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The Power of Language: Co-Creation of Mutual Values and Thai Language Abilities in Thai-Malay Muslim Farmers' Transmission of Local Organic Rice Farming Innovation in Ban La-han, Narathiwat Province

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Abstract

This research aims 1) to shift the thinking paradigm of Thai-Malay Muslim farmers from believing that they could not communicate in the Thai language to believing otherwise, and 2) to transform their intangible knowledge into concrete practices. The conceptual framework used here includes the concept of transformative learning, the formation of relationships between Thai-Malay Muslim farmers adopting local organic rice farming practices and experts in Thai studies, and the application of learning accomplishments towards co-creating mutual values. Concerning the methodology of this study, a participatory research strategy was applied. The Thai-Malay Muslim farmers' Thai language communication skills were developed through co-design of knowledge, co-creation of knowledge, and co-dissemination of knowledge. The development involved 4 activities: 1) collecting data on abandoned rice fields and farming areas; 2) collecting data on the quantities of rice produced annually, as well as examining whether such production was sufficient to match household consumption; 3) mapping the quantities of wet-season rice and dry-season rice areas, and 4) the brainstorming of the Thai-Malay Muslim farmers' ideas about being professional farmers. It should be noted that Thai language knowledge and communication skills were integrated throughout these activities. Experts provided the farmers with guidance on such issues as word sequences in the Thai language, presentation sequences, clarification of information, explanation of tables and maps, and demonstration. These encounters allowed the farmers to constantly practice their Thai language communication skills. The activities not only encouraged the farmers to co-create knowledge and instilled in them the value of the Thai language, but they also satisfied the participants' language development needs. The farming participants changed their beliefs and overcame their fear of using the Thai language. Therefore, it can be said that, because of their improved Thai abilities, they would be able to use the language to transfer their knowledge about local organic rice farming practices to others, such as the young and those interested in farming. By way of such empowerment, these people, too, could then access the wisdom of the Thai-Malay Muslim farmers..

Keywords: Narathiwat province, Co-creation of mutual values, Thai language communication, Local organic rice farming, Thai-Malay Muslim farmers



The Consciousness Development of Local People Towards Local Vegetable Conservation at Mae Sai Sub-district, Phayao Province

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Abstract

The objective of this participatory action research is to develop the consciousness of local people on conservation of local vegetables at Mae Sai sub-district, Muang district, Phayao province. The sample group is purposive sampling from 17 health developers, 25 youth leaders and 30 household representatives from 10 areas in Mae Sai sub-district. The research method is divided into 3 phases: 1) Situation analysis, 2) Development of consciousness among the local people on conservation of local vegetables of which participation process comprising 6 activities: forest ordination activities, cross-age activities between the elderly and children, campaign for local vegetable and local food consumption, young detective activities, campaign on vegetable-eating kids, activities towards edible waste, and 3) Lesson learned. For qualitative data collection, several instruments are employed. First, to assess the community ways of life, seven tools are in use: mapping, history, calendar, interesting people, family tree, health system, and the community organization. Data are collected by in-depth interview techniques and questionnaire, and analyzed through word-by-word transcription with triangular technique and content analysis techniques. The quantitative data are collected by questionnaire to measure the youth's consciousness levels towards community development, and analyzed with t-test analysis. The study reveals that the health developers feel happy, are proud, and appreciate the value of local wisdom. That is why they brainstorm and organize activities to promote local vegetables conservation for children, youth and people in the community. The findings reflect that the youths, after the activities, have significantly improved the awareness level of value appreciation at 0.001, and the level of perception and response at 0.05. It is also found that 46 percent of parents whose children are under the Children Development Center do not prepare crunchy snacks in their child's school bags. Instead, they create a menu from vegetables for children at home. Then the community develops regulations in order to grow vegetables at home, to build edible fences, and to sell organic vegetables and to manage the wet waste.

Keywords: Phayao province, Mae Sai sub-district, Consciousness development, Vegetable conservation



Development of Rice Seed Dropping Machine for Paddy Field with Local Farmer Participation in Uttaradit Province

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Abstract

Farmer participation in the development of rice seed dropping machine for swamp paddy field reduces the cost of cultivation. The designing process and technological development stem from cooperation between researchers and local farmers as well as local philosophers as consultants with their expertise in agricultural machinery development. The designed rice seed dropping set uses a plastic hollow pipe with drilled tapering holes around its surface according to its perimeter for 5 rows, each with 14 holes and a total of 70 holes. These tapering holes are truncated cone shape; its base has 11 millimeters diameter and the top of the hole is 38 degrees slope along the surface of rice dropping set. Result of the trial of this technology in pilot area of Uttaradit province by comparing the cost of rice cultivation from participants' demonstration rice fields shows that farmers can reduce the use of rice seed to 6-10 kilograms/Rai against 25-30 kilograms/Rai in the sowing method. In brief the farmers are able to reduce the cost of rice seed to 20 kilograms/Rai; the cost of rice cultivation is reduced to only 2,800 Baht/Rai while costing 3,520 Baht/Rai in sowing method cultivation. Such reduction of cultivation cost of 720 Baht/Rai equals to 20%. In addition, farmers use less proportion of chemical fertilizer due to the proper distance between each rice clump. The appropriate distance results in rice responding to fertilizer and growing well. Therefore, the farmers approve the technology of rice seed dropping machine for swamp paddy field that reduces the cost of rice cultivation when comparing to sowing machine.

Keywords: Uttaradit Province, Swamp paddy field, Rice seed, Dropping machine, Cost reduction



Public Participation Based Learning Approach on Science and Technology to Solve Water Supply Problems in Sadiang Community, Phetchabun Province

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Abstract

This research integrates the public participation approach with teaching and learning in Basic Chemistry course of the science and technology content area. The 30 samples of the third-year general science students in Faculty of Education, Phetchabun Rajabhat University apply knowledge to community in Sadiang sub-district, Muang district, Phetchabun province. The aims are to develop learning and innovation skills, Information skills, life skills and career skills by using participation action research. The learning process has 6 steps: 1) community information 2) self-learning 3) self-reliance 4) knowledge sustainability 5) knowledge transfer and 6) learning outside the community. The research results indicate that students and community collaborate to create water filters from natural materials, namely rocks, gravel, sand and charcoal. Evaluation of 21st century skills of students is conducted by authentic assessment, which includes evaluation of innovation efficiency, satisfaction of community, and reflection activity of students and community. The findings show a high level of community's satisfaction with the efficiency of the water filter as well as the students' performance. Students reflect their self-confidence and self-esteem. They are able to apply scientific knowledge to daily life while working in team to solve problems. This illustrates that the students have developed the 21st century skills through the public participation based approach integrated to the course.

Keywords: Phetchabun province, Sadiang community, 21st century skills, Water filters, Science and technology



Packaging, Logo, and Communication Strategy Planning for Bang-Bor's Plaslid in Samutprakarn Province

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Abstract

This study covers objectives as 1) To study the problems, obstacles, and possibilities in creating the Bang-Bor's Plaslid identity; 2) To develop packaging and logo that represent the Bang-Bor's Plaslid identity; 3) To develop communication strategy planning and advertising media for the four brands of entrepreneurs, namely Aei-tee, Nongman, Pornthip, and Mae Nittaya. This study employs quality research in four methods which consists of 1) In-depth interviews with a total of 21 people including farmers, Plaslid's entrepreneurs, food technologists, packaging designers, brand communication specialists, and government representatives; 2) Group interviews with 20 customer representatives; 3) Workshop with 4 brands of entrepreneurs; and 4) Lesson learned activities. The findings indicate that farmers and entrepreneurs lack of relevant knowledge on the Plaslid product identity and appear to ignore its importance. Moreover, they have not enough foundation for standardizing their product and packaging. This study also finds that the physical identity of Plaslid in the market is "the headless Plaslid", which people recognize. The remarkable features of Bang-Bor's Plaslid include the dark striped body; tight, sticky, white and clear flesh with fat layers, which add-on to its delicious taste. These features can be promoted as the product identity and imprinted as the logo of each brands. For the Plaslid Dad-Diew's (sun-dried) packaging, it is recommended that clear plastic vacuum bags be used to show the Plaslid's meat inside. Another option is a brown bag inner package to absorb oil with an outer zip-lock bag. Packaging for Plaslid Ob-Krob (crispy) should use active packaging or a zip-lock bag to extend its shelf life; otherwise it can be put in a foil bag sealed in nitrogen to reducing rancid smell. For the effective communication strategy, this study recommends the online media as the main channel because of its low cost and high efficiency. Media may include advertorial, infographic, advertising images, and Facebook pages. Importantly, the online media advertising should present each brand's identity and benefits of the product.

Keywords: Samutprakarn province, Bang-Bor's Plaslid, Packaging, Logo, Participatory communication



Homestay Development Through Management Innovation for Sustainability: Ban Pang Makham Pom, Chiang Rai Province

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Abstract

This research project aims to study the community context, current situation, and readiness for homestay development of Ban Pang Makham Pom village through management innovation for sustainability. This research is conducted as a Participatory Action Research (PAR). The research instruments used for data collection include group discussion, questionnaires, observation form, and joint learning activities. The research target group consists of the president of sub-district administration organization, village head and deputy, homestay owners, Ban Pang Makham Pom school teachers, young adults, and related officers, with a total of 201 participants. Qualitative data is analyzed using content analysis techniques. The study shows that Pang Makham Pom village can be developed as natural conservative tourism spots. There are scenic viewpoints. Houses have sufficient provision of bed wares to accommodate guests. Strength, Weakness, Opportunity and Threat (SWOT Analysis) was conducted. The Strengths include tourist attraction spots with natural abundance, interesting way of life. The Weaknesses are lack of systematic management and lack of public relations. For the Opportunities, it is important to use new technology and the current trend on health care and well-being. The Threats refer to the inconvenience of transportation to the village. Therefore, the strategies were derived by TOWS framework to create competitive advantages and mitigate the weaknesses utilizing homestay management innovation which will lead to the change for sustainable management. These strategies include 1) Adding value and worth to community products 2) Developing people to support internal group management, and 3) Establishing effective communication. The 6 development guidelines are suggested: 1) Management with transparency and fairness. 2) Distribution of tourism service workloads to avoid redundancy. 3) Creation of unique tourism activities. 4) Promote the activities for young adults to utilize their free time, to learn and participate in the conservation of local tradition. 5) Create awareness for the stakeholders on the benefit and value of forest and 6) Active communication by directly providing information and news to tourists. These activities will satisfy people within the community as well as the participation with the homestay activities.

Keywords: Chiang Rai province, Ban Pang Makham Pom, Homestay development, Management innovation, Sustainable management