**(Abstract)**

This research was to study the role of the President of Pa Kha Subdistrict Administrative Organization in local development in Ban Na District, Nakhon Nayok Province. The objectives of this research were

1. To study the role of the President of Pa Kha Subdistrict Administrative Organization in local development.
2. To study people's opinions towards the role of the President of Pa Kha Nai Subdistrict Administrative Organization. local development

The results showed that research results Role of the President of Subdistrict Administrative Organization in Local Development (A Case Study of Pa Kha Subdistrict Administrative Organization), Ban Na District, Nakhon Nayok Province The result of the analytical study was able to Discuss the following results. The role of the president of the sub-district administrative organization in local development President of Pa Kha Subdistrict Administrative Organization Have leadership in area development Most of them were former community leaders. For example, being a village headman whose main occupation is Farmers, gardeners, as an additional occupation, making Chinese tableware, are regarded as famous and relatively wealthy people. well respected by the people, a person who is close to the people and the local leader is also a leader who has extensive experience outside the village and is interested in news, newspapers, TV, various media, local development in transportation, electricity, water and A policy is also set according to the objectives. plan and set Operational goals: Executives still have knowledge and use information technology to use in conjunction with administration. In addition, the executives adhere to the principles of good governance. Good administrative management works with transparency, conciseness, speed, can be verified and allows people to participate in every step of the operation, such as issuing village communities, as well as inspecting employment. Must have Citizens take part in the implementation of the principle of transparency. principles of participation Principles of responsibility and principles of worthiness also help to take care of people within the sub-district in The problems encountered are the COVID-19 virus, storms, fires and droughts. And natural resources as well as cooperate with districts, public health, politicians and prevent flooding. storms that may occur in the future public opinion to the role of the president of the organization Administration of Pa Kha sub-district for local development Most agree that the Prime Minister is elected directly by the people as an advantage. It is in accordance with the intent of the constitution that allows the people to elect the prime minister and executives to take over. Local direct distribution Power descends fully into the locality and the president is directly elected. Representatives of the people directly develop the area. budget management and personnel management in the form of Local government organizations at a good level, adopting good governance principles in most organizations, leaders come to develop and administer. Organizations such as the Principle of Prime Participation have effectively encouraged people to take a role. and express their opinions on each role of the Subdistrict Administrative Organization Policy formulation that is public policy must pass. village community process first Every time, it also gives the opportunity for the public to know the news. The website or page of the Sub-district Administration Organization creates transparency in terms of good governance. Most of them agree that people are satisfied with the activities organized by the Sub-District Administration Organization. People participate in administration. and manage like organizing sport competitions against drugs Training activities to educate children and youth vocational training activities Children's day activities or important religious day activities The Songkran Festival was held by the Sub-district Administrative Organization. People participated and came to be a part of the event. Both sides of the event. People cooperated well and were very satisfied. For some groups of people, they did not participate in local activities, perhaps due to work commitments or some groups did not support local activities. The sub-district wants to be a person with the following qualifications: visionary, far-sighted Responsible for assigned duties. Be a leader who dares to think and dare to make decisions that can solve immediate problems. Have knowledge of local laws and regulations at birth ever changing Knowledge of regulations, practices and local laws related to work operations Knowledge of information technology Have morality and ethics in working He is a good interpersonal person, does not use too much power, can co-ordinate with different organizations efficiently and is a person responsible for assigned duties and conflicts of interest in many forms locally both ways. direct and indirect such as graft as a percentage of the procurement budget Bypassing certain regulations in procurement and favors throughout the Establishing policies that allow certain groups of people in the locality to receive public policy benefits. each other.