

A Research and Development Project on 'Well-Balanced Development Model' Based on Tri-Technology for the Creation of a 'New Culture'

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1. Research Background and Problems

A "New Culture Model" as proposed in this paper is based on the premise that the coming of "the Age of the Global Village" due to the rapid advancement of information technology, has encountered many global problems and pollutions in all dimensions of life, society and environment. The accelerated pace of life and the economic ratrace of the modern people in the global village have brought them tensions, ulcers, neurosis, and many other psychosomatic illnesses, including alienation from nature and peaceful traditional culture. Their moral conscience and integrity have been polluted by the luxury of materialism.

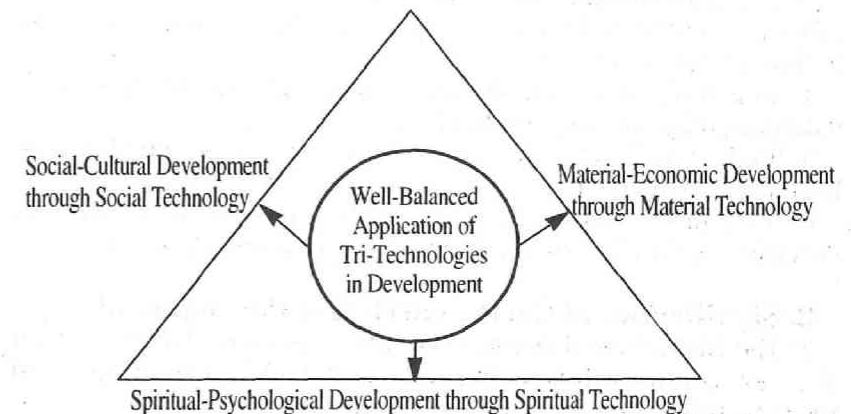
The modern society, particularly at the family level, has been in the serious crisis. The parents in the cities are becoming less and less effective in serving as the basic socializing agents of the society and transmitters of traditional culture to the younger generation. At the societal level, social values and social norms, especially in the developing countries, have been up-rooted by sweeping modernization and social changes. Crimes and social problems are on the rise. The existing social fabric is in the process of being transformed. The most serious problem is the rapid erosion of the spiritual culture of society.

At the international level, there are still many conflicts arising from differences between ethnic groups, religions, nationalities and political economic interests. Environment around the world has been seriously exploited and polluted by the global industrialization. All of the above-mentioned problems are the symptoms of global cultural crises and

social disorganization brought about by imbalanced development and rapid social changes, which are the consequences of modernization and globalization of dominant cultures with an impetus of information technology.

The "New Culture Model" has been proposed to solve these global cultural crises and social disorganization by introducing a "Well-balanced development Model" to be achieved through well-integrated application of TRI-TECHNOLOGY to development. The total output of this well-balanced development will give rise, in the long run, to the "New Culture" which leads to the fulfillment of three-dimensional goals of life and society, namely, Spiritual, Social, and Material Well-Being and Peace. This "New Culture Model" can be globalized when various countries around the world accepted this Model and try it out as one of their national development projects.

This R&D Project is an attempt to validate the "Well-balanced Development Model" with an integrated application of Tri-Technology as a means toward the goal of a New Culture. The "Well-balanced Development Model" embodies three integrated components as follows:



- 1) **Spiritual-Psychological Development through Spiritual Technology**
This component of the Model will deal with spiritual-psychological aspects of development by applying spiritual-scientific principles derived from religions and psychology to human resource training programs.
- 2) **Social-Cultural Development through Social Technology**
This component of the Model will deal with social-cultural aspects

of development by applying social-scientific principles derived from social sciences to democratic management of development activities.

3) Material-Economic Development through Material Technology

This component of the Model will deal with material-economic aspects of development by applying natural scientific principles derived from natural sciences to economic and environmental enhancement activities of development.

This project is a field-action research on village development which involves "Life-long Education for Development" serving as the learning dynamics for the integration of Tri-Technology in the developing processes.

2. Purposes of the Research and Development

1) To systematically evaluate the effectiveness of a Well-balanced Development Model based on Tri-Technology which serves as a basis for the creation of a new culture appropriate for the age of a global village.

2) To try out the Development Model in a small scale before implementing it in a wider national and global context.

3) To monitor and investigate problems emerging from development activities so as to find ways and means to solve them through local initiatives and efforts.

4) To investigate the possibility of local and national integrated-balanced policy planning for development.

5) To develop lifelong development education programs for well-balanced development.

6) To promote international collaborations on research and development for the creation of a new culture in the 21st century.

3. Significance of the Research and Development

1) The Well-balanced Development Model as a basis for the creation of a new culture will be empirically validated in one country, and ready for being tried out in another country.

2) People's participation in village development is promoted, leading to independent rural development.

3) When the Development Model is successfully validated it can be promoted as one of models for development to be nationally and internationally diffused.

4) Well-balanced development networking can be promoted through a nation-wide cooperative network which will serve as the social-economic momentum of development.

5) Village institution development is promoted through grassroots

democratic procedures.

6) Village human resource development, the basic creative power, is facilitated through lifelong development education, organized by the villagers and supported by the government.

7) National development policy and planning will be re-considered for the nation-wide implementation of the Well-balanced Development Model based on Tri-Technology.

4. Theoretical Frameworks of the Project

4.1 Theoretical frameworks for this Project are concisely presented in the format of self-explanatory exhibits as follows.

4.2 Theoretical Frameworks on the Role of Higher Education in Rural Development and Cooperative Movement

4.2.1 Present Conditions of Higher Education and Rural Development In general, the present conditions of higher education in Thailand are still not conducive to participating in the tremendous tasks of rural development. Most of Thai colleges and universities take the role of faithfully assimilating Western knowledge, science and technology, and following the Western traditional philosophy of higher education for academic excellence. Within this frame of reference and purview, the problems of rural development have been mostly overlooked and neglected by the majority of the academic world.

As for the present conditions of rural development, a large portion of Thai villages are still in very poor conditions with regard to modern standard of life and living. The vicious cycle of poverty, illness and ignorance is still turning in these villages.

4.2.2 Basic Problems of Rural Development

There are two basic problems of rural development:

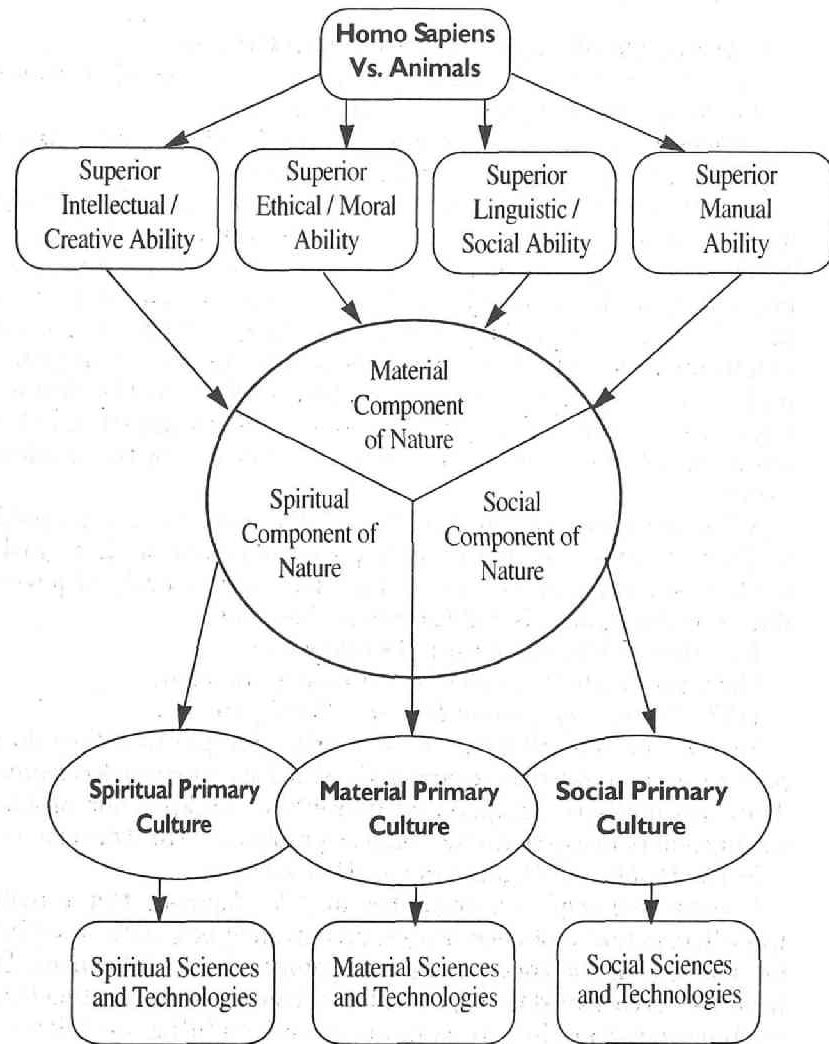
1) *The Problem of Human Resource Development*

Most of the the Villagers are so poorly educated that they do not have modern knowledge, science and technology for rural development. They are neither equipped with creative thinking nor problem-solving ability to cope with the complex problems of rural development.

2) *The Problem of Organizational Development*

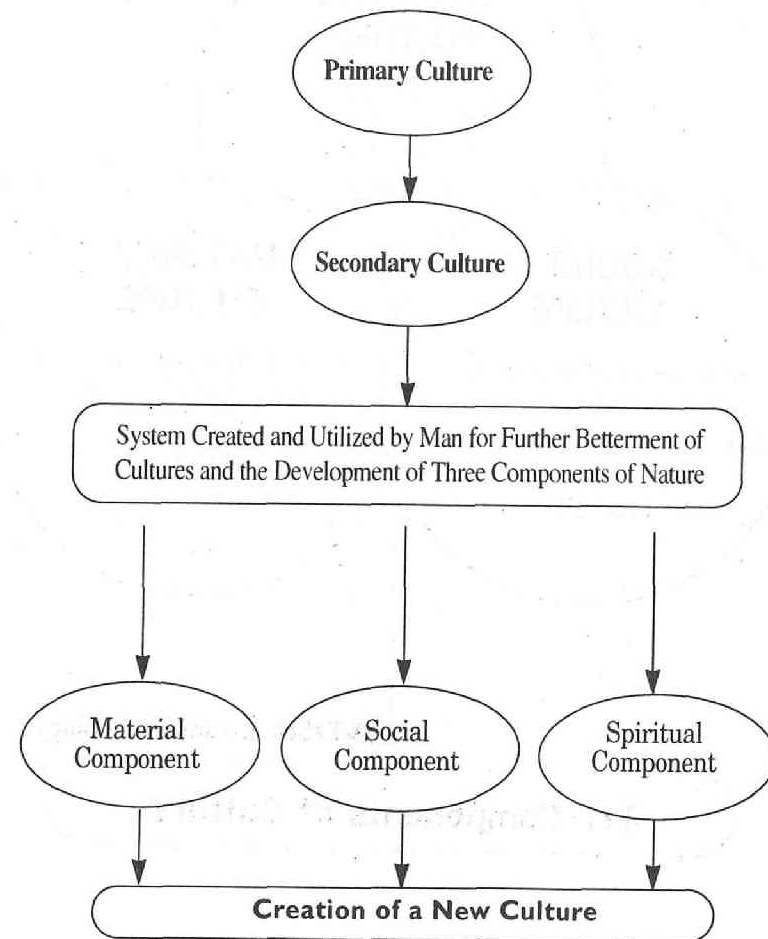
Usually "self-help" is a slogan for rural development. But in reality, the villagers have not been trained and given appropriate opportunity for self-help in the concept of participatory rural development. They have been accustomed to "dependent development" and "waiting for the authoritative leaders to command and mobilize activities for development" in the context of traditional authoritarian society and culture. Actually, the concepts of "self-help" "self-government" and

Creation of Primary Culture from Nature by the "Homo Sapiens"

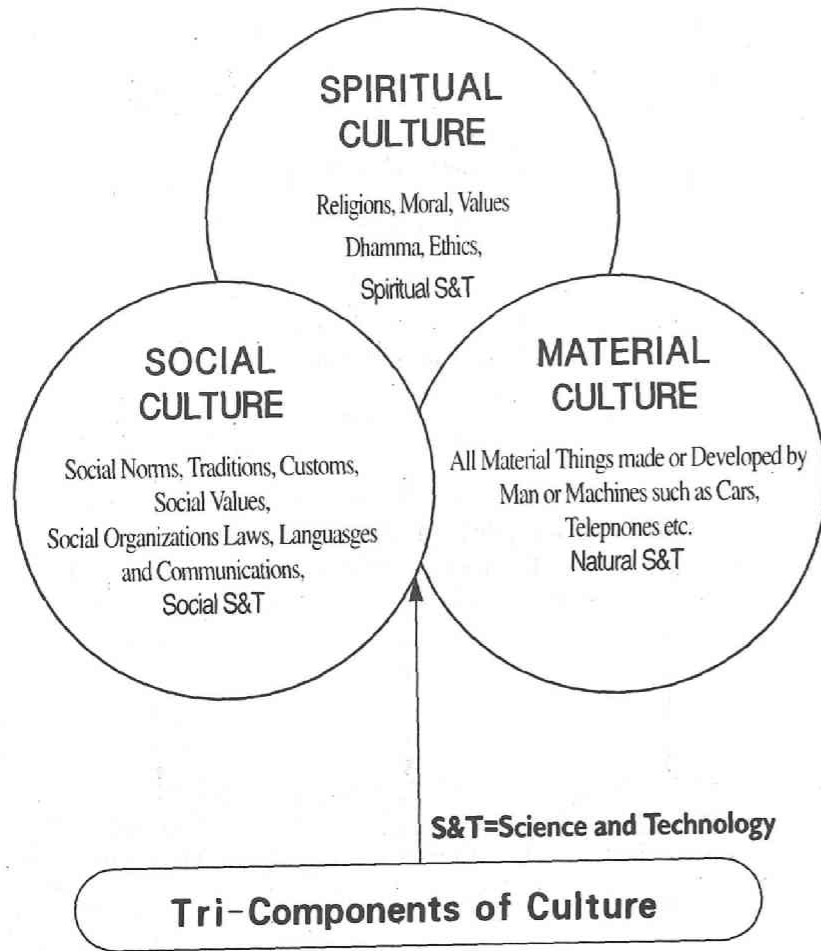


Generation of Secondary Cultures

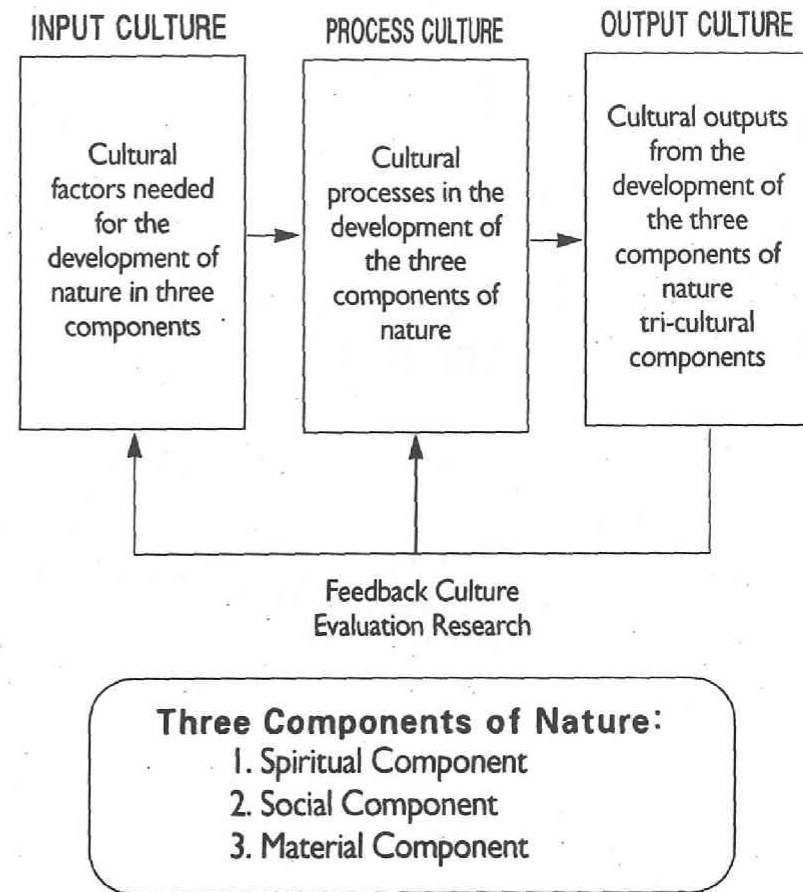
General Definition of 'Culture' for the Creation of a New Culture



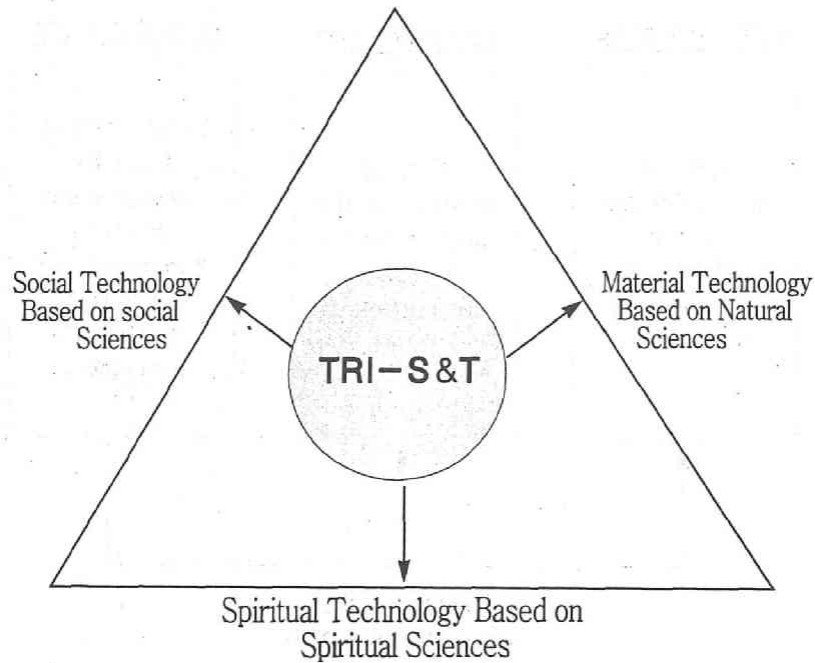
Structural Definition of Culture



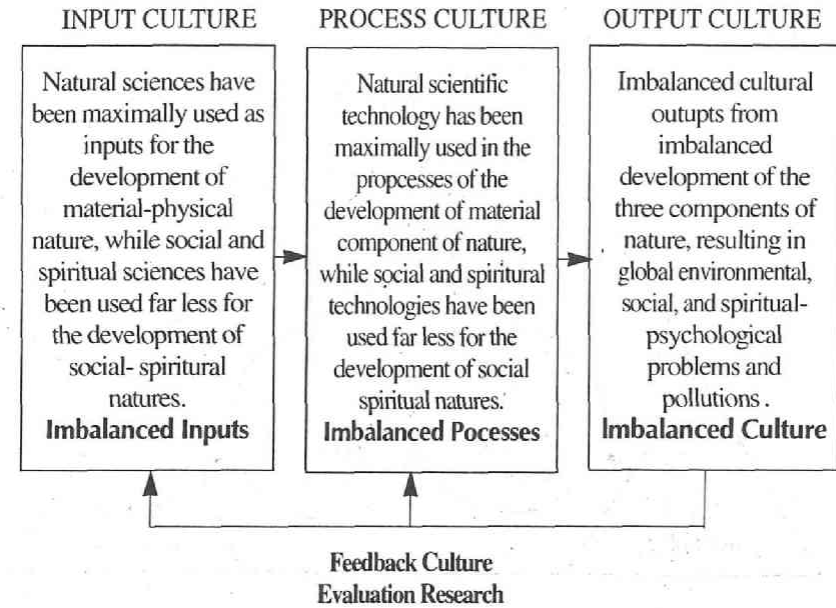
Systems Analysis of Culture



Tri-Science & Tri-Technology

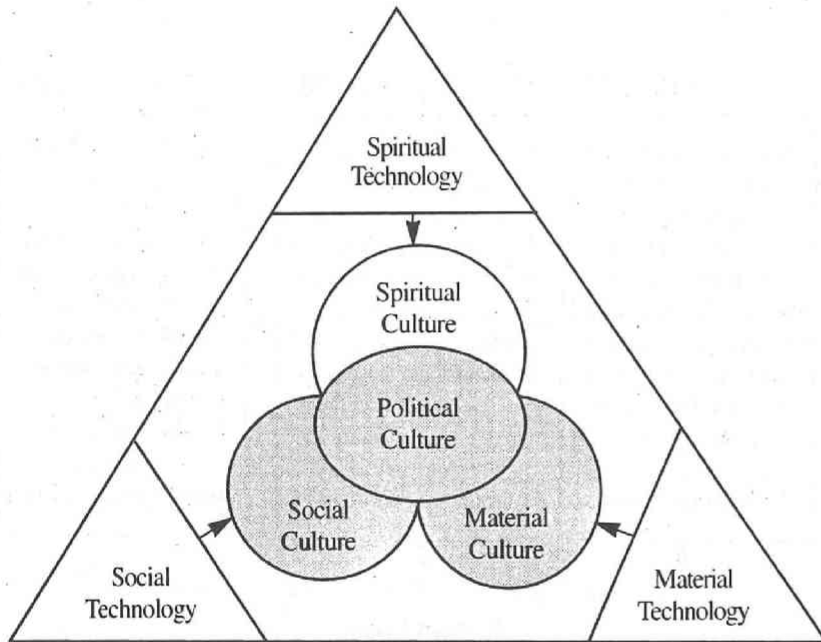


Review of Present Cultures In The Context of The Global Village



The Context of Nature
The Laws of Nature

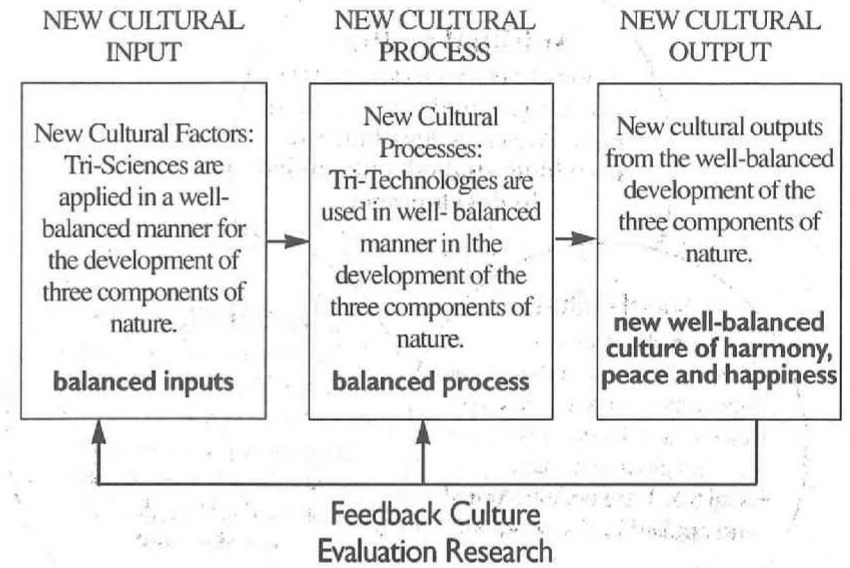
The Creation of Tri-Culture by Tri-Technology



**“Well-Balanced Tri-Technology”
For The Creation of
A New “Well-Balanced Tri-Technology”**

Creation of a New Culture Through Tri-Technology

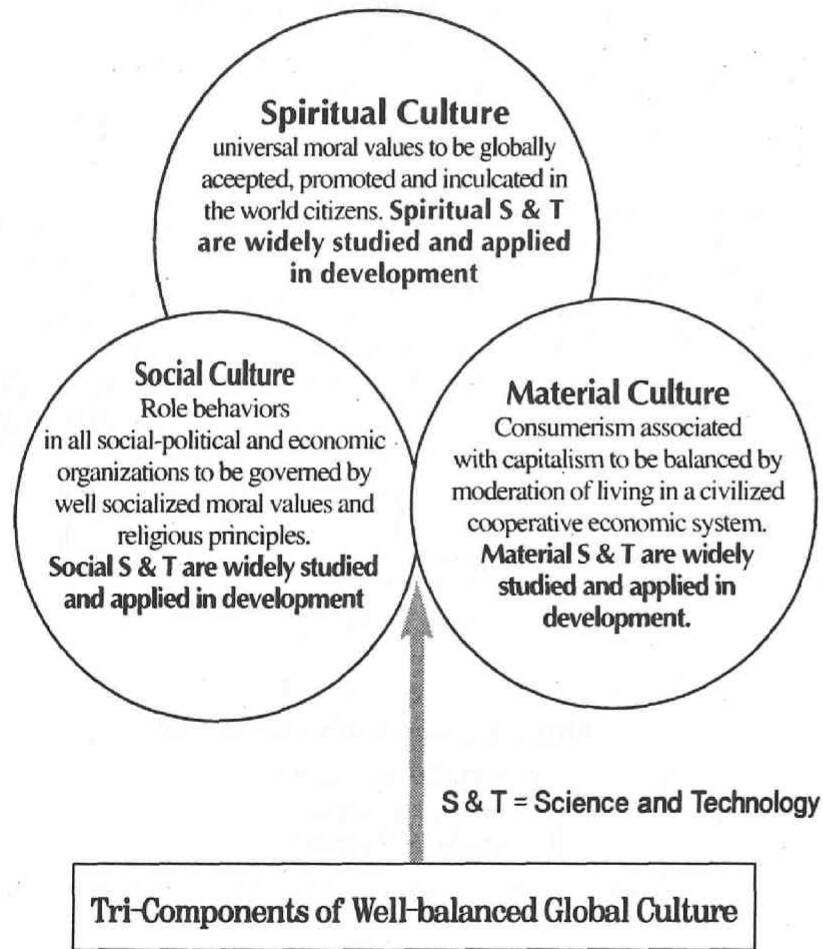
Systems Analysis of a New Culture



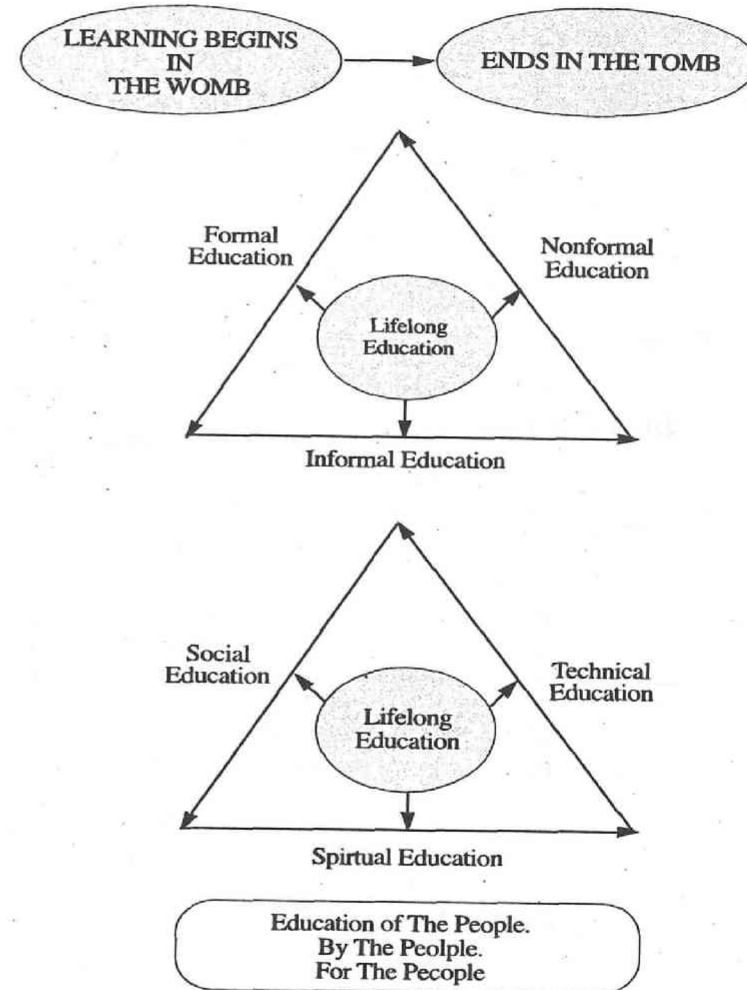
Three Components of Nature:

1. Spiritual Component
2. Social Component
3. Material Component

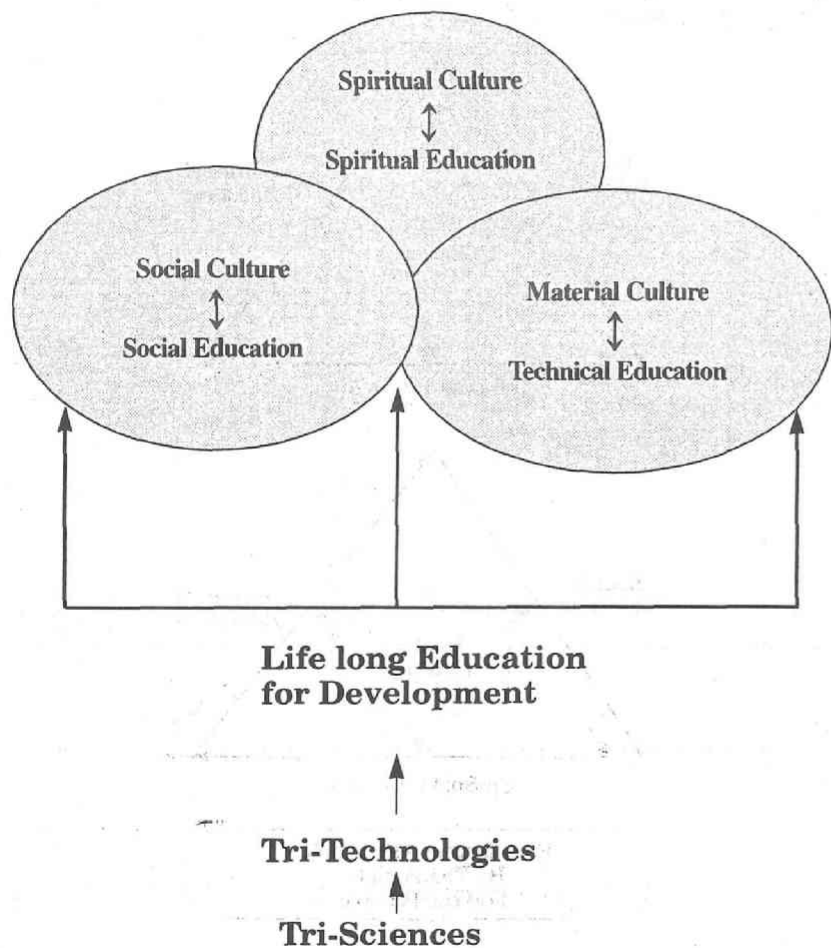
Global Culture for The Global Village



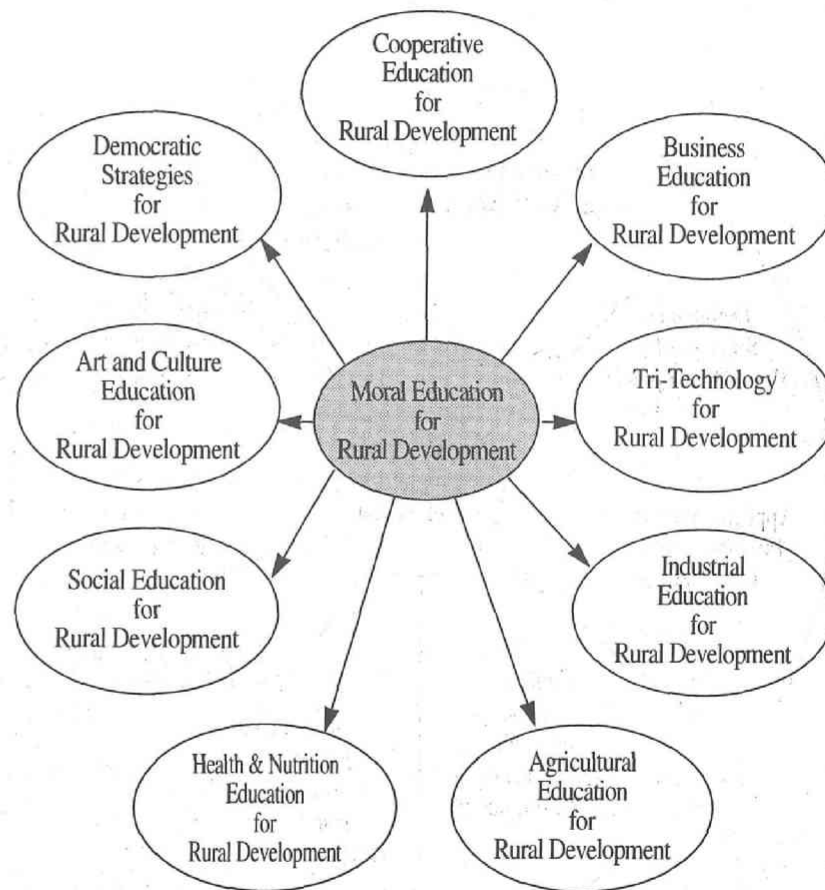
Lifelong Development Education



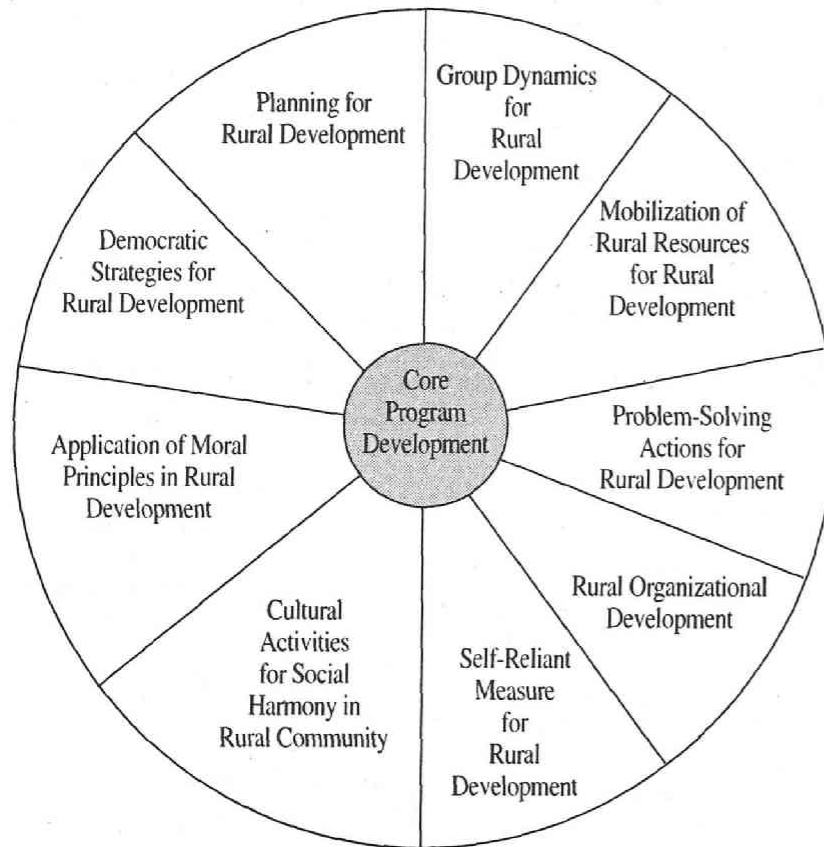
Tri-Sciences & Tri-Technologies, Lifelong Education for Development and the Three Components of Culture



Tri-Tech Lifelong Education Programs for Rural Development



Core Program Development Serving as Tri-Technical Know-How for Rural Development



"participatory development" are in the tradition of democratic way of life and social organization.

However, it is quite fortunate that at present Thailand is in the process of democratic political reforms by getting general Thai people to be involved in the process of drafting the brand-new national constitution for the first time in Thai history. In this new constitution, "self-government" at the local levels are emphasized and the "Check and Balance" mechanism is integrated into the political system at all levels.

4.2.3 The Urgent Needs for Rural Development

Consequently, the urgent needs for rural development are human resource and democratic organizational development. Universities as institutions of higher learning which are endowed with all kinds of modern knowledge, science and technology would be in a very good position to promote rural development through research, development and diffusion capability.

4.2.4 The Role of Higher Education in Promoting Rural Development through Village Cooperative Movement

Integrated rural development programs could be stimulated and promoted in the villages through a "Village Cooperative Movement"

1) What is a "Village Cooperative Movement?"

It is a movement by the villagers to establish their own consumer cooperatives right in the middle of their villages.

2) What are the basic aims of the Village Cooperative Movement?

The basic aims are to collectively solve the problems of rising prices of goods and to learn how to cooperate in a business and democratic activities of the village, which means "to learn how to help themselves in an independent development strategy."

In addition, the long-range aim is to organize a "Cooperative Village" with five cooperative capabilities:

① Cooperative Production ② Cooperative Distribution (Selling)

③ Cooperative Consumption (Buying) ④ Cooperative Welfare

With the achievement of a Cooperative Village, the village will be truly able to help itself, to govern itself and to be serving as living foundation for democratic development of the country.

3) What are the fundamental principles of the Village Cooperative Movement?

① Village Cooperative Movement is a participatory social-economic development organization and process based on democratic principles at the village level.

② Village Cooperative Movement is operating on the foundation of

moral principles and social ethics

③ This Movement is based on the cooperative principles of "Solving the Collective problems Cooperatively" and "To help the community in order to be able to help oneself more efficiently and effectively through the community support."

④ "Village Cooperatives" are ways to achieve the good of "Cooperative Village"

⑤ The basic philosophy of the Cooperative Village is "Balanced Development between Mind and Matter"

4) How can the Universities promote the Village Cooperative Movement?

① Organize and render services the villagers on "cooperative education for development"

② Establish a department or faculty of Cooperatives for Rural Development"

③ Conduct development research on village cooperative movement.

④ Develop TRI-Technology programs for rural development.

⑤ Organize Mobile Cooperative Supports for going out to help village cooperatives with regard to promoting productive, managerial and business skills for effective running of the village cooperatives.

5. Field Experimental Research Hypotheses and Hypothesis Testing

Hypothesis 1: Indicators for *Spiritual-Psychological Development* in the Experimental Village Group would be more significantly frequent than those of the Control Village Group.

Hypothesis 2: Indicators for *Social-Cultural Development* in the Experimental Village group would be more significantly frequent than those of the Control Village Group.

Hypothesis 3: Indicators for *Material-Economic Development* in the Experimental Village Group would be more significantly frequent than those of the Control Village Group.

Hypothesis 4: Indicators for *Well-Balanced Development* in the Experimental Village Group would be more significantly frequent than those of the Control Village Group.

Hypothesis Testing will be conducted through *Content Analysis of Development Indicators* and *Chi-Square*.

6. Field Experimental Research Design

It is a nation-wide action research and development involving the

sampling of eight clusters of villages in each province of the four geographical regions of Thailand. The 16 sampled villages will serve as the *Experimental Village Group*, whereas the other 16 villages will serve as the *Control Village Group*. Pre-and-Post Observations and Measurements on Spiritual-Psychological, Social-Cultural and Material-Economic development variables will be conducted.

The research "Treatment" given to the Experimental Village Group will be the *Well-balanced Development Activities based on Tri-Technology*, while the Control Village Group will be given development activities normally promoted/provided by Governmental Agencies and Non-Governmental Organizations. The village human resources in the Experimental Village Group will be especially developed through Lifelong Development Education Programs with a strong emphasis on the integrated and balanced application of Tri-Technology locally-initiated development projects, while the Control Village Group will be provided with regular non-formal education programs. In the Experimental Village Group, Democratic Management of Development will be promoted, while in the Control Village Group the existing management of development will be promoted. In the Experimental Village Group, Cooperative Networking will be promoted, while in the Control Village Group normal economic activities will be promoted.

7. The Research Strategic Plan

The Research and Development Project is conducted in seven planning strategies as follows.

Strategy 1: Field Operational Preparations for integrated research activities;

① Spiritual-Psychological Development through Spiritual Technology, utilizing Universal Moral Values, religious and psychological principles.

② Social-Cultural Development through Social Technology, with an emphasis on democratic management techniques.

③ Material-Economic Development through Material Technology, with a special promotion of appropriate technology.

Strategy 2: Preparation for research and lifelong development education with villagers initiatives' and active participation.

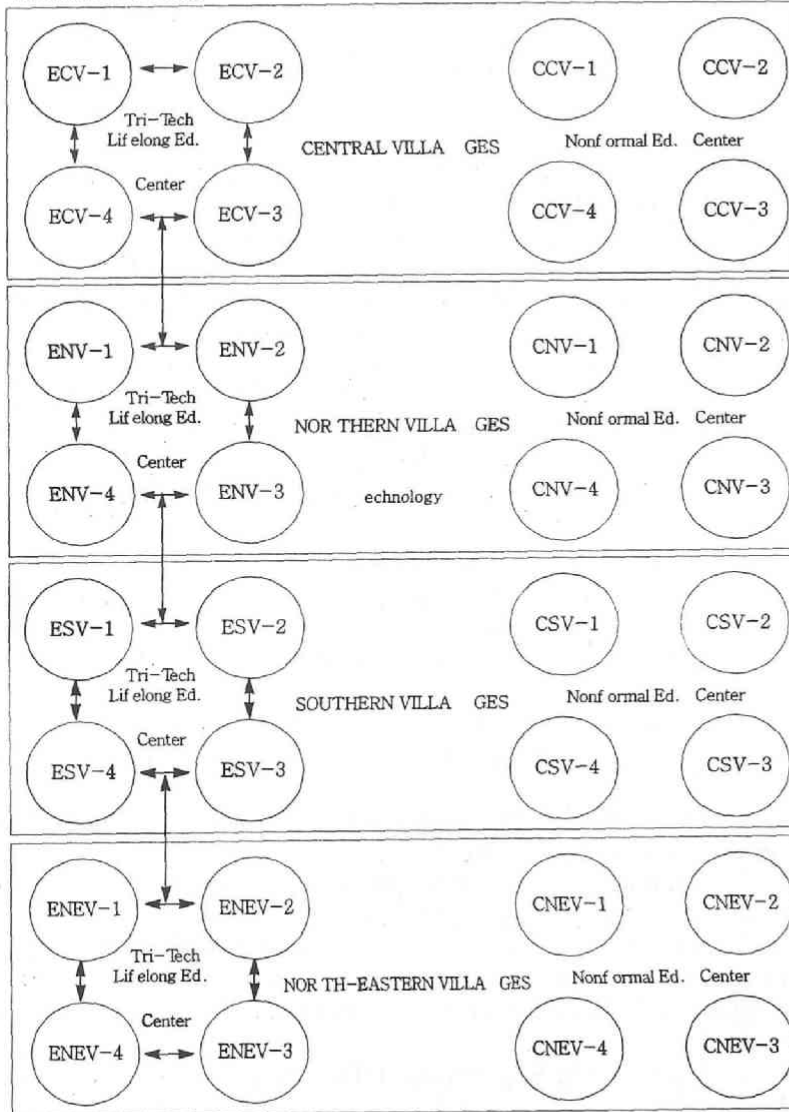
Strategy 3: Baseline Data Collection on the three-dimensional variables.

Strategy 4: Field Experimental Treatments on the Experimental Village Group:

① Village Human Resource Development Programs

EXPERIMENTAL VILLAGE GROUP
With Well-Balanced Development
Activities based on Tri-T
and Coop Networking

CONTROL VILLAGE GROUP
With Normal Development
Activities without Coop Networking



- ② Integrated Development Activities
- ③ Inter-Village Networking Activities of Development and Cooperatives
- ④ Development Process Observations by Villagers and Experimenters
- ⑤ Development Process Learning and Evaluation Sessions
- Strategy 5: Post Development Data Collection
- Strategy 6: Field Seminars, Data Analysis and Report Writing
- Strategy 7: R&D Diffusion, International Seminar and Project Expansion.

8. Phases and Duration of the Project

This Project has four phases:

- Phase 1: Research Preparation 6 months
- Phase 2: Research Operation 24 months
- Phase 3: Research Evaluation 3 months
- Phase 4: Research National and International Diffusion 3 months
- Total Duration: 36 months

9. Phase Sequence of Research Activities

Phase 1: Field Research Preparation

- (1) Research Organizational Development
- (2) Research Master Operational Planning
- (3) Logistic Preparations
- (4) Literature Review
- (5) Official Contacts and Coordination
- (6) Sampling Design and Feasibility Study
- (7) Research Instrument Development
- (8) Three-Dimensional Training Curriculum and Material Development
- (9) Research Personnel Training
- (10) Preliminary Research Writing and Reporting.

Phase 2: Field Research Operation

- (1) Baseline Data Collection in 32 villages
- (2) Village Leadership Training in Three Dimensions
- (3) Bottom-up Reorientation Programs for Local Officials dealing with Development
- (4) Peaceful Social Change Intervention Programs
- (5) Village Three Dimensional Mobilization for Development in 16 Villages
- (6) Promotion of Three Dimensional Development Processes
- (7) Development Monitor through Videotaping and making Color

Sildes

(8) Post Development Data Collection

Phase 3: Field Research Evaluation

- (1) Evaluation of Village Development by the Villagers
- (2) Evaluation by Local Administrative Agencies
- (3) Evaluation by Researchers
- (4) Evaluation by International Participants / Observers
- (5) Evaluation by MPs and Government Representatives
- (6) Research and Development Reporting

Phase 4: National and International Research and Development

Diffusion

- (1) Regional Development Seminars (4 Regions) and Study Tours of the sampled villages
- (2) Provincial Policy and Planning Review
- (3) National Seminar
- (4) International Seminar
- (5) National Plan Reviews and Adjustment

10. Field Research Personnel

The basic professional personnel are required as follows:

- 1) Eight Researchers, two Specialist for each regional cluster of four villages
- 2) Eight Educational Specialists for the development and promotion of Life long Education Programs
- 3) Three Technological Specialists in Spiritual Technology, Social Technology and Material Technology

11. Estimated Budget for Field Experimental Research:

| | |
|-------------------------------------|------------------|
| | \$275,000 |
| 1) Management Costs | \$75,000 |
| 2) Man/Hour Costs | \$100,000 |
| 3) Travel/Communication Costs | \$25,000 |
| 4) Machine Costs | \$25,000 |
| 5) Material Costs | \$25,000 |
| 6) Contingency Cost | \$25,000 |

12. The Expected Outcomes

- 1) The Well-Balanced Development Model based on Tri-Technology will be empirically verified.
- 2) Within the context of systems analysis of culture, well-balanced

development is actually the creative process of a well-balanced culture with spiritual, social and material components. Thus, a new culture in well balance will be created leading to the fulfillment of the three dimensional goods of life and society, namely Spiritual, Social and Material Well-Being, Peace and Happiness.

3) If this Development Model is validated, it can be implemented throughout the country.

4) This Development Model, with certain appropriate cultural adjustments, can be tried out in other developing as well as developed countries.

When this Well-Balanced Development based on Tri-Technology has been validated and accepted by the international community, it can easily be systematically globalized through Research, Development and Diffusion Processes in the Age of the Global Village in the 21st century.

If this is the case, life and society in the next century will enjoy lasting harmony, peace and happiness embodied in the three dimensional goals.

