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Bamboo Waste Management Model to Strengthen the Ban Pho Ngam Community, Prachinburi Province

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Abstract

Ban Pho Ngam Community in Prachantakham district, Prachinburi province grows bamboo and has acquired local wisdom in producing bamboo handicrafts. Throughout the manufacturing process, the community handicrafts generate much bamboo waste such as bamboo scraps, bamboo stumps, and poor-quality bamboo stick scraps. In the past, the community used a variety of techniques to dispose of bamboo waste, including crushing and mixing with soil for fertilizer, but most of the waste will be eradicated through the burning method. This had a pollution effect and would impact community health in the long run. This research aims to find a model for bamboo waste management to enhance the Ban Pho Ngam community through participatory engagement procedures. There are 1) visiting and investigating local concerns, concepts, and identities; 2) designing a management model for bamboo waste; 3) educating the classification of the types and sizes of waste bamboo powder; 4) mixing the bamboo waste with thermoplastic starch to generate a product; and 5) establishing industry-community links. The result showed that the community can minimize bamboo waste by classifying the shape and size of bamboo fragments and then transferring them to a private manufacturer to make products. While bamboo is processed into biodegradable food containers based on easy-to-form thermoplastic starch, the Ban Pho Ngam community's goal for the eco-product from bamboo waste is realized. The product accommodates both local use and sales. Apart from the container, bamboo waste fragments for sale are made available in two sizes -- 0.5 and 1.0 mm. The sales of this type of waste generate an income of 10 Baht/kg whereas the factory can reduce costs in ordering bamboo waste by about 3,000 baht/month. The community has income from the bamboo waste while also reducing the quantity of bamboo waste in the area. The product has a hardness of 25.3-28.7 Shore D, and an impact strength of 4.0-4.5 J/m. Therefore, Ban Pho Ngam is encouraged to establish a new value chain for bamboo waste in two aspects: 1) emerging communities for new jobs in bamboo waste sorting and sale to the commercial sector; 2) communities creating environmentally friendly food containers for local consumption and sale. In both cases, the process of transforming waste into new products has the effect of changing people's mindsets. It provides an extra source of income while also reducing the quantity of bamboo waste in the area. In conclusion, the waste management model may be applicable in other communities.

Keywords: Prachinburi province, Bamboo fiber, Waste management, Biodegradable food containers, Thermoplastics starch



Developing Cosmetic Products from *Gracilaria salicornia* (*C. Agardh*) Dawson for Marketing Competition, Koh Phaluai, Surat Thani Province

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Abstract

Koh Phaluai, Koh Samui District Surat Thani Province It is a small island away from the mainland 18 kilometers. There is a lot of *Gracilaria salicornia* (*C. Agardh*) Dawson waste on Koh Phaluai. Traveling to Koh Phaluai relies on small boat services with an uncertain sailing schedule and takes 2 hours. Koh Phaluai Community Ecotourism Community Enterprise provides tour services, homestays, massage for health, and seafood processing. However, most of the members of the enterprises have low incomes because the island is not much known among tourists. The purpose of this research is to develop cosmetic products containing *Gracilaria salicornia* (*C. Agardh*) Dawson extract for use in health massage of the local homestay businesses provided by the community enterprises and for sale to tourists in community shops through community participation activities as follows: 1) Analyze the potential of the group, 2) Select the cosmetic products for development, and 3) Transfer knowledge of cosmetic development from *Gracilaria salicornia* (*C. Agardh*) Dawson. As a result, the community enterprise group was able to develop facial cleansing gel, bath soap, aroma body massage oil, and body lotion containing *Gracilaria salicornia* (*C. Agardh*) Dawson extract using OEM production. The group has a 5% increase in income and has products to promote community tourism based on local identity. In addition, it increases the value of *Gracilaria salicornia* (*C. Agardh*) Dawson from 150 Baht per kilogram to 16,200 Baht per kilogram, an increase of 108 times. The process also reduces the waste problem by 0.3%. In conclusion, the group has an income-generating business that builds a strong community and is self-sustainable and self-reliant.

Keywords: Suratthani province, Koh Phaluai, Product development, *Gracilaria salicornia* (*C. Agardh*) Dawson, Community Identity



Development of Jin Sam Prik Packaging to Increase the Revenue of Tai Lue Community, Phayao Province

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Abstract

Jin Sum Prik (shredded pork with herbs) is a local food of the Tai Lue community in Chiang Kham district, Phayao province. Jin Sum Prik originated from ancestral wisdom in food preservation, which involved processing pork and mixing it with local herbs, and it is a cultural food heritage that is at risk of being lost. Mae Tum Jin Sum Prik products in the Tai Lue community face a product development challenge as suitable and meet the local market demands. This research uses the participatory action research concept as follows: 1) analysis of product potential and target customers; 2) packaging development and distribution path creation; and 3) market testing. The research results in a new product design based on the origin of Jin Sum Prik, with a sticker design depicting a woman in a bun wearing Tai Lue traditional dress while holding a spatula to better convey the Thai Lue food identity. Also, the package design is modified into a zip-lock bag that specifies the ingredients and nutritional values. The development of this prototype packaging has three sizes. The 25 grams is at a selling price of 20 Baht per pack, the 30 grams is 35 baht per pack with a promotion of three packs for 100 Baht, and 50 grams for 50 Baht. Additionally, marketing channels for the customer to access the products at consignment shops result in customers' familiarity and better recognition of these new packaging. In conclusion, the project has led to an average increase in sales from 2,000 baht per month to 4,431.81 Baht per month.

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



Media Development for Brand Awareness and Added Value to Lak Roi Sesame Rice Crackers, Nakhon Ratchasima Province

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Abstract

Lak Roi sesame rice crackers, Nonthai sub-district, Nonthai district, Nakhonratchasima province, was merely recognized among the local customers. The research study intends to develop media that communicate with broader communities and promote Lak Roi sesame rice crackers brand awareness through participatory action research conducted by communication academicians and community entrepreneurs. The processes include 1) Studying the context of Lak Roi sesame rice cracker entrepreneurs, 2) Collaboratively constructing Lak Roi sesame rice crackers identity, 3) Communal consideration of media design for Lak Roi sesame rice crackers, 4) Creating the media for Lak Roi sesame rice crackers, 5) Enhancing online marketing skills for Lak Roi sesame rice cracker entrepreneurs, and 6) Organizing exhibitions for Lak Roi sesame rice crackers with the entrepreneurs' collaboration. The processes intended to create the online and offline media that show the product identity, and to run workshops for online marketing to enhance the skills and expand the customer base. Consequently, the media to communicate Lak Roi sesame rice crackers emerging from the project are the logo, the packaging, the label, the paper label attached to the top of the product package, the poster promoting Lak Roi sesame rice crackers on the Facebook Page, the video clip advertising Lak Roi sesame rice crackers and the product photos. These could add value to the product as well as raise brand awareness. In conclusion, the project leads to an increase of 50% in Lak Roi sesame rice crackers sales, and a monthly profit of 30,000 Baht, generating more income and developing the community economy.

Keywords: Nakhon Ratchasima province, Communication, Sesame crackers, Logo, Added – value creation



Creative Cultural Tourism for Health by Communities, Koh Kha District, Lampang Province

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Abstract

Ko Kha district, Lampang province has many interesting tourist attractions but has not yet been able to develop into a concrete cultural and creative tourist attraction for health because to date no systematic survey and assessment of its tourism potential has been implemented. The community lacks a tourist route that combines tourist attractions with creative activities and requires cost information to determine pricing schemes. The current research evaluates the potential of creative cultural attractions for health and establishes guidelines for the development of creative cultural tourism for community-based health. Key informants consist of community leaders, community philosophers, and tourism stakeholders in Ko Kha District. The processes include the following steps: 1) data collection of community-based creative cultural tourism destinations by the community, 2) assessment of the potential of community-based creative cultural tourism destinations by the community, 3) organization of creative cultural tourism destinations for health by the community, and 4) participatory program cost analysis in which the community funds are pooled for organizing creative activities for health. The use of community resources as part of co-inventing creative activities results in a creative cultural tourism route for health that promotes a healthy body, healthy mind, and community awareness of the tourism activity's costs thus they can determine appropriate prices. The tourist route test revealed tourists' satisfaction with the program at a high level. They were most impressed by the following activities: in-depth knowledge of arts and culture provision through legend storytelling, horse carriage riding and horse feeding, and healthy mineral water spicy salad preparation. The issue of concern is the season to offer the program. In conclusion, the proposed itinerary best suits winter, but may need adjustment during the rainy season or summer to operate the program all year round

Keywords Lampang province, Cultural tourism, Creative tourism, Health tourism, Community-based tourism



Development of Cold-pressed Sangyod Rice Bran Oil Lipstick Products of Kohtao Subdistrict Herbal Community Enterprise, Phatthalung Province

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Abstract

Sangyod rice is a native rice variety and a geographical specialty product of Phatthalung province. Its red-coated grain is highly nutritional, and hence Sangyod rice is in high demand. To date, community enterprises in Phatthalung province have processed Sangyod rice in various products. For instance, the Wisdom Media for Sustainable Agricultural Development Community Enterprise processes Sangyod rice bran, a by-product from rice milling, into cold-pressed Sangyod rice bran oil, and the Kohtao Subdistrict Herbal Community Enterprise produces herbal cosmetics. This research study intends to extend the value of Sangyod rice bran by developing a lipstick product containing cold-pressed Sangyod rice bran oil. The research process includes five steps. Step 1 concerns preparation and community participation. Step 2 involves the process development of cold-pressed Sangyod rice bran oil. Step 3 focuses on the development of lipstick products from cold-pressed Sangyod rice bran oil. Step 4 deals with branding and packaging of cold-pressed Sangyod rice bran oil lipstick products, and step 5 requires an approval for a registration number of cold-pressed Sangyod rice bran oil lipstick products for commercial distribution. As a result, the Wisdom Media for Sustainable Agricultural Development Community Enterprise has now produced cold-pressed Sangyod rice bran oil at 6.90% of Sangyod rice bran. The oil is of high quality and applicable to lipstick products. The innovation generates an annual income of 40,000-50,000 Baht. Meanwhile, Kohtao Subdistrict Herbal Community Enterprise has produced a quality lipstick product containing cold-pressed Sangyod rice bran oil. The product is properly labeled and packaged, with the specified registered number 93-1-6300052492, branded ORY. The consumers of the product are females between the ages of 15 and 60 years old. A survey shows 84% acceptance and 79% showing purchase interest. In conclusion, the lipstick products make a profit of 150,000 - 200,000 Baht per year, which adds value to Sangyod rice bran for community enterprise entrepreneurs.

Keywords: Phatthalung province, Sangyod rice, Rice bran oil, Cold-pressed, Lipstick