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Economic Value Added of Bangbo Snakeskin Gourami Supply Chain according to the Strategy of Green Agriculture and Environmental Friendliness, Samut Prakan Province

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Abstract

The research study aims at developing and strengthening the research management system of Huachiew Chalermprakiet University in order to effectively provide supports for area-based innovative research system and to increase the value of Snakeskin Gourami economic chain. This responds to Samut Prakarn province's strategic plan to promote agricultural products that are safe and environmentally friendly. After the implementation of research management system, the institution has developed 6 research managers and 80 researchers. Out of 80 researchers, 65 are new with no experience in area-based research. This research has also created an effective change in the system and management mechanism of the university's research both at university level and at faculty level. Regarding the community's need, 15 innovative research projects were implemented in order to increase the value of Snakeskin Gourami economic chain upstream, midstream and downstream. All research projects are integrated into community services and teaching which provide an opportunity for staff and students to learn and work in the community. At the same time, the community has been developing in various dimensions which are consistent with intended output and outcome. This study also promotes the relationship between the university and networks in the area leading to applicable policy recommendations to meet the needs in the area.

Keywords: Samut Prakan province, Area development, Bangbo Snakeskin Gourami, Research management system, Research managers



Process, System and Styles of Savings Culture in Banthadindang-og Community, Phatthalung Province

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Abstract

The objectives of this research are to study the processes, systems and styles of savings culture for children and youth in Banthadindang-og community, Pabon district, Phatthalung province. Data are collected by interviews (informal, semi-structured and in-depth) and observations from 23 key informants who are community leaders, community master plan staff, villagers, and children and youth leaders, who have participated in the activity. Content analysis is then conducted and results are presented in descriptive format. The findings of the Part I - saving process - reveal 4 steps: 1) raising awareness by parents and family; 2) saving practice, depending on individuals' context, such as children learning on savings from the school and religious doctrine; 3) expansion of savings in multi-dimensional activities, such as planting trees and animal husbandry; and 4) knowledge transfer, such as sharing knowledge with friends. Part II: saving culture systems refer to the 3 major domains. Firstly, social institution, such as family, temple, school, plays an important role in disseminating knowledge and nurturing a complete human being. Secondly, knowledge and wisdom is a valuable asset when living in a community; such as knowledge on plantation and animal farming. Thirdly, transfer of knowledge and wisdom is important as a communication process among community members in order to recognize the value of saving; for example, by demonstrating, storytelling and training. Part III: saving culture styles, consists of 5 styles. The first style is through animal husbandry such as raising cow, pigs, chickens, and catfish. The second style is agricultural savings such as farming, rubber plantation, and eclectic gardening. The third style is by possessing real estate and valuable objects savings, such as land, gold, amulets and ancient objects. The fourth style is intellectual savings such as attending meetings, training courses, study visits, and reading. The fifth style involves monetary savings, such as collecting coins and banknotes in a piggy bank, playing share, and promise money savings. For further promotion of saving behavior, the knowledge and findings from the study will be disseminated to the community.

Keywords: Phatthalung province, Banthadindang-og community, Savings process, Savings culture systems, Savings culture styles



Communication for Research Utilizing: Living Organic Farming -- Story Telling Through the Thinking of Yasothorn People

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Abstract

The research project aims to 1) enhance the learning process that leads to communication for local development; 2) provide an opportunity for community members and students in Communication Arts program to participate in planning and creating the community medias for a developing a body knowledge in organic farming; and 3) help distribute Thailand Research Fund's findings on organic farming by using community medias. The methodology used in this project is participatory communication at preparation stage, production stage and post production stage. The purposive sampling include, firstly, a total of 45 members from three communities, namely Bak-Ruea farmers group in Mahachanachai district, Na-So farmers group in Kut Chum district, and Krachai rice-community enterprise group in Pa Tio district, Yasothorn province. The second sampling group was 20 lectures and students in Communication Arts program Surin Rajabhat University. The study identifies three patterns of learning process for local communication and development among community members and the students in Communication Arts. These include the Klon-lam media (the local poetic work), the specialization media (a book), and the radio documentary media. The three media forms establish ways to publicize in the community the organic farming research findings under Thailand Research Fund. Such mechanism raise awareness of community members on organic farming and contributes to an integration of research, pedagogy, and university academic services.

Keywords: Yasothorn province, Communication for research utilizing, Organic farming, Story telling



The LEAN Way: Global Management Concepts Enhance the Operation Case Study of Organic Mushroom Community Business, Ban Liphon Hua Han – Bor Rae, Phuket Province

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Abstract

“Living a healthy life with organic mushrooms” is the slogan of the Community Enterprise, Moo 8, Sri Sunthon sub-district, Thalang district, Phuket province. The Community Enterprise has been formed under a major objective to generate extra income by growing and processing mushrooms. When the community’s business expands, however, the members face problems regarding overall operation and daily routines, resulting in members not achieving their preset goals. According to the findings from research carried out by the researcher and the members of the community, some problems demand for immediate solutions. To name but a few, problems may concern physical fatigue of community members after the long working hours at work leading to muscle pain and injury; hence low productivity. Another major problem deals with work space management in order to facilitate the work process and save time on looking for untidy tools. In this regard, the researcher applied the participatory operation-based methodology in attempt to solve the problems. The LEAN concept and 5S (clearing up, organizing, cleaning, standardizing and training & discipline), which aim to transform waste to value through active working, are employed. The results are four folds. Firstly, a suitable and standardized 5S area for product processing is implemented in the community. Secondly, the adjusted process and working method improves efficiency of operation time-wise, particularly by using clippers to sort mushrooms. It reduces times and frequency of 2,000 mini mushroom cubes lifting from 88.37 hours to 35.36 hours. Thirdly, the newly introduced operation method in packing mushrooms in plastic bags can accommodate the workers and reduce physical fatigue. According to the Rapid Upper Limb Assessment (RULA), the risk value before improvement was 7, which was then reduced to 6. Also, the Rapid Entire Body Assessment (REBA) implies that the risk value before improvement was 8, but then dropped to 4. Fourthly, the community has developed LEAN Canvas business that helps the start-up business development. In conclusion, LEAN knowledge and understanding is crucial for practical application of scientific and social procedures to meet the goals of the community to upgrade itself to ‘the important learning center of organic mushroom production’ in Thailand.

Keywords: Phuket province, Science and technology village, Organic mushroom, LEAN, 5S, Ergonomics



Development of Community Boar Semen Production Center for Artificial Insemination to be Used by Smallholder Farmers in Tambon Muang Jang, Nan Province

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Abstract

The majority of the pig farmers in the Tambon Muang Jang, Nan Province are smallholder farmers and some of them have formed a pig production group. Farmers have been trained and are able to detect heat and perform artificial insemination (AI) in their sows. However, boars are not reared on the farm and therefore boar semen is not produced to do on-farm AI. When sows are observed to be in standing estrus, farmers use a cool box to fetch the boar semen from the Center of Learning Network for the Region (CLNR), Chulalongkorn University. Sometimes boar semen provision is lower than the demand and sometimes the sow shows signs of standing estrus at the weekend when the semen collection service is unavailable. Both problems lead to economic losses for the farmers because insemination cannot be performed. This study aims to create a community boar semen production center and produce high genetic boar semen to be used for artificial insemination in sows in the community. Farmer participation is recorded in all processes and activities within this study. The project starts by gathering farmer data and information in order to understand farmers and their needs. Boar semen collection and a preparation training course are organized to train a selected number of farmers. Boar housing and an artificial insemination laboratory is established. A steering committee is formed to manage the community boar semen production center. The project succeeds in training four farmers who have passed the training course. They have obtained the skills necessary to produce chilled boar semen for artificial insemination. Two high genetic boars are introduced into the community boar semen production center for semen collection. When operating, the center provides 135 individual farmers with 2 doses of chilled semen per time to inseminate their sows during September 2014 – October 2016. The results of the project have an impact on the socio-economics of the farmers by avoiding economic losses from insufficient semen production. The community boar semen production center is located in the community which means that farmers do not waste time going to the CLNR. This center can be a self-reliant model for community boar semen production that is applicable to other communities.

Keywords: Nan province, Tambon Muang Jang, Artificial insemination, Boar semen, Smallholder farmer



Implementation Procedure of Road Safety with Powerful Network in Phuket Province

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Abstract

This research aims to evaluate road safety campaign through the cooperation at provincial level. The operation is divided into 2 phases: 1) Safety assessment for road conditions in Phuket province 2) Development of road safety campaign and cooperation in accident-prone areas using participatory action research approach with consultation conferences. The two groups of participants include: 1) Provincial committee of “Reducing road traffic deaths in Phuket to 50 or below by 2020” agenda and 2) Traffic Accident Prevention Working Group in Phuket (Sor Or Jor Ror Phuket). Three data analysis tools include: 1) public health database from Phuket Public Health Center 2) road traffic and accident database from Phuket Provincial Police Station and 3) statistical database from Road Accident Victims Protection Company Limited. Additional information from Asian Institute of Technology was employed for further statistical quantitative and qualitative analysis in order to link the project plans and organization activities. For development of road safety campaign via participatory action research approach, triangulation of the three databases facilitates the operations and activities of road safety campaign cooperation among stakeholders in Phuket province. Results of the research display two types of change in mechanisms: 1) Changes in policy and plan in the level of vision, strategy and related procedures. Such cooperation of associates and various stakeholders from different sectors and integration of plan and policy leads to achievement in reducing road accidents. 2) Spatial changes in road safety standards and quality. A project has emerged to reduce risks in accident-prone areas by redesigning for standard roads. The aforementioned procedures lead to practical implementation of plans and policies which show empirical physical changes as well as reduction of traffic accidents in accident-prone areas.

Keywords: Phuket province, Complete street, Road safety, Policy analysis, Road accident