

Sustainable Impact of Organic Farming: A Social Constructivist Perspective

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Abstract

The bottom-line for businesses is to earn profit or maximize the wealth of its shareholders. It is a matter of great debate, who comes across that slogan. Sampran Riverside, however, has been a successful business model for Thailand, which has been known as the maximizer of its customers' wealth as well as health, by an extensive production of organic products through organic farming and food, subsequently spreading it through cultural and tourism activities. Present study is a qualitative case study that describes how the Sampran riverside grew into an environment- friendly model from a conventional business entity. The study revealed how the business transformed and reached success through the constructive learning process. A detailed study showed that organic farming helps society to grow healthy and also creates economic opportunities for the people. Site visits of the business and organic fields, as well visit of organic markets and interviews with the farmers, customers and the CEO of the Sampran Riverside, concluded that organic farming serves the society in a holistic way by providing social, environmental, economic and health benefits at one platform, eventually, contributing in community and societal development. The study also concluded that through this development, the Riverside contributes in meeting some of the Sustainable Development Goals (SDGs). Adopting this model may pave the way for sustainable development in the society which will help country in long run.

Key Words: Community development, constructive learning, organic farming, SDGs, societal benefits.