

*This paper was presented for the International Conference on Gross National Happiness on GNH, held in Paro, Bhutan from 4-6 November 2015*

**Green Generation : A New Paradigm Approach  
For Thai Youth Development to Agriculture Sector <sup>1</sup>**

*Rayakorn Suwan<sup>2</sup>, Noppawan Boontham<sup>3</sup>, Chomchuan Boonrahong<sup>3</sup>  
and Bongkochmas Ek-Eiam<sup>3</sup>*

*Paper presented to the International Conference on Gross National Happiness  
Paro, Bhutan, Nov. 4-6, 2015*

**Abstract:**

*This paper introduces the main concept of new paradigm which can effectively drive development of new generation of youth society into agricultural sector. The aim is pointing a community situation, infrastructures, roles, attitudes and problems of young people in agriculture sector. The samples were collected from exiting documents, in-depth interviews and questionnaires of 400 people in Sa-moeng district . The finding were presented a new path of better change to promote immunizing farmers and young people to be strengthened against any risks, and also to gain awareness of the true problems and recognizing the importance of the agricultural sector, include preparing for future change of the upcoming challenges. Even these will not influence much effect on agricultural policy, but the cumulative power that drives social and environmental of Green Generation citizen will expand the network and continue to grow indefinitely. This reflects the shift to the new social paradigm as well as values, new behaviors of health, food, agricultures and environments that correspond with the future world who want to see the genuinely green society.*

**Keyword:** *New Paradigm, Green Generation, Agriculture Sector*

---

<sup>1</sup> *This article is based on the ongoing study and the original concept was presented at the International Conference on Green and Clean Politic(ICGCP). 2015, 29-31, October, Maejo University, Thailand*

<sup>2</sup> *A master student in Public Policy and Pubic Management Program, School of Administrative Studies, Maejo University, ChiangMai Thailand 50290,*

<sup>3</sup> *Instructors, School of Administrative Studies, Maejo University, ChiangMai Thailand 50290,*

## **Introduction**

Thailand is an agricultural country where farmers are the major population of the country who also play the important roles on the creation of food security, but recently, farmers have to be the one who face critical risks in different ways whether it is external impact, including climate change, water crisis problem, food and energy problem, the volatility of economy, age of globalization, the ASEAN community, and elderly society etc. For serious internal problems that have been accumulated recently occurred in several aspects. The high priority problems are following:

1) Farmers' poverty and debt because of the non-controllable production factors, market mechanisms, as well as agricultural policy. Agricultural households are the poorest population groups. Statistics in 2013 showed that the numbers of agricultural households are 5,871,048 households nationwide. The numbers of households that suffer from debt have reached 78.09 percent (Department of Agriculture, 2012).<sup>4</sup>

2) The loss of agricultural land, most farmers do not own the land for farming. There are 18.4 percent of agricultural households who lack of arable lands and 23.9 percent of all agricultural households with less than 10 hectares of arable lands which are the group with most vulnerable to poverty.

3) The trend of changing to contract farming which pushes up more farmers disadvantage. Private companies are increasingly their roles to control agricultural production system, processing and technology. The farmers cannot control the factors of production whether it's seeds, chemical fertilizers and pesticides, as long as unable to set the prices of their products, affecting the quality of soil, water, air, and the overall environment that degraded weaker including the illness and health risk of producers and consumers subsequently.

---

<sup>4</sup> Center for Agricultural Research Information Department (2012), "Farmers' poverty and debt," Department of Agriculture, Retrieved October

4) The numbers of farmers are decreasing, the average in old age and low degrees of education. Elderly farmers have to work for a living and feeding their families because of no savings and cannot earn a living by the allowances received from the government. This makes the elders, children and youths in the agricultural households continually face difficulties (Center for Agricultural Research Information Department, 2012).

## **2. Objective**

1. To review the conceptual framework of a new paradigm for youth development to agriculture sectors.
2. To study a community situation, citizenship roles of young generation on their attitude, behavior and needs of agriculture occupations.

## **3. Literature Review**

### **The definition of generation and population characteristics**

The world population was composed of many different generations. The definition of generation can be challenging, as the term can have several different meanings. In general, a generation is a group of individuals who are about the same age and same experienced of specific historical events, such as a war, an economic crisis or political changes. In term of demography, the definition of a generation does not depend on social, economic or political factors; instead, it is based on the year in which a group of individuals was born. Generations can vary greatly in size, depend on the number of births that occurred during a given period. The size of generation can impact on the life course of individuals as well as can affect a country's economy and society.

The key demographic variables commonly used to study the relationship with the person's attitude and behavior of selected goods or services are gender, age, education,

*This paper was presented for the International Conference on Gross National Happiness on GNH, held in Paro, Bhutan from 4-6 November 2015*

socio-economic status (Sansanee Suwapinyopas, 2006:15-16). Adul Jaturongkakul<sup>5</sup> added that the views and ideas related to the concept of the generation divided by age groups, the demographic of the American people, and spread around the world. Nuttanunt Sirichareon<sup>6</sup> explained about each generation as the following.

**Gen-B group:** Generation Boomers (or baby boomers generation) is currently ranged from 40 – 63 years old of age, who born between 1946-1964.

**Gen-X group:** Generation X is currently ranged from 34-39 years old of age, who born between 1965-1979, which are a group of young people who dare to pay extravagantly, work by thinking idea. Both main family members have works and modern life styles.

**Gen-Y group:** Generation Y (or Why Generation) is currently ranged from 34-39 years old of age, who born between 1980 to 1997, Gen-Y were born at a peaceful time and grew up in an era of dramatic changes in the social environment, economy, politics and the breakthrough technology. Gen-Y is a modern trend followers and often get bored easily and dislike being in unfavorable conditions. They can keep of the world modern equipment and available technology such as iPhone, iPod, digital camera, and notebook fluently. They are very unique consumers and spend a lot of times with their friends (Saowanee Pisitthanusorn, 2007: Online).<sup>7</sup> This young generation has great potential in learning more than any past generation<sup>8</sup> The past study of Gen Y found that they have been studying rather high and<sup>9</sup> they want to earn variety of experiences, learn new things all the time<sup>10</sup>

---

5 Adul Jaturongkakul (1998), "Consumer behavior," *Thammasat University Libraries*, Retrieved September 29 from [http://koha.library.tu.ac.th/cgi-bin/koha/opac\\_detail.pl?biblionumber=51614 & query\\_desc=an%3A64633](http://koha.library.tu.ac.th/cgi-bin/koha/opac_detail.pl?biblionumber=51614 & query_desc=an%3A64633)

6 Nuttanunt Sirichareon (2012), "Generation," *CRU Research*, Retrieved October 22 from

7 Saowanee Pisitthanusorn (2007), "Generation-Y to enter world business," *Positioning Magazine*, Retrieved October 5 from <http://www.positioningmag.com/Magazine/Details.aspx?id=60546>

8 Gang-Y (2010), "Support the Youth Drug Abuse Protection," Retrieved October 7 from [http://www.gang-y.com/main/index.php?option=com\\_content&view=article&id=48&Itemid=54](http://www.gang-y.com/main/index.php?option=com_content&view=article&id=48&Itemid=54)

9 Apiwut Pimolsangsuriya (2010), "Handling Y-Generation," Retrieved September 14 from <http://www.orchidslingshot.com/modx/index.php?id=1357>

10 Pasu Decharin (2009), "Understanding Gen-Y". *Bankok Business* issued 28th July 2009

They also can give opinion and do self-managing both in the aspect of time and place, and emphasize good working relationship (Tippawal Sinitithaworn, 2010 online).

Ratchada Asisontikul, (2006: online) found that Gen-Y wants to look for what is creative and challenging to their abilities, possible work advancement, and have good relationships with colleagues and superiors. (Waranya Srisaewok, 2010: online) Gen-Y in Asia, wants to work with organizations that have a responsibility to society and the environment. Thereby, they want the opportunity to prove their abilities and need early success in their lives (Manager Weekly, 2010: Online). The young Gen-Y wants to work in a place that is able to conveniently contact colleagues and bosses at anytime<sup>10</sup> (Pasu Decharin, 2009: online).

**Gen Z Group:** Generation Z is people who were born between 1997–present time (2015), age between 1- 18 years old which is approximately 25% of the total population. This generation will have lower new born population due to slower rate of fertility<sup>11</sup>. Such phenomenon that occurs has resulted in the new generation growing up in the midst of a much higher parenting quality and even more costly as well<sup>12</sup>. There is evidence the media has a significant role which is inevitable. The study that focuses on social media will be useful to study the generations that will also benefit both in the present time and in the future.

---

<sup>11</sup> Ratchaphat Uttaradit University (2011), "Human Population," Retrieved October 4 from

[http://human.uru.ac.th/Major\\_online/SOC/03Population/Life\\_3.htm](http://human.uru.ac.th/Major_online/SOC/03Population/Life_3.htm)

<sup>12</sup> Mahidol University (2010), "What are Gen-B, Gen-X, Gen-Y, and Gen-Z," Retrieved September 28 from

<http://wemahidol.mahidol.ac.th/comm/space.php?uid=79&do=blog&id=824>

Therefore, the sampling group of Green generations focused on the age range in both group,

Gen-Y and Gen-Z, starting 15 years old to 35 years old, as a new paradigm approach for Thai youth development to agriculture sector, as table 1

<b>Generation</b>	<b>Age between</b>	<b>Birth Years between</b>
B	52 +	1946 - 1964
X	35 - 54	1965 - 1979
Y	18 - 35	1980 - 1997
Z	0-18	1997 - Present

Table 1: Age Range of Generation

### **The New Paradigm for Youth Development**

In Bhutan, His majesty the 4th King use Gross National Happiness as the paradigm for youth development. According to Bhutan's 2015 gross national happiness index from centre for Bhutan studies and GNH research, Bhutan has developed 4 and 9 domains for GNH.<sup>13</sup> The pillars are political, economic, cultural, and environmental. The GNH Index views well-being a holistic way, and looks at each person's profile of GNH, using key indicators of well-being that are grouped under nine domains. The nine domains are;

1. Psychological well-being: Explore how people experience the quality of their lives. It includes spirituality, evaluations of life satisfaction, and affective reactions to life events such as positive and negative emotions.

2. Health: Includes conditions of the human body and mind including physical and mental states. A healthy quality of life allows us to get through our daily activities without undue fatigue or physical stress.

---

<sup>13</sup> His Majesty the Fifth King Jigme Khesar Namgyel Wangchuck (2015), "What GNH is will never change but how we achieve it will change," Centre for Bhutan Studies & GNH Research.

3. Time use: Analyses the nature of time spent on activities like work, leisure, care and sleep, and highlights the importance of maintaining a harmonious work life balance.

4. Education: Includes formal and informal education, and assesses each person's wider knowledge, values and skills.

5. Cultural diversity and resilience: Shows the diversity and strength of traditions including festivals, norms, and creative arts.

6. Community vitality: Studies relationships and interaction within communities, and among family and friends. It also covers practices like volunteering.

7. Good Governance: Evaluates how people perceive governmental functions and evaluate public service delivery. It explores people's level of participation in elections and government decisions, and their assessment of various rights and freedom.

8. Ecological diversity and resilience: Tracks people's perceptions and evaluations of environmental conditions in their neighborhood, and their eco-friendly behaviors. It also covers hazards like fires or earthquakes.

9. Living standards: This domain refers to the level of material comfort as measured by incomes, conditions of financial security, housing and asset ownership.

Each domain is equally weighted. Within domains, indicator weights are shown in the table below. To measure GNH we create a profile showing in which of the key indicators each person has achieved sufficiency. Adding up the weights of the sufficient indicators gives each person a GNH score showing the share of indicators in which they have achieved sufficiency. If a person has sufficiency in at least two-thirds, they are considered 'happy' in terms of the GNH index.

## **Agriculture Sector**

Aekbutra (2011) studied the paradigm for relaying new technology and theory for agriculture and found that the new theory of agriculture must be reviewed and come up with the new thinking process and life style in order to be up to date and ready to go for the future. Therefore, it is necessary to relay new agricultural theory and technology by making paradigm because it is the thinking process which is related to giving education for target audience characterized as adult education that aim to promote learning among target audience by using proper and effective propagation to change learning behavior, attitude and skills. It is meant to let learners think, design and apply by their own which is a sustainable development which believed to eventually bring better life to target audiences or farmers. This will lead to the research practice that link between vision and concept towards fact or the world phenomenon in regular basis to help build understanding and perception for practicality development as well as finding the process that aim to jointly build scheme, model and value which are the basic self-management for each community.

Nuntiya et al, 2005 studied farmers prototype especially leader group that went through a variety of learning activities which result in the change of their general thinking process to more sustainable thinking process for agriculture. Therefore, paradigm change is the foundation that will lead to sustainable agriculture. The report showed that northeast farmers have changed from their previous paradigm to the main stream paradigm but not fully changed. There is still a phenomenon that expresses preservation of original paradigm but adjusted for current age especially the local farmers of this study. If the study can answer how farmers have believed and thought about sustainable agriculture and how it change production method and life style, will eventually give the picture of sustainable agriculture in the end.

#### **4. Methodology**

The samples were collected directly from 400 people in Sa-moeng district, Chiand Mai Province, for finding their attitude, behavior and needs of agriculture occupations, specific in youth groups and high school students in Gen-Y and Gen-Z, through activities, workshops, training and knowledge development. The secondary data were reviewed and analyzed from reports and research documentation.



## **5. Results and Discussion**

The conceptual framework of a new paradigm for youth development to agriculture sectors in this research use the nine domains as factors to observe requirement degrees of the youth in numbers of aspects in order to gain the new paradigm for Samoeng's youth which the proportion of the nine domains (Psychological well-being, Health, Time use, Education, Cultural diversity and resilience, Community vitality, Good Governance, Ecological diversity and resilience, Living standards). A community situation, citizenship roles of young generation on their attitude, behavior and needs of agriculture occupations found that the youth in the community mostly begin their experience in agriculture from their local society. They have the support from their parents and community especially from the local temple which is their learning centre of tradition and cultures. The life cost in the city area is too high so that it encourages the youth and their parents to stay inside of the community to learn and work from there. This result in more perception created toward agriculture both for family and for economy.

## **6. Conclusion**

The design of new paradigm can be described as commitment to change society by voluntary participation of youth. The most important are the increasing of interests and needs of young people in agriculture career, especially in organic business. The concept of youth development by supporting their voluntary participation, the children and youth learn from practices and activities, cultivating morality, ethics and the basic agricultural professional to prepare for being a smart farmer and becoming a power of agricultural development for the country.

The results of study showed that Thai youth citizenship aware of the rules and their rights. The several types of activity- based learning were able to change their attitude, behavior and role of citizenship to care more for the conservation of natural resources, energy and environment as well as the eco-system which is related to community way. The youth, as active citizen, will have a better understanding of public policy by providing local

*This paper was presented for the International Conference on Gross National Happiness on GNH, held in Paro, Bhutan from 4-6 November 2015*

knowledge management, public forum on rights and citizenship and encouraging the participatory process of public policy. They always involve in their local communities and democracy at all levels, from villages to cities and to nationwide activities. Active citizenship can organize as small as a campaign of cleaning day or as big as educating young people on democratic values, skills and participation. The result states that the young generation is one of the most important steps towards agriculture sector and green societies.

## **7. References**

Adul Jaturongkakul (1998), "Consumer behavior," Thammasat University Libraries, Retrieved

September 29 from [http://koha.library.tu.ac.th/cgi-bin/koha/opac\\_detail.pl?biblionumber=51614 & query\\_desc=an%3A64633](http://koha.library.tu.ac.th/cgi-bin/koha/opac_detail.pl?biblionumber=51614 & query_desc=an%3A64633)

Aekabuttra Yoosuk (2012). "The Paradigm of technology transfer in agricultural a new theory,"

Journal of Vocational and Technical Education, Vol 4.

Apiwut Pimolsangsuriya (2010), "Handling Y-Generation," Retrieved September 14 from

<http://www.orchidslingshot.com/modx/index.php?id=1357>

Center for Agricultural Research Information Department (2012), "Farmers' poverty and debt,"

Department of Agriculture, Retrieved October 25 from <http://www.doa.go.th/en/>

Chulalongkorn Business School (2012), "Generation C," Retrieved October 15, 2015 from

<http://library.acc.chula.ac.th/PageController.php?page=FindInformation%2FArticleACC%2F2555%2FPasu%2FBangkokBiznews%2FB2606121>

Gang-Y (2010), "Support the Youth Drug Abuse Protection," Retrieved October 7 from

*This paper was presented for the International Conference on Gross National Happiness on GNH, held in Paro, Bhutan from 4-6 November 2015*

[http://www.gang-y.com/main/index.php?option=com\\_content&view=article&id=48&Itemid=54](http://www.gang-y.com/main/index.php?option=com_content&view=article&id=48&Itemid=54)

His Majesty the Fifth King Jigme Khesar Namgyel Wangchuck (2015), "What GNH is will never change but how we achieve it will change," Centre for Bhutan Studies & GNH Research.

Mahidol University (2010), "What are Gen-B, Gen-X, Gen-Y, and Gen-Z," Retrieved September 28 from <http://wemahidol.mahidol.ac.th/comm/space.php?uid=79&do=blog&id=824>

Moral Promotion Center Public Organization (2014), Learning Centre of Sufficient Economy of Samoeng district in ChiangMai. Retrieved October 10, 2015 from [http://datasource.moralcenter.or.th/ewt\\_news.php?nid=349](http://datasource.moralcenter.or.th/ewt_news.php?nid=349)

Nuntiya Hutauwatara (2005). "Learning by doing: factors affecting farmers in transforming to sustainable farming," Master of Science, Faculty of Agriculture Educational.

Office of Agriculture Economics (2012), "Farmers populations," Retrieved October 3, 2015 from [http://www.oae.go.th/main.php?filename=index\\_EN](http://www.oae.go.th/main.php?filename=index_EN)

Pasu Decharin (2009), "Understanding Gen-Y". Bangkok Business issued 28<sup>th</sup> July 2009.

Ratchada Asisontikul (2006), "Y-Generation: The new wave of the organization," Productivity World, Issued January – February 2006.

Ratchaphat Uttaradit University (2011), "Human Population," Retrieved October 4 from [http://human.uru.ac.th/Major\\_online/SOC/03Population/Life\\_3.htm](http://human.uru.ac.th/Major_online/SOC/03Population/Life_3.htm)

*This paper was presented for the International Conference on Gross National Happiness on GNH, held in Paro, Bhutan from 4-6 November 2015*

Saowanee Pisithanusorn (2007), "Generation-Y to enter world business," Positioning Magazine,

Retrieved October 5 from

<http://www.positioningmag.com/Magazine/Details.aspx?id=60546>

Sara-DD (2010), "Why Generation: Generation Y: Gen Y," Retrieved September 18, 2015 from

[http://www.sara-dd.com/index.php?option=com\\_content&view=article&id=235:why-generation-generation-y-gen-y-&catid=25:the-project&Itemid=72](http://www.sara-dd.com/index.php?option=com_content&view=article&id=235:why-generation-generation-y-gen-y-&catid=25:the-project&Itemid=72)

Thippawan Sinnithithaworn (2010), "Y-Generation," Retrieved October 1 from

<http://sites.google.com/site/490880tippawansinnititaworn/examination/generation-y>

Waranya Srisaewok (2010), "The non-sensed reason of Gen-Y," Retrieved September 28 from

<http://www.wiseknow.com/blog/2009/08/31/3289/>

Weekly Manager (2010), "Research Discloser: Gen-Y isn't the trouble maker in organization,"

Retrieved September 25 from

<http://www.muslimthai.com/main/1428/content.php?page=sub&category=110&id=10173>