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Women in the One Tambon One Product Movement in Thailand

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<Abstract>

Social norms in agricultural societies burden women with various chores, including housework and agricultural chores; in other words, they work hard for no pay. These are the common disadvantages faced by women in Asia and other developing countries.

To identify the source of success of women in small business activities, this article examines the role of women in the Chili Paste OTOP Movement in Wat-Tuptimdaeng Village in Thailand using social movement and social network concepts. In addition, the article hopes to provide future guidelines for the womenfolk of the community and public officials to encourage women's participation in collective activities.

<Keywords>

Social Movement, Bonding Network, Bridging Network, Social Norms, Empowerment