



PARTICIPATION PROCESS OF PLANTS SUSTAINABLE ECONOMIC FOR DEVELOP COMMUNITY ENTERPRISES

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Abstract

The current economic situation in Thai society has affected people at almost every level of Thai society. Those who are living in poverty will be affected the most. Causing difficulty in living and earning one's living, Therefore, there is a process involved in plant formation here. It is specific to plants that are economically essential herbs in the development of community enterprises. Emphasis is given to developing it into an economic crop. That can create a career and a lot of income. It shows that medicinal plants, in addition to being used to treat diseases, can also be used as a way to generate income for the community. In emphasizing the processes in the 5th National Economic and Social Development Plan and the 7th–8th National Economic and Social Development Plan, participation is the cooperation of the people. Whether it is an individual or a group of people who agree to take responsibility for the development and change in direction, to study medicinal plants for export as cash crops under such are 1) support and development of local academics and technology, namely Thai traditional medicine, Thai traditional medicine, Thai massage, and herbs; and 2) support and promotion of self-care by using herbs, indigenous medicine, and Thai massage at the individual, family, and community levels.

Keywords: economic crops, plant community enterprises, construction of economic crops

Introduction

The current economic situation in Thai society has affected people at almost every level of Thai society. Those who are living in poverty will be affected the most. The causing difficulty in living and earning one's living. These economic crises have caused other problems followed by many that affect the quality of life of the majority of people in the country living at harder and more difficult, lacking job security, income, low quality of life. People in the country have to save and endure this economic situation all together, which human beings are important resources in developing the country. The ultimate goal of development is to encourage people to live well and happily. Economic prosperity and technological advances, to facilitate comfort in the daily lives of the people including the promotion of having a body without sickness. If people have a good quality of life, they will have the ability to develop themselves, society and environment to create the highest value or benefit (D.G. Harland, 1992: 8) can be seen that the development of the country is according to the mainstream economy, although it causes many achievements. But at the same time, it causes undesirable effects on the people in terms of life, customs, traditions, values, natural resources, and other important problems, such as the bursting of the bubble economy in 1997, which caused crisis and disaster to the nation for one of the most important times (Office of the National Economic and Social Development Board, 2002: 14) will see that with the livelihood of rural communities, there is a connection and awareness of the benefits of local vegetables and fruits, which in some seasons may produce more than demand if you leave it, it will rot in vain. Therefore, local wisdom and technology are used to transform them into plant products. Therefore, at present, there is a gathering of people in the community whose way of life is bound together to seek knowledge in various fields. Folk wisdom and technology have been passed on from generation to generation to jointly add value and inherit intellectual property to be stable, sustainable, and stand up to the changing trend. Establishing a group to bring local natural resources and intellectual capital to transform into some herbal medicines. It's some kind of food preservation to distribute to relatives or sell at a reasonable price. It's another source of additional income. This joint work is called community enterprise (Community Enterprise Promotion Act, 2005: 1).



Medicinal herbs have been around for a long time. Either as a single herb or as a medicinal formulation in which herbs contain many different chemical compounds. The properties of medicinal plants depend on the type and amount of these chemical compounds. Each part of the medicinal plant contains different compounds. In addition, the type and amount of chemicals will vary according to other factors, such as the type of herb species, growing environment, storage time, etc. by humans to evolve in the application of nature. Therefore, knowing how to use herbs as food, fuel, clothing and part of it is used as medicine. Herb usage patterns also vary according to the diversity of the human race, biodiversity and the local environment in which medicinal plants.

Herbs are medicines derived from botanicals, animals, or minerals that are not mixed, processed, or transformed (according to the definition of herbal medicine in the Drug Act, 1967). Most of the herbs used in primary health care are plants. These trees have 5 main parts: roots, stems, leaves, flowers, and fruits. These parts of plants have different shapes, structures, and roles, just like the human body has different organs and acts differently, different functions. The important thing in bringing herbal medicines to use is to take into account the principles of correct use as well, namely:

1. Using it right Herbs with synonymous or very similar names and some localities call differently. So, you need to know the herbs. and use them correctly.

2. Using the right parts herbs, whether they are roots, leaves, flowers, bark, fruit, and seeds, are not equally powerful. Maybe the old fruit-the weak fruit will have different effects. Therefore, it is necessary to know which part can be used as medicine.

3. Using the right size herbs, if used too little, are ineffective. But if it is too much, it may be dangerous or toxic to the body.

4. Proper use Some herbs must be fresh. Some types must be mixed with liquor. Some types must be boiled and must know how to use it properly.

5. The right treatment for the disease, such as constipation, must use laxatives. If using an astringent drug will cause constipation and increase the relationship between Buddhism and herbs.

Therefore, it is worth continuing research. There will be information for humans to study and compare herbs in Buddhism and how humans are bound together and have a good role model in living life in harmony with nature according to the Buddha's conduct, which will be a factor for human beings to be happy and achieve the ultimate goal of life and lead to the cultivation of common consciousness among humans towards the conservation of the natural environment. For the benefit of human society as a whole (Sano Khaokham, 2015: 4-5) Since the area of Thailand is suitable for agriculture, it cannot be denied that "plants" or "medicinal plants" are what make Thai people have food to feed the stomach and still generate income for the household, extending until it becomes "economic crops" that many farmers take as a career. Therefore, as mentioned above, plants have been considered an important factor in supporting the lives of Thai people for a long time which is not just consumption; when grown in larger quantities, it will generate income.

Definition of Mixing Market

The marketing mix process, it is an important factor in marketing operations. Because it is something that the entity has control over. Basically, the marketing mix consists of 4 factors (4Ps), namely, product (P), price (P), distribution channel or places (P) and marketing promotion (P) with the following details (Sudauang Ruangruchira, 2000: 29-32).

1. Product: it shows that the business is ready to do business that can meet the needs of customers by focusing on meeting the needs and creating satisfaction for consumers and must study to cover various problems about choosing a product or product line, increasing or decreasing the type of product in the product line, in terms of quality, performance, color, size, shape, assembling service, warranty, etc. If the product that can meet the needs of any group of customers and pay attention to packaging because nowadays consumers are increasingly interested in purchasing products. Therefore, having eye-catching colorful packaging will attract attention, more interest from consumers. Because often consumers decide to buy products from choosing the packaging rather than the product itself. Products that will be marketed must be branded and trademarked to show who the product belongs to, which will allow consumers to draw on past experiences to help them understand. Making



purchasing decisions easier without having to ask for information all the time and giving confidence in the purchase decision.

2. Price aspect: when the business has developed the product. It is important for businesses to plan accordingly to determine the right price for the product. In determining the price, it has to be planned at what price to make a profit, and to expand market share by using a strategy to set prices to be acceptable to the target market and able to compete with competitors. In addition, businesses must take into account the laws that will affect prices.

3. Distribution channels/places: Although the quality is good, but if the consumer does not know where to buy. They cannot meet the needs of consumers. Therefore, it is necessary to consider where, when and who will offer the goods. The distribution activities are divided into 2 parts, namely: product distribution channels that will focus on the type of distribution channels whether selling products directly to consumers or selling through various intermediaries and part of the distribution is product distribution, product distribution to reach consumers. Choosing a method of transportation and another important step in product distribution is the storage process.

4. Marketing promotion: it is a study of communication channels to the target market. Marketing promotion it is a method of informing customers about the product to be offered for sale with the purpose of informing them that the product has been released. There are four important tools that are used called the mixture of marketing promotion as follows: sales by advertising staff promotion and dissemination and public relations. Definition of marketing mix will be mentioned the important factors in the marketing mix consisted of factors (4Ps), which affects product selection and distribution. The following definitions will be used as guidelines in connection with create sustainable economic crops to develop community enterprises, lead to income for the community and to continue to make sustainable economic crops.

Community Enterprises Related to Economic Crops

Community enterprises related to economic crops. It is the Community Enterprise Promotion Act of 2005. Community Enterprise Concerning community affairs related to the production of goods, services, or other activities carried out by a group of people who have ties to have a common way of life and congregate in such business. Whether it is a juristic person in any form or not a juristic person to generate income and for the self-reliance of the family community and between communities (Community Enterprise Promotion Act, 2005: 1). Here we will talk about community enterprises of economic plants by aiming at that community enterprise. There must be a production goal first that want to produce for family consumption within the community or between communities, to produce enough to meet the demand and manage the output first. If the output goes well, then gradually increase the production or if some products in the community are outstanding in quality have characteristics that are unique enough to be sold in the market. It is a matter of marketing mechanisms that require quality products with unique characteristics. The community enterprise market can be divided into 3 types (Anand Tanaisri, 2023: Online), consisting of:

Type 1: Sufficiency market, local market, within the community and between the community or in the network.

Type 2 Commitment market, a market in which contracts are agreed or signed between organizations. Non-community organizations, for example, a hospital agreed to buy 10 tons of brown rice from the community a year; a state-owned enterprise agreed to buy 10,000 meters of hand-woven cotton from the community a year for staff to make clothes to wear on Fridays.

Type 3 general market, the market that must compete with others in the city or export to foreign countries, the readiness of the community for community enterprises. There must at least be a community that has 3 strengths:

The first thing is biodiversity. It is a community that still has forests, soil, water, and nature that is full of things that are valuable to life, such as food, medicine, and various uses. Those things will have value. Look only at grass truffles, grass, grass, and grass, which today's modern people call "weeds" and



try to destroy them with chemicals, they are all valuable as an elixir. It is a diuretic, lowering blood pressure, can be used instead of modern drugs.

Second, local wisdom although at present the local wisdom has disappeared along with the older generation. If you know how to search, apply and combine with new knowledge today, you may get something that is valuable and valuable.

Third, the network of relationships between people in the community. People in the community must cooperate together to manage community organizations and networks can depend on each other jointly manage resources, produce various products, share production and share consumption a self-reliant community by studying the introduction of plant products through the process of processing with one or several methods combined, which makes the structure, shape, color, smell, taste and texture different from the original taking into account the nutritional value and safety, including that the product must have a longer shelf life and be a product that is accepted by consumers (Wanchai Siriwanakul, 2023: Online). Taking into account the advantages of plant-based foods. helps control high blood pressure high cholesterol sleep apnea hyperglycemia and reduce the risk of cancer and also help reduce weight, such as:

1. Lowering blood pressure plant foods are full of potassium. Reduces blood pressure levels that cause stress and anxiety, eating grains legumes whole grains, fruits and vegetables are high in potassium and vitamin B6, which lowers blood pressure levels.

2. Lower cholesterol one egg may contain twice as much cholesterol. Hamburgers and fish may contain the same amount of cholesterol, or more than meat or chicken. It depends on the type of food we eat. Plants don't contain cholesterol even in saturated sources like coconut and cocoa, so eating a plant-based diet is one of the easiest ways to balance our cholesterol levels.

3. Blood sugar control diabetes or high blood sugar able to control with adequate fiber intake, helps reduce the absorption of sugar in the bloodstream and control hunger throughout the day. It also helps balance stress-causing cortisol levels.

4. Reducing the risk of cancer a plant-based, low-fat diet, coupled with avoiding alcohol and smoking, reduces the risk of cancer. Animals is a risk factor for colorectal and breast cancer.

5. Weight loss although cooked food may help your body absorb nutrients better. But to lose weight in a natural way we should focus on consuming foods that contain fiber, vitamins and minerals health experts believe that most people will lose 5 pounds within 2 weeks of starting a plant-based diet without having to endure hunger or starve (Mega We care, 2023: online).

In addition, having to consider the benefits of herbs in developed countries, it can be seen that herbs are useful, consisting of:

The first: it is a raw material for the production of important drugs such as cinchona, used to produce quinine, used to produce atropine, etc.

The second: benefit is a raw material for the production of precursors in drug synthesis, such as wild yam, a raw material for the production of Diosgenin, which is a precursor to the production of steroid drugs or vegetable oil is a raw material for the production of beta sitosterol, which is used to make steroid drugs.

The third: benefit is a model for drug synthesis. Most of the medicines used today are almost entirely of natural origin. When the important natural medicine is discovered. Therefore, there is a synthetic imitation. study of new drugs from the plant, it continues to continue.

The fourth: flowers are generally collected during the flowering period. But some species are collected during budding, such as cloves.

The fifth: Fruits and seeds. Some medicinal plants are collected when the fruit is not yet ripe, such as guava. Collect the young fruit to cure diarrhea. But in general, it is usually harvested when the fruit is fully mature, medicinal plants, it's a product of nature that humans know to be useful for the treatment of



ailments since ancient times. For example, in Asia, there is evidence that humans have known to use medicinal plants for more than 6,000 years.

There is more progress in development, they have a synthesis and produce drugs from chemicals in a form that is easy to use more comfortable to use than herbs. The causing the popularity of herbal medicine to decline a lot as a result, knowledge of herbal science lacks development not progressing as it should. At present, the world has accepted that the results obtained from herbal extraction gives you better benefits than medicine.

There are tens of thousands of different plants that can be used as herbs. What is lacking is only research in a more scientific way. Awareness to develop knowledge of medicinal plants. So, it started again. Thailand's primary health policy was officially started in 1979 by adding the primary health care program to the public health development plan under the 4th National Economic and Social Development Plan (1977-1977). 1981) continued until the economic development plan and the National Society, No. 7 (1992-1996), with strategies for developing Thai herbs and traditional medicine in primary health care, namely:

1. Support and development of local academics and technology, namely Thai traditional medicine, Thai traditional pharmacy, Thai massage, herbs and folk technology for the benefit of problem-solving community health.

2. Supporting and promoting one's own health care by using herbs, indigenous medicine, Thai massage at the individual, family and community levels to be correct and systematic, able to coordinate modern health care. It can be said that herbs for primary health care are those used to promote health and treatment of initial illnesses/symptoms so that people can become more self-reliant.

It is also important in the economy. At present, medicinal plants are classified as one of the economic plants that foreigners are looking for ways to invest and select Thai herbs to extract medicines to treat certain diseases. There are many countries that bring Thai herbs to grow and trade to compete with Thailand. Many herbs that we export as raw materials are cardamom, turmeric,

and tamarind. These herbs are still in great demand in the international market. and currently the Department of Agriculture Department of Agricultural Extension, The Ministry of Agriculture and Cooperatives has paid more attention to the study and has included research projects in the production system development plan. Marketing and job creation in the 6th National Economic and Social Development Plan (1987-1991) and also has 15 benefits as follows:

The first: it can cure certain diseases. Without the use of modern drugs which some may be expensive and cost a lot, it may also be difficult to find locally.

The second: it gives good treatment results similar to modern medicines and provide more security to users than the current plan.

The third: it can be easily obtained locally because most of it is obtained from plants which are widely available in both urban and rural areas.

The fourth: it is cheap and can save the cost of buying modern medicines that must be ordered from abroad country is reducing the trade deficit.

The fifth: used as a maintenance drug to keep the body healthy.

The sixth: thing can be used as food and can be grown as a vegetable garden such as basil, basil, ginger, galangal, gourd.

Fourth, used to preserve food such as moons, moons, flowers and cloves.

The eight: used to add flavor, color, flavor of food, such as nutmeg, used to flavor foods such as bread, butter, sausage, ham, bacon.

The ninth: it can be planted as an ornamental plant to make various buildings beautiful, such as Coon, Alata.

The tenth: thing is used as a cosmetic to enhance beauty, such as aloe vera.

The eleventh: used as an insecticide in vegetable gardens, fruits such as neem, lemongrass, onion, tobacco.

The twelfth: it is a plant that can be exported to generate income for the country, such as cardamom, turmeric.

The thirteenth: factor is the conservation of Thai heritage for people in each locality. Knowing how to help yourself in bring their local medicinal plants to benefit according to ancient traditions.

Fourteenth: make people appreciate and come back to live closer to nature.



Fifteenth, cause pride in the culture. and the value of being Thai (angelfire, 2023: online).

Conclusions

Processes involved in plant formation here. It is specific to plants that are economically important herbs in the development of community enterprises. Emphasis is given to develop it into an economic crop that can create a career and a lot of income. To show that medicinal plants, in addition to being used to treat diseases, can also be used as a way to generate income for the community and bring benefits to oneself and the country in the future through the marketing mix process will be mentioned the important factors in the marketing mix consisted of factors (4 Ps) namely product (P), price (P), distribution channel /places (P), and marketing promotion (P), which affects product selection. To be a guideline aimed at enterprises by emphasizing three strengths: biodiversity, local wisdom and a network of relationships between people in the community. When people in the community must cooperate together to manage community organizations and networks. depending on each other jointly manage resources, produce various products, share production and share consumption. So, study about medicinal plants with the process of participating in the creation of sustainable economic crops. Participation is the cooperation of the people. Whether it is an individual or a group of people who agree to take part in taking responsibility for the development and change in the direction. To study about medicinal plants for export as cash crops under such are 1) support and development of local academics and technology, namely Thai traditional medicine, Thai traditional medicine, Thai massage, herbs and 2) Support and promotion of self-care by using herbs, indigenous medicine, Thai massage at the individual, family and community levels.

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