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## Community Economic Development on Public Space in Bungwai Sub-District, Ubon Ratchathani Province

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### Abstract

The development of the community economy in the public space of Bung Wai sub-district, Warin Chamrab district, Ubon Ratchathani province aims to increase the average monthly income for people with incomes below the median income of the Thai population by allocating public spaces to create a community market using a participatory process. The processes include the following steps: 1) Creating an understanding of problems, 2) Identifying or specifying problems, 3) Co-designing the community market, 4) Co-constructing the community market, 5) Determining regulations and operations of the community market, 6) Developing the potential of product vendors, and 7) Establishing a community market. The results reveal that the community is able to set up the community market "Nong Hor" at Nong Hor Health Park. The community has allocated 22 sales booths (1 village per booth) for product vendors, namely 20 village members in Bung Wai Sub-District and two volunteer groups from two sub-district health promotion hospitals. The products sold at the market include health products made from local herbs, handicraft products, local agricultural and food products, and souvenirs of the community market. In the experimental operations between June and July 2021, the income of six people below the median income of the Thai population increased by 2,686-3,346 baht per month. The experimental group understood the concept of cost calculation, accounting for income and expenses, sanitary management, and experiences of being the seller of their products. In conclusion, the community used more public spaces, and Bung Wai Sub-District Administrative Organization has requested permission from the treasury office of Ubon Ratchathani Province for the right to manage this area.

**Keywords:** Ubon Ratchathani province, Community market, Public space, Low-income person, Community economy



## Development for Vegetable Production and Supply to Modern Trade Stores of the Commercial Vegetable Growers Group in Sa Kaeo Sub-District, Khon Kaen Province

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### Abstract

The commercial vegetable growers' group in Sa Kaeo sub-district, Pueai Noi district, Khon Kaen province is a group of farmers producing vegetables to sell to a private company and deliver to a modern trade store. The main problem and obstacle of this group is insufficient production volume to meet the private companies' demand to deliver to a modern trade store. Twenty-five growers joined in Participation Action Research to solve problems and develop vegetable production potential. The processes include the following. 1) The group plans and identifies the knowledge needed to solve problems and develop their potential for vegetable production such as water management, soil, and fertilizer management, organic vegetable cultivation, disease, and insect prevention, production and use of microbial pesticides, and vegetable production in a mosquito net. 2) The farmer's group put their knowledge into practice in their farm. 3) Participants share and exchange knowledge through monthly group meetings and field visits to a member's farm. Four major findings are reported. Firstly, 13 new types of vegetables are produced and sold. Secondly, the project increases the vegetable production group's volume by 60%. Thirdly, the group's income increased by 65%. Fourthly, this research also motivates the growers' confidence in sharing and transferring their knowledge. They are confident to express their opinions when problems arise. In summary, they are proud and inspired to produce vegetables and strengthen the commercial vegetable grower group to continue these activities.

**Keywords:** Khon Kaen province, Sa Kaeo sub-district, Commercial vegetable production, Community enterprise, Modern trade store



## Product Development of Germinated Brown Rice Berry Juice for Health Organic Agriculture Wor-Kaew Community Enterprise Group, Lampang Province

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### Abstract

The organic agriculture community enterprise group in Wor-Kaew Community, Hang Chat district, Lampang province, produces and distributes organic germinated brown rice, which is of high quality. This research aims to the development of germinated brown rice berry juice with community participation. Additionally, this research brings academic knowledge to the community, to develop community enterprise groups to have the knowledge and hygienic processing skills for germinated brown rice berry juice, delicious and marketing plan that can provide distribution. The work involves these processes: 1) Study the environment and potential of the group in the production of germinated brown rice berry juice, 2) Trial production of germinated brown rice berry juice for health, 3) Technology transfer to community processing germinated brown rice berry juice, and 4) Analyze the business plan using 'Business model canvas', resulting in a competitive advantage of germinated brown rice berry juice for health. The results of the study indicate that the Wor-Kaew organic agriculture community enterprise group is able to produce high-quality germinated brown rice berry juice with konjac jelly, which is high in nutrients. It is an alternative to the consumption of healthy beverages and the product has applied for production standards and requested FDA number for distribution to the general market. In terms of production costing, if the group sells a glass bottle of germinated brown rice drink for 35 baht, it can make a profit of 16 baht per bottle, accounting for 46%. In summary, the community enterprise group generated business and increased income, thus the community becomes stronger and more stable in the future.

**Keywords:** Lampang province, Germinated brown rice berry juice, Community enterprise group, Food processing, Business model canvas



## Nypa Fruticans Waste for Construction of an Eco-Friendly Pavilion: A Learning Resource and Identity Enhancement of Green Community in Wangwon Subdistrict, Trang Province

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### Abstract

The community of Wang Won sub-district, Kantang district in Trang province is an area fertile with Nypa fruticans which are community economic plants. There is a large amount of Nypa fruticans waste material caused by the peeling of Nypa fruticans leaves approximately 30,000-50,000 pieces per day, which are causing the environmental problems and a problem of scenery in the community. This research has utilized waste materials to add value and build an environment in the community. By using participatory work processes, consisting of 1) Resource exploration 2) Review of physical and mechanical properties of Nypa fruticans waste blocks before application and product development 3) Tool development 4) Design of an eco-friendly pavilion, and 5) Development and construction of an eco-friendly pavilion, 6) The expansion of the eco-friendly pavilion. As a result, the eco-friendly pavilion has turned the area into a learning center in the community as it provides space for exhibitions, knowledge transfer training, and creating an identity for the community. It also promotes knowledge transfer to nearby villages and develops local innovators to transfer knowledge. The budget for waste management in the community has been reduced. Previously, the cost of waste management was 20,000 baht per month, reduced to 8,000 baht per month, accounting for 60% of the original cost reduction. Finally, the constructed pavilion solves the environmental problem and is considered a tool to sustain the local wisdom of "Nypa fruticans" plantation and application of the community.

**Keywords:** Trang province, Eco-friendly pavilion, Nypa fruticans waste, Community identity, Learning resources



## Computerized Design for Hand-Woven Fabric Patterns for Contemporary Fashion at Kutwa Community Enterprise, Kalasin Province

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### Abstract

Kutwa community enterprise, Kuchinarai district, Kalasin province is a group that gathers for fabric weaving and produces hand-woven cloth with the community's distinctive identity. Products include shirts, bags, scarfs, shawls, hair ties, and loincloths, presented in local woven fabric patterns that are based on traditional styles and within a limited variety. Thus, the products may not attract a large group of customers. This research aims to promote the local hand-craft woven pattern design and develop contemporary fashion products. The research participants are five fabric design specialists and 30 members of Kut Wa subdistrict community enterprise group. The study follows these procedures: 1) Conceptualization and research process, 2) Community enterprise groups need analysis, 3) Collaboration with the community on fabric patterns design using a computerized design program, 4) Fabric pattern design based on local identity, 5) Analysis of fabric quality assessment and woven fabric pattern selection, 6) Prototyping the woven products, and 7) Distribution channeling. The project results in nine computerized design patterns of the hand-woven fabrics, as detailed: 1) Dok-wai pattern combined with pinwheels pattern 2) floating snake combined with Ya-Ku relics 3) Dok-Kaew Bamboo garland pattern 4) Big floating snake combined with 'khit' pattern 5) Phan Bai Sri decorated with Dok-Kaew and floating snake pattern 6) Pinwheel combined with bamboo garland and floating snake pattern 7) Human combined with half-Khit pattern 8) Kutwa bamboo garland pattern and 9) Dok-Kaew combined with Ton-Wha leaf pattern. These patterns are used to develop community products with various weaving patterns for customers' choice. In conclusion, the enterprise group members have gained more income from an average of 70,000 baht per year to 80,000 -150,000 baht per year.

**Keywords** Kalasin province, Community enterprise, Design, Handcraft weaving pattern, Computer program



## Development of Agritourism Program of Pattana Maipon Permpoonsap Community Enterprise, Surat Thani Province

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### Abstract

Despite being well-known for the agriculture of Rongrien rambutan, Pattana Maipon Permpoonsap community enterprise, Ban Nasan district, Surat Thani province still lacked tourism promotion activities. Thus, this paper aimed to develop an agritourism program to add value to large rambutan orchards under Pattana Maipon Permpoonsap community enterprise. A Participatory Action Research (PAR) was designed and employed for the development process which involved the following steps: 1) the enterprise members jointly determined their needs in the development, 2) a survey on the potential of the members' orchards and a design of a tour program was conducted, 3) an agri-tourism program testing along with cost and pricing calculations were conducted, and 4) a reflection and a workshop on service and tourism interpretation skills were delivered. As a result, Pattana Maipon Permpoonsap community enterprise had two agricultural tour programs highlighting rambutan orchards certified by GAP standards, and the sole GI-certified rambutan in Thailand for its famous crispy texture and sweetness. Moreover, the community enterprise collaborated with local restaurants to promote local menus and located near other well-known agricultural attractions of Ban Nasan district, such as Suan Sala Arthit, and natural attractions in Surat Thani and nearby provinces. Finally, the community enterprise also worked with Wangkho resort to promote and offer the programs to visitors.

**Keywords:** Surat Thani province, Agritourism program, Community enterprise, Value-added, Rongrien rambutan