Promotion of Public Participation in Community Planning, Bang Nang Li Sub-district, Amphawa District, Samut Songkram Province

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Abstract—The Study on Promotion of Public Participation in Community Planning is the quality research. The data collection tools included participating observation, in-depth interview and focus group of executives of Sub-district Administrative Organizations, Sub-district headmen, community leaders of 5 villages, including civil society forums for exchanging ideas of village members. The study results revealed that key promotions of public participation in community planning were as follows. (1) To Inform: Public relations should be set and information on community planning, key principles of local people participation should be prepared. Collaboration with community leaders in each village via Sub-district Administrative Organizations should be established. (2) To Consult: In civil society forums, village members should brainstorm their opinions towards community development, village development, quality of life, current situation and problems to be resolved. (3) To Involve: Members of each village should jointly participate, with community leaders, in setting sub-district development policies and community development projects. (4) To Collaborate: To achieve goals, communities of each member should participate in project implementation and activities of community plans. (5) To Empower: In each stage of communication planning, community leaders, village committees, local people should jointly set directions of village development and make decisions. This will enhance their joint learning and create community driving power. Community will become strong leading to sustainable self-reliance.

Keywords—People Participation, Community Plans, Community Development

I. INTRODUCTION

GOVERNMENT administration for peacefully and happily of people by Thailand constitution year 2007 Chapter 87 stated: policy in people participation in 5 items as follows (1) To promote people to participate in policy making, economic planning and social nationally and locality (2) To promote and support people participation of political decision, planning of economic and social including public services (3) To promote and support people participation in using power of government of all levels in the form of various professional organizations or other formats (4) To promote people to be strong in politic, and set law established fund of citizen for helping public activity including support operation group in all kind to show opinion and demand in areas (5) To promote education to people about political development and Democratic administration that has king including their right to vote fairly and honestly by constitution content how importance of country administration to open an opportunity to people participation in every phases clearly and fairly in all social levels.

II. LITERATURE REVIEW

Participation of people is the process of people or related person to have a chance to show attitude and join activities towards living. Including opinion for consideration to set policy and decision making, the process in open system is two-way communication. Both are officially and unofficially which are dividing data together between people, create social unity, because participation of people will increase quality of decision, reduce expenses and lose time, create resolution, and easy for operation, help in confidence, moral, including developing expert and public. Community plan, to set future and activity of development by combining plan to be trend of development by demand, and solve problem the community faced. And people can think, make a way and do activity together, by self reliance, potentials, resource, intellectual, life style, culture and environment, therefore, planning is of the public and co-operate with each other, to set target in local management, using basic data, plan of living style directly, plan or activity of development and solution of people, for future of community as expecting [2]. Bang Nang Li community Amphawa District, Samut Songkhram province, is the community that used driving process that was self-sustainable, develop vocational skills, community sector, has unit of local administration, promote people to participate local development in every stage clearly and continuously, the important of participation and strength of local community, by self reliance, helping each other, and responsible to their community, member have role to participate planning from preparation of readiness, analyze learning self data and community, set target and direction of development, set planning of project, and follow up planning, the team research studied and create people participation to planning, at Bang Nang Li, Amphawa District, Samut Songkhram province, in 5 villages, to study participation of people in making plan of all levels to accept data from units of government, consult, relation, participate and promote power of people. In this case used international public participation (IAP2-International...
Association for Public Participation) that is called Public Participation Spectrum divided into 5 levels, level 1 to participate in giving information (To Inform) : to give information to public about activities of government sectors. Level 2 to participate in consulting (To Consult) : in giving information the fact and opinion, including suggestion of operation, government units freely and systematically. Level 3 to participate in involvement in a role (To Involve) : people can participate or concern to process planning and decision making, exchange of data and opinion between government and people completely, and has objectives clearly to join in policy making, project planning and operational method. Level 4 to participate in collaboration (To Collaborate) : give important of role of people in high level, crucial target is shareholder in every step of decision making. From indicating problem, develop alternatives and solution including to be allied in government activity. Level 5 to participate in empowering people in highest level (To Empower) : to open the chance to decide and the result will compel government to follow by people decision making. In this participation, focus on people in highest level role to manage of mission, government will support and promote in this step, is learning creation, understanding and feeling of co-owner.

III. METHODOLOGY

The team research has the frame concept by setting participation of people to planning of community, studying from people of all levels participation

![Participation Level](attachment:image1.png)

Promotion of Public Participation Planning

Fig. 1 Concept frame of research

In this study, researchers studied creating of people participation to make plan, in Bang Nang Li Amphawa district, Samutsongkhram province, aims for 1) study planning of Bang Nang Li, Amphawa district, Samutsongkhram province, every step, prepare readiness, analyze and learning self reliance and community, set target and direction of development, set the project of community planning and performance by planning and 2) study participation of people to making plan in all levels, perceive data, from government, consult level, relationship level, participating level, and promoting power of people, the team worker designed in qualitative research which collecting data in participating observation, in- depth interview, group discussion, Sub-district administrative organization., leader of 5 villages and open phase of exchanging opinion of village members Village. The population who actual lives for 901 households (data by population registration and household in each village in April 2013) total population 2,755 persons, divided into 1,330 male, 1,425 female, Sub-district, people Bang Nang Li most are farmers such as coconut farm, orange, lychee, bananas and household industry such as making sugar lump, coconut factory (peel and scratch coconut) general work, in factory, target group of study because it focus on activity of people, in each village to participate in community, life style of groups, target group are community leader, committee, headman, head of village, Executives of Bang Nang Li Sub-district, and members 10 persons for making activity and exchange concept.

IV. FINDINGS

Community planning of Bang Nang Li Sub-district, Amphawa District, Samutsongkhram Province:

A. Community preparation

Units concerned in planning, both government and local administration, Sub-district organization coordinated in public relation data of community and trend of planning to leader of community to know the principles in preparation and readiness, analyze data, set target and direction, set planning of development, and performance of planning, create good understanding between members of village to importance of planning, step and benefit of planning, public will know and realize collection area to be primary data of setting plan.

B. Analysis on community information

People in each village, will understand geographic status, atmosphere, culture, tradition, natural resources, living style of people and problem of demand very well. To give data for consideration to community situation, and indicate problem to be solved, and study in collaboration of solution, brainstorming to the cause of problem to study solution and people demand.

C. Target and direction of development

Each village will arrange community and phase, brainstorm opinion and exchange information for direction of development, Sub-district, living style quality of people, for making planning, when each village studied state of problem, demand actually will be analyzed plan, after stating problem, actual demand, analyze cause of problem, in this community stage, member in each village will brainstorm opinion, set target, direction into form of project and activity to have role of participation.

D. Project planning for community development

This step, people in each village set direction of development in activity, project, with people demand and potentials, Sub-district organization will coordinate planning and project document, some do not use budget of operation that people join, but some need budget from government to drive such as road construction, post installation.

E. Community performance plan

After containing project already in planning, next step will be approved to use planning and declaration, the period after planning, projects will be performed by period of operation that Sub-district organization, other units of province will coordinate and has local administrators to participate by having local government official, area leader, member of 5 villages having role to participate all activities in planning, including team work who perform by plan and evaluate the project and plan to achieve target.
V. DISCUSSION

Total image of most people in each village is seen importance of planning, knowledge of role of public participation, to set direction and trend of community development. To compatible with present status. To have better life in each household. Promotion of public participation in community planning:

A. To inform level

Government units should advertise, spreading data to planning, main principle of participation by Sub-district coordination in each village, people will know important of more participation to make plan, and to access data generally leaders must set stage of community to advertise news to people to perceive and has same understanding, for useful of people to participate of community development.

B. To consult level

Member of village should brainstorm opinion by community stage in each month or extra agenda and administrator should receive opinion and listen to items about community development, village, life style, present status, problem to solve, and other demand etc. or opinion to making plan of locality, to collect in important for community and direction of community.

C. To involve level

People in each village should have role to participate, set plan, project which has Sub-district organization coordinator of the policy making and in each village., member should have participate with leaders, committee of community, present activity, community project, resource and demand of people in each household mainly, to set plan and project developed from public participation of each member, variety of occupation, ages and direction of self development.

D. To collaborate level

After people in each village presents activity, project by Sub-district organization collection of project for consideration to approve and declare to use, during the time of declaration already, the projects will be moved to performance for effectiveness, people in each community should have role to performance in the project. Some project the activity depend on budget from government, Sub-district organization to drive for achievement.

E. To empower level

To participate of people, this level is decision making of member of village, the planning in each step mostly come from public demand, in each village, leaders, committee, villagers must brainstorm direction and opinion to develop. Decision of people can have some projects from government, local that has public services for people to live happily and welfares for better life quality.

VI. CONCLUSION

To participate of public in locality, most important is Sub-district administrator, headman, head of village, leaders should coordinate including manage people to have role to making plan, in many ways such as public utilities of basic and urban planning, natural resource and environment, education, religion, culture, and intellectual. Promotion and drug addict problem, children development, juvenile and family institution and creating democracy and participate in morality, to manage in energy to drive community, promote and develop immune of social to be strong.

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