integration identity of Enterprise, Union and Company are the outstanding newness of Social Enterprise Rice Center of Baan Umsang Community of Rasisalai district, Srisakes province. The use of advantage from grouping in

each format, results in the specific characteristics in the operation of the group. The Union operation that emphasizes freedom and democracy, allowing some of the revenue to be divided as collective, to be a support fund for the Union to continue the operation smoothly. The principal of social enterprise is the gathering group of farmers to make the community level business stable. The Union has guarantee by law, to promote knowledge and local knowledge. The development of ability in managing that, truly meets the need of the community, resulting in strong community business system, being able to rely on themselves and ready to develop for trade competition. Meanwhile the company operation will emphasize on regulation system, situation analysis and the use of techniques for administration and management, such as SWOT, that focuses on transparency and the verifiability. The account is able to reveal honestly, and the members can request to check all the time. There is also the clear and fair benefits sharing system, including the adaption to use of company administration principal in order to increase revenue of business and the success. Despite the group reliability on equality, one people has one right. However some of the decision is not from the vote, but it is from the compromises conversation to find solution together for maximum benefits of the members. Those work operations build trust of the members, with unity, love and support until the members want to develop themselves to cherish the success of the enterprise. The common factors of these integration identity is using democracy principles of the Union the meeting, and let members show their opinions widely and democratically, as well as the self-reliant principal of enterprise, the patronized principal of both enterprise and union, marketing principal and work management, followed by the product standard of company.

2.4 The Enterprise entrepreneurship on the efficiency economic philosophy and self-reliance

Newness is the changing way of thinking, that stands based on self- sufficiency which means the sufficiency unto need and suitability, to their positions, social, environment, including culture in each region, but not too much or too less, and not encroaching oneself and others, either. Being reasonable means the decision to manage and process everything reasonably, followed by the principle of academic, principle of law, moral code and excellent culture. We must consider the concern factors thoroughly, by discussing elaborately on the result that might occur from those practices. By having good self-immunity, which means self-preparation and ready to face all effects and changing of economic, social, environment and culture, enabling to adjust and deal with all problems immediately. These three factors must apply, both moral condition of academic principle, and life condition, based on the same self-reliance on economic, health and social.

Result Discussion

The process of group forming of Social Enterprise Rice Center of Baan Umsang Rasisalai sub-district, Srisakes Province, the social enterprise is counted as innovation in researching and operating, for problem solving by applying

the knowledge, skills and tools, until the 7 innovation process starts as follows:

1. Opportunities and Challenges

Opportunities and Challenges mean the condition that Thai farmer in Baan Umsang is currently forced, from risky economic situation, which becomes cycle of debt and health risk, both bodily and mentally, until they have to finally gather together and fight with these problems.

2. Generating Idea

In this step, there is idea of organic rice plant design. The new thing is the working in three levels, that make marketing design success.

3. Developing and Testing

In this step, the experiment and the testing are very important and are using for establishing the innovation, in order to check the idea of organic agriculture and to be aware of the consumer health and food safety.

4. Making the case

The experimental and test of the ideas that challenges still be in this step. By the starting of rice farming and other agriculture plants. These are what the group add value to the rice and create the occupation for the people in community.

5. Delivering & Implementing

The accepting of standard certificate from International Organic Agriculture enables the group to have the portion of export to overseas around 80%. There is the pre-order purchasing mainly with European market, and another 20% is the domestic sale in many forms, such as processing organic rice, ready-to-drink gaba rice germ, snacks from gaba rice, organic rice ice cream, milk tablet, organic rice and organic rice germ soap etc. The staff in the Social Enterprise Rice Center of Baan Umsang Community got well-accepted, and the management and administration of the organization is professional. The having of staff welfare also make the business success and sustainability.

6. Growing & Scaling

The growing of Social Enterprise Rice Center of the village comes from the investment, which is the attempt to create positive social effectiveness and/or environmental benefits together with the financial status. All in all, the product development and service simply use the basic structure.

7. Changing System

For the attempting of the group, up to the time, when they get certification of International organic agriculture certification, the group gets more and more certification that makes them feel more confident, in their organizing of the group and the product. The established of Social enterprise

rice center of Baan Umsang management team is the succession, that need to talk about the sources and operation of the team, due to huge members of the group. While house and farm expanding into many villages, the team need the person, who is able to make an access to the farmers in order to provide support, and to communicate information on the composition of organic agriculture closely. These are new things for the villager members. From the literature review, they still do not see the work, that studies into the changing system, or organic agriculture of the social enterprise, directly. However, it is found that, the research is similar and is concerned, to the consistent result as follows.

Aunaromles T. and Other (2015) found that, nowadays, Social Enterprise Group firstly, has mainly built the knowledge innovation of sufficiency economic innovation, and secondly, it is product innovation. If considering about the concerned factors to build the sufficiency economic innovation. The social enterprise will have highest social capital factors. Secondly, it is the human resources management, development factor, leadership factor of the social enterprise that lead. And the latest is organization management factor in the innovation building of sufficiency economic philosophy that enables to strengthen the competition ability.

However, Yossook P. and Gawichai P. (2017) follow the study of problem and obstacle in the process to apply organic agriculture policy to real practice of the government sector. The study result of Pratana Yossook and Pongsakorn Gawichai found that the obstacle to apply policy to practice of government sector are 1) The unclear of policy determination and indicator, 2) Planning and operating separately, 3) The lack of corporation of people concerned and 4) The inseparated relationship of Political, Cultural and Government sector operation structure.

The appropriate suggestion for government sector that concerned in applying the organic agriculture policy to the future practice are 1) The invention of new innovation that supports organic agriculture to the farmer, 2) The strictly control for the use of chemical in the agriculture production, 3) Building motivation for the farmers, who want to change from chemical agriculture to organic agriculture, 4) Supporting to do organic agriculture to complete supply chain system, 5) Developing data base on organic agriculture, 6) Promoting public relations and promoting information on good and bad results of using organic and chemical, 7) Allowing consumers to get involve in investigating the product and standard of organic agriculture, 8) Supporting the connection of organic agricultural operation of both personal organization and association levels, 9) The integration of information technology with organic agricultural development, 10) The establishment of organic agriculture farmer fund and 11) Building clarity and acceptance for organic agriculture standard, in all parts, both domestic and overseas.

Kramol P. (2014) in the study of farmer market to be the main farmer products distribution channel especially the farmers that are environmental friendly, such as organic agriculture and non-chemical agriculture. The important factors that influence pricing and increase the purchasing amount, always concern the knowledge and perception in agricultural system, that is the environment-friendly and the

attitude on product quality, safety from contaminated chemical, and is accessible to the campaign message. Therefore, the promotion should be continually promoted in the agriculture market. In addition to these, we also found that the customers of organic farmer generally have potential to pay more, compare to other customers in the market, that sell non-chemical agriculture products 1.

The research of Kachantarach B. (2011) studied about the activity in organic agriculture farm that benefits sustainable agricultural development in the rural area, and found out that for the management in organic agriculture farm style, the farmer would reduce the production factor, from external use in the farm, and not using all the chemical synthetic. However, the farmer would turn to use the recycle resources in the farm, which was environmental conservation, and would increase more quality existing product. The majority of production factors are green manure and organic liquid bio fertilizer from the plant and animal, that the farmer makes his own product, from local knowledge, together with new technology, appropriately, insisting on sufficiency economic philosophy in life. This makes the farmer a success in life and he can cover the knowledge communicant of agricultural activity in organic farm, that benefits sustainable agricultural development.

Conclusion

The change of way of thinking affects the changing of manufacturing way, and the manufacturing way also changes the way of living of the farmers at Baan Umsang village, that does the organic agriculture. The original of traditional farming according to natural agriculture way, yields a result at Baan Umsang village. From when the farmer finds out their way of farming, and gets new market of organic from overseas, which has high demand for organic rice, they receive the organic agricultural standard certification, from the international organization, that agrees to certify the group the organic product standard. That makes it become well-known in the international market, and is able to negotiate the cooperation with overseas partner, and also able to pre-determine the production amount (Pre Order). The previous operation shows capability of self-reliance of Social Enterprise Rice Center of Baan Umsang that wanted to make a change happen to farmers with Thai social sustainability philosophy. The requirement of International Organic Agriculture Standard is consistent with the Thai organic farmers, who also help to shape the direction and future of life, and maintain well, in the midst of the world full of chemical users. The organic agriculture of social enterprise of Baan Umsang Rasisalai sub-district, Srisakes province becomes another small point that reflects the attempt to change the manufacturing trend that relies on chemical to organic. Finally, the changing of the way of thinking has led them, into changing system for the sustainability of the innovation.

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