

Bo Sap community is an ancient community located in a low-lying area that frequently experiences flooding, with a continuously increasing population. The houses are densely packed, totaling 400 households in the community. There are open spaces that are rice fields, but the soil is unsuitable for cultivation due to being a water catchment area, leading to prolonged flooding. However, it is possible to grow good-quality bananas, and nearly every household engages in this cultivation.

From the year 2020 to 2023, Bo Sap community encountered five prominent challenges, delineated as follows: 1) Economic adversities, characterized by an income that is inadequate to meet expenditures and an encumbrance of debt attributed to unemployment and layoffs. 2) A troubling prevalence of substance addiction among children and youth, with 65 individuals reported to be using kratom, culminating in 12 instances of robbery and theft, a consequence of insufficient oversight from guardians. 3) A majority of the villagers ingest food that is nutritionally deficient, with 120 households opting for the procurement of ready-made curries due to their accessibility, convenience, and rapid availability from local curry vendors. 4) Inadequate waste management practices, marked by a deficiency in knowledge regarding waste segregation and recycling, which results in unpleasant odors and the proliferation of vectors for disease-carrying animals and insects. 5) Health-related concerns, particularly alarming consumption behaviors within the community, pose a significant risk for chronic non-communicable diseases. Through community deliberations, it was ascertained that residents prioritize the resolution of economic issues as the foremost concern, as these financial challenges are deemed the fundamental cause of subsequent social dilemmas. Analysis of the data pertaining to economic-related community issues revealed that 150 households are grappling with unemployment and precarious income. The mean income derived from household accounts is 35,500 baht per individual annually, whereas household debt is recorded at 18,000 baht per individual per annum. The primary factors contributing to the economic crisis within the community, regarding behavioral aspects, originate from residents' engagements in detrimental habits such as alcohol consumption, drug use, a lack of saving practices, and insufficient support for the education of the youth. With respect to mechanisms and systems, although women's groups exist, there is a notable absence of substantive activities; assistance from external agencies is limited, and a driving mechanism within the community is conspicuously lacking.

Bo Sap Community Committee recognizes the importance of addressing the fundamental economic issues of the community in order to navigate through the economic crisis. They hope to improve the quality of life for the people in the community through the implementation of the project "Promoting Bo Sap Community Occupation with Fried Banana Groups." This initiative utilizes the mechanisms of women's groups and the community committee to drive activities. In the community, every household grows Nam Wah bananas. Additionally, the community can seek knowledge and skills in production and marketing from surrounding organizations, including Nakhon Si Thammarat Vocational College and the Nakhon Si Thammarat District Non-Formal Education Office, to assist, promote, and strengthen the implementation of quality products that can clearly generate income for the community. Thus, they have initiated the "Project to Promote Bo Sap Community Occupation with Herbal Fried Bananas."

### **Results**

- A working group comprising 15 individuals has been established, alongside a meticulously delineated operational plan, which facilitates the inclusion of a cohort of 50 members within the banana chips group.

- The committee members, along with the group participants, possess the requisite knowledge and expertise to manufacture high-quality herbal fried bananas, which they are capable of distributing within the local market, achieving a minimum turnover of no less than 300 bags on a weekly basis.