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Urban Business Model Development for Safe Agricultural Products, Chiang Rai Municipality, Chiang Rai Province

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Abstract

The production of safe agricultural products in Chiang Rai Municipality area previously had several problems involving farmers and consumers. Firstly, farmers distributed their products through intermediaries, resulting in product pricing. Secondly, using chemicals in the crop production process might cause health problems. Moreover, consumers had to buy agricultural products that used chemical substances and pesticides, which may lead to health issues. Chiang Rai Municipality and relevant associations propel safety agriculture products by connecting farmers and consumers with a community product distribution center and agricultural safety of Chiang Rai Municipality and the community market as an intermediary in delivering safe agricultural products to consumers. The project used a participatory process in various stages. First, it develops the prototype area to grow safe crop production. Second, it establishes a learning center for both consumers and farmers. Third, it builds up product credibility through health-concerned activities: pre-post analysis of pesticide residues in the blood of farmers and consumers and participatory process training to acknowledge the danger of pesticide residues in the body, the effects, and how to prevent it. Fourth, the project develops standardized product quality. Fifth, it creates an urban farming business for agricultural products in Chiang Rai municipality. The procedures of this research lead to the prototype area to grow safety crop production Doi Saken, and the establishment of two learning centers for farmers and consumers, which are "Doi Saken Learning Center (Chiang rai vegetable garden)" and "Pun-sook vegetable patch in Chiang Rai Municipality School 8, Ban Mai". The vegetable products from these patches are the ingredients for students' lunch, lessening vegetable purchases to 10 baht per capita. Lastly, two farmers are certified for GAP standards by the Department of Agriculture.

Keywords: Chiang Rai province, Chiang Rai Municipality, Urban business model prototype, Food safety, Good Agriculture Practices



Development of Ready-Mix Potting Soil Products and Elephant Dung Fertilizer for Income-Generating Activities of the Phawa Sub-District Agroforestry Network, Chanthaburi Province

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Abstract

Phawa Subdistrict Agroforestry Network, Kaeng Hang Maeo district, Chanthaburi province required more revenue-generating activities and new members. This research, therefore, aims to develop income-generating activities that will attract new members to join the group. The emphasis is on ecologically-based economic development on local capital, resources, and knowledge in the community. The processes are as follows: 1) joint development of product quality, 2) joint development of product image, 3) transferring knowledge and training, and 4) developing online marketing skills and building a network by selling ready-mix potting soil products and elephant dung fertilizer at Farm Chao Khun by KMITL, community shops, and online channels. As a result, the community generates 6,500 baht of extra income and arranges training courses to transfer knowledge to youth and stimulate interest and participation. Finally, the Patcharasuthakhachanurak project has supported the product and promoted ready-mix potting soil products and elephant dung fertilizer as a conservation product.

Keywords: Chanthaburi province, Eco-based economy, Income generating activity, Ready mix potting soil products, Elephant dung fertilizer



Participatory Development of Mae Soon Noi Bank Wisdom at Fang District, Chiang Mai Province

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Abstract

The coronavirus epidemic (COVID-19) has led to unexpected unemployment issues in Ban Mae Soon Noi, Fang district, Chiang Mai province, in which low-income groups struggled to meet their basic needs. To make a living, these unemployed have been involved in encroachment into restricted areas of mixed deciduous forest and pine woods. This academic service, thus, aims to improve knowledge and enhance professional competence following community aptitude and potential; to provide the locals with opportunities to learn new skills, to upskill in a new context; and to promote individual professional skills. The study consists of these steps: 1) recognizing the existing problematic issues; 2) developing local economies; 3) designing community wisdom with a participatory approach; 4) taking part in enhancing the neighborhood; 5) establishing metrics and policies for use, and 6) giving the Ban Mae Soon Noi community control of the territory. As a result, 27 among the total of 78 people experiencing sudden unemployment have a new job, which helps reduce the unemployment to 51 people. Seven organizations are formed to sell products at Ban Mae Soon Noi Wisdom Resources Bank, and three new community resourceful people are recognized. These numerous initiatives allow residents to participate and observe direct financial gains. Community awareness is raised on individual values. In conclusion, the community's architecture, forestry resources, and watersheds, to name but a few, are changing in a tangible way which will lead to a holistic change in the community.

Keywords: Chiang Mai province, Ban Mae Soon Noi, Bank wisdom, Sudden unemployment, Low-income groups



Thai Silk Weaving Professional Curriculum: Expansion from Chiang Mai Women Correctional Institution to the Inmates in Lamphun Provincial Prison

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Abstract

Female inmates of the Silk Weaving Vocational Group in Lamphun Provincial Prison encountered the problem of Thai silk weaving that did not meet the Lamphun Yok Dok silk standard. Therefore, the objectives of this research are to apply the results of the silk weaving professional curriculum developed in Chiang Mai Women Correctional Institution into extensive practice by female inmates in Lamphun Provincial Prison; and to study the results of the implementation of the Lamphun Yok Dok Silk Weaving Professional Curriculum in Lamphun Provincial Prison. The participatory action research method was employed; the female inmates of the Silk Weaving Vocational Group in Lamphun Provincial Prison, the professional local weavers with knowledge of silk weaving, scholars, the commander and officers from Lamphun Provincial Prison, and staff of the Queen Sirikit Sericulture Center, Chiang Mai. The following processes were implemented: 1) Improving the Lamphun Yok Dok Silk Weaving Professional Curriculum, 2) Planning the curriculum, 3) Organizing professional training activities, 4) Evaluating the use of the curriculum, and 5) Editing/updating the curriculum. It was found that in the Lamphun Yok Dok Silk Weaving Professional Curriculum, the contents, order of teaching, teaching methods, and group size of learners were appropriate for the development of the Lamphun Yok Dok silk weaving abilities of inmates, and the inmates proposed to improve the curriculum in terms of the duration of learning and teaching and teaching documents. In conclusion, 11 inmates were able to weave the Lamphun Yok Dok silk, 22 silk products were certified as the Royal Peacock Standard, the inmates' ability to teach new inmates the silk weaving procedures which consists of 8 steps and an inmate pursued her career in Yok Dok silk weaving after the release from the Lamphun Provincial Prison.

Keywords: Lamphun province, Thai silk weaving, Professional curriculum, Female inmates, Chiang Mai women correctional institution



Grandma's Recipes: Adding Value to Chili Paste Products, Den Pa Sak Community Housewives Group, Chiang Rai Province

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Abstract

Den Pa Sak Community Housewives Group, Mae Chan district, Chiang Rai Province, produces chili paste for sale, but the packaging required a more pleasing label to attract customers. The research objectives are to develop the package and add value to Chili Paste products from community enterprises that are cultural heritage. The research process involves in-depth interviews and focus-group meetings with four product design experts. Participants consist of one researcher, two community leaders, and ten members of the homemaker group. The processes include 1) product development, 2) distribution channel, and 3) logo and packaging implementations. The outcomes are the product branded "GRANDMA'S RECIPES", its logo showing the community's and the group's identity, and the product labels. The new packaging is different in packing style, size, and shape. The product developed as a souvenir is in sturdy, not easily breakable packaging that allows a longer shelf life. In conclusion, the product is more recognizable, and as more customers buy the chili paste products of Den Pa Sak Community Housewives group, the average monthly sales increases from 34,800 Baht to 37,750 Baht.

Keywords Chiang Rai province, Den Pa Sak community, Chili paste product, Packaging, Logo



Design and Development of Bags from Woven Fabrics for Muang Chaem Group, Chiang Mai Province

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Abstract

Muang Chaem Group, Mae Chaem district, Chiang Mai province is a youth group with elderly people who specialize in Jok woven textiles, which has a unique and distinctive pattern from the pillow and indigo fabrics. Currently, the pillow products in this pattern failed to attract the attention of today's consumers. This research aims to design and develop community products using cultural capital and to create added value through a mechanism of networking among partners and other stakeholders in the area to enhance competitiveness. The process is as follows: 1) Potential analysis and target group determination; 2) Conceptualization in product design and development; 3) Design and development of bags from local woven fabrics; 4) Production of product prototypes; 5) Promotion of product processing skills, and 6) Product-market testing and distribution channels. By collaborating with networked partners, the Muang Chaem group has successfully formulated the design concept, developed prototypes, enhanced sewing skills, and organize color tones in the product. As a result, there are 6 types of bags for ladies and 2 styles of tumbler bags that attract target customers. While adding value to community products, the bag products can be sold at a 100 - 150 % higher price. Finally, the production of bags from the woven fabric of the Muang Chaem group also supports cultural tourism, creates employment, generates income in the community, and establishes local interdependent networks.

Keywords: Chiang Mai province, Muang Chaem group, Jok woven textiles, Jok woven pillow, Community product