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### **Abstract**

The objectives of the research were to study : 1) Social and economic situation of members of sericultural farmer group, 2) Business management of members, 3) Problems of management and operation. Ban Laownuea, Tambon HuayKae, Amphoe Chonnabot, Changwat Khon Kaen was the area selected to study. This study was conducted by using questionnaire and statistics was done by using frequency percentage, arithmetic mean, maximum and minimum.

The results of the study were: most of members of sericultural of farmer group were females with the average age of 49.43 years. The majority had finished from primary school. Most of them had no position in community. They got the knowledge of sericulture from agricultural extension officer. Most of members were at the average of 7 years of group members. In economic situation of group members, they owned their land at the average of 29.79 rai per household. Most of domestic animals were chicken at the average of 12.90 chickens per household. The main occupation of these was rice growing and the minor one was sericulture. The average of family members was 5.63 persons and the average of sericulture labor was 2.40 persons while the average income was at 62,321.18 Baht per household per year.

Business management of each member of farmer group was : 1) For mulberry growing management, the average experience of the members in mulberry planting management was 12.03 years and the average cultivated mulberry plot was 1.30 rai. Most of the mulberry grown was Buri Ram 60. The permanent labor of mulberry planting was at the average of 2.10 persons and the temporary labor was at the average of 1.10 persons. The average expenditure in cash for mulberry planting was 1,642.34 Baht per household per year and the average of non cash was 2,253.56 Baht per household per year. The average cash income from mulberry leaf was 530.00 Baht per household per year and the non cash income was 8,184.32 Baht per household per year. The general

mulberry planting management was assessed as medium level. 2) For silkworm rearing management, the average experience in sericulture management was 13.37 years. Most of the silkworm rearing houses were standard built, which were separated from houses. Most of the silkworms variety reared were DOAE 8, which beginning from 3<sup>rd</sup> instar to cocooning with the average production cycle of 21.72 days and 5.48 generations per year. The permanent labor of sericulture was at the a average of 2.03 persons while the temporary was at the average of 0.33 persons. The capital cost in cash for silkworm rearing and weaving was at the average of 4,780.35 Baht per household per year while non cash was at 25,979.90 Baht per household per year. The benefits from sericulturing and weaving was 24,297.84 Baht per household per year as cash income and non cash income was 8,969.46 Baht per household per year. The general sericulture management was assessed as good level. 3) For financial management, the members invested from their own in sericulture business at the average of 1,403.33 Baht per household per year. Most of member debts were got from cooperative at the average of 39,645.50 Baht per household per year. The general financial management was assessed as medium level. 4) The marketing management was done through silkworm mulberry development groups, which was assessed as low level. The perception of groups was viewed as : 1) Group organization was assessed as good level, 2) Financial management was assessed as good level and 3) Marketing management was assessed as medium level.

The problems found in this study were at medium level which were : 1) Production management was assessed as medium level, 2) Financial management was assessed as medium level and 3) Marketing management was assessed as much level. But all problems were assessed as medium, which included 1) Group organization was assessed as little level, 2) financial management was assessed as medium level, and 3) Marketing management was assessed as medium level.

To succeed in sericulture business management, the members should be keen of knowledge and skill of mulberry managing, silkworm rearing, reeling, degumming, dying, fabric designing and marketing. Moreover, they should cooperate with government and private organization in order to be provided knowledge and technology and to promote the products to public. In addition, the members would have marketing system to support their silk products, which increasing income certainly appears.