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Process of Raising Sustainable Livelihood for Pan Pan Goat Raising Group, Manora Waterfall, Khlong Chalerm Subdistrict, Phatthalung Province

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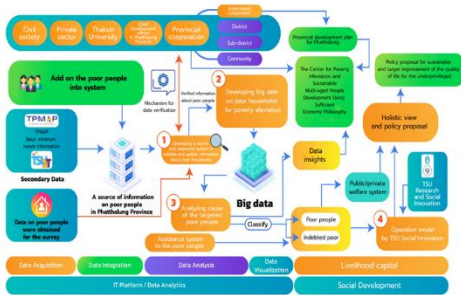
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Abstract

In response to economic challenges compounded by the COVID-19 pandemic, Khlong Chalerm subdistrict in Kong Ra district, Phatthalung province of Thailand, experiences an 8.18% poverty rate. This study addresses sustainable poverty alleviation by introducing a goat-farming sharing model tailored to the area's needs. The approach involves several steps: 1) garnering support from community leaders and government bodies; 2) forming structured groups with defined roles for management, farmers, and members; 3) establishing group regulations for administration, membership, accounting, budgeting, investment, and welfare; 4) enhancing vocational skills, group management, goat rearing, and online selling; 5) constructing goat houses adhering to agricultural standards; 6) managing grass plots and silage for goat care; and 7) fostering a network for goat farmers. The Pan Pan Pan Goat Raising Group Manora Waterfall emerged from this initiative, registering as a community enterprise. The group procured goats through fundraising, adopted operational rules, and shared earnings among its executive committee (40%), goat herdsman (40%), and members (20%). Additionally, new job opportunities like goat dealing, forage cultivation, animal transportation, and goat processing emerged, elevating sustainable livelihoods for impoverished households.

Keywords: Phatthalung province, Goat farming, Group management, Poverty alleviation, Sustainable livelihood



Poverty Alleviation: A Case Study of Operating Model in Phatthalung Province

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Abstract

Phatthalung province has a low Human Achievement Index (HAI) in terms of household income and the highest ratio of poor people in Thailand. A collaborative process is developed In this research to drive area-based development and alleviate poverty in Phatthalung province. The main steps included in this process are: 1) Establishing cooperation between provincial and local agencies, 2) Developing a comprehensive surveying system for poor households in eleven districts of Phatthalung province, 3) Analyzing levels of sustainable livelihood capital and coordinating with social services to help those in need, and 4) Developing an operating model for locals to develop occupational and life skills. This operation helped integrate multilateral networks for poverty alleviation at the provincial level, particularly through the mechanism of the Center for Poverty Alleviation and Sustainable Multi-aged People Development Using Sufficient Economy Philosophy, a body that includes organizations from the government, the private sector, civil society, the public sector, and universities in the area. The survey in Phatthalung province revealed 14,212 households and 59,495 individuals living in poverty. We calculated scores reflecting the livelihood of these individuals based on five capital assets, revealing the following score for each capital: human capital was at 1.85 (difficult to live), physical capital was at 2.77 (livable), economic capital was at 2.20 (difficult to live), natural capital was at 2.72 (livable), and social capital was at 1.53 (very difficult to live). Following the results of this survey, revealing 9,597 households in need of assistance with either home repairs, the elderly, bedridden patients, or disabled persons, we coordinated with agencies responsible for the corresponding services. Finally, this data was used to develop a pilot model, the “Krajood model”, in Thalei Noi sub-district, Kuan Kanoon district, Phatthalung province. This model integrates the local wisdom of Krajood and community identity with modern science and innovation, therefore incorporating impoverished individuals into the value chain. The collaborative approach aimed to enhance skills, create opportunities, and uplift income prospects. This effort has not only developed a local partnership and working model for poverty alleviation but has also refined data tracking systems. These outcomes are envisioned as guiding principles for future area-based community development to effectively combat poverty in Phatthalung province.

Keywords: Phatthalung province, Poverty problems, Sustainable livelihood, Poverty alleviation model, Area-based community development



Solving Poverty through the Bamboo-Based Economic Recovery for Sustainable Livelihood Poverty Alleviation Model in Tha Li District, Loei Province

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Abstract

The poverty-stricken households in Tha Li District, Loei Province of Thailand, comprising 112 families, heavily rely on bamboo-related endeavors, earning an average annual income around 1017 USD. These households face several challenges, including unregulated bamboo production, substandard bamboo processing methods, absence of standardized packaging, fragmented sales channels, and outdated bamboo wicker products. To address these challenges, the study introduced a model called "Revitalizing the Economy and Enhancing Livelihoods with Bamboo." This model encompasses three sub-models: the Bamboo Shoot Model, Charcoal Model, and Bamboo Wicker Product Model, aimed at catalyzing sustainable livelihoods. The initiatives involve: 1. Implementing improved bamboo cultivation techniques across individual and centrally managed plantations to ensure year-round production. 2. Diversifying bamboo and bamboo shoot products by introducing canned, pickled, and dried bamboo shoots, thereby augmenting their value. 3. Incorporating technological advancements to refine production processes. 4. Ensuring stable market support for the products. 5. Establishing community cooperative enterprises to enhance collective bargaining. 6. Modernizing bamboo wicker products and boosting their market value. 7. Developing high-value bamboo-based products to elevate income levels. The outcomes have been transformative, resulting in significant profit increases across various product lines: Steamed bamboo shoots saw a 222% profit increase; pickled bamboo shoots achieved a 69% profit increase; dried bamboo shoots recorded a remarkable 657% profit surge; bamboo wicker products surged by 375% in profits; transition to activated carbon from cashew charcoal production yielded a 29% profit hike, while transitioning from traditional bamboo forest maintenance to advanced plantation management and irrigation systems led to a substantial 36% profit rise. This model has offered a sustainable pathway toward socio-economic upliftment for the impoverished households.

Keywords: Loei Province, Poverty, Bamboo wicker product, Bamboo, Bamboo shoot processing



Increasing Value of Sai Aua Pla Nil Products of Phayao Wellness Enterprise Group in Dokhamtai Subdistrict, Phayao Province

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Abstract

This article describes the collaboration with the Phayao Wellness Community Enterprise Group in enhancing the quality and marketability of their Sai Aua Pla Nil products, a Northern Thai sausage made with Tilapia fish. Focusing on taste, appearance, color, and size, the enterprise seeks to better align its offerings with consumer preferences. The project aims to improve the products' quality and introduce innovative marketing strategies to attract more consumers and expand distribution channels within Phayao province. Through comprehensive market surveys emphasizing taste, nutritional value, and safety, consumer preferences were identified, highlighting the importance of a lack of fishy smell and a tender texture in the fish meat. The research involved studying the community context, process management innovations, and marketing strategy development. As a result, the production costs per unit decreased by 6.18%. To boost consumer awareness and engagement, the enterprise improved its product logo, focused on online channels through a dedicated Facebook page, and established on-site sales in the Kwan Phayao Lake area. Collaborations with government and private sector networks, including the Phayao Provincial Commerce Office, Phayao Chamber of Commerce, and local restaurants, have expanded marketing efforts, leading to a 200% increase in income for the Phayao Wellness Community Enterprise Group.

Keywords: Phayao province, Product logo, Community products, Northern Thai sausage with Tilapia, Distribution channels



Value Added Creation and Raising the Konjac Products Standard Quality of Ban Moang Wa, Khane Chue District, Tak Province

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Abstract

In Ban Maung Wa, Khanechue sub-district, Mae Ramat district, Tak Province, a community of farmers is dedicated to cultivating konjac, selling fresh tubers to processing factories. Their goal is to produce high-quality konjac powder without using chemical substances, thereby enhancing its value and quality. This initiative involves the production and processing sectors, knowledge development, improving agricultural product value, and fostering community sustainability. The research primarily focused on empowering the community through learning, innovative adaptation, problem-solving, and implementing the following steps: 1) Conducting community meetings and discussions with stakeholders, 2) Enhancing knowledge to boost agricultural product value and elevate community innovation (improving konjac processing, developing a powder production facility, and refining packaging and branding), 3) Developing packaging and branding to instill consumer confidence, and 4) Establishing a network of community researchers and innovators to expand knowledge. The result was the successful transformation of fresh konjac tubers into high-quality noodles and pumpkin konjac noodles under the Teemu brand. This enhancement substantially increased the selling price of fresh konjac tubers by 2 to 50 times, leading to a significant income boost for the Ban Maung Wa community. Additionally, the community improved a solar drying house for konjac processing and established a standard clean food production factory for konjac powder, enabling its use as raw material for food processing. This collaborative effort involved integrating the Ban Maung Wa community with the school network. Four konjac production and processing experts acted as trainers at the Production and Processing Learning Center for Konjac and Agricultural Products in Khanechue district. Their role was pivotal in disseminating knowledge and innovative technology, contributing significantly to community development.

Keywords Tak Province, Value Added Creation, Konjac powder, Fresh konjac noodle, Community innovator



Developing Budu Fish Chili Paste under the Concept of Circular Economy of Darul Ibadah Community Enterprise, Bangkok

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Abstract

The Darul Ibadah Community Enterprise in Bangkok endeavored to market Budu fish chili paste, aligning it with grassroots, circular, and sufficiency economy principles. Unfortunately, this product faced multiple developmental hurdles. Challenges included issues with raw material storage, unappealing packaging, a short 1-month shelf life, absence of product labeling, inadequate machinery and facilities leading to non-compliance with FDA standards, marketing limitations, and PR struggles to generate wider awareness and promote the product. This research addressed the following key areas: 1) Collecting data on Budu fish Chili Paste quality and standards, 2) Enhancing Budu fish Chili Paste value through circular economy principles, 3) Developing and promoting business models for improved commercial competitiveness using comprehensive business and marketing plans, and 4) Enhancing grassroots economy and quality of life by upgrading production processes, acquiring machinery, expanding facilities, broadening distribution channels, and forging business networks with local and external government and private agencies. As a result, the Darul Ibadah Community Enterprise successfully crafted a unique Budu fish chili paste, reflecting local identity while demonstrating stability and growth potential. The enterprise experienced a 61% increase in monthly profits, raising monthly orders from 60 to 120 jars. Notably, fish farmers saw an average monthly income rise of 1,000 baht (ca. 29 USD), while medicinal plant and vegetable growers enjoyed an additional 300 baht per month (ca. 8.68 USD per month). Efficient waste management techniques, such as repurposing leftover raw materials into fish curry and biological fertilizer, achieved zero waste. These initiatives contributed to increased community income distribution, heightened environmental consciousness, and ultimately, strengthened community cohesion.

Keywords: Bangkok, Budu fish chili paste, Circular economy, Social innovation, Community enterprise