

# Women Capacity Building for **Change** Activity Report

**7-9 DECEMBER 2023**

Faculty of Political Science and Public Administration,  
Chiang Mai University and Brique Hotel Chiang Mai



Political Science Innovation Center (POLIC)  
Faculty of Political Science and  
Public Administration,  
Chiang Mai University



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# Introduction

In the present time, women leaders in local communities play a crucial role in driving social, cultural, economic, and political activities, leading to the pursuit of improved quality of life for families and communities. Therefore, the development of various skills and empowerment of women in the community are essential to harness leadership potential and drive projects or activities within the community to achieve their objectives. This contributes to community development, enhancing the quality of life for families, communities, and society as a whole.

With this rationale, this practical training program comprises training topics aimed at developing skills that enable women in the community to participate more effectively in local activities. Participants will gain fundamental knowledge, understanding of various concepts, as well as leadership, communication, conflict management, problem-solving, negotiation, and project design skills. The objective is not only to cultivate leadership skills in women but also to represent effective change in the political and civic roles of citizens in their respective areas.

- **Objectives of the Training**

1. To cultivate change leadership skills among participants in the program.
2. To establish and expand the network of women in the Chiang Mai province.
3. To promote the active involvement of women in shaping project proposals for the development of local communities.

- **Expected Outcomes**

1. Participants will acquire enhanced change leadership skills.
2. Participants will develop and implement projects, along with action plans, for the development of their local communities.

## Agenda | December 7th, 2023

At the Learning Space room, 2nd floor, 50th Anniversary Building,  
 Faculty of Political Science and Public Administration, Chiang Mai University

Time	Activities
12.30 - 13.00	Registration
13.00 - 13.15	The objectives of organizing the project and the expected results By Assoc. Prof. Dr. Pailin Phujeenaphan Dean of the Faculty of Political Science and Public Administration, Chiang Mai University
13.15 - 13.30	Relationship building activities <b>“Know me, Know you”</b> (Trust building / Networking creator) Lecturer by Assoc. Prof. Dr. Pailin Phujeenaphan
13.30 - 14.30	Lecture on the topic <b>“Women's Leadership Skills in the 21st Century and Women's Leadership Skills in the 21st Century”</b> Lecturer by Assoc. Prof. Dr.Pailin Phujeenaphan
14.30 -14.45	<i>Coffee Break</i>
14.45 -16.45	Workshop on the topic <b>“Building Team Relations for a Strong Community”</b> Lecturer by Assoc. Prof. Dr.Pailin Phujeenaphan and 2 operational lecturers
16.45 - 17.15	Workshop on the topic <b>“Creating an Individual Development Plan to Develop the Potential of Women as Leaders in the New Era.”</b> Speaker by Assoc. Prof. Dr.Pailin Phujeenaphan and 2 operational lecturers
17.15 - 17.30	Summary of activities /Reflection By Assoc. Prof. Dr. Pailin Phujeenaphan
17.30 - 19.30	<i>Dinner</i>

## Agenda | December 8th, 2023

at Brique Hotel Chiang Mai

Time	Activities
08.30 - 09.00	Registration
09.00 - 10.30	Lecture on the topic <b>“Communication Skills and Presentation Techniques”</b> Lecturer by Asst. Prof. Dr. Chanintorn Pensute
10.30 - 10.45	<i>Coffee Break</i>
10.45 - 12.15	Lecture on the topic <b>“Communication Skills and Presentation Techniques”</b> Lecturer by Asst. Prof. Dr. Chanintorn Pensute
12.15 - 13.15	<i>Lunch</i>
13.15 - 15.15	Workshop on the topic <b>“Conflict Management Problem Solving and Negotiation.”</b> Lecturer by Assoc. Prof. Dr. Pailin Phuweenaphan and 2 operational lecturers
15.15 - 15.30	<i>Coffee Break</i>
15.30 - 17.30	Workshop on the topic <b>“Design thinking: Policy Design and Project Management”</b> Speakers by Dr. Chatthip Chaichakan and Asst. Prof. Dararat Khampeng
17.30 - 17.40	Summary of activities

## Agenda : December 9th, 2023

at Brique Hotel Chiang Mai

Time	Activities
08.30 - 09.00	Registration
09.00 - 10.30	Workshop on the topic <b>“Creating Local Community Development Project”</b> Speakers by Dr. Chatthip Chaichakan and Asst. Prof. Dararat Khampeng
10.30 - 10.45	<i>Coffee Break</i>
10.45 - 12.15	Workshop on the topic <b>“Creating Local Community Development Project.”</b> Speakers by Dr. Chatthip Chaichakan and Asst. Prof. Dararat Khampeng
12.15 - 12.20	<i>Summary and evaluation of activities</i>
12.20 - 12.25	Handing out certificates and taking pictures together
12.25 - 13.00	<i>Lunch</i>

# Our teams

Women Capacity Building for Change Project

## Our guest speakers



**Assoc. Prof. Dr. Pailin Phuweenaphan**  
School of Politics and Government  
Faculty of Political Science and Public Administration,  
Chiang Mai University



**Asst. Prof. Dr. Chanintorn Pensute**  
School of Politics and Government  
Faculty of Political Science and Public Administration,  
Chiang Mai University



**Asst. Prof. Dr. Chatthip Chaichakan**  
School of Politics and Government  
Faculty of Political Science and Public Administration,  
Chiang Mai University



**Asst. Prof. Dararat Khampeng**  
Faculty of Political Science and Social Science,  
University of Phayao

## Our Staff

### Political Science Innovation Center (POLIC)

Faculty of Political Science and Public Administration, Chiang Mai University



**Pitcharee Liewkiat**



**Kanyachita Wangto**



**Sakawkawin Kanjanasema**



# Our participants

## Women Capacity Building for Change Project



**Chanyapa Piriyaarnun**  
Mueang Chiangmai, Chiang Mai



**Amonrat Phoomrungrot**  
Kanlayaniwattana, Chiangmai



**Tuanjai Yasom**  
Mae On, Chiang Mai



**Tetirak Sakrak**  
Mae On, Chiangmai



**Phenphitchaya  
Naphatphunnakorn**  
Mae On, Chiangmai



**Sripear Duangkaewruean**  
Mae On, Chiang Mai



# Our participants

## Women Capacity Building for Change Project



**Daeng Kantiya**  
Sanpatong, Chiang Mai



**Manee Potha**  
Sanpatong, Chiang Mai



**Duangphon Srinuan**  
Sanpatong, Chiang Mai



**Rujarot Chiayaluk**  
Sanpatong, Chiang Mai



**Supranee Intha**  
Sanpatong, Chiang Mai



**Pongpan Jainoi**  
Sanpatong, Chiang Mai

# Our participants

## Women Capacity Building for Change Project



**Kanjana Moondong**  
Sanpatong, Chiang Mai



**Ampa Samaphonphan**  
Mae Sariang, Mae Hong Son



**Marisa Faikusonkittham**  
Mae Sariang, Mae Hong Son



**Kanyarat Charoenphetsak**  
Sobmoei, Mae Hong Son



**Saiphin Choedchaikesari**  
Sobmoei, Mae Hong Son



**Chanatip Phokaew**  
Sobmoei, Mae Hong Son



# Our participants

## Women Capacity Building for Change Project



**Benjamas Tipwong**  
Sanpatong, Chiang Mai



**Wongdeun Singkaew**  
Sanpatong, Chiang Mai



**Pattana Seangtuy**  
Sanpatong, Chiang Mai



**Somporn Liamkaeo**  
Sanpatong, Chiang Mai



**Phet Ainoi**  
Sanpatong, Chiang Mai

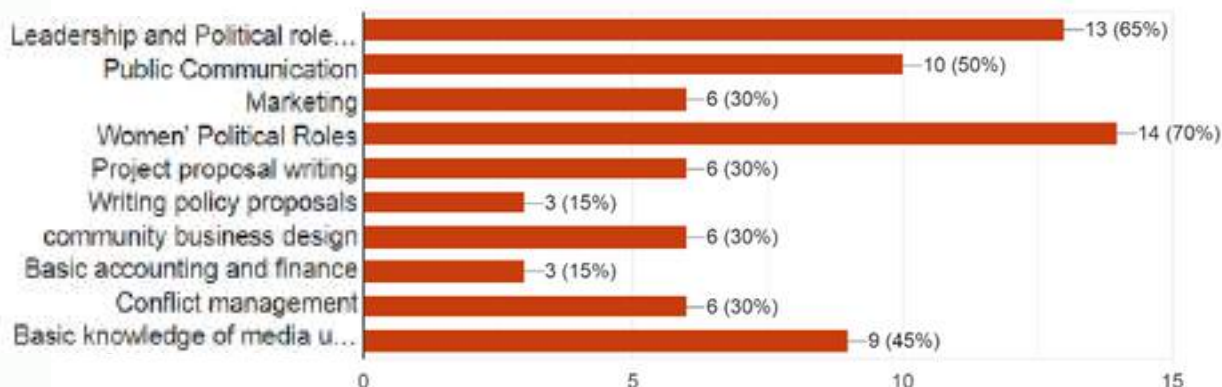


**Praiwan Aunruean**  
Sanpatong, Chiang Mai

# Participations Recruitment Procedure

Participants Information (20 responses via Google Form)

## Section 1 Question 1: What are your skills for improvement and development?



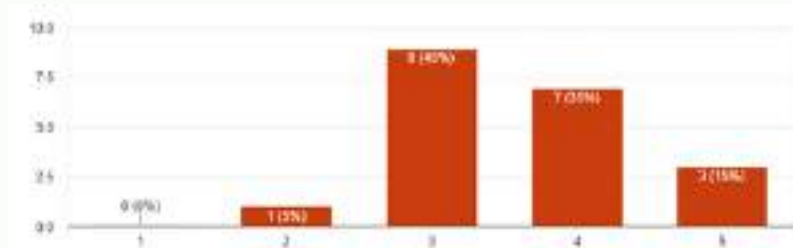
The bar graph depicts the skills chosen by participants for self-improvement. Initially, 14 responses (70%) prioritized enhancing Leadership and Political role skills. Following this, 13 participants (65%) aim to develop personality skills, while an additional 10 respondents (50%) focus on improving public communication skills. The fourth identified skill is media use and online public relations, attracting 9 responses (45%). Subsequent skills, including marketing introduction, project proposal, local business design, and conflict management, each attract 6 responses (30%). Finally, the last set of skills, namely policy proposal and financial management, is selected by 3 participants (15%).

## Section 2: Level of Leadership and Political Participation Self-Assessment (20 responses)

We have a 5-point Likert scale with responses in all the different ranks.

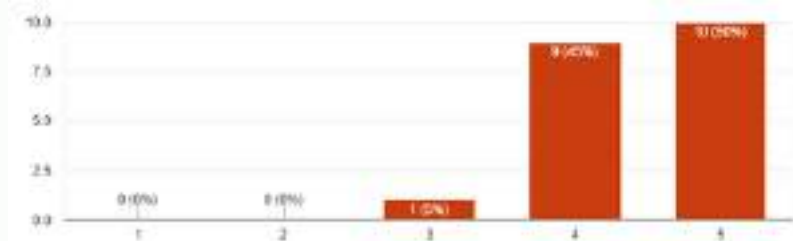
(5 = Excellent, 4 = Good , 3 = neutral, 2 = poor, 1 = very poor)

### 1. You have confidence in yourself.



This bar chart shows the levels of self-confidence. 9 participants (45%) are in the neutral level, 7 participants (35%) are in the good level, 3 participants (15%) are in level 5 (excellent), and 1 participant (5%) is in the very poor level, respectively.

### 2. You have good relations with people around you.

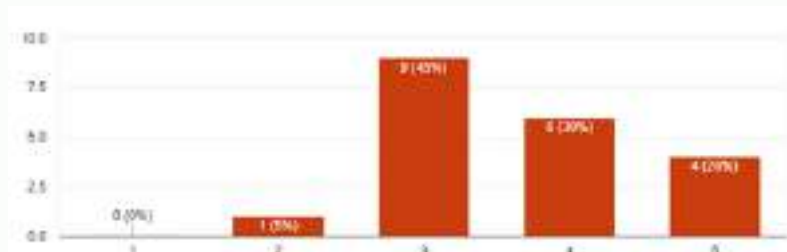


This bar chart presents the levels of relationship with other. 10 participants (50%) are in the excellent level, 9 participants (45%) are in the good level, 1 participants (5%) are in level 3 (neutral), respectively.

# Participations Recruitment Procedure

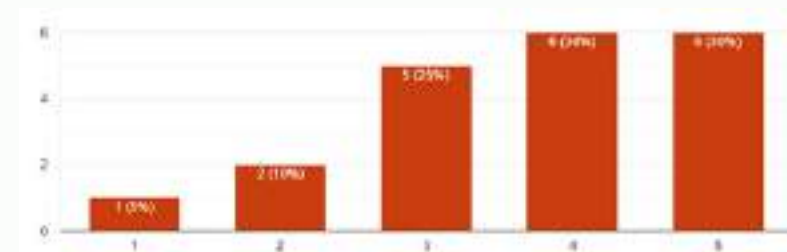
Participants Information (20 responses via Google Form)

## 3. You're interested in political participation.



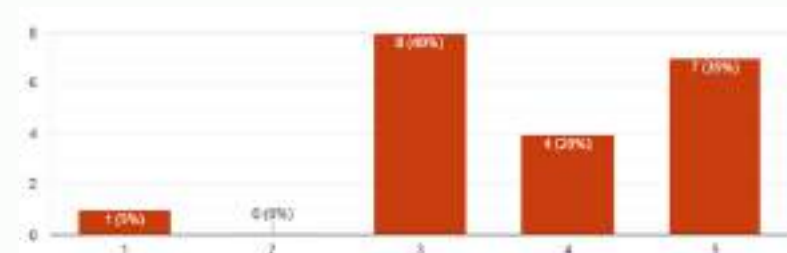
This bar chart shows the levels of political participation. 4 participants (20%) are in the excellent level, 6 participants (30%) are in the good level, 9 participants (45%) are in level 3 (neutral) and 1 participant (5%) is in level 2 (poor), respectively.

## 4. You dare to express your opinion in public.



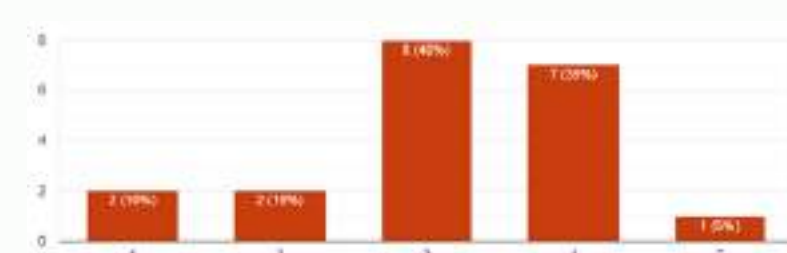
This bar chart describes the levels of opinion expression in public. 6 participants (30%) are in the excellent level, 6 participants (30%) are in the good level, 5 participants (25%) are in level 3 (neutral), 2 participant (10%) are in level 2 (poor) and 1 participant (5%) is in level 1 (very poor), respectively.

## 5. You have leadership skills.



This bar chart illustrates leadership skill 's levels. Subsequently, 7 participants (35%) are in the excellent level, 4 participants (20%) are in the good level, 8 participants (40%) are in level 3 (neutral), 1 participant (5%) is in level 1 (very poor).

## 6. You have different perspectives and opinions.



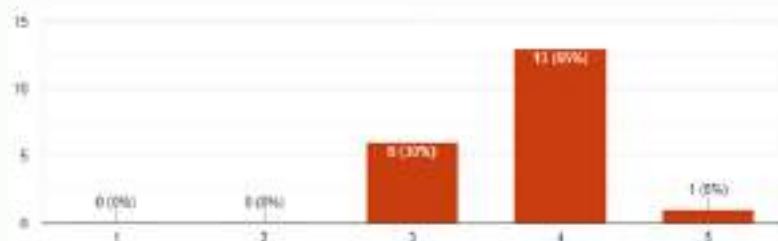
This bar chart describes the uniqueness of perspectives and opinions levels. 1 participants (5%) is in the excellent level, 7 participants (35%) are in the good level, 8 participants (40%) are in level 3 (neutral), 2 participant (10%) are in level 1 (very poor) and 2 participants are in the very poor level, respectively.



# Participations Recruitment Procedure

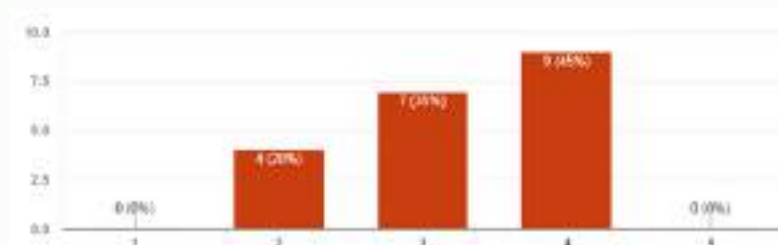
Participants Information (20 responses via Google Form)

## 7. You have a modern conception and idea.



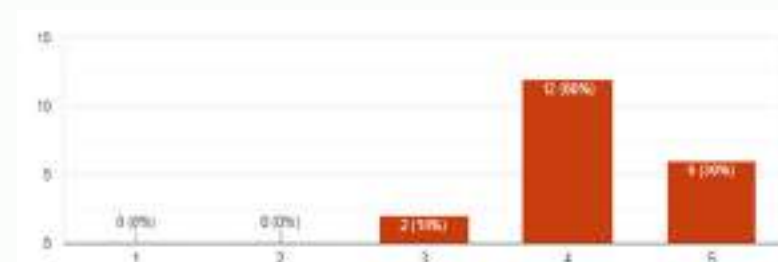
This bar chart presents a modern conception and idea levels. Subsequently, 1 participants (5%) is in the excellent level, 13 participants (65%) are in the good level, 6 participants (30%) are in level 3 (neutral).

## 8. You have technology knowledge.



This bar chart describes the levels of technology knowledge. 9 participants (45%) are in the good level, 7 participants (35%) are in level 3 (neutral) and 4 participant (20%) are in level 1 (very poor), respectively.

## 9. You have positive thinking.



This bar chart presents the levels of positive thinking. 6 participants (30%) are in the excellent level, 12 participants (60%) are in level 4 (good) and 2 participants (10%) are in level 3 (neutral), respectively.

## 10. You are eagerly a part of changing the community.

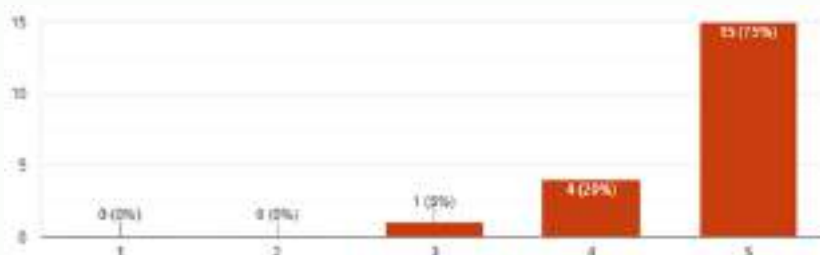


This bar chart presents the levels of the participations and community change. 5 participants (65%) are in the excellent level, 5 participants (25%) are in level 4 (good) and 2 participants (10%) are in level 3 (neutral), subsequently.

# Participations Recruitment Procedure

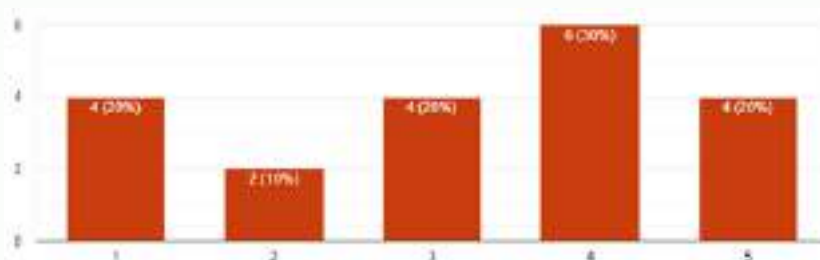
Participants Information (20 responses via Google Form)

## 11. You participate in community or public activities .

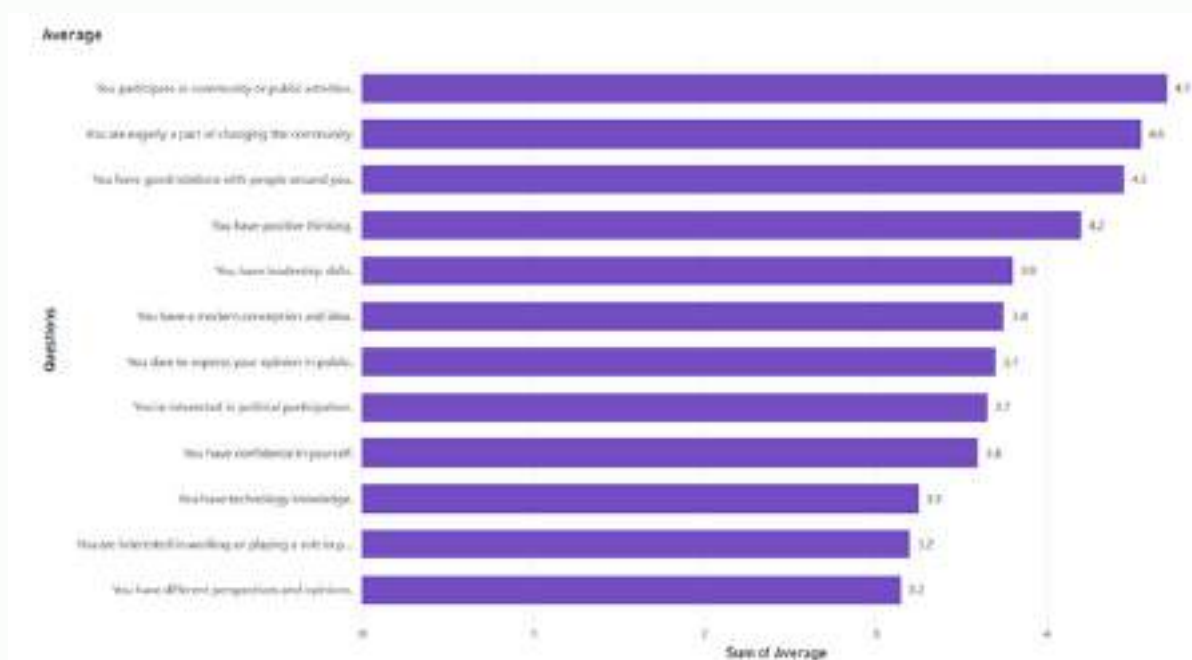


This bar chart presents the levels of the participations and community change. 15 participants (75%) are in the excellent level, 5 participants (25%) are in level 4 (good) and 1 participant (5%) are in level 3 (neutral), subsequently.

## 12. You are interested in working or playing a role in politics (whether national or local)



This bar chart presents the levels of the participations and community change. 5 participants (65%) are in the excellent level, 5 participants (25%) are in level 4 (good) and 2 participant (10%) are in level 3 (neutral), subsequently.



This bar chart illustrates the average leadership and political participation levels based on 12 questions, as shown in the data above. The highest average is observed in the statement 'You participate in community or public activities,' scoring 4.70. In contrast, the lowest average is found in the statement 'You have different perspectives and opinions, scoring 3.20'

# Activity 1 Introduction

## 1.1 Reflect information from doing activities 4 Corners (0 / 25 / 75 / 100)

Four Corners "Get to Know You" warm-up activity is a great way to get students out of their seats, pondering questions, and sharing their thinking with classmates in small groups.

- **What did the participants learn from the activity?**

- Self-discovery is essential.
- Know the level of self-evaluation.
- Embrace self-expression.
- Foster understanding and familiarity with fellow project members.
- Enjoyment.
- Explore and understand the potential.
- Gain insights into the differences among individuals from various regions, tribes, or cultures.
- Facilitate the exchange of experiences.
- Engage in non-lecture-based activities.

- **How can knowledge be applied?**

- Can be used for self or family evaluation.
- Helps you reflect on the community's advantages. Sometimes, I forget. It encourages you to contemplate the community more deeply.
- The activity can be adjusted for different questions or other activities.
- Applicable in community activities.
- Time spent working with a diverse group of people will enhance adaptability.
- Get to know a new community. Open your mind to different ages and others' work duties.
- Understand each other and collaborate effectively.

- **Additional suggestions**

- Chairs should be provided for the elderly.
- There is insufficient time for activities.
- There are too few questions.
- I would like to streamline gathering opinions by reducing interview time and incorporating additional questions.

## 1.2 Activities to build team relations towards a strong community.

- **Definition of the word, what does "Strong community" mean to you?**

- Cooperation within the community is evident during work.
- The community is committed to being drug-free.
- A communication channel is established through voice calls and group Lines.
- In certain communities, such as Mae Tha Subdistrict, the female president or village headman is pivotal in driving and developing communities. They facilitate the participation of community members in various activities, fostering unity. Groups of women collaborate to contribute to community care, further strengthening the community through their unity.
- Some communities have local philosophers serving as advisors in community development. Unfortunately, there is currently a lack of successors. Young people in these communities show little interest in cultural wisdom. It is desired that the new generation develops an interest in and preserves the cultural wisdom of their local communities.

## 1.3 Activity: Get to know me, get to know you.

- **Impressive thing**

It is an activity that facilitates the formation of new friendships and serves as a practice for meditation, memory training, and cultivating good listening manners. This activity enhances closeness by uncovering common points among participants, providing a conversational starting point. Additionally, it allows for more intimate conversations compared to conventional means of acquaintance. The activity also fosters awareness among participants, with opinions emerging regarding the optimal number of participants. The current participant count is deemed suitable, preventing the activity from being unnecessarily prolonged. Furthermore, it is regarded as a valuable skill-building exercise, focusing on both effective speaking and attentive listening. Participants express that such a unique and enjoyable activity keeps them engaged and alert throughout its duration, an experience unlike any other.

- **Additional Suggestions**

Increasing the amount of time people spend speaking.

## 1.4 Personal development plan activities

Participants are informed about community planning, encompassing goal-setting strategies for developing local product-based businesses. It includes an overview of the anticipated outcomes expected to transpire within the next three years, aligning with the established goals.

- **Additional Suggestions**

Before doing the activity, it should be introduced into the activity. Because some people still don't know what to do, how to write, and what steps to take and the time for activities is insufficient for the age of the housewife group.

## Activity 2

# Communication and Presentation Skills

### Activity 2.1: A B C

Divide into groups of 3 people: A, B, and C. Each person in the group will receive a different problem. In telling a story, 2 minutes per person as follows:

#### Round 1

- A. tell the most memorable experience of your life.
- B. is the person who summarizes what he has heard from A.
- C. is a listener.

#### Examples of cases that tell stories about the most impressive experiences in their own lives.

- Mother left her bag at the Makro department store, containing approximately 300,000 baht. Fortunately, someone found the bag and returned it to me with all the money intact.
- An impactful experience was working at the evacuation center in Mae Hong Son.
- For over a decade, attending this training allowed me to reconnect with young individuals I hadn't seen in a long time.
- Mae Duangphon mentioned having the opportunity to set up a booth at a handicraft event at an ancient site.
- In Ban Tha Kan, I had the chance to meet Ong Uan, who stopped by to visit his booth.
- The most remarkable aspect is being able to return to work and contribute to the development of the village.
- I am grateful to Teacher Pin, an NFE teacher, who provided scholarships and supported me, granting me the opportunity to pursue my studies.

#### Round 2

- A. is the person who summarizes what he has heard from B.
- B. Tell about the scariest/most terrifying experience.
- C. is a listener.



**Examples of cases that tell stories about the most frightening/thrilling experiences.**

- Mother Luang said that financial gurus have the greatest fear of making calculation mistakes.
- Return from Bangkok to Chiang Mai by plane. But falling into the air makes you feel afraid.
- During the COVID-19 outbreak
- Worried about the child's future due to the role of motherhood.
- Feelings of shock and fear because the student himself played with firecrackers during Yi Peng and it exploded in his hand and had to be rushed to the hospital.
- During his school life because he lived in Sop Moei Traveling home to school was quite difficult, having to walk for several hours and being in a border area.
- In the past, I used to drive and had an accident, which made me not dare to drive myself until now.
- My boyfriend went into shock. Rushed to the hospital, almost unable to give a heart pump (crying)

**Round 3**

- A. is a listener.
- B. is the person who summarizes what he has heard from C.
- C. Tell us what you regret in life.

**Examples of cases that tell what things you regret in life.**

- Mae Daeng said that what is sad is that parents do not have the opportunity to see their children's success.
- Oranee said that she used to be mischievous when she was in school. Not paying attention to study by the time I thought about it, it was too late, but I was able to take the best care of my parents.
- Mae Waew said that the sad thing "was that time" she missed out on the prize.
- Wrong business decisions
- Nong Im said that the decision was wrong is about work deciding on choosing a job.
- It's a pity that I didn't have the opportunity to study. No chance to live.
- Education and poverty are things that cut off opportunities and cause many regrets in life.

## Activity 2.2 Random storytelling cards

Participants have to pair up and then choose one card at random. When they get a card, tell a related story, or connect themselves to the card they got. Using storytelling techniques, each pair starts with the younger person telling the story first. The lecturer will have the following questions:

### Question 1: What do you think of when you see this card?

**Person 1** received a picture of a woman sitting in the middle of the sea, looking at the moonlight. Like myself, when I am alone, when it is dark, or when there are problems, there is still light or a solution to life.

**The second person** was pictured holding hands with the sun. It's like yourself who sees that in every problem in life, if family members hold hands together, Unity and we will be able to overcome it, such as family problems, community problems, or our own country.

**The third person** got a card with a path strewn with flowers. It's like your own life is not strewn with rose petals. You must overcome many obstacles and problems. Life must be a struggle.

### Question 2: Do the listeners understand what was said or communicated?

**Person 1:** A picture of a mother hen giving birth to ducks. It's like in my own life, I thought that if I had a child, no matter what gender the child was, the mother would respect the child's differences.

**The second person**, the image of a interpreting a mother and daughter holding hands, has the sun and rain-like problems that arise in life must hold hands and support each other to get through.

**The third person**, picture of a graduation cap, man standing and grabbing a diploma P'Kai talks about his life experiences as a mountain person but had the opportunity to study for a degree in Bangkok. Therefore, she intend to bring the knowledge that she must work in the community

**Person 4:** Picture of a keyboard, projector, and a woman walking up the stairs with a cactus. Connect with yourself where in the past with no technology. Learning is therefore important in adapting and seeking knowledge.



### Activity 2.3 imaginary lines

Divide the training room space into 2 sides to allow participants to choose which side to stand on with the following questions:

Business owner's side	Regular income side
<ul style="list-style-type: none"> <li>• Personal business</li> <li>• Construction business</li> <li>• Woven fabric business, community products</li> <li>• Growing vegetables at homestay</li> <li>• Trading general agricultural vegetables</li> <li>• Farming</li> <li>• Sewing</li> <li>• Souvenirs from Tok,</li> <li>• Selling weaving items online</li> <li>• Cook food to sell</li> <li>• Construction contractor, bird farm</li> <li>• Making furniture</li> <li>• Band and handicrafts</li> </ul>	<ul style="list-style-type: none"> <li>• Pension civil servant</li> <li>• Community enterprise</li> <li>• Teacher/government official</li> <li>• Government employees</li> <li>• Local government officials'</li> </ul>

### Activity 2.4 Product presentation

**Round 1** Divide into 4 groups to present their products using storytelling techniques for 5 minutes per group and have visitors observe and write down the advantages. Suggestions should be placed on Post-it paper for groups presenting products as follows.



### **Group 1: Natural group (Mae Sariang woven fabric)**

A story is told about where the color of the shirt came from. The colors of seasonal plants, such as the Indian gooseberry fruit, are linked to the wisdom of the Pga K'nyau people. Combined with weaving and sewing techniques using hands. These are unique such as using thread to sew the number 8 shape is different and stands out from others.

#### **Highlights**

- Natural dyes are dyed according to the season only.
- Sew by hand, not using a machine.
- There are dress sizes to choose from.
- There are beautiful, quality products.
- Strong group integration.
- It is a unique and limited product.
- Cloth scraps are used to create value, such as making keychains.
- Seller can send items first and buyers can pay later.
- It can be cut to order and can choose the pattern.

#### **Suggestions**

- Store sales channels don't enough.
- Have more support agencies.
- There is no stock of items or pieces that can be shipped immediately.



### Group 2: Naw Mi, Pga K'nyau clothing. (Galyani Vadhana Chiang Mai Province)

Tell the story of the pattern of woven cloth shirts, emphasizing the originality or ancient pattern of the Pga K'nyau, along with the story of the tea-drinking culture to present tea products that are grown at home and brewed in every home of the Pga K'nyau people and the story of the culture of Galyani Vadhana district also tells the story of the Pga K'nyau shirt, the front and back are the same. It's like saying that Pga K'nya is honest. No pockets means no hiding and no collar means a simple life.

#### Highlights

- Naturally dyed shirts with original patterns. Everything is made by hand.
- Bringing local clothes worn daily into community products and adding value.
- The pattern is unique according to the mood of the person who makes it..
- Expresses the meaning of the clothes well.
- The pattern was designed by a group of housewives in a village with about 60 households, using their creativity.

#### Suggestions

- Tea and rotten beans should develop packaging.
- Distribution channels are still too few.
- Product should be sold online.
- Lack of transmission of culture and skills from generation to generation.

### Group 3 : Tok

Jasmine garland from tissue paper. It is a village product where the elderly participate in generating income for the community. For the Tok group of products, stories about culture are interspersed, such as Nam Ton. In the past, it was used for drinking water but now it can be applied to suit the situation. By using it as a place to pour water, betel nuts, and tok can be applied to the present.





### Highlights

- Beautiful and useful
- Make old items that you have added value and preserve them so that these items are not lost.
- Beautifully patterned betel nuts.
- An affordable price, easy to buy, and easy to sell.
- Apply old culture to suit the present day well.
- Jasmine flower-making group by the elderly.
- There are courses taught in the area for those who are interested.
- Preserve the product by changing its use from the original, such as changing the water plant into a vase. Betel nuts for jewelry.
- Valuable

### Suggestions

- Encourage the new generation in the community to continue.
- Expand the large steering wheel ,too cheap, should be developed to have a variety of formats.



### Group 4: Ton Haen Noi

Presenting a variety of products, including growing vegetables in the kitchen garden, especially local vegetables (vegetables and larb), telling the stories of the Tai Khoen people, along with telling the highlights of vegetables that are free from chemicals and generating income for the elderly. Creating income from scrap fabric to make doormats and sandalwood flowers. The community has received knowledge transfer from the NFE for 1 baht per interest. It is a business that is doing well.

### Highlights

- It is a product that helps promote the careers of the elderly to have extra income.
- Create food security.
- Create income-generating careers for the elderly.
- Community products have income from the community. Affordable price.
- Promote professional groups.

### Suggestions

- Increase product distribution channels.
- Lack of integration in production and distribution.
- There should be a variety of format changes.
- Should match the color of the doormat.
- Sandalwood flowers should come from natural materials.
- Still lacking marketing.

**Round 2** Divide into 3 groups to present their products using storytelling techniques, 5 minutes per group, and have visitors observe and write down the advantages. Suggestions should be placed on Post-it paper for groups presenting products as follows.



### Group 5 Thakan Group

A group of housewives presents their products using the Thai Yong language, an ethnic group that lives in Tha Kan Village. The story of the lunch box is told. But it is rarely linked to lunchbox products. Focus on selling cheap products. There is a way of life told. Along with products such as satchel bags, and bags with the pattern of Thai Yong shirts.

### Highlights

- Inherit local wisdom
- Affordable price
- Beautiful, diverse group with demonstrations
- Handmade products

### Suggestions

- Sales channels not be distributed online.

### Group 6 Phongphanaporn

Products made from local fabrics emphasize affordable prices. Target group focuses on organizations. There was no story told. The story is as it should be.

#### Highlights

- Good workmanship, inexpensive price
- Affordable price
- Shirts made of chemicals, made by machines.
- There are a variety of products.
- Find work for housewives to earn more income.
- Has an interesting, neat story and sells well.
- Quality products and be able to accept large orders.
- Cloth scraps are used to create value.
- Generate income for people in the community to create employment.



#### Suggestions

- I want it to be made from natural dyes as well to increase the value of the product.
- There is no store name visible.
- Development in fabric colors

### Group 7 Mae Tha Subdistrict Community

Presented through the organic vegetables page, product processing, crispy vegetables with organic chicken and eggs.



#### Highlights

- Chemical-free and self-grown.
- The soil is prepared. Purple potatoes and pumpkins are grown and used as export products.
- Can be exported.
- Can be grouped, products can be eaten.
- Take things in the community and process them to create income.
- Many distributions channels.
- There are a lot of products.

#### Suggestions

- There are few sample products, only pictures can be seen.
- Package

## Activity 3

# Design Thinking: Policy Design and Project Management

Creating local community development projects Developing women's potential for change. Analyze the problem or needs, carried out by studying the environment to find problems and determine the issues.


### Writing project

- Product development (product analysis)
- Develop the community economy such as enterprises (community analysis)

### 3.1 Looking far toward the goal

1. Picture the future in the next 10 years. What do you think? What will your business/community products be like?
2. Listen carefully by showing the pictures that they drew in each of their groups.

#### Group 1, Dong Kam Community, San Pa Tong District, Chiang Mai Province.

 Draw a picture of the future. Since the community has large rice fields, most of the produce will be rice. In the next 10 years, rice straw scraps will be used to make clothing. There is a complete package of rice products as well as being a source of learning in the community. In addition, we will reduce waste by making furniture from waste, wardrobes from leftover materials, and have a stream factory.

#### Group 2 Mae Tha Community, Mae On District, Chiang Mai Province

Mae Tha Group sets goals for "World Kitchen" in terms of organic food. If you think of organic, you must think of Mae Tha as well as agricultural and cultural tourism under the 3 T concept: **Trade Trend and Tour**, ecotourism, community forest, organic agriculture, and culture. Moreover, operations are carried out in the form of enterprises. There will be product processing and creation of its brand.

#### Group 3 Phongphon Aporn, Ban Dong Pa Ngio San Pa Tong District, Chiang Mai Province

Aiming to develop products for world-class brands and expand target groups by producing products that are more relevant to teenagers. Divide the business line to have more diverse products and products. It also distributes products through online platforms that are international and develops production potential to be more modern.

#### **Group 4 Cheki-Cheu Mae Sariang, Mae Hong Son Province**

Draw a picture of the future for both the community and the product. In terms of basic utilities, in the next 10 years the roads will be better, have more facilities and have a better quality of life. In addition, the Cheki-Cheou brand will go global in tandem with nature conservation that continues the concept of dyeing with natural dyes according to the season.

#### **Group 5 Tok, Dong Pa Ngio, San Pa Tong District, Chiang Mai Province**

Presenting the characteristics of the community map It is considered that in the future the community will have public water sources. Emphasis on agriculture In the community there is a happy chicken farm. Organic vegetable plot medicinal plants for every household There will also be a community market. And there are facilities such as a recreation dome, a building showing good community products and areas for exercise, etc.

#### **Group 6 Wiang Tha Kan, San Pa Tong District, Chiang Mai Province**

At present, Wiang Tha Kan has important historical sites and agricultural product resources such as straw mushrooms, honey farms, as well as community beliefs. Therefore, in the future, it is seen that in the future Wiang Tha Kan will be a learning center that meets the needs of children and youth. Upgrading agricultural products and handicrafts such as stag bags, products from palm leaves, etc.

#### **Group 7 Ton Haen Noi Community San Pa Tong District Chiang Mai Province**

From product presentation activities by allowing visitors to write down highlights and suggestions. This allowed the Ton Haenoi group to use suggestions to design the future vision of their products and communities. There will be marketing in the future. The doormat product section will have a new design. Sandalwood flowers will be added to the line of business in the wreath group. In addition, the context of the Ton Haen Noi community, which is a Tai Khoen ethnic group, was told. There is still architecture and a way of life that can be further developed into a tourist community.





## 3.2 Analyze the problem

Each community helps brainstorm 1 idea/problem per 1 Post-it, with each community writing down as many problems as possible. After that, group the problems and name them according to the problem group. The problem survey results are as follows:

### 1. Tok Group, Ban Dong Pa Ngio, San Pa Tong District, Chiang Mai Province

Receiving support such as local administrative organizations or the government sector. It has not received as much support as it should, especially from government agencies. It may not mean only in terms of budget but also in supporting or supporting in other areas.

### 2. Ban Ton Haen Noi Group San Pa Tong District Chiang Mai Province

2.1 Problem of high production costs.

2.2 Problems with product development in the original form lacking creativity.

2.3 Product distribution channels

2.4 Natural disaster problems especially the flood problem because I want the Ton Haen community. A few are in the Khan and Nam Wang River basins. Affects agricultural production and community product production.

2.5 The new generation lacks inheritance or absorbs the community according to the Tai Khen identity.

### 3. Ban Thakan Group San Pa Tong District Chiang Mai Province

3.1 Youth cannot continue the culture of the Yong people.

3.2 Labor shortage problem

3.3 Product distribution and marketing problems

3.4 Lack of support agencies

3.5 Lack of public relations and online media skills





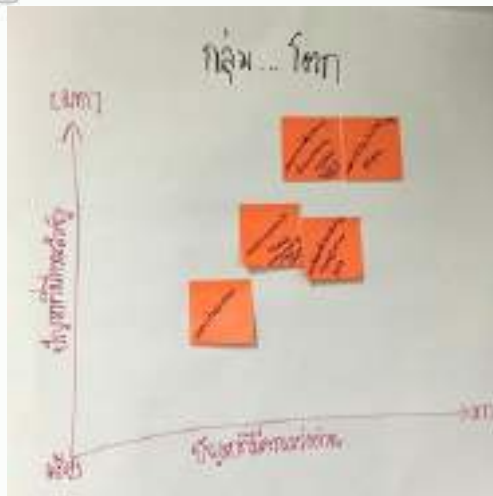
#### 4. Phongphon Aporn Group San Pa Tong District Chiang Mai Province

- 4.1 Labor shortage products cannot be produced in time.
- 4.2 Lack of financial resources
- 4.3 Problems with online product distribution channels
- 4.4 Lack of support in the government sector

#### 5. Ban Huai Bong Group, Galyani Vadhana District and Ban Dong Kam Community Group, San Pa Tong District, Chiang Mai Province

- 5.1 Lack of financial resources and support from the government
- 5.2 Designing products to meet market needs
- 5.3 Spatial context: Galyani Vadhana District is in a high area. Along with being an ethnic group, it makes one not have self-confidence in terms of language and expression.
- 5.4 Lack of public relations
- 5.5 Labor shortage, children go to work outside the community.
- 5.6 Lack of tools and machinery

### 3.3 Problem weights based on concepts.



Each group ranks the problems they brainstormed in Activity 3.2 (the Eisenhower Matrix). They rank important problems in ascending order along the vertical axis and urgent problems needing to be addressed in ascending order along the horizontal axis as follows.

From the picture of the Wiang Tha Kan group, problems are ranked as follows. In the group of problems that are very important and have medium to high levels of urgency, they include the lack of support agencies and the youth's lack of the ability to continue the culture of the Yong people and labor shortage for the group that is second in importance and is a moderately urgent problem, it includes a lack of public relations skills and online media and problems in product distribution and marketing.

From the picture of the Tok group, the problems are ranked as follows. Among the problems that are very important and have a high level of urgency is the lack of personnel who can provide knowledge about packaging design that is appropriate for the product and lack of promotion for tourists to know the community for the second most important group and a moderately urgent problem, there is a lack of government funding for marketing and product development and discontinuity in marketing from the government and promotions among the problems that are less important and not urgent, there is a lack of new generations to continue.

From the picture of the case of the Cheki-Cheu Natural group, the problems are ranked as follows. Among the problems that are very important and have a high level of urgency are insufficient funds. For the group that is second in importance and is a problem with a high level of urgency, it is lack of knowledge and use of technology and lack of opportunities to create new knowledge among the problems that are moderately important and moderately urgent, there is no marketing plan and insufficient infrastructure.

## Activities' Reflection

### Question 1: What skills did we gain from this training?

- Creative speaking and presentation skills.
- Learn to listen and understand important points.
- Dare to think outside the box.
- Learn skills about women's roles.
- Solve real problems Solve problems before and after.
- Participate in the project to develop the potential of women leaders for change.
- Speaking skills being a good leader.
- Learned about teams.
- Get ideas for finding problems and their importance.
- Future planning for oneself and community.
- Skills in ordering ideas in editing.
- Presentation speaking skills.
- learned a lot received many pieces of advice.
- Working as a team, speaking.
- Learned new things and exchanged ideas.
- Expressing, presenting, and meeting friends in various communities.
- Talking and expressing.
- Design thinking skills.



### Question 2: How will we apply for it?

- Analysis of community problems into practical projects/activities.
- Use it for yourself and your community.
- Generate new ideas and be able to develop them.
- Can be applied to real-life.
- Use with yourself and community.
- Use it to find community needs.
- Apply it to your community and yourself.
- Know how to plan/get inside planning.
- Apply to your own products.
- Used to work with students and the community (organization).
- Sorting out the importance of problems in the community.
- Adjust from the sample to what we made.
- Meet new friends and dare to express yourself.
- Apply it to yourself, your family, your community and your organization.
- Used in the process of organizing group activities.
- Be able to develop the community and family.

### Question 3: What do I think and feel?

- Be proud to have this opportunity.
- Fun, not boring at all. I got home and had a lot of work to do.
- Fun and knowledge to use in the community.
- Met new friends who know each profession and areas for producing various products.
- I feel like I don't know anything, but I have friends and I'm not lonely.
- Gain knowledge, don't feel sleepy, stay awake all the time.
- I am glad to have new friends and get some new ideas from my teammates.
- Society: a good attitude and a good society gives the power to change the power of thoughts.
- Courage to express yourself and believe in yourself.
- Dressing no matter what shape, you have; you must be confident in yourself.
- Feeling new ideas and satisfaction with oneself and teammates.
- Incredibly fun.
- Have the initiative to make something better or create something to sell.
- Have a process of thinking, have steps, and organize the importance.
- I feel pleased to meet new friends. Get a connection Gained a variety of experiences.
- Gain knowledge, gain a network, and use knowledge to develop yourself, your organization, and your community.
- Gain the courage to express yourself.

## Summary of satisfaction assessment data for the workshop project “Women Capacity Building for Change”

### Part 1 Analysis of basic data of respondents

**Table 1** Basic number and percentage of respondents classified by community of residence (n=21)

District	Number	Percentage
1. Makhunwan Subdistrict, San Pa Tong District, Chiang Mai Province	4	19
2. Thakan Subdistrict, San Pa Tong District, Chiang Mai Province	1	4.8
3. Thung Satok Subdistrict, San Pa Tong District, Chiang Mai Province	3	14.3
4. Tha Wang Phrao Subdistrict, San Pa Tong District, Chiang Mai Province	3	14.3
5. Ban Chan Subdistrict, Galyani Vadhana District, Chiang Mai Province	1	4.8
6. Phra Singh Subdistrict, Mueang District, Chiang Mai Province	1	4.8
7. Mae Tha Subdistrict, Mae On District, Chiang Mai Province	3	14.3
8. Sob Moei Subdistrict, Sob Moei District, Mae Hong Son Province	5	23.8
<b>Total</b>	<b>21</b>	<b>100</b>

From Table 1, most respondents live in Mae Hong Son province. Accounting for 23.8 percent, followed by Makhunwan subdistrict, San Pa Tong district, Chiang Mai province accounting for 19 percent and Thung Satok subdistrict, San Pa Tong district, Chiang Mai province. Tha Wang Phrao subdistrict, San Pa Tong district Chiang Mai province and Mae Tha subdistrict, Mae On district, Chiang Mai province accounting for 14.3 percent, respectively.



**Table 2** Number and basic percentage of respondents classified by educational background (n=21)

Educational background	Number	Percentage
Undergraduate	10	47.6
Graduate	10	47.6
Postgraduate	1	4.8
Total	21	100

From Table 2, most respondents have less than a bachelor's degree and a bachelor's degree, accounting for 47.6 percent, and more than a bachelor's degree accounting for 4.8 percent, respectively.

**Table 3** Basic number and percentage of respondents classified by age (n=21)

Age	Number	Percentage
20-40 years	5	23.8
41 years and over	16	76.2
Total	21	100

From Table 3, most respondents were aged 41 years and over, accounting for 76.2 percent, followed by those aged 20-40 years, accounting for 23.8 percent.

## Part 2 Analysis of data regarding satisfaction with the project

### Measurement of satisfaction

- 4.51–5.00 = Very satisfied
- 3.51–4.50 = Satisfied
- 2.51–3.50 = Neither satisfied nor dissatisfied
- 1.51–2.50 = Dissatisfied
- 1.00 –1.50 = Very dissatisfied

**Table 4** Average values of respondents who are satisfied with the project.

### Likert scale satisfaction

(5 = Very satisfied, Satisfied, neither satisfied nor dissatisfied, Dissatisfied, and Very dissatisfied.)

#### 1. Satisfaction with the project before the activity

Details	Level of Satisfaction					Average	Result
	5	4	3	2	1		
<b>1. Satisfaction with the project <u>before</u> the activity</b>							
1.1 Project publicity	10	5	5	0	0	4.25	Very satisfied
1.2 Coordinating and providing information	12	8	0	0	0	4.60	Very satisfied
1.3 Facilitation	13	5	2	0	0	4.55	Very satisfied
<b>2. Satisfaction with the project <u>during</u> the activity</b>							
<b>2.1 Speaker</b>							
• Speaker's content knowledge	14	5	1	0	0	4.65	Very satisfied
• Transfer Knowledgeability	14	5	1	0	0	4.65	Very satisfied
• Designing activities	12	7	1	0	0	4.55	Very satisfied
• Speaker suitability	13	6	1	0	0	4.60	Very satisfied
<b>2.2 Activities</b>							
• Relationship Building "Know me, Know you"	14	5	1	0	0	4.65	Very satisfied
• Team Building for Strong Community	12	7	1	0	0	4.55	Very satisfied
• Creating an Individual Development Plan for Developing the Potential of Being a Modern Woman Leader.	14	5	1	0	0	4.65	Very satisfied
• Communication & Presentation Skills	11	7	2	0	0	4.45	Satisfied
• Design thinking: Policy Design and Project Management	12	7	1	0	0	4.55	Very satisfied
• Local Project Plan & Community Development	12	7	1	0	0	4.55	Very satisfied
• Creative product or service design	11	8	1	0	0	4.50	Very satisfied

Details	Level of Satisfaction					Average	Result
	5	4	3	2	1		
<b>2.3. Facilities</b>							
● Location	12	8	0	0	0	4.60	Very satisfied
● Time	11	7	2	0	0	4.45	Satisfied
● Period	10	7	3	0	0	4.35	Satisfied
● Activities	12	6	2	0	0	4.50	Very satisfied
● Document	13	5	2	0	0	4.55	Very satisfied
● Equipment	14	4	2	0	0	4.60	Very satisfied
● Support Staff	17	3	0	0	0	4.85	Very satisfied
● Food and Drink	11	5	4	0	0	4.35	Satisfied
<b>3. Satisfaction with the project after the activity</b>							
3.1 You can gain new knowledge, concepts, skills, and experiences from the training.	14	5	1	0	0	4.65	Very satisfied
3.2 You can use what you get from the project to develop the role of women leaders and the community.	12	7	1	0	0	4.55	Very satisfied
3.3 What did you receive from this activity project meet your expectations?	10	9	1	0	0	4.45	Satisfied
3.4 The proportion between lecture and practical training is appropriate.	11	7	2	0	0	4.45	Satisfied
3.5 Has this project helped develop your abilities and can it be applied to your community?	11	8	1	0	0	4.50	Very satisfied
3.6 Benefits you receive from the project/activity	14	6	0	0	0	4.70	Very satisfied
4. The overall Satisfaction	13	7	0	0	0	4.65	Very satisfied

### 1. Pre-Activity Satisfaction:

Participants expressed the highest level of satisfaction with the project before the activity, particularly regarding coordination and information provision to participants, averaging 4.60. Subsequently, facilitation received the highest rating with an average of 4.55, followed by project public relations, which achieved the highest level with an average of 4.25.

### 2. Mid-Activity Satisfaction:

During the activity, satisfaction reached the highest level in terms of support staff facilitation, scoring an average of 4.85. Subsequently, speakers received the highest rating, encompassing their content knowledge and ability to transfer knowledge effectively. The areas of focus in promoting the potential of women's leadership roles, such as relationship-building through "Know me, know you" and the preparation of individual development plans for modern women leaders, scored an average of 4.65. Facilitation aspects, including the suitability of location and audiovisual equipment, both received the highest rating with averages of 4.60.

### 3. Post-Activity Satisfaction:

After organizing the activity, satisfaction was reported at the highest level in terms of the benefits derived from the project, achieving an average score of 4.70. Similarly, participants expressed the highest level of satisfaction in receiving new knowledge, concepts, skills, and experiences from the training, with an average rating of 4.65. Furthermore, in terms of utilizing acquired knowledge to develop the roles of women leaders and contribute to the community, the average satisfaction score was 4.55.



## Woman's Thoughts about Women

### Chanyapa Piriyanan (Sgt. King)

Member of Chiang Mai Provincial Administrative Organization,  
 District 4 (Chang Phueak , Pa Tan, Chang Moi, Fa Ham Subdistrict)

#### 1. Importance of Women's Role in Development

The proportion of the population of women is large. The decision-making process in many issues must come from women, together with the issue of access to education. In the past, women may not have been able to access education, but today they have equal or higher educational opportunities than men. Therefore, education is very important and making it possible to participate or play a greater role in development.

#### 2. Evolution of Women's Roles:

In the past, women would not dare to express themselves and would mostly be as follower. That is, they will be housewives and raise children, but women today are getting married late and have their ideas, along with what technological changes have come a lot of modernization, has made women adapt and have more courage to express themselves and have more self-confidence.

#### 3. Women and Leadership in Thought:

There are a lot of talented women, but they are pressed down by certain groups of men who feel that women do not have enough potential. But women are more delicate in terms of their minds, not being hard. For example, in the case if there are conflict or anger among the group, women can make everything look smoother. They can be both connectors and commanders in taking the lead in making decisions.

#### 4. Women and Politics:

As for my personal life, I became a politician. Women can be politicians. From contact with a group of officials and many villagers, everyone has a selfless spirit. A spirit that loves helping other people. If women are not blocked, we have a great ability to present, express themselves, to make decisions in many matters, including politics, family, and politics. From conflicts or problems that appear at both the local and national levels. I will look at the problem. It may seem serious, but we can do everything to make it softer. Because today's politics is not like the past where mud and curses were thrown at each other, but we can all be allies and women can be politicians, sometimes better than men, meaning easy access and explanations will be even easier than men.

#### 5. Definition of Women in the Present Era:

In Sgt. King's perspective, contemporary women are exceptionally talented, exhibiting confidence and demonstrating clear leadership abilities. The shift in gender proportions challenges traditional notions, with women emerging as pillars not only in families but at various societal levels.

# Amonrat Phumrungroj

Chairman of the enterprise and chairman of the housekeeper  
Ban Huai Bong, Kalyani Vadhana District, Chiang Mai Province



## 1. Importance of Women's Role in Development

This is because women live in the community more than men. Women will be involved in every community activity, whether it be village development work or community work. Mostly, women will be more involved there including as a group of housewives. Starting from the beginning of planning, most work meetings have only women and very few men, such as monthly village meetings.

## 2. Evolution of Women's Roles:

From the perspective of women, Pga K'nyau is very different from the past. Because in the past, women mostly stayed in the kitchen. or working in the house but nowadays, almost everything is done, such as gardening, and cutting grass, and it was all done in the past, when only men used to do it. Even today there are only women in farming. In matters of women's rights and freedom, they are also different from the past. Mostly men take the lead in doing activities. But now most are women except for the ritual part. In some jobs, there is hardly any need for men to do it themselves.

## 3. Women and Leadership in Thought:

In the dimension of Pga K'nyau from the point of view of Brother Kai. Women can be leaders. For example, in Galyani Vadhana District. Community leaders or Mae Luang is in many areas, such as Ban Mae Daed, Ban Huai Bong, or members of local government organizations. So, women can be leaders and can do well.

## 4. Women and Politics:

Women are involved in politics in every dimension. I sees politics as relevant to everyone, every time, from the time they wake up until they go to bed. As for local politics, it is evident that women also participate in politics. Although the proportion is still less than that of males, but women are beginning to play a role in driving work and solving problems. Being a woman, work performance may differ from that of a man in some respects.

## 5. Definition of Women in the Present Era:

"Pakakenyaw women" can do anything. We can do every position strongly. In the past, what would you do if you had to wait or ask for help? But nowadays you can do it yourself. Women's mental health is important.



## Daeng Kanthiya

Village Committee, Village Health Volunteers, Vice President of Ban Tha Kan Housekeeper 'Million Baht' committee and '1 baht per day' fund committee members for the community (Ban Tha Kan, San Pa Tong District)



### 1. Importance of Women's Role in Development

Helping with every job and community activity can do everything from cleaning temple toilets, and sweeping temples, to dealing with large-scale problems in the community. Even though there is no compensation, we view the community as our home and can give up our own time to help with public work. I think it's a matter of volunteerism.

### 2. Evolution of Women's Roles:

She thinks that in the past there was no technology. Today is much better than in the past. We have "caught up" and women and men are now equal.

### 3. Women and Leadership in Thought:

Women can be leaders, but maybe not in terms of strength or physical strength but in other areas, it can be brought.

### 4. Definition of women in the present era

Women these days are quite "strong women". I must give a thumbs up to women these days.

## Manee Potha

Village health volunteers of Thakan village and vice president of the housekeeper of Ban Thakan



### 1. Importance of Women's Role in Development

Mae Manee's role is to help in the community, including the role of "Lanna dancer" who forms groups together.

### 2. Evolution of Women's Roles:

In today's era, women must be strong. There's no need to beg a man (laughs).

### 3. Women and Leadership in Thought:

Women and men are equal. But in some cases, it may not be possible but we can help each other.

### 4. Definition of Women in the Present Era:

Women can do many more things compared to the past. A woman who drinks and talks loudly isn't afraid of anyone.

## Duangphon Srinuan

Health Promoter, Thai Traditional Medicine Assistant, and work related to the community, including community products and village committee and vice president of the housekeeper of Ban Thakan



### 1. Importance of Women's Role in Development

Part of the role of women in the village is to be on the village committee. When there is community work, I go to help with everything. As well as gathering groups called village dancers. Because it is seen as a continuation of wisdom, especially in the Thakan community, which is a Thai Yong people. Therefore, traditional arts and culture may disappear if they are not transmitted or disseminated through community activities or work.

### 2. How are women's roles different in the past and today?

Our women from the past usually the elephant has hind legs. Must follow men "You have to listen to others." But now women's advanced technology has the same role. They can do it and have higher education. Increased knowledge brings knowledge to help our society in every way, just like males.

### 3. Women and Leadership in Thought:

Women can be leaders; it doesn't always have to be men. Women don't use physical force like men, but they can use their thinking and reading. That means they are gentler in comparison to their work.

### 4. Definition of Women in the Present Era:

Women are much more talented than in the past. In the past, I only had the responsibility of raising children at home. It's forbidden to go anywhere. Today's women are "**fierce, strong, and talented.**"

## Mae Kamnan Daeng

Ban Ton Haen Noi, Tha Wang Phrao Subdistrict,  
San Patong District, Chiang Mai Province



### 1. Importance of Women's Role in Development

Because women are a part of doing business and various activities within the village or the community and women also participate in activities.

### 2. How are women's roles different in the past and today?

It's different because in the past, women were taught as follower. They must take care of their husbands and families, but women today are taught to learn. Equal to men in both thought, job duties and ability.

### 3. Women and Leadership in Thought:

Women in modern times can learn about every subject as well as men. Once you learn, you can do everything like a man, whether it be community leaders, village committees. Chairman of the Housekeeper, women are just as good as men.

### 4. Women and Politics:

For example, within the village women are on various committees, or at the level of the community women can be the mayor of the municipality or members of the municipal council, as kamnan or village headman, no different from men. Women can be leaders because women learn and always seek knowledge and didn't stop steaming like women in the past, what can a man do? Women can do that too. Therefore, when it comes to politics, women can do everything no different from men.

### 5. Definition of Women in the Present Era:

Women in modern times must be smart, confident women, who dare to think, dare to act, dare to express themselves, and be able to always learn about technology or other current things.



## Mae Tueanjai Yasom

Chairman of village and provincial housekeepers, committee members driving various community events such as community banks, community education funds, including political roles. Chairman of the Mae Tha Subdistrict Administrative Organization Council.

Ban Huai Sai, Mae Tha Subdistrict, Mae On District, Chiang Mai Province

### 1. Importance of Women's Role in Development

*"Gender is no obstacle to development."* Education in the present era is already "equal" and society does not block it men must be leaders and women must be followers. Some matters and issues come from women's ideas. Moreover, what do women do?. In terms of driving various events in the community in terms of female mobility, there is still little recognition. Some can enter the male circle, probably because the society they live in is a rural community *"but when you can play a role in the community or even a political position. Therefore, it plays a part in pushing for females to have a greater proportion in the workforce."*

### 2. Evolution of Women's Roles:

In the past, men had to do everything including being the leader of the family. But now women work more than men. If asked, women's responsibilities are more than men's. From the family level, resources must be allocated and taken care of within the family. A woman's duties start from the moment she wakes up. Family activities as well as when going out into the wider society" must take responsibility in many parts must drive the work of presenting ideas alongside the male gender as for the position of council president, she is entrusted with driving the work of the Subdistrict Administrative Organization. Therefore, women are the ones who manage the household, outside work, and central work. Especially the work unpaid volunteerism, I see that with the background of our lives and the opportunity in life to do volunteer work, especially the "feeling of love for one's hometown" from a difficult past life. If I have the opportunity, I would like to take part in the development of my hometown. Or in everything that we can develop from a small point to a larger level in terms of structure.

### 3. Women and Leadership in Thought:

Women are sensitive. If comparing statistics on corruption problems between males and females, it is found that females are less corrupt than males. What is very important and important is honesty, transparency, and audibility.

### 4. Women and Politics:

When we step into local politics, we will know many problems. Some problems are sensitive, such as women and children, but men still cannot understand or understand them. Therefore, women must be involved in driving these issues as well as structural work and community coordination, it can be done.

### 5. Definition of Women in the Present Era:

A woman in Mae Tueanjai's style is "beautiful", not referring to her face, but referring to the inside of her heart as well as the way of looking at the world. In addition, you must be smarter.

## Sriprae Duangkaewruen

Chairman of Maetha Organic Community Enterprise, Chairman of Mae Tha Sustainable Agriculture Network, Internal affairs auditor of Mae Tha Agricultural Cooperative Limited.  
(Mae Tha Subdistrict, Mae On District, Chiang Mai Province)



### 1. Importance of Women's Role in Development

I think that women play an important role in that we are detail-oriented and careful. Therefore, community work will play a role in taking care of the financial aspect. It will be able to help the community a lot. It is thought that women play a prominent role in this matter. For work or community activities, women have a role to play in becoming leaders of women, starting in the family first. When we have a voice in the family, it comes to community-level work or local political work. In addition, formal women's groups such as the Mae Tha housewives' group and Women's role group.

### 2. How are women's roles different in the past and today?

In the past, women were often subordinated to men. However, women have played a role in the past, such as Queen Chamadevi. But there are not as many males and sometimes women are even stronger than men. In terms of political roles In the past, one had to be strong enough to be a leader. It was difficult for women to become leaders. But nowadays you don't have to be very skilled. Anyone can enter politics. As well as driving the issue of women, the number has increased. And women are taking part, such as leading the way in driving environmental issues or even activities that allow women to play a role Have a part to express their opinions, so there are more opportunities for women. Makes women stand up and show their talents even more.

### 3. Women and Leadership in Thought:

While acknowledging the existence of talented women, societal biases sometimes hinder their recognition, particularly by certain groups of men who underestimate women's potential. However, women possess unique qualities, such as emotional intelligence, which contributes to harmonizing group dynamics. They serve as both connectors and leaders, smoothing conflicts, and decisively leading decision-making processes.

### 4. Women and Politics:

Women can express their opinions or their abilities even more make women stand up as leaders. For politics to flow smoothly, diversity in participation is required. In the past, we tended to think of politics as a man's business. Nowadays, politics is a business for everyone, regardless of gender and the fact that women choose to put themselves on the political path Because there are many issues that women have more understanding about. If you look at your role in the family, you will see that motherhood is closer and more understanding to your children.

### 5. Definition of Women in the Present Era:

Our typical person is a woman who is courageous, courageous in making decisions, and has meticulous attention to detail.



## Mae Phatthana

Village committee Ban Ton Haen Noi and village and village health volunteers



### 1. Importance of Women's Role in Development

Because women are involved in development Collaborate with activities within the village such as village committees, village health volunteers taking care of bedridden elderly, etc.

### 2. How are women's roles different in the past and today?

Differently, women are now more modern than in the past. Whether it's about ideas or advising women in the past. Work only within the house but now there is work outside the home which is no different from men. In the past, men were elephants with the front legs. Women are the elephant's hind legs, but nowadays men and women are equal.

### 3. Women and Leadership in Thought:

This is possible because women have gentleness, resolution, thoughtfulness, and self-confidence.

### 4. Women and Politics:

Women are involved in politics. Within the village, there is a role for awareness and good communication leading the community, such as being a village committee Election Commission

### 5. Definition of Women in the Present Era:

Definition of women in modern times, we must be a strong with high self-confidence, be careful and detailed. There is always learning and self-improvement.

## Teacher Pin

Mae Sariang District, Mae Hong Son Province



### 1. Importance of Women's Role in Development

Because women have different roles than men. In some matters, women are subtle and more careful than men. Nowadays women can do some things that men cannot do. In the past, women had to be followers. The man is the leader which is different from the present where women can do things better than men.

### 2. Evolution of Women's Roles:

It's different because women in the past were followers rather than leaders, and did not study. There is a man as the head of the family, which the women must follow. It's different from the present day where more women come out to work. Because it has been developed in education, therefore creating more diverse ideas. In the present era, social media and various technological media give women new ideas, including ideas about work or the idea of a challenge that women want to be able to reach by themselves, for example, a woman whose husband is the head of the family but one day there was no husband as the head of the family. Women must be the leaders who must lead the family to its goals.

### 3. Women and Leadership in Thought:

Nowadays women can be leaders and can be good too. Because women are educated, for example, when they need to receive various training, they prepare in advance. When there is good preparation, we believe that the work we do will come out well. Because I was dedicated and did it to the best of my ability?

### 4. Women and Politics:

Women involved in politics are seen as women who must take on challenging matters, must accept good planning in playing politics. I don't think that men are better. But everything must keep up with the game. Must have good planning. How to attack? There is a plan, plan 1, plan 2, backup plan. We want to be president. How can we progress to that point? The team members must be good. The women who lead must have patience. Be mindful all the time, and be alert, everything must be studied. Place your pieces well. If you make a mistake, everything will go wrong too. There must be a backup plan. Nowadays, politics has a lot to do with women. Since exercising the right to elect the Prime Minister, if you don't want to choose, you must come out and exercise your rights which shows good citizenship at this point, I think that if you don't do well, you shouldn't be involved in politics.

### 5. Definition of Women in the Present Era:

It is seen that women can be CEOs. Before, it was considered that only men could be leaders and CEOs. This is different in the present era where women are seen as being able to be leaders. Women can be an executive, be a businessman with a change in thinking, the word working woman has changed. It has become a successful woman without having to wait for a man or request help from others.

# Kanyarat Charoenphetsak

Sobmoei District, Mae Hong Son Province



## 1. Importance of Women's Role in Development

Because women today have knowledge and abilities in various fields such as work development. Family care, etc.

## 2. Evolution of Women's Roles:

The role of women today is excellent. and can-do different things than men It's different from before when women had to do only housework.

## 3. Women and Leadership in Thought:

Women can be leaders. Because in the past women were followers. It's different from the present day when women know. good ability to be a leader.

## 4. Women and Politics:

Today's women are good at studying, have a good idea, and have more leadership. Currently, more and more women are playing politics.

## 5. Definition of Women in the Present Era:

Women in modern times There is a difference between the past where women now know. More ability to be a leader, able to do things no different from men.

## Somporn Liamkaeo

Sanpatong District, Chiang Mai Province



### 1. Importance of Women's Role in Development

Because women are careful and more delicate than men. Women can reach people more than men. For example, in the field of communication, they use sweet, sweet words and speaking techniques more than men use to make people accept and listen more.

### 2. Evolution of Women's Roles:

Women today dare to express themselves, dare to think, dare to act, unlike in the past when women were unable to express themselves. Because they were forced by men. Today, there is equality between men and more women.

### 3. Women and Leadership in Thought:

Women can be leaders. Being a leader in matters of thought but in terms of labor, it still depends on men's strength. For example, in flood prevention, women have many prevention ideas. But I didn't have enough physical strength to do it, so I had to get strength from men to help.

### 4. Women and Politics:

At present, women are taking on more and more roles in politics, such as the municipal president, municipal council members, village headman, etc. Most women are detail-oriented. more than men in political work involving documents such as budget documents, they can inspect them better than men.

### 5. Definition of Women in the Present Era:

Women today are not elephants with hind legs or an elephant with front legs but it's a man and women are equal. Today's women must be aware of the changes in the world or various events that occur within society. Women must study and acquire knowledge all the time and accept the opinions of others.

## Rujaroj Chaiyaluck

Assistant subdistrict headman,  
Makhunwan Subdistrict, San Pa Tong District, Chiang Mai Province



### 1. Importance of Women's Role in Development

Our Dong Pa Ngio village, women play a huge role in development. Most of the village's main leaders are mostly female. From paperwork-sensitive project work, in addition to coming to work together with the Village Fund Committee Village. Women's group that is strong and has a common belief that our village can be developed. Therefore, a group of women in the village came together, help each other push forward and gain the trust of the village headman. The village committee has a male fund chair. Therefore, women are an important mechanism in driving the strategic direction. Village activities called "group work" can do everything, especially the role of managing various activities.

### 2. Evolution of Women's Roles:

In the past, women are not given a chance and men are not that important to us. But now women are the leaders of the family. Having more self-confidence, it is caused by internal factors due to being a female who must be a manager within the household, as well as external factors that provide more opportunities for women. Therefore, equality in the past was still framed by women. and various rights were limited and not yet accepted. Therefore, they did not have the opportunity to show their potential and abilities. Now, women have more opportunities to show their potential, be accepted and have equal rights with men. The role of women today has become more and more expressed. *"You and I are equal."*

### 3. Women and Leadership in Thought:

In many families, women is the head of the family and be the leader of the family. Have careful, thought before deciding to do anything. Women will think forward, think carefully about the pros and cons first, so there are fewer errors. Therefore, suitable for being a leader.

### 4. Women and politics:

Because women are gentle, sweet, merciful, and compassionate, they can get along with the villagers. The villagers trust and believe in them.

### 5. Definition of women in the present era:

Gentle, sweet, generous, kind, has human relations, believe in yourself and can change the world.



## Kanchana Mundong

Chairman of the Women's Development Fund Ban Dong Pa Ngio Housewives Committee San Pa Tong district, Chiang Mai province



### 1. Evolution of Women's Roles:

In the past women had to stay at home and take care of children. Earning money was the responsibility of men, but today women are as equal as men. Women go out to work. In some families, men stay at home and take care of children. This has changed with the times because of today's society, open and accepting.

### 2. Women and Leadership in Thought:

Times have changed and women are more educated than in the past. This gives women the opportunity to advance to better careers. Women dare to think, dare to express themselves, are ready to be leaders in every aspect, and are sensitive in many aspects.

### 3. Women and Politics:

Because women are gentle, sweet, kind, and compassionate, making them get along with the villagers. The villagers trust and believe.

### 4. Definition of Women in the Present Era:

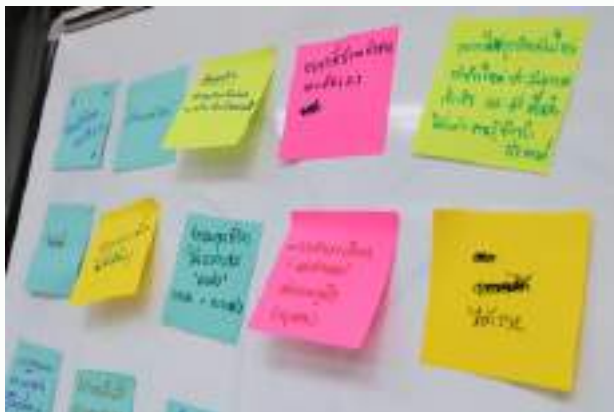
Dare to think, dare to express, ready to deal with problems that will arise.

# Gallery





# Gallery





# Gallery





# Gallery





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# Gallery

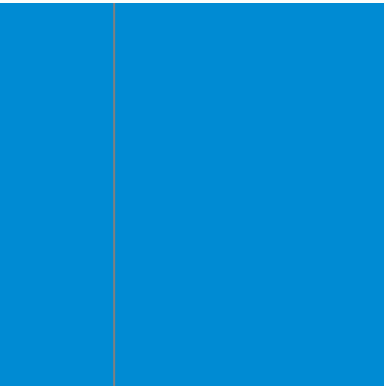
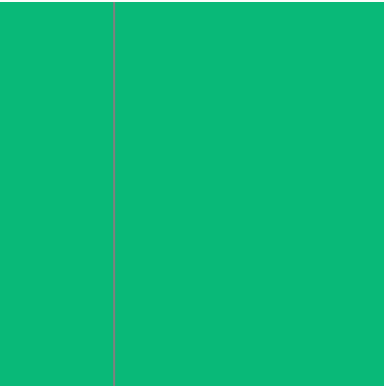


# Video


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