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## Development of Learning Instruments for Improving Movement and Balance among Students with Visual Impairment at Thammikkawittaya School in Phetchaburi Province

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### Abstract

In order to enhance the quality of life and maximize the potential of students with visual impairment, improvements are necessary. However, current exercise methods are unsafe as they lack specialized instruments designed for this group. Therefore, this research focuses on developing learning instruments to improve movement and balance among visually impaired students at Thammikkawittaya School in Phetchaburi Province of Thailand. The research process involved: 1) collecting data on the sample group and relevant individuals for further analysis, 2) analyzing the exercise patterns, movement, and balance of the sample group, 3) developing a set of integrated learning instruments to improve movement and balance skills for visually impaired students, and 4) summarizing the results. The set of learning instruments includes a full-body harness, an assistive device for stability and movement, and handles with hooks connected to a rope that is attached to a football goal post. The cost of this instrument set amounts to 13,390 baht, and the overall performance is rated as good. Students who used these learning instruments for improving movement and balance demonstrated a satisfactory level of physical fitness and were able to exercise correctly according to their physiological conditions, resulting in improved physical health. Furthermore, this research contributes to the knowledge of teachers at Thammikkawittaya School in Phetchaburi Province regarding appropriate exercise activities for students with visual impairment.

**Keywords:** Phetchaburi province, movement and balance, students with visual impairment, learning instruments, Thammikkawittaya School



## Improving Standards of Free-Range Pradu-Hang Dum Chiang Mai Native Chicken Farms through Good Agricultural Practices, Uttaradit Province

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### Abstract

The Ban Nua Yai Pradu-Hang Dum native chicken group consists of farmers who produce Pradu-Hang Dum native chicken. Located in Nam Ang Subdistrict, Tron District, Uttaradit Province of Thailand, they faced challenges related to the substandard quality of their Pradu-Hang Dum native poultry farming. The existing poultry houses on their farms were insufficient in size for the number of chickens, and there was no designated free-range area. These factors affected the growth and survival rates of the chickens. Additionally, many farmers lacked knowledge in disease prevention, animal care, disease control, and waste management, which are crucial aspects of good agricultural practices (GAP) for farm management. This research aimed to upgrade the Pradu-Hang Dum native chicken farms to meet the criteria of Good Agricultural Practices for free-range indigenous chicken farms. The objective was to produce hygienic Pradu Hang Dum Chiang Mai indigenous chickens and high-quality chicken meat suitable for consumption. Sita Farm served as a model farm, showcasing the desired farm standards within the community. The operations involved: 1) improving farms to meet the requirements of Good Agricultural Practices for free-range indigenous chicken farms; 2) ensuring clean and sufficient animal feed and water for consumption; 3) implementing farm management practices, including personnel, cleaning, maintenance, and environmental management; 4) applying for farm standard certification to elevate the standards of free-range native chicken farms in alignment with Good Agricultural Practices; and 5) transferring knowledge about native chicken farm standards consistent with Good Agricultural Practices. As a result, 18 farmers received information on farm standards and observed Sita Farm as a model, demonstrating an 81.20% increase in knowledge, comprehension, and understanding of the benefits of improved farm management. Furthermore, 4 farmers planned to enhance their farms within one year, while 3 farmers aimed to upgrade their farms within 3 years by appropriately expanding the free-range area and modifying the housing structure to raise the farm's standards and increase production efficiency. Certification plays a crucial role in consumer acceptance of the product, providing access to more domestic and international distribution channels and ultimately increasing the income of poultry producers.

**Keywords:** Uttaradit province, Pradu Hang Dam Chiang Mai chicken, Good Agricultural Practices, Free range indigenous chicken, Chicken farm standard



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## Abstract

The Nam Prik Mae Nang Bang Sai Community Enterprise Group in Chang Yai Subdistrict, Bang Sai District, Phra Nakhon Si Ayutthaya Province of Thailand, has been established as a successful collective engaged in the production and sale of chili paste products. However, the group requires guidance to further develop and enhance the quality standards of their products. This research aimed to improve and elevate the chili paste products to meet quality standards while introducing new chili paste formulas for the community. The research process consisted of three key steps: 1) Product development, 2) Knowledge transfer through participatory workshops involving the community, and 3) Product quality development based on established standards. As a result of these operations, new products and brands were introduced, namely the Ban Chang brand mushroom chili paste and the Ban Chang brand curry paste. In a consumer test conducted with 100 participants, it was found that 94% of the consumers accepted the mushroom chili paste and 88% accepted the curry paste product, rating both products as having moderate to high liking. Notably, the original brand of grilled fish chili paste, pimp ta daeng chili paste, pimp chili paste, and chili paste with fermented horseshoe fish underwent changes in style and color. The researchers collaborated closely with members of the community enterprise group to transfer knowledge throughout the process, from utilizing raw materials available within the community to transforming them into unique chili paste products. Additionally, knowledge was shared to improve the food production facilities, enabling the group to obtain food production licenses that did not require factory classification. The group also received a serial number from the Food and Drug Administration (FDA) and was certified for the Thai Community Product Standards (TCPS). These efforts resulted in an average monthly sales increase from 18,000 baht (520 USD) to 30,000 baht (867 USD), reflecting a 40% increase. This not only added value to the product but also expanded the market and reached new consumer groups. Furthermore, it created employment opportunities and generated income for the community. Overall, this research showcases the successful development and improvement of chili paste products, adherence to quality standards, and the positive socioeconomic impact on the community.

**Keywords:** Phra Nakhon Si Ayutthaya province, Product development, Chili paste products, Food serial numbers, Thai Community Product Standards



## Boosting Competitiveness of OTOP Baan Hattasilp Cloth Products in Pathum Thani Province through Digital Transformation

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### Abstract

One Tambon One Product (OTOP) Baan Hattasilp, located in Khlong Luang District, Pathum Thani Province of Thailand, is a manufacturer specializing in art paintings on fabrics for women's apparel and clothing. The products showcase unique patterns representing Pathum Thani province. To enhance its competitiveness, the OTOP Baan Hattasilp entrepreneur aimed to establish a digital business that incorporates innovation, contemporary technology, and develops distribution channels and online marketing strategies. This research involved four main steps: 1) problem study, planning, and business model creation; 2) establishment of digital business channels and online marketing promotions; 3) training the entrepreneur in utilizing social media technology as a sales and marketing tool; and 4) testing the digital business operations and online marketing strategies. The results demonstrated that, with an increase in total costs of 30 USD per month, the average monthly sales increased to 747 USD, and the net average profit increased by 717 USD per month. Furthermore, OTOP Baan Hattasilp participated in the One Tambon One Thai Product selection project in 2022, and their women's clothing products received a 4-star certification for community product standards. This study showcases how the implementation of digital business practices and online marketing strategies positively impacted OTOP Baan Hattasilp. The findings contribute to the improvement of digital business skills among entrepreneurs by providing insights into business planning, digital advertising, and sales promotion campaigns.

**Keywords:** Pathum Thani province, Cloth and apparel, OTOP product, Digital media, Community product standards



## Empowering Eco-Cultural Entrepreneurship for Sustainable Livelihoods of Ditch Garden Community Along the Bang Pakong River in Chachoengsao Province

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### Abstract

The community along the Bang Pakong River, located in Ban Khlong Bang Kluai and Ban Khlong Lat, Khlong Chuk Krache sub-district, Muang district, Chachoengsao province of Thailand, relies on middlemen for agricultural product sales. However, the COVID-19 pandemic disrupted production and caused financial hardships for the farmers. In response, the community sought to harness the resources of ditch garden by developing eco-cultural entrepreneurship. This study employed the 8-step indicator concept of eco-cultural entrepreneurs and the principles of the local economy. The community's approach involved: 1) promoting eco-cultural values; 2) raising awareness about the potential of ditch garden community and identifying the needs of eco-cultural entrepreneurs through cultural mapping; 3) developing the skills of eco-cultural entrepreneurs to create innovative eco-cultural products; 4) fostering entrepreneurship to ensure the sustainability of both the products and the community; 5) synthesizing knowledge through reflective learning and internal changes among eco-cultural entrepreneurs; and 6) sharing community stories and lessons learned to benefit the wider community. The outcomes include the emergence of 13 eco-cultural entrepreneurs who possess a deep understanding of local resources, as well as the development of eight ecological products, such as processed bananas, cultural learning classrooms, community learning paths, and a local knowledge set. These initiatives have provided alternative livelihood opportunities for eco-cultural entrepreneurs and community members. For instance, members of the Ban Khlong Bang Kluai banana processing group now earn an average monthly income of 111 USD per person. Additionally, the ditch garden community has generated income by leveraging eco-services and ensuring equitable distribution of tangible benefits. This case study highlights the potential of eco-cultural entrepreneurship as a sustainable approach for community development and economic resilience.

**Keywords** Chachoengsao province, Suan Thong Rong, Cultural ecology, Cultural mapping, Community learning



## Development of Community Based Tourism (CBT) by Utilizing Local Resources of Krachaeng Subdistrict, Phra Nakhon Si Ayutthaya Province

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### Abstract

Krachaeng subdistrict, Bang Sai district, Phra Nakhon Si Ayutthaya province of Thailand, is a farming community abundant in community resources, including historical sites, agricultural learning resources, and community wisdom. It was also previously designated as a development area under the One Tambon One Product (OTOP) Nawatwithi project. This research aims to develop community-based tourism (CBT) in Krachaeng subdistrict, Bang Sai district, Phra Nakhon Si Ayutthaya province, through participatory action research. The research process involved three main steps: 1) Creating understanding and awareness, 2) Exploring the community's potential in terms of wisdom, economy, and physical environment, and 3) Developing tourism potential by establishing community products that meet standards, training community interpreters, developing community learning bases, designing tourism programs, and enhancing public relations through various media platforms. The research findings indicate the successful implementation of a one-day trip program and the establishment of six community learning bases, including Historical Community, Uncle Swing's Fish Pond, Local Cooking, Grandma Thongdee Garden House, House of Boat Museum, and Happy Vegetable Plots. Moreover, the community product, wicker hats, has been developed to meet product standards, and 20 interpreters have been trained. Tourism-related media, such as Facebook and YouTube channels, have been created to promote and sell community products. As a result, the community has generated income of 144 USD from product sales, 388 USD from tourism activities, and has accumulated funds totaling 53 USD. Additionally, a tourism management group has been established, leveraging community resources to create and enhance their value.

**Keywords:** Phra Nakhon Si Ayutthaya province, Community based Tourism, Tourism program, Community potential, Community resources