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Development of a Learning Center for an Aging Society in Bungwai Sub-District, Ubon Ratchathani Province

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Abstract

Bung Wai subdistrict, Warin Chamrap district, Ubon Ratchathani province has the demographic characteristics of an aging society. The people have not established a community learning center to help people acquire the knowledge and skills to live in an aging society. This community-based research study aims to develop a learning center to support the aging society in Bung Wai Sub-district, Ubon Ratchathani province. The research focuses on the participation process of community stakeholders, which includes community leaders, and community representatives from different occupational groups. The process involves 1) developing local human resources as presenters to transfer knowledge, 2) developing content sets and learning bases for interested users, and 3) developing an area for the establishment of a learning center for an aging society. The operations have resulted in the Community's Learning Center for Aging Society in Bung Wai Sub-district. The center aims to disseminate knowledge of various occupations and to adjust the living environment to suit all age groups. Five main learning stations include an organic cassava station, bamboo furniture station, economic vegetable station, sufficiency economy station, and community technician station. Every learning station has a knowledge set and lecturers ready for service. The stations have welcomed more than 50 visitors. In conclusion, while established in its first year, this learning center needs ongoing support from the government and public sector partners to ensure long-term sustainability.

Keywords: Ubon Ratchathani province, Learning center, Aging society, Content set, Learning station



Product Development of Raw Pickled Fish Crackers of Organic Farming Food Safety Ban Wang Ree Community Enterprise, Sa Kaeo Province

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Abstract

Organic Farming of Food Safety Ban Wang Ree Community Enterprise, Nong Takhian Bon subdistrict, Watthana Nakhon district, Sa Kaeo province is located in a freshwater fishing ground and processes pickled fish. The main problem was an abundant supply of more than 100 kilograms of fish per month during the fishing season from natural water sources and ponds. The group would compost the oversupply into organic manure for use in the learning center. The objective of this research is to add value to the pickled fish waste by developing a new product of raw pickled fish crackers. The participatory action research involves the following processes: 1) raising awareness and building mutual acceptance, 2) developing product transferring knowledge through workshops, and 3) creating product marketing strategies. The results showed that the group has been successful in developing raw pickled fish crackers. The value of pickled fish increases from 80 baht to 392 baht per kilogram, an increase of 4.9 times. The group can generate a 4.5% increase in income and is now able to transfer knowledge throughout the whole process from fish farming, and fish processing, to producing raw pickled fish crackers from pickled fish waste. Additionally, the enterprise not only supports learning in the community, but the center also supports nearby communities. In conclusion, the enterprise generates income and creates an identity from local wisdom, thus creating pride and motivation for further development.

Keywords: Sa Kaeo province, Community enterprise group, Product development, Pickled fish, Raw pickled fish cracker



Logo Design of Processed Sea Bass for Fish Farmer Group in Samed Tai, Chachoengsao Province

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Abstract

The sea bass farmers in Chachoengsao province are forced to sell sea bass at low prices when there is a large amount of sea bass supply in the market; hence the need to process the sea bass. This research aims to design a logo and packaging that are proper for the processed sea bass from a fish farmer group in Samed Tai Tumbon, Chachoengsao province. The study steps include 1) finding an identity as a design guide, 2) logo design and 3) design of packaging and labels. The conceptual design includes a fish presented in number eight placed horizontally, a Buddhist temple, a river, and the province name. The label on the packaging of seabass fillet costs 5.53 baht and the packaging of herb fish costs 5.93 baht. The packaging results in online selling capacity with higher value to the product, which is 2.5 times higher than the price of fresh fish. In summary, the processed sea bass products have increased the local income and added value to the sea bass for the farmer group in Chachoengsao province.

Keywords: Chachoengsao province, Sea bass farmer, Processed product, Packaging, Logo



Readiness as a Vegetable Farming Entrepreneur of Boonprasit Farming, Nakhon Si Thammarat Province

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Abstract

The Boonprasit vegetable farming, Tha Som sub-district, Hua Sai district, Nakhon Si Thammarat province is a household-level farm that struggled with soil surface planting and faced issues to implement an organic vegetable planting system. The farmer had been confronted with various problems, namely, allergy to chemicals, isolated location, long vegetable supply chains, saltwater intrusion, and floods, leading him to adjust to the raised-bed vegetable plantation. This research aims to prepare the farmer's readiness in becoming a vegetable entrepreneurial farmer of Boonprasit farming through the participatory action research as follows: 1) determining his own goals and needs, 2) assessing a level of entrepreneurial readiness, knowledge, and skills, 3) evaluating his entrepreneurial capability, and 4) transferring knowledge and target farmers' participation. The study reveals that the Boonprasit farm has a high level of vegetable entrepreneurial readiness and is adaptable to launch vegetable production and distribution on its own. Moreover, the Boonprasit farmer has applied the knowledge to improve his entrepreneurial skills. In terms of advancement and success level, the Boonprasit farm has elevated to a steady and firm level. Success indicators include consistent sales, higher income generated for households, and the certified Good Agricultural Practices production standards. In conclusion, the farm plays a significant role in promoting and establishing a learning center and community products hub in the future.

Keywords: Nakhon Si Thammarat province, Organic vegetables, Entrepreneurial farmer, Entrepreneurial skills, Steady level



Operations Upgrading of Community Enterprises of Organic Agriculture Promotion Group, U Thong District, Suphanburi Province

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Abstract

The Organic Agriculture Promotion Group, U Thong district, Suphanburi province is reportedly a community facing agricultural problems caused by drought and floods. It also faces the considerable production cost of rice fields and agricultural areas because of soaring fertilizer and pesticide prices. These lead to debt problems for people in the community along with effects on their health and the environment. Therefore, the objective of this research is to transfer knowledge, build, and develop skills of community innovators as proficient in organic farming innovation and technology. In addition, a mechanism for transforming organic agriculture into a community enterprise network comprising 13 local households is proposed through a 5-step process: 1) sustainable grouping, 2) process management throughout the supply chain, 3) community learning and innovation, 4) community product development and 5) marketing and promoting community networking. With the support of a joint network between public and private organizations, we are encouraged to solve agricultural problems to build up strength and sustainability through the application of the principles of sustainable and self-reliant farmer career development in the dimension of the sustainable community development plan (3ES+M). Specifically, we have applied innovations and technologies—i.e., a dry noodles machine, a solar insect trap, a solar drying cabinet entitled "Hlungtao model", and an accelerator for decomposing agricultural waste materials to promote the operations of the community enterprise group. The results showed that such innovations and technologies can solve problems in organic farming, reduce the burden concerning fertilizer and pesticide costs by 100%, and increase their income by 60-80%. In summary, a participatory spatial development operation mechanism has been created, resulting in an increasing number of participants in 18 households and the emergence of 15 community innovators with expertise in creating, developing and maintaining innovations and technologies. These community innovators, as resource persons, are capable of spreading knowledge to the interested public to promote sustainability in everyday living.

Keywords Suphanburi province, Community enterprise, Organic agriculture, Community innovation, Community innovator



Development of Marketing Channels for Tai Khun Products at Wat Chiang Yuen Learning Center, University of the Third Age Chiang Rai City, Chiang Rai Province

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Abstract

The University of the Third Age in Chiang Rai city, Muang district, Chiang Rai province supports the elderly people to produce Tai Khun handmade products which are part of their learning process. However, they experience problems regarding low selling volume because of the lack of appropriate packaging and communication channels with their target customers. This research aims to develop packaging, marketing channels, and marketing communication for Tai Khun products. The method deployed a focus group discussion with 30 participants. A questionnaire is distributed for the field survey to 400 participants and the data were analyzed. The procedure involved 1) analyzing the potential of the learning center, 2) designing packaging, 3) analyzing consumer behaviors, 4) developing marketing channels, and 5) developing marketing communication. The results include the designed packaging prototypes for five products, which are flower containers, zodiac flags, small Lanna flag, golden and silver flower container, and stencil cloth. Two platforms of marketing channels have also been developed. The online version uses Facebook Page. The off-line onsite shop at the temple utilizes a prefabricated and relocatable structure. For marketing, two marketing communications were established. The offline application utilizes a person as an announcer presenting the products by storytelling about packaging and label using red, gold, and black colors, which reflect the red temple and characteristics of Tai Khun. Finally, the online platform relies on the Facebook Page which creates a perception among the target customers and thus generates an increased sales volume of at least 15%.

Keywords: Chiang Rai province, University of the Third Age, Marketing channel, Marketing communication, Tai Khun products