

# Fostering Grassroots Economy of the Local Community: A Lesson Learned Study

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## Abstract

The purposes of this research are to 1) analyze the lessons learned by communities in the process of developing their basic economies, and 2) present a collaborative learning and development approach for building the underlying economy of the community. The research is qualitative and based on cultural anthropological research standards. The population used in this study consisted of 15 members of a community enterprise group in Nongpaen Sub-district, Kamalasai District, and Kalasin Province. A purposive sample of 185 people was selected. Research tools include interviews and group discussions, descriptive data analysis, and analysis. Collect data from a collection of relevant documents and ideas to present guidelines for the development of the University to *Tambon* (U2T) project's grassroots economy. The results showed that: 1) community learning for essential economic growth starts with figuring out how to deal with problems; community leaders will work together to combine lessons and come up with joint solutions, and 2) community learning initiatives increase the foundation economy's capacity for productive community enterprise growth. Three variables were discovered to have an impact on the operation: production variables, quality variables, and marketing variables. The public or private sectors must build and support the foundation economy to be stable and sustainable and promote product knowledge. The neighborhood can become independent in terms of marketing and product quality.

**Keywords:** Community, Grassroots economy, Lessons learned, Political science

## 1. Introduction

A grassroots economy is an economic model based on the economic system of self-reliance and local economic development (Cummings, 2001; Danaher et al., 2016). Self-reliance is the most important principle of the grassroots economy. It encourages people to be self-reliant and helps them cooperate freely. This way, everyone can benefit from a diverse roots economy (Binns & Nel, 1999; Guyader et al., 2022). The alternative to raising funds from the public in the form of equity or debt is through crowdfunding, particularly for new businesses or start-ups. Crowdfunding could take the form of a donation, a reward, common stock, or any other kind of debt financing. Low-service fee financing may be possible through crowdfunding. Project pitching can also help you create marketing campaigns or gain media

attention (Nettiniyom & Boonger, 2022).

Since the 2000s, Thailand's grassroots economy has developed by reducing the percentage of the poverty index, and a number of funding supports were put in place through government policies. The project aims to raise *Tambon's* socioeconomic level (University to *Tambon*: U2T), which has implemented projects to support community firms in their daily operations, like boosting safe rice cultivation and imaginative tourism. The goal is to lower costs and boost revenue from safe rice production in Nongpaen Sub-district, Kamalasai District, and Kalasin Province to raise income for the local population. It encouraged innovative travel. According to the activity categories, the development of livelihoods and new careers (improving OTOP products or other occupations) accounted for 55.4% of all activities; the creative economy (improving tourism) accounted for 39.1% of all activities; the use of knowledge to improve community services (health care or technology) accounted for 5.0% of all activities. Promoting the environment or circular economy (increasing income circulation to communities) was responsible for the remaining 14.6% of all activities (National Statistical Office, 2022).

Problems and needs generally found in the areas of economics, health, society, education, and the environment (Casamassima et al., 2022; Gautam et al., 2022). Due to time restrictions and a lack of resources, the project is not completely functioning. Nongpaen chose economic difficulties as challenges in the growth of the parish at a meeting to address the issues and requirements of the parish. Here are the specifics: 1. The three main areas for professional development in rice farming are the high cost of rice production, particularly fertilizer costs (Yu & Fan, 2011; Yu et al., 2022), the use of herbicides that are harmful to human health, and the burning of straw, which degrades the health of the soil and ecosystem in rice fields.

Therefore, there is a demand to reduce production costs and reduce the use of herbicides. In addition, reduce the amount of straw you burn and grow more folk crops to make more money. 2. In the past, Fa-Daet-Song-Yang's city tour homestay groups welcomed tourists as a way to help people build careers in tourism. However, most of the problems tourists faced had round-trip characteristics (Jindawattanaphum, 2022). Lack of unique community tourism programs local food attracts tourists. In the area, there is a line of fabrics and businesses. However, selling products has faced marketing difficulties, namely the need for more local and online distribution facilities and a wider variety of products (Purwanto, 2022; Zhou & Wan, 2017). Some products, such as traditional shirts, have high prices, making them inaccessible to customers, so there is a need for community tourism in the way of Fa-Daet Song-Yang's city tour, namely cultural tourism, combining agricultural tourism, developing tourism products, and promoting online marketing. There is an improvement in the menu of folk dishes. The location of community goods that have a name has also changed for the better.

Tearing down significant knowledge is a process that involves lessons learned. The majority of them are used in research and local or community development. This is because data in the form of research reports can often only extract some knowledge. Some knowledge is typically particular or concealed knowledge, known as tacit knowledge (Bramwell & Wolfe,

2008; Howells, 1996), and is present in people. The act of transcription is the extraction or distillation of knowledge from previous experiences and practices to be merged into a “set of knowledge” created at the expense of the organization’s intellectual capital.

Therefore, extracting lessons turns implicit knowledge into explicit lessons and expertise (explicit knowledge), the outcome of which is the lesson’s transcription. This makes it possible for lessons to be learned in the form of a set of knowledge (implicit knowledge) and collaborative learning among the participants, which alters the way of thinking and changes the method of functioning more creatively and qualitatively. The most important lessons are that sharing information requires learning (Nuangchalerm & Chansirisira, 2012; Prasertsang et al., 2013).

Lessons learned in the “technical” portion have many other names, but the technique is what matters. Unfortunately, these frequently come with “timely timing” of acts and “consuming objects,” which erases lessons about what must be done or what you want. The After-Action Review approach (AAR) (Dodge et al., 2021; Keiser & Arthur Jr, 2021), the retrospective technique, and the other two lessons learned procedures that are drawn from project evaluation theory (Hanson et al., 2017), Performance Measurement (PM) and Outcome Mapping (OM) (Smith et al., 2012) that are the four main strategies in use.

The researcher attempts to provide the community the opportunity to learn the lessons of community development because they understood the worth and significance of community learning lessons. Additionally, the community will be able to reflect on the elements and circumstances that influence the growth and improvement of the grassroots economy and find strategies to advance the community’s immunization learning process based on the sufficiency economy. We provide a community learning development technique to further improve the community’s foundation economy with the goal of separating the lessons of the community’s learning process from foundational economic growth. The objective is to strengthen the local community’s grassroots economy and demonstrate how a community learning and development approach to the grassroots economy may be employed via a study of lessons learned.

## **2. Method**

This survey uses a qualitative research method based on survey guidelines. Cultural anthropology focuses on deriving the lessons learned from community learning for basic economic development and presents approaches to developing community learning for community-based economic development.

### *2.1 Participants*

The participant used in this study is from Nongpaen Sub-district, Kamalasai District, Kalasin Province. The participant used for the analysis selected a target sample of stakeholders that included 15 subdistrict community enterprise groups. Of these, 185 members reside in Nong paen Sub-district, Kamalasai District, Kalasin Province.

## *2.2 Research Instrument*

The study of document analysis is the starting point for developing research methodology tools. Researchers focused on the field research and select local community through convenience sampling. Nongpaen Sub-district, Kamalasai District, Kalasin Province as target community to deal with lesson learned study from practical learning, researchers employed in-depth interviews and focus group discussions. It can be used for sharing knowledge, talk about experiences. Also, video and sound recordings were conducted based on community members permission.

## *2.3 Data Collection and Data Analysis*

We employed a case study research design (Hollweck, 2015). Data were collected from interviews with the community leaders, local administrators, chiefs of community enterprises, and academics and data collection, we used content analysis.

(1) Stakeholder analysis is the first stage of community and network preparation. Fostering positive community relations by meeting local people and leaders in commuter meetings and coordinating project comprehension initiatives with regional networks and agencies. Initiatives to assist local low-income households

(2) The public meeting was performed, focuses on the concerning and needs of the community, as well as the analysis and assessment of the region's problems and needs. A holistic approach in the study based on economic, social, educational, health, and environmental factors that could cause or contribute to problems in a community.

(3) Establishing the region's plans and development initiatives and arranging community members meeting, it was used for gathering projects, plans, and activities defining the working group's responsibilities.

(4) Project implementation was generated through stakeholders, it refers to carrying out the project following the work that has been planned.

(5) Evaluation and monitoring organizations and community leaders on progress, lessons are summarized and extended. Meeting to review the lesson and actions, including technology transfer.

## **3. Results and Discussion**

Lessons learned through the community learning process in creating the community's foundation economy as well as the current community learning development approaches are the following:

(1) Lessons from the first stages of the local economy's development. Community learning blends already known information with received wisdom. It has grown to include and generate community businesses via the creation of community-based learning. The first stage in community learning for fundamental economic progress is coping. Community leaders will collaborate to synthesize what they have learnt and develop solutions in order to strengthen cultural costs (Figure 1).



Figure 1. The procedure for eliminating courses with group members

(2) Using the following community learning and development initiatives, the local economy will be strengthened; this will make the community self-sufficient, enable the district to employ people, and provide the community with a source of revenue that can be utilized to help families:

*Factor 1:* Collaboration is essential for establishing a temple, a successful school, and a museum.

*Factor 2:* Talking to U2T employees, members of the general public and researchers who present and provide advice at universities is a better alternative to attempting and failing to follow conventional wisdom.

*Factor 3:* Ongoing funding from public or private organizations.

*Factor 4:* Findings and production-related challenges in marketing high-quality goods make it necessary to create communications that adhere to quality standards even while the community is unaware of them. development of packaging, performance tracking, and online marketing. Shown as shown in Figure 2.



Figure 2. Lessons learned study: after action review (AAR)

The project's structure and methodology, which helps neighborhood and government enterprises, raises the socioeconomic bar. The U2T project initiative has implemented policies to support local companies in their daily operations, such as enhancing safe rice production and creative tourism. The goal is to minimize costs and improve revenue from safe rice production in the Nongpaen sub-district to promote creative tourism, increase income for residents of the Nongpaen sub-district and Kamalasai District, Kalasin Province, and improve the Nongpaen people's income and offer various forms of community service in line with the activities done by community enterprises and based on an examination of needs and difficulties. It is discovered to be multidimensional, encompassing factors related to the economy, health, society, education, and the environment.

The idea cannot be completely fulfilled because of the time and financial limitations. Since the lessons learned study, we have adopted a factor-based approach to the research's results. This is in line with the results of research by Eisape (2019), Rinjani and Dellyana (2017) in which the participants' comments on the issues that were helpful to business models were recorded (Canvas, marketing, and IMC communication and decision-making). Making business strategies and assisting the company's primary initiatives include communication, negotiation, decision-making, marketing, access to capital, and product development (Lester, 1998; Power, 2002).

#### **4. Conclusion**

The study demonstrates that the first stage in creating a strong community economy is the success of strengthening the local community's grassroots economy. Community leaders will put up a summary of the lessons discovered and collaborate to come up with solutions. In order for the foundation economy to grow steadily and sustainably, the public or private sectors must create and support it. The neighborhood might then develop its own marketing and product-quality capabilities.

#### **5. Limitations**

Budgetary allocations should be made by public or private entities for continuing community

development. To guarantee effective development planning, the project should be prepared collectively within the financial term. The boards of directors of the companies participating in the operation should investigate the expertise of their own group. The group leader must have a clear vision, get along well with the group, and have a thorough operational plan that covers marketing and production in order to increase the group's productivity.

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