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Design and Development of Packaging in Teen Jok Fabrics Lablae For the Local Product Identity into the Commercial Market

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Abstract

This study aimed to find local product identity Teen Jok Fabrics Labkae District of Uttaradit province, developing original model and packaging of products and evaluate consumer's satisfaction an original model of product and package. Because of the lack of community enterprise knowledge, Develop problems, Packaging design, Original form, which does not reflect the unique beauty of its competitor and the market. This study is expected to add value to their products. Additional revenue for the group and the distribution of income to the community even more.

The sample of the study was obtained through specific sampling 1 kinds of small and micro community enterprise comprising clothing/appliance of a pilot group to test. The research tools were mixed method: questionnaire interviewing form, observation form and small group conference. Collecting data was analysed and presented the result in descriptive technique.

The study revealed that local product identity (Teen Jok Fabrics) Lablae District of Uttaradit province, the community enterprise applications such as image and lifestyle design knowledge in the community. Mythological narratives are as part of the design and development of prototype packaging, the study of a similar package. Case studies involved analysis and design experts to write a draft. To revise and write a two-dimensional packaging of the products (Teen Jok Fabrics) traded and then select the remaining two for the satisfaction of consumers, Respective owners, Individuals and organizations involved. The choice of packaging (Teen Jok Fabrics) traded by the high level are satisfied Average of 3.86 Standard Deviation 0.714

Keywords: Design, Development packaging, Teen Jok Fabrics Lablae, Identity, Commercial Market



Creating Lanna Product by Designing from Lanna Wisdom

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Abstract

The present research has the objectives to provide guidelines for development of local knowledge and Lanna identity based product designs for local craft works in the northern region taking into account the present and future market trends, and to assure that the product designs built upon the advantage of local Lanna Knowledge and wisdom will help enhance the value and unique features of specific local Lanna handicrafts. It selected area and population on five cases representing various handcraft types produced in the North for detailed study including textile/weaving, paper products in Chiang Mai Province, pottery in Lampang Province, water hyacinth products in Phayao Province and rattan works in Nan Province. The research activities included the compilation of documents on Lanna arts and culture, Lanna identity and specific Lanna arts forms in each local area, the trend of product designs and consumer demand for various types of products; Field Research included the design of questionnaire; in-depth interview and survey on handcraft designing and making process on 54 samples from 68 participants such as craftsman, specialists in Lanna arts and culture, technician from Fine Arts Department, Chiang Mai University included staff from Community Development Office and Culture Office. The analysis process used comparative study on designing and production processes adopted by various well-known agencies; SWOT Analysis; Development of designing process for local communities; practical exercise and evaluation on the success from product designs, the suitability of the product development process, and the development process, and the development in the thinking process in designing handcraft products of community members.

The research findings indicated that in essence, what the community members need to know or understand reasonably within their contexts for local product design or basic Lanna elements concerning pattern, color and shape, the geometric forms unique of Lanna arts, the materials and the technical process on producing Lanna folk handicrafts. The second deal with the individual concepts and craft skills that resulted from long experience. The result of continuing learning on product design development approach by application of local knowledge asset and local Lanna identity indicated that the community members have the understanding, gain motivation and new perspective about their product designs that they can be capable of following the necessary steps for designing and producing products with the Lanna essence without much difficulty. Furthermore, the community members get the desire for learning new thing concerning production techniques and input materials for further application or trials with traditional local Lanna arts to create new forms of products to ensure the sustainable development of their enterprises

Keywords: -



Management Cost of Production Practices in Rubber-Plant: Alternative-Crops of Agriculturist in Tumbon Mngangna, Chiangdao District, Chiang Mai Province

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Abstract

This study was a quantity – research consisted of focus group and their members were data providers household economy was considered by the difference in the amount of cultivated area. This research used the instrument, was a questionnaire. The data collection was conducted through non-formal interview, participatory observation, knowledge exchanged holding, external learning and drawing out the lessons.

Results of the study revealed that Agriculturist were Tumbon MuangNa. Their household earned 15,001-20,000 baht per a month, their main career was working in the farm and crop rotation, to trade, to work as employee and to domesticate animals. The area of rubber planters was on the highest mountain. It found that there was enough a source of rainy for production. They got the knowledge management of planting from the officer of the Rubber Replanting Aid Fund and Thailand Institute of Para-Rubber Research. Their plantation covers between 7-15 rais, which were small size-area. The reason given to main career was working on rubber plantation because Tumbon MuangNa was the development of great capacity community's participation. There were 45 members of 468 rais, having to planting that time. The strengths, the committee came from Agriculturist Economic Group and their member work in the farm by themselves. They could get a good distinctive finally income and benefit back for 25-30 years. They thought that the local market would be convenience in selling. The weakness, they had to prevent from a wildfire, a high-fertilizer, using only 20-10-12 chemistry formula and they should consider about planting an annual crops, vegetables and a particular to learn the method of set up revenue turnover by reducing expenses. They used the rubber of RRIM 600 about 76-90 plants, and could buy from the other as 18 bath per a tree. The cost of rubber's tree product was 34 bath. The farmers who have the area of planting lower than 7 rais, they should control the cost of planning because they might be loss their money on investment.

The Management Cost of Production Practices in Rubber-Plant as suitable Development of Agriculturist Economic was production factor, They should record the information about receive and expense in accounting book, for day, for week and for month. In addition to study the profit and loss, and to study the method of payback period, NPV, IRP, Gross Margin and study in Cost-accounting system. Thus, they will be able to check list their progress and get a good benefit by themselves in the future.

Keywords: Cost of production in rubber-plants, Alternative-crops of agriculturist



Knowledge Management of Local History in Wieng Nhong Lom Wetland Mea-Jun District, Chiangrai Province By using the Geographic Information System (GIS)

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Abstract

The research entitled “Knowledge Management of Local History in Wieng Nhong Lom Wetland, Mae Chan Chaing Rai Province by using Geographic Information” was the integration of holistic local history and the information technology of people’s daily lives to manage the knowledge in Wieng Nhong Lom Wetland, Chan Jua Sub-district Municipality, Mae Chan District, Chiang Rai Province.

The major objectives were (1) to study and collect local history of Wieng Nhong Lom Wetland, Mae Chan Chaing Rai Province and (2) to manage the Local History and Archeological in Wieng Nhong Lom Wetland, Mae Chan Chiang Rai Province by using Geographic Information. The research was presented in a package of story under the topic of Local History and Archeological for the Local Administrative Organization later.

The study results were categorized into 3 groups:

1. The local history obtained from hearsay referred to the chronicle entitled “Yonok Nakaphan Singh Hon Na Wat Na Korn” which was collapsed. The story of an eel and the collapse of the city by the supernatural power of the Naga as appeared on the arts in the temple area and environment surrounded.

2. The local history referred to nation-being at the city state level obtained from the traces of runnel and ridge. Nowadays, the change of using Wieng Nhong Lom affected the traces of the runnel and ridges were ploughed up and over or some of them were appeared but it could not see clearly that they were the ancient traces of the runnels and ridges because of they lacked of the appropriate management from the communities and local administration organization.

3. The local history related with the people’s life styles since the former time until nowadays was divided into 2 groups:

(1) The life styles of buffalo’s habitant, the herdsman had knowledge and local wisdom in Wieng Nhong Lom Wetland, including buffaloes’ path for a living. Taking care of buffaloes on different ages, the relationship of the herdsman with the wetland, for example, catching shrimps or weaving. However, the buffalo’s habitant faced with problems more and more. The problem was related with the expansion of growing industrial crops and affected the food source of the buffaloes. This reduced the numbers of buffaloes at in Wieng Nhong Lom Wetland to nearly a half and some cases, they stopped breeding eventually.

(2) The other local wisdom consisted of 9 inventors, 5 experts of herbs and medicines, 2 experts of beliefs and religions and 1 expert of local plants.

It could be concluded that the local wisdom were related with Wieng Nhon glom Wetland according to its diversity of animals and multi-cellular plants. Therefore, all the intellectuals or experts advantaged from the above diversity.

In conclusion, the study and the collection of local history by using Geographic Information to present in a package of the Local History and Archeological story in Wieng Nhong Lom Wetland, Mae Chan Chiang Rai Province, the researchers could do the data base in a form of local history as shown in the study results consisting of the number of ancient places of runnels and ridges specified the location clearly, they were decreased obviously. The important cause was the adaptation of the land usage method from traditional agriculture to the industrial agriculture, including the depreciation of the ancient place, for example, Wat San Phra Chao Temple. Nowadays, the temple was replaced by the people’s houses. Similarly, the local history related with the life styles since the past to present; 3 buffaloes habitants; Ban Pa Sak Luang, Ban Huay Nam Lark, and Ton Yang, including 17 intellectuals, even though, they could be studied and collected data but the number of them were also decreased because of the immediately approach of many aspects of development which was considered to be the main problem.

Keywords: -



Increasing Potential of Participatory Enterprise Response to Market Needs of Chili Pastes Products of Chili Pastes Producing Group, Mae Moh District, Lampang Province

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Abstract

The purposes of this research are various in relations to (1) analyze the situation and define strengths, weaknesses, opportunities and threats (SWOT analysis) (2) develop production process to enhance productivities (3) expand distribution channels of community enterprise chili pastes production group Mae Moh, Lampang through e-commerce. The sampling of this participatory action research is president, vice president treasurer, a member of community enterprise, representative of Mae Moh district, sub-district headman and village headman. A research tool consists of survey, an in-depth interview and community group conversation with local researcher, neighbor and relevant representative via activities or projects in order to summarize the empirical data.

The results of the first objective show as followed Strengths (1) The raw materials can be grown easy to find in the community. (2) Leaders with expertise in production. (3) Product differentiation. (4) Safety product without chemicals and preservatives. Weaknesses (1) Some members do not have production, marketing, management skills. (2) Lack of production tool development. (3) Lack of product perception (4) Lack of distribution channels. Opportunities (1) Many supportive agents such as district, municipality, EGAT and so on. (2) Less competitors. (3) Government subsidy in technology development. (4) The food science program in university of Lampang. Threats (1) Humidity in rainy season leads to lack of crispy product. (2) Public and private do not support this production technology so the cost of technology development is high. (3) The cost of raw material depends on seasonal factor therefore garlic will be much expensive in summer season. As result, such analysis can reach the strengths and opportunities by increasing the distribution channels of e-commerce with various co-sponsors.

According to second purpose, the factors of lack of crispy chili paste and raw material that affects humidity of product is yellow galangal. The reason is that the process of preparation does not have consistency. Moreover, the process of preparing specific shallot, garlic and pepper does not have the process of heating control that benefits the reduction of raw materials humidity. Consequently, the technique in preparation, the shrinking, drying process and the selective criteria of raw material are the critical factors that affect quality of product.

The last goal is indicated that community of chili pastes production group pays attention on the distribution channel via e-commerce. In addition, the 3 group members have the ability in practicing computer and internet. However, community is still worried if there is an order when they do not access the internet. As a consequent, SMS is an additional channel of alerting the process of order and payment. Such method is simple and comfortable so they do not have to access the site all the time.

Keywords: -



Identity and Self-reliance of Community in Pranburi, Prachupkhirikhan Province

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Abstract

The objectives of the research “Identity and self-reliance of community in Pranburi, Prachupkhirikhan Province” are: 1) to study the identity of community with ethnicity history and the way of life in Pranburi, Prachuapkhirikhan Province; 2) to examine the factors affecting the self-reliance of community in Pranburi, Prachuapkhirikhan Province.

The research is based on qualitative method by in-deep interviews with community leaders, and wise men.

The findings are found that the old ethnics groups in Pranburi, Prachuapkhirikhan Province are the same groups in Phetchaburi Province and other regions with different culture. It is found that Chinese, Lao, Burmese, and Khmer labors have been working in this community. The identity of the community from the research can be classified into 3 parts:

1. The distinguished ethnical identity of community of Pranburij, Prachuapkhirikhan Province includes (1) The local language (2) simple personality, (3) independence, (4) proudness of the home town
2. The distinguished historical identity refers to geography and historical places
3. The identity is way of life of the settlement of the ethnical groups in Pranburi, Prachuapkhirikhan Province fishing and agriculture.

Furthermore, the identity is shown its own culture which needs development, learning of advantage and disadvantage of society and the environment. The factors (KHILW PRANBURI model) helping the strength and self-reliance of the community are as follows:

1. Knowledge of local culture
2. Human resource of local culture
3. Identity of the local culture
4. Local Participation
5. Wisdom and value
6. Planning for local culture
7. Remedy
8. Attitude for local culture
9. Networking for local culture
10. Business for culture
11. Unit for local culture
12. Research for local culture
13. Interplay for local culture.

Therefore the self-reliance of the community should rely on understanding and learning the spirit in the deep-content. Showing identity and self-reliance of the community should have been regarded as the complete sustainability.

Keywords: -