

The Management of Indigo Weaving Groups in Sakon Nakhon Province of Thailand

Uthumporn Lordko¹, Wipawee Grisanaputi^{2*}

Khon Kaen University, Thailand

[https://doi.org/10.35609/gcbssproceeding.2020.11\(26\)](https://doi.org/10.35609/gcbssproceeding.2020.11(26))

ABSTRACT

The objectives of this article were to study the establishment condition and management of indigo weaving groups in Sakon Nakhon Province. The study was a qualitative research. The data were collected by focusing group discussion from The Representative from The District Community Development Office of Sakon Nakhon Province, an in - depth interview with The Committee and members of Indigo Weaving Group, were analyzed the data using content analysis and descriptive analysis. The results indicated that Indigo weaving group has been established in a variety of formats such as the informal gathering of indigo dyed weavers, the promoting establishment of a group of local administrative organizations and establishing a group with recommendation by governmental organizations. The Indigo weaving groups' management consisted of many aspects including the group administration, production planning, producing, product development, marketing, public relations, financing and accounting.

Keywords: Community Economy; Community Enterprise; Group Management; Indigo; Sakon Nakhon Province