

**WOMEN'S GROUP DEVELOPMENT:
INTEGRATED COASTAL RESOURCES MANAGEMENT
IN PATHEW DISTRICT (ICRM-PD), CHUMPHON PROVINCE**

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I. BACKGROUND

The Integrated Coastal Resources Management Project (ICRM-PD) was established in Pathew District, Chumphon Province on 9 November 2001 as a collaborative effort between SEAFDEC/TD and the DOF of Thailand. The project aims to promote the sustainable use of coastal resources and transfer the experiences and lessons learned from the implementation of the project to other ASEAN member countries.

The ICRM-PD project has six main activities, namely: Base Line Survey (Activity I), Extend and Encourage LBCRM (Activity II), Encourage Local Business (Activity III), Enhance Human Resource Capability and Participation (Activity IV), Develop Extension Methodologies and Strengthening of the Extension System (Activity V), Rehabilitate and Enhance Coastal Resource (Activity VI).

Activity III: Encourage Local Business is concerned about increasing fishers income and creation of alternative job opportunities outside from marine capture fisheries. The alternative job opportunities could compensate part of the decreased income resulting from less dependence on marine capture fisheries. The project assists the fishers increase their incomes by encouraging local business opportunities, in two ways.

One way of increasing the income is not by expanding the amount of catch effort investment, but by improving the technologies of handling, marketing and processing of fisheries products. The second way is to create alternative job opportunities outside capture fisheries by promoting coastal aquaculture, shell culture and fish cage culture, etc.

The development of value added fisheries products is also an effective tool to increase their income, since there are many kinds of traditional fisheries products that are commercialized locally. Women play a vital role in promoting such small-scale local business opportunities. Since many of them are active members of community-based saving and financing groups, they also have easy access to the source of micro financing.

Under Activity III (Encourage Local Business), the women's group had concretely contributed in its realization specifically in the handling and processing of fish products. The women's group received funds from Tambol Administrative Organization (TAO/Ao.Bo.To.), which was allocated by Ministry of Interior under the One-Tambol, One-Product project.

II. OBJECTIVES

- Create additional source of income for the fishers' households
- Improve women's skills and knowledge on fish processing and product development and micro-financing
- Develop the existing low value local fish products into more value added products

III. OUTCOMES

- Improved role of women, to be more active and skillful in fish processing techniques, product development and micro-financing
- Creation of local business opportunities in the community
- Good relationship between government and community



4. Creation of women's group network

IV. PROCEDURE

Women in the community at the project site are the target groups to participate in Activity III (Encourage Local Business). The top priority objective of this activity is to increase the income of fishing households. The Project staff introduced and arranged activities for the women in the community on value adding of fisheries products. Value added fisheries product activity is an effective tool to realize the objective of Activity III. The project staff developed two cumulative methods of designing and implementing the value added fisheries product activity.

Conduct of a base line survey through a questionnaire, comprising two parts. Part 1 was for a general data survey and Part 2 placed emphasis on the characteristics, functions and members of the women's group.

Appraisal assessment of the collected data was used to formulate and arrange a training course and related activities for the women that included the following:

- Study trip to fish processing implemented by active and successful women's groups in another province
- Seminar on local business administration and management
- Training course based on the women's needs
- Providing coordination between government related agencies
- Arranging discussions on problem analysis and finding solutions to problems

1. The first year (2002)

1.1 Action plan

In the project site, anchovy and squid are dried and marketed, without any value adding. Providing them with little incentives, fish traders and women would be able to begin producing value-added dried anchovy and squid. Technology on fish processing and information on equipment are the minimum requirements for the expansion of this small business enterprise. A micro credit scheme will be made feasible, as availed of currently by the existing groups actively doing business. A market survey on the particular species will be conducted to help the processors search for new outlets for their new products.

The main objectives of Activity III are: to disseminate information and conduct training courses. The topics for the training courses focus on post-harvest technology of fisheries products and methods to achieve enhancement of entrepreneurship. The training course targets mainly the fish traders and women who are involved in the anchovy and squid processing businesses.

Improvement of post-harvest technology and introduction of new value added products were planned for 2002. These included the following activities:

Training course

Micro-credit scheme and its practices, Post-harvest technology and fish processing, and Food packing using natural materials

Exhibition

Dissemination of information on micro credit scheme, and encouraging women's participation in the new business venture

1.2 The results

Three women's groups were established in the project target area at the inception of the project; i.e. Ban Thungmaha (Village No.1), Ban Thumthong (Village No. 3) and Ban Ko Teap (Village No. 7). The women's groups encouraged their members to join the fish processing activities in accordance with the seasonal changes of fishing and resource conditions, to pay more attention on how to balance cost and profit, and to upgrade skills in bookkeeping. The members of the women's group at village No. 1 developed a system of fish production focusing on the standardization of their products. The standardization included taste of the fish products and packaging of the products. The group's outlet has become well known to the local people and outside, leading to the stability of their local marketing channel and the distribution of their products to the local urban markets.

Encouragement in fish processing activities has given rise due to the gradual expansion of the processing production through the Sub-District (Tambol). Village leaders support the activities of the women's groups, and guide them to get financial assistance from Ao.Bo.To. Since their prosperous activity encourages "One Tambol, One Product" policy in Pakklong Sub-District, the Tambol Administrative Organization (TAO/Ao.Bo.To.) decided to support their processed fish products as a major Tambol product. The success of the project activity on fish processing business is widely acknowledged by the people at the project site.

2. The second year (2003)

2.1 Action plan

Activity III is composed of two main sub-themes to justify and develop local business as means to achieve stability and standardization of "One-Tambol, One-Product" project. The first sub-theme is improving the post harvest technology for new value added products while the second sub-theme is the introduction of alternative job opportunities to support the "One-Tambol, One-Product" project.

Improvement of post-harvest technology for new value added products was planned to be implemented in 2003. This included the following activities:

Training courses

More advanced technology for food processing, Introduction of village outlet management, and Guidance on accounting and bookkeeping for the processing groups

2.2 The results

It was observed that the pace of participation by the women members became slower in most cases. In order to investigate the reasons behind this phenomenon, a survey in each village was conducted on 16-21 June 2003. The result indicated that processing activities done by women's group No. 1 can be continuously conducted but not those done by women's group no. 3 and 7. This was because different numbers of the members have fisheries as their main occupation having different working time in a day. Most women participating in the women's activities are housewives of fishers, as such they are fully engaged in processing fish products at home during the fishing season and can spare little time for other women's activities.

In general, there are structural and managerial problems prevailing in the women's groups and the project has intervened to coordinate and find solutions through repeated meetings and direct dialogue with each group. From the outset, Village No. 1 and Village No. 6 have jointly established a processing yard with subsidy from the DOF of Thailand, but now Village No. 6 is eager to set up one on its own. To do that, the farmer's group of Village No. 6 considered assisting their women's group in their financial requirements.

It was discovered that the accounting and bookkeeping in the women's groups was unsystematic and in order to avoid distrust from their members, it was decided as a matter of urgency to introduce an appropriate system. Contact was made with the Fisheries Economic Division of the DOF Thailand, which agreed to



collaborate with the project and to introduce basic accounting procedures to all women's groups in the project area.

Women's Group No. 1

Village No. 1 has initiated to register with the Development Community Department (DCD) and will therefore be recognized as a legitimate organization. The group also intended to apply for Good Manufacturing Practices (GMP) certificate for processing quality fish products. This certificate is issued by the Ministry of Public Health and guarantees the quality of goods produced and the reputation of the group. Discussions were held with the DOF Fish Technology Institute for collaboration in the improvement of their products quality and diversity of products in the project area. An official request was made to the DOF by SEAFDEC/TD in the previous reporting period and they agreed to collaborate, especially in quality control. A joint team has scheduled to visit the project site to inspect current processing methods and identify the needs and requirements for the certification.

A recent and encouraging development in Village No. 1 was their ducks raising venture, which began in May 2003 with financial and technical support from the project, the DOF, the Department of Community Development (DCD) and a local NGO (ZIP's fund). The group has about 1,100 ducks and was selling fresh and processed eggs.

Women's Group No. 4

In June 2003 another group, Ban Bang Wan (Village No. 4) began to process agricultural products like pun-seb (local snacks). They applied to the provincial and Ao.Bo.To offices for capital assistance, and the Ao.Bo.To provided 300,000 Baht to renovate an office space into a processing yard. The provincial office also provided 29,000 Baht to procure the necessary equipment. Coordination on the budget was provided by the project team, and the office space was scheduled to be opened in January 2004. Village No. 4 is one of oldest women's groups, having been set up in January 2001, even prior to the start of the project with focus on micro-credit and dried flower making.

Women's Group No. 6

In mid of 2003, the women of Village No. 6 wanted to join the women's group No. 1 and to take over most of the equipment belonging to Village No. 6 (which was hardly used). The Village No. 6 members objected, and asked the CMDEC to help them focus on batik printing instead.

3. The third year (2004)

3.1 Action Plan

- Develop standardization of products of women's group No. 1, 4 and 6
- Strengthen member's participation in group activities
- Promote local outlets and markets to distribute products
- Encourage women's group No. 1 and 4 to promote cost-return management in processing
- Establish a central marketing channel for fish products

3.2 The results

It was found that, the bookkeeping and accounting system employed in the group activity was not appropriate and was unsystematic therefore, it was deemed necessary to improve these for transparency of transactions and accountability. To improve the situation, training courses in Marketing Strategy, Bookkeeping and Accounting were organized between 28th and 30th June 2004 with instructors coming from the Chumphon Technology College (CTC). The training was repeated for the other groups in the villages; i.e. Village No. 1, 4 and 6. In the training courses, a general ledger which was devised by the CTC was introduced and the ledgers of product, material and labor developed by SEAFDEC/TD were also introduced. As a result of the training, Village No. 1 decided to employ an Accountant to look after all bookkeeping and accounting works.

A women's group comprising five members plus one officer from the DOF in Kuala Lumpur, Malaysia and an extension officer from the District DOF in Langkawi, Malaysia, where another co-management project is being implemented through SEAFDEC/TD, visited the project site in Chumphon from 28th April to 2nd May to inspect the product development work being carried out by the women's group in Chumphon and to exchange views on women's participation in the group activities. The activities promoted by the women's group in Chumphon were highly commended by the women's group from Langkawi.

A village development activity, the Pakklong Fair was held on 29-31 October 2004, at the project site specifically in Village No. 1. During this fair, the project was allocated few booths wherein the project activities were demonstrated and also various products made by the women's groups were sold to the public. There were a number of events like boat racing, a folksong concert, etc. that were arranged by the Ao.Bo.To.

Women's Group No. 1

The women's activity in this village was once the most active, but it faced business management problems. The featured program in duck farming was closed towards the end of June after having been in operation since May 2003 partly due to the bird flu epidemic. It is an unfortunate incident because the project expected to develop this business as an enterprise type venture of the women's group. The failure has taught them a good lesson on project management for future course of action towards a rational approach. The project made efforts to investigate the cause of the failure, which were identified as: (1) lack of technical guide on duck farming, (2) poor business management plan without proper financial feasibility study, (3) lack of proper accounting system, and (4) the unfortunate incidence of bird flu.

In an attempt to obtain a certificate of Good Manufacturing Practices (GMP) issued by the Ministry of Public Health, the project consulted with the Fish Technology Institute of the DOF for technical application. They agreed to first inspect the yards of the project area where the fish processing takes place and to provide suggestions to improve their production techniques, facilities and hygiene level. However, this did not materialized immediately because of DOF's tight working schedule.

Women's Group No. 4

This business group was established in 2001 with the start-up fund of 100,000 Baht provided by the Ao.Bo.To. in a form of a 5-year loan. The fund has been raised to 600,000 Baht by the members' savings since then. The current number of its members is 148, and the major business activity is micro-credit scheme to the members, which has been running soundly. In addition to the loan business, they are earning about 4,000 Bath a month from dried flower making. They are running the group relatively well without serious problems in management and financial aspects.

The dissemination of processing technology within the Province has been promoted by CMDEC, through a training course on processing fish products in village No. 4 on 27-28 May 2004. The main instructor was the chairwomen of the women's group in Sawe District and rendered her services voluntarily. There were 15 participants from the women's group in this training.

Women's Group No. 6

This group was originally organized as a farmers' group in 1949. Their main activity in addition to a loan business is the production of natural fertilizer, which was initiated in 2001 with an initial financing of 150,000 Baht provided by the Ao.Bo.To. The women's group was recently re-organized as a sub-group and started batik printing with the participation of 12 members after being trained by private batik printers in June. In addition, artificial flower making was also started in November.

4. The fourth year (2005)

4.1 Action plan



Expansion of local business

- Identification of potential local business opportunities
- Introduction and demonstration of local business
- Monitoring business improvement

Standardization of products

- Investigation of current production practices
- Training and/or advice for improvement and follow up
- Application for Good Manufacturing Practice (GMP)

Improvement of group management

- Identification of group management problems
- Training and/or advice on marketing promotion

Expansion of marketing channels

- Investigation on marketing channels and promotion opportunities
- Training and/or advice on marketing promotion

4.2 The results

The CMDEC organized a training course on small scale marketing strategy and group activity management on 18 August, with 20 participants from the women's groups. The Provincial Public Health Office provided guidance on the improvement of the hygiene and processing practices of the group's backyard plant in order to meet the required standards for Good Manufacturing Practices (GMP). Some modifications on their processing practices were carried out in October, which was supported financially through a loan from Ao.Bo.To.

Women's Group No. 1

In Village no. 1, the diversification of fish-based products was promoted and the variety of their products has now reached almost 10 kinds. The packaging materials were also improved, and the certificate of Good Manufacturing Practice (GMP) was awarded at the end of 2004. However, their bookkeeping and accounting systems were weak that needed follow-up for improvement. The group was unable to submit their transaction sheets for six months from January to June 2005. There are 10 regular women members in the group.

Village no. 1 was once very active towards sound group development but their working morale has gradually deteriorated. This issue was highlighted at the 2nd IC meeting held on 29 August. Some of their products were returned due to poor quality and naturally the marketing channels have become limited, which resulted in accumulated deficits in their account. The meeting therefore agreed that an intervention by the Fisheries Technology Development Division of DOF for quality improvement and the District Office for management and accounting improvement was necessary.

Women's Group No. 4

Their main products are dried flowers and some patties called Pan Sep and Thong Moun. They also prepare dried flowers and colored fabric decorations on such occasions as banquets, weddings and funerals upon request. However, their transaction was very meager and the mean income per head was only Baht 28.10 per month. This may be because the housewives in the group 4 are generally fully engaged in their activities in the rubber plantations and can hardly afford to spare their time for the group work.

Women's Group No. 6

The main business activity of the group is batik printing which began in June 2004 after having been trained by a professional batik printer. Their business was running well producing various batik printed materials like clothes, shirts, T-shirts, bags and handkerchiefs. The average monthly share per member

reached as much as Baht 2,170 which is a considerable amount since the members normally work 3 to 4 hours a day after finishing their work at the rubber plantations. There are 185 women members in the group but only 5 to 7 active and regular members participate in this group work. In addition to batik printing business, a training course in tailoring T-shirts was conducted in April by the Mobile Training Institute. This course was arranged by CMDEC with 17 members participating.

5. The fifth year (2006)

5.1 Action plan

The women's group were encouraged to develop skills in production and management of cottage scale industries with special emphasis on the standardization of products including the improvement of the quality of their products as well as the packaging materials used and the design that lead to effective marketing promotion. The responsibility to coordinate this activity was transferred from TD to DOF Fisheries Technology Development Division (FTDD).

5.2 The results

Women's group No. 1

For Village no. 1, a follow up training course on good manufacturing practices for the women's groups in the southern part of Thailand was organized by the Fish Technology Development Division (FTDD) of DOF in November 2005. When the experts from FTDD visited the women's group no. 1 on 22 March 2006, they made a thorough investigation on the production processes involved in the cottage-scale fish processing yard. A number of suggestions to improve quality of the products were made, such as the need to change the packaging material from the presently used single layer PE to aluminum laminated PE. The FTDD expressed their interest to assist the group in monitoring the quality improvement of their products by sensory and chemical evaluation.

A part-time accountant was employed in January 2006 in order to improve their bookkeeping and accounting systems. The accountant prepared a simple accounting sheet showing transactions in sales and purchases from December 2005 onwards, to help improve the transparency of their operations as a group activity. Following the continued efforts exerted by the project in introducing proper bookkeeping and accounting systems, the group recruited a part-time accountant who was employed from July 2006. With such input, the accounting system has been evidently improved as shown in the foregoing tables. After all their efforts, the group was awarded the prize for having a well-maintained accounting system by the Cooperative Promotion Office of Chumphon Province on 26 October 2006.

The quality of the product and packaging has also been improved after incorporating the advice and suggestions from the Fisheries Technology Development Department (FTDD) of DOF, especially the introduction of a tray packing method. The products have since been well recognized and accepted by the OTOP in Chumphon Province. The production lines have been diversified with eight different types of dried anchovy products under the technical guidance by the FTDD. The processing yard was awarded the GMP (Good Manufacturing Practices) by the Ministry of Public Health in addition to the group's good accounting system. Corresponding to the efforts in standardization of the quality of their products, the marketing channels have also been expanded in other provinces such as in Surattani. However, a bottleneck in expanding their production emerged because of the limited capacity of their dryer oven. The total amount of standing orders received from regular customers reached 9,000 packets (equivalent to 1,800 kg of raw materials) per month, and the maximum capacity of the old dryer oven was 18 kg (in terms weight of raw materials) per eight (8) hrs at the maximum. The group was trying to cope with the limited oven capacity by operating round the clock in three (3) shifts, but it was still not sufficient.

Table 1: Transaction sheet in production of Anchovy products for the Group No.1. (2006)

No.	Month	Sales	Expenditure (Bath)							Gross income (Baht)	
			Raw materials	Transport	Salary				Misc.		Total Expenditure
					Employee	Member	Accountant	Total			
1	January	96,067	48,911	6,060	7,500	11,500	1,500	20,500	11,618	87,089	8,978
2	February	129,102	81,107	4,767	7,963	11,500	1,500	20,963	5,114	111,951	17,151
3	March	171,852	98,984	8,000	9,469	10,000	1,500	20,969	28,350	156,303	15,549
4	April	125,345	82,000	6,200	6,001	12,000	1,500	19,501	6,741	114,442	10,903
5	May	137,711	92,674	6,200	8,740	12,000	1,500	22,240	4,352	125,466	12,245
6	June	201,692	144,820	10,500	7,790	12,000	1,500	21,290	4,386	180,996	20,696
7	July	129,168	143,684	6,924	23,765	3,000	5,500	32,265	3,810	186,683	-57,515
8	August	203,080	142,931	10,282	15,352	3,000	5,500	23,852	2,924	179,989	23,091
9	September	207,765	218,192	13,655	17,648	3,000	5,500	26,148	8,650	266,645	-58,880
10	October	225,480	155,776	10,880	46,386	3,000	7,000	56,386	4,800	227,842	-2,362
11	November	206,216	157,907	10,393	27,924	3,000	7,000	37,924	9,118	215,342	-9,126
12	December	343,180	105,961	6,240	35,968	3,000	7,000	45,968	3,944	162,113	181,067
Total		2,176,658	1,472,947	100,101	214,506	87,000	46,500	348,006	93,807	2,014,861	161,797

The FTDD suggested that the group procure a larger and modern oven to meet the required production capacity otherwise it would result in deterioration of the quality of their products. To meet such requirement, SEAFDEC/TD provided a new dryer oven in December 2006 costing Baht 32,240. The machine was made operational in January 2007 and since then, the production volume has been increased and the workload has been reduced.

The summary of transactions in 2006 (Table 1) showed that the women's group yielded a gross income of Baht 161,797 through their business activity. Of the gross income (Baht 161,797), Baht 113,233 was distributed to 71 members depending on the number of shares per member (Table 2). A balance of Baht 32,384 was retained in the group's fund as the group's share. Thus, Baht 1,595 was distributed to each member on the average as their share dividend in 2006.

Table 2: Distribution of the gross income in 2006 (Group No.1)

Gross income (Bath)	10% for committees' reward in kind (Bath)	Remained (Bath)	Number of share			Amount distributed per share (Bath)	Total amount distributed to members (Bath)	Total amount retained with the group (Bath)
			Member	Group	Total			
161,797	16,180	145,617	7,112	2,034	9,146	16	113,233	32,384

Women's group No. 4

The group continued to prepare flower and color fabric decorations on request during banquets, weddings and funerals. Since the village members are predominantly engaged in the rubber plantations, the women members can hardly find time to spare for the group work. The women's group started a new venture selling daily general commodities. The group applied for the SML under the Ministry of Interior for their initial capital and Baht 250,000 was granted to them in May 2006. The group organized a commodities retailing sub-group and have been appealing the group members to join in this new venture. As a result 36 members joined the original members and its chairperson and vice-chairperson were elected. The group recruited a shopkeeper and opened the shop on 9th June 2006, and the first stocktaking was made on 25th July. Their income showed a profit of Baht 7,162 in 2006 and was distributed among the members based on the following calculation.

Out of the total income, the profit was distributed as follows:

Bonus for regular buyers (members)	10%
Remunerations for committee members	20%
Bonus for the shopkeeper	5%
Reserved for interests	5%
Savings	20%
Administration fee	15%
Share for members	25%

The SML scheduled to evaluate the activity after one year's operation and depending on the outcome, additional funds may be provided in order to expand the group's business.

Dried flower making for occasions such as funerals was continued in 2006. This activity produced a total net income of Baht 44,355 which resulted in the distribution of Baht 6,409.76 to each participating member on the average as remuneration in 2006 (Table 3).

Table 3: Transaction sheet for the Group No. 4 (2006): Production dry flowers

No.	Month	Sales	Expended (Bath)				Gross income (Baht)	Saving (Bath)	Members attendance to work (Baht)	Share divided to a participant (Baht)
			Raw material	Transport	Misc.	Total Expenditure				
1	January	10,000	700	1,000	300	2,000	8,000	1,500	8	812.50
2	February	0	0	0	0	0	0	0	0	0.00
3	March	9,000	500	0	0	500	8,500	700	7	1,114.29
4	April	0	0	0	0	0	0	0	0	0.00
5	May	12,500	600	0	0	600	11,900	1,200	7	1,528.57
6	June	7,500	300	0	0	300	7,200	1,000	7	885.71
7	July	6,500	300	0	0	300	6,200	1,000	7	742.86
8	August	3,500	200	0	0	200	3,300	500	6	466.67
9	September	0	0	0	0	0	0	0	0	0.00
10	October	0	0	0	0	0	0	0	0	0.00
11	November	24,000	19,000	0	0	19,000	5,000	2,500	6	416.67
12	December	20,000	15,345	0	0	15,345	4,655	2,000	6	442.50
	Total	93,000	36,945	1,000	300	38,245	54,755	10,400		6,409.77

On the other hand, the production of snacks has been reduced due to lack of manpower (Table 4). Only Baht 373.06 was distributed to each participating member as remuneration in 2006.

The group's mini-credit scheme was still very active. Initiated in 2001, the current members have increased to 164. Their total savings reached Baht 680,250 and the total interests yield in 2006 through their transaction amounted to Baht 45,042, of which, Baht 31,529 was distributed to the members as share dividend after deducting the required expenses like reserves for the next year's operational cost, remunerations for the committee members, etc. Their bookkeeping and accounting are well maintained by an accountant, who is also a committee member and an officer of the Sub-District Office under the supervision of the District Office.

Table 4: Transaction sheet in production of snack for the Group No.4. (2006)

No.	Month	Sales	Expended (Bath)				Gross income (Baht)	Saving (Bath)	Members attendance to work (Baht)	Share divided to a participant (Baht)
			Raw material	Transport	Misc.	Total Expenditure				
1	January	0	0	0	0	0	0	0	0	0.00
2	February	800	346	0	54	400	400	100	5	60.00
3	March	0	0	0	0	0	0	0	0	0.00
4	April	0	0	0	0	0	0	0	0	0.00
5	May	1,600	680	0	50	730	870	100	9	85.56
6	June	0	0	0	0	0	0	0	0	0.00
7	July	0	0	0	0	0	0	0	1	0.00
8	August	800	400	0	40	440	360	0	4	90.00
9	September	1,000	450	0	0	450	550	0	4	137.50
10	October	0	0	0	0	0	0	0	0	0.00
11	November	0	0	0	0	0	0	0	0	0.00
12	December	0	0	0	0	0	0	0	0	0.00
	Total	4,200	1,876	0	144	2,020	2,180	200	-	373.06

Women's group No. 6

This group is producing various batik printed materials like clothes, shirts, T-shirts, bags and handkerchiefs. The average monthly share per participating member reached as much as Baht 4,500 at the highest which is a considerable amount as they are normally working for 3 to 4 hours a day after finishing their own work in the rubber plantations.

The main business venture of the women's group No. 6 is batik production. As seen in the transaction sheet for 2006 (Table 5), their income was Baht 62,575 and this was divided among two participants. Actually there were more members involved in batik painting work but their names did not appear in the balance sheet.

The sale of batik shirt in this reporting period has been reduced due to the trend of wearing yellow T-shirts that has become much more popular to honor His Majesty the King. Mass orders from institutions have been hardly received towards the end of 2006 and this trend became more conspicuous in 2007. Also, the group split into three and each sub-group started to produce batik prints individually in 2007.

Table 5: Transaction sheet for the Group No 6 (2006) : Producing batik

No.	Month	Sales	Expenditure (Baht)				Gross income (Baht)	Members attending to work (Baht)	Share divided to a participant
			Raw material	Transport	Misc.	Total expenditure			
1	January	5,400	4,800	0	0	4,800	600	2	300.00
2	February	4,758	4,098	0	0	4,098	660	2	330.00
3	March	5,400	3,600	0	0	3,600	1,800	2	900.00
4	April	9,900	6,600	0	0	6,600	3,300	2	1,650.00
5	May	13,500	9,000	0	0	9,000	4,500	2	2,250.00
6	June	27,000	18,000	0	0	18,000	9,000	2	4,500.00
7	July	26,100	17,045	0	0	17,045	9,055	2	4,527.50
8	August	36,000	32,000	0	0	32,000	4,000	2	2,000.00
9	September	54,000	48,000	0	0	48,000	6,000	2	3,000.00
10	October	60,750	43,200	0	0	43,200	17,550	2	8,775.00
11	November	13,050	9,280	0	0	9,280	3,770	2	1,885.00
12	December	6,500	4,160	0	0	4,160	2,340	2	1,170.00
	Total	262,358	199,783	0	0	199,783	62,575	2	31,287.50

V. CONCLUSION AND RECOMMENDATION

Under Activity III: Encourage local business the focus was on alternative livelihoods that the project has helped developed or assisted to provide additional sources of income for the local people. The women's groups were encouraged to develop their production and management skills in cottage industries with special emphasis on the standardization of products including the improvement of the quality of their products and on packaging materials and design leading to effective marketing promotion. Aimed at strengthening transparency in accounting and business transactions, good bookkeeping and accounting systems were promoted in each group.

Learning new technologies and techniques to improve their production greatly help the local people in their livelihood. It was also necessary to update the knowledge of the local people on management, accounting, planning and marketing systems.

Women's Group No. 1

The members of this group comprised the fishermen and housewives, which is the main target group of the project.

Fish processing activity was a good alternative livelihood because it adds value to the fish products and enables them to have better profit.

Developing systems in terms of quality, better packaging, marketing and accounting resulted in the smooth flow of their business ventures.

This group is now under the OTOP network, which helps them in marketing, and in finding agencies that could assist the group when they encounter problems or are faced with issues that they cannot address by themselves.

Women's Group No. 4

The group has 13 active members, and each member helps in accepting orders for various occasions enabling them to deliver many orders at the same time.

This group has a number of activities as alternative livelihoods such as processing of Pan Sep and Thong Moun (local snacks), dried flower making and selling daily general commodities. The group is contemplating to continue the dried flower activity and selling daily general commodities only, because of the higher profits it brings compared to processing snacks.

Women's group No. 6

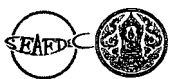
This group is involved in batik printing and eco-tourism business. Although batik printing is still going on, eco-tourism seems stagnant.

They are developing skills for negotiating with their clients, and expect that this venture would continue as they have developed a good network with Ao.Bo.To.

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