Abstract

Inner Dimension as the Key Factor to Sustainable Development: The Case Study of Pleanyodtarn Community Enterprise

The objective of this research was to investigate the inner development of local people in the working process of sustainable development in the community. This research was the case study research of Pleanyodtarn Community Enterprise, Nangtakian district, Samutsongkram Province. Pleanyodtarn Community Enterprise was established with the objective to conserve the traditional way of producing coconut sugar. Their work has been demonstrating the sustainable development process at the community level; as there was the positive effect on the community in social, economic, and environmental dimensions. This study focused on how the working process of community enterprise members related to their inner dimension. The researcher has interviewed the Community Enterprise leader and members and has found that there were 4 principles in their working process: 1) The awareness of the connection between producers and consumers 2) the awareness of the connection between human and nature 3) the strong connection between their personal values and working principle and 4) the openness to diversity and respect humanity. These 4 working principles have contributed to four states of mind: Connectedness, Trustiness, Love, and Mindfulness. Based on these key findings, it could be concluded that the inner dimension was the driver of an individual to perform their work and when many individuals shared the same inner spirit, it became a collective spirit which was the driver to the achievement of sustainable development in the community level. Thus, in order to achieve sustainable development, it was needed to integrate the inner and outer development. When these 2 dimensions were developed together, it became the human-centric development that could truly lead to the achievement of the sustainable development.

KEY WORDS: SUSTAINABLE DEVELOPMENT/ INNER DIMENSION/ COMMUNITY WELLBEING/ COMMUNITY ENTERPRISE

162 pages