



Area Based Development Research Journal



Official Translation of วารสารวิจัยเพื่อการพัฒนาเชิงพื้นที่

Thailand Science Research and Innovation
Program Management Unit on Area Based Development

Vol. 16 No. 1 January – March 2024

E-ISSN 2985-1807

Developing Guidelines for Solving Poverty Problems of Kalasin
Province

Article No. 256701

*Songrod Phimphisat, Jirapan Huaisan, Jatsada Singthongchai, Phimlikid
Kaewhanam, Sakkasem Panalad, Likit Sirisantimethakom, Piyanan
Chomnawang and Naruechit Saenpakdee*

“Pun Sook Rice Bun” Community Welfare for Impoverished
Households in Baan Nong Thap Ma of Senangkhanikhom Subdistrict,
Amnat Charoen Province

Article No. 256702

*Pinwadee Srisupan, Kanokwan Manorom, Phonwichain Phukongchai, Thawat
Maneepong, Wanit Butree, Areerat Khampimoon, Narong Sarasin and
Phongthep Boonkla*

Innovation in Participatory Communication for Creating Perception
and Utilizing Identity in Phraya Phichai Dap Hak's Khiew-Phalee
Chickens in Uttaradit Province

Article No. 256703

Radee Thanarak and Siriwadee Phromnoi

Development of Semi-Dehydrated Persimmon Products
for Mae Hae Royal Project Development Center, Chiang Mai Province

Article No. 256704

Rittichai Assawarachan

Enhancing Wild Honey Harvesting and Creating Added Value to
Sustainable Community Living of Santharukphuengpar Community
Enterprise, Nan Province

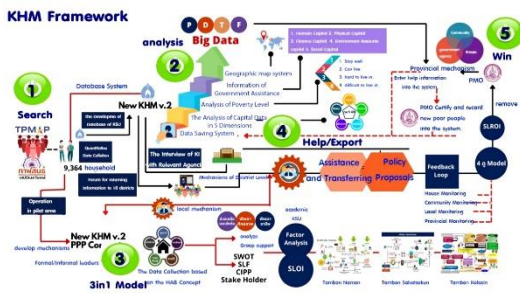
Article No. 256705

*Pattama Janruang, Pramoth Timkhum, Wilaiporn Chanchai and Surachai
Imtub*

Product Value Addition for Ban Hua Kuan Tie Dye Art Community
Enterprise Group, Sathon Subdistrict, Songkhla Province

Article No. 256706

*Thanawat Laykaphun, Arena Esamah, Pornsawan Junsuk, Monthanan
Wattanakul and Thipayasuda Junker*



Developing Guidelines for Solving Poverty Problems of Kalasin Province

Songgrod Phimphisana^{1,*}, Jirapan Huaisan², Jatsada Singthongchai², Phimlikid Kaewhanam³, Sakkasem Panalad³, Likit Sirisantimethakom⁴, Piyanan Chomnawang⁴ and Naruechit Saenpakdee³

¹Department of Informatics and Computer Science, Faculty of Science and Health Technology, Kalasin University, Na Mon District, Kalasin Province, 46230 Thailand

²Department of Food Technology, Faculty of Agricultural Technology, Kalasin University, Muang District, Kalasin Province, 46000 Thailand

³Department of Public Administration, Faculty of Liberal Arts, Kalasin University, Na Mon District, Kalasin Province, 46230 Thailand

⁴Department of Biotechnology, Faculty of Agricultural Technology, Kalasin University, Muang District, Kalasin Province, 46000 Thailand

*Corresponding author's E-mail: songgrod@hotmail.com

Received: 28 May 2023 Received in revised form: 8 January 2024 Accepted: 15 January 2024

Abstract

The poverty situation in Kalasin province, as reflected in the Gross Provincial Product per capita (GPP) in 2017, highlighted a per capita income of 61,084 Baht (approximately 1,690 USD) annually, ranking it as the 4th highest province in terms of underprivileged population. To address this issue, specific samples were selected from two databases: the Human Development Information Management System and the Kalasin People Leave No One Behind database, revealing 10,154 underprivileged households. Qualitative research methods were employed to collect data on the 5 dimensions of living capital: human, physical, financial, natural resource and disaster, and social capital. The study found that human and financial capital significantly impacted household poverty. To alleviate these challenges, several activities were proposed and implemented, including raising poverty awareness, verifying data on underprivileged households, and analyzing and defining underprivileged groups in Kalasin Province. Process innovation at the local level was also initiated to support targeted decision-making by government agencies. Additionally, action models were developed to address poverty in specific communities, such as the Merit Fund in Klangmuen Sub-District, GAP vegetable production in Namon Sub-District, and straw mushroom cultivation in Sahaskhan Sub-District. Referrals for assistance were also made, with housing, occupation, health, state welfare, fairness, and debt being addressed for various households.

Keywords: Kalasin province, Poverty alleviation, Area base management, Collaborative integration, Operating model



“Pun Sook Rice Bun” Community Welfare for Impoverished Households in Baan Nong Thap Ma of Senangkhanikhom Subdistrict, Amnat Charoen Province

Pinwadee Srisupan^{1*}, Kanokwan Manorom¹, Phonwichain Phukongchai¹, Thawat Maneephong¹, Wanit Butree², Areerat Khampimoon¹, Narong Sarasin¹ and Phongthep Boonkla¹

¹Faculty of Liberal Arts, Ubon Ratchathani University, Warin Chamrap District, Ubon Ratchathani Province, 34190 Thailand

²Senangkhanikhom Sub-district Community Organization Council, Senangkhanikhom District, Amnat Charoen Province, 37290 Thailand

*Corresponding author's E-mail: pinwadee.s@ubu.ac.th

Received: 23 October 2023 Received in revised form: 15 February 2024 Accepted: 22 February 2024

Abstract

In 2021, Ban Nong Thap Ma, Village No. 11, Senangkhanikhom Subdistrict, Senangkhanikhom District, Amnat Charoen Province, Thailand, comprised 39 impoverished households, primarily consisting of vulnerable individuals such as the elderly and children. Challenges arose due to insufficient rice farming land for sustenance. To address this, the community established a rice bank, allowing residents to borrow and return rice. However, this operation faced difficulties during droughts and the COVID-19 pandemic, leading to its suspension. This study aims to combat household and community poverty by engaging stakeholders from various sectors. The focus is on transforming the rice bank into a community enterprise partner to tackle the Pan Suk Rice Bun issue. The process involves facilitating discussions to address poverty-related challenges, formulating guidelines for the Pan Suk Rice Bun, encouraging partner involvement and knowledge exchange, fostering career opportunities, and investing in community enterprises. Additionally, measures are implemented to ensure year-round rice availability, promote self-assessment for sustainable development, and achieve stability in the Khao Pan Suk Merit Fund operations. Between 2021 and 2023, the initiative benefited 30 impoverished and vulnerable households, providing annual rice allocations worth a minimum of 7,200 Baht (around 200 USD) through community enterprise partnerships. The Pan Suk Rice Fund continues to enhance community welfare by distributing dividends of at least 1,000 Baht (around 28 USD) annually to bolster capital in community enterprise partnerships and ensure equitable rice sharing. Furthermore, the results have led to the establishment of the Senangkhanikhom Subdistrict Rice Pansuk Fund, extending rice welfare assistance to poor households at the subdistrict level.

Keywords: Amnat Charoen province, Pun Sook Rice Bun, Poverty operational model, Rice bank, Community welfare



Innovation in Participatory Communication for Creating Perception and Utilizing Identity in Phraya Phichai Dap Hak's Khiew-Phalee Chickens in Uttaradit Province

Radee Thanarak^{1,*} and Siriwadee Phromnoi²

¹Communication Arts Program, Faculty of Management Science, Uttaradit Rajabhat University, Muang District, Uttaradit Province 53000 Thailand

²Biology Program, Faculty of Science and Technology, Uttaradit Rajabhat University, Muang District, Uttaradit Province 53000 Thailand

*Corresponding author's Email: radeetfms@uru.ac.th

Received: 6 December 2023 Received in revised form: 13 February 2024 Accepted: 20 February 2024

Abstract

Phraya Phichai Dap Hak's Khiew-Phalee chickens stand as an iconic symbol of Uttaradit Province, Thailand, representing the majestic lineage of Phraya Phichai Dap Hak. These conservation chickens not only showcase beauty but also have the potential to generate economic value for chicken farmers and related agencies. However, a lack of accurate information on the breed's characteristics has hindered opportunities for breeding development, promotion of conservation, income generation, and the creation of a symbol for Phraya Phichai Dap Hak's Khiew-Phalee chickens. This research addresses this gap by focusing on innovative communication strategies to shape perceptions and promote the identity of Phraya Phichai Dap Hak's Khiew-Phalee chickens. Collaborating with a network of partners, including chicken farmers, local government organizations, experts in Thai native chicken, relevant government agencies, artists, local wisdom, students, and citizens, using transmedia storytelling. This involves: 1) determining the identity of Phraya Phichai Dap Hak's Khiew-Phalee chickens in two dimensions of communication, considering both physical and semiotic dimensions; 2) developing innovative participatory graphic color-coded media; 3) Using various activities to promote the identity of Phraya Phichai Dap Hak's Khiew-Phalee chickens, including a painting contest, creating prints, and designing them using a computer graphics program; and 4) disseminating information to the public through a series of activities and media presentations, raising perception among chicken farmers regarding the identity of Phraya Phichai Dap Hak's Khiew-Phalee chickens. The use of graphic color-coded media has enabled farmers to plan for the development and improvement of the breed, bringing it closer to the standard characteristics by 73.24 %. The Provincial Livestock Office included innovative graphic color-coded media in the judging criteria for the annual Phraya Phichai Dap Hak's Khiew-Phalee chickens contest from 2020 to 2023. Additionally, the Learning Center of Korum Subdistrict Administrative Organization utilized color-coded media for developing community tourism activities. Therefore, participatory communication innovation is an essential tool in promoting Phraya Phichai Dap Hak's Khiew-Phalee chickens, increasing community perception of their value, and creating opportunities for a sustainable economy.

Keywords: Uttaradit province, Khiew-Phalee chickens, Phraya Phichai Dap Hak's, Graphic color-coded media, Transmedia storytelling



Development of Semi-Dehydrated Persimmon Products for Mae Hae Royal Project Development Center, Chiang Mai Province

Rittichai Assawarachan*

Faculty of Engineering and Agro-Industry, Maejo University, Sansai District, Chiang Mai Province, 50290 Thailand

Corresponding author's E-mail: rittichai.assawarachan@gmail.com

Received: 4 January 2024 Received in revised form: 8 February 2024 Accepted: 12 February 2024

Abstract

Highland farmers in the region surrounding the Luang Maehae Project Development Center in the Mae Chaem District of Chiang Mai Province have been facing the problem of dropping persimmon price and low grade persimmon fruit. Fresh persimmon price was only 2.81-3.00 Baht (less than 0.01 USD) per kilogram, as a result, farmers left persimmon fruits rotted on tree. To address this issue, the Royal Project Foundation has supported the development of semi-dried persimmon processing, aiming to enhance the value of persimmons through the following key processes: 1) Development of hygienic hot air dryers, 2) Technology transfer of the semi-dry persimmon processing method, 3) Improvement of drying plants to meet the safety standards for non-factory food production sites, and 4) Establishment of a community enterprise group for processing hygienic fruit and vegetable in Ban Mae Hae Nuea. The results showed that the hot air dryer is now capable of processing 200 kilograms of dried persimmons at a time. The drying plant has obtained a safety standard for food production facility license (No. 50-2-06066), and the food production license (FDA No. 50-0-06066-6-0001). The hygienic Fruit and Vegetable Processing Community Enterprise Group in Ban Mae Hae Nuea, comprising 41 initial members, has facilitated the transfer of semi-dry persimmon processing technology to local farmers. The production of semi-dried persimmon products is now available for sale in 16 Royal Project stores across the nation. In 2023, the Community Enterprise Group generated revenue of 1.4 million Baht (around 38,764 USD) through the sale of semi-dried persimmon products. Members of the group derive income from selling these products, with employment opportunity created for local farmers at a rate of 300 Baht (8.31 USD) per day for 24 women and the elderly. Furthermore, the average annual benefit-sharing among the members of Community Enterprise Group was 35,000 Baht (around 969 USD) per share. This project also provides the positive environmental implication, contributing to the reduction of illegal persimmon tree cutting and forest clearing in the jurisdiction of the Forest Department in Ban Mae Hae Nuea sub-district. The result aligns with the sustainable development goals (SDGs) and promotes the grassroots economy following the policy of the Royal Project Foundation.

Keywords: Chiang-mai province, Semi-dried persimmons, Dryer, Royal Project Foundation, Highland farmers



Enhancing Wild Honey Harvesting and Creating Added Value to Sustainable Community Living of Santharukphuengpar Community Enterprise, Nan Province

Pattama Janruang^{1,*}, Pramoth Timkhum¹, Wilaiporn Chanchai² and Surachai Imtub³

¹Plant Science, Faculty of Science and Agricultural Technology, Rajamangala University of Technology Lanna, Phu Phiang District, Nan, 55000, Thailand

²Animal Science, Faculty of Science and Agricultural Technology, Rajamangala University of Technology Lanna, Phu Phiang District, Nan, 55000, Thailand

³Field of study: Engineering and Technology, Faculty of Engineering, Rajamangala University of Technology Lanna Nan, Phu Phiang District, Nan, 55000, Thailand

*Corresponding author: pattama_ja@rmutl.ac.th

Received: 8 January 2024 Received in revised form: 18 February 2024 Accepted: 25 February 2024

Abstract

Santharukphuengpar Community Enterprise in San Tha Subdistrict, Na Noi District, Nan Province, Thailand, supplements their income by collecting wild honey. However, the collected honey often precipitates and develops a sour taste, leading to gas bubbles that cause plastic bottles to explode, preventing them from selling the honey. This research aims to improve wild honey harvesting and add value for enterprise members, generating income and sustaining the community ecosystem. The approach involves applying knowledge in harvesting wild honey and using a honey extractor machine, with the participation of enterprise members, beekeepers, the Subdistrict Administrative Organization, and other partners, totaling 27 people. The process includes: 1) exchanging knowledge to identify community problems; 2) conducting laboratory analysis to assess honey quality; and 3) developing honey harvesting procedures to meet standards and add value through processing. As a result, the enterprise members improved the quality of wild honey harvesting by using a honey extractor machine and added value by processing secondary grade honey into banana honey cider. Processing three kilograms of honey yields 40 bottles of honey banana cider, earning over 8,000 baht (224 USD). The product labels and containers have been modernized and are available in various sizes, including as mementos. The enterprise distributes shares based on member balances and annual revenues. Members are also actively involved in ecosystem preservation, reducing forest encroachment, and participating in a reforestation project called "Forests Can Survive, Bees Can Survive, and People Can Collect Honey," ensuring sustainability for the community ecosystem.

Keywords Nan province, Wild honey, Creating added value, Community ecosystem, Product development



Product Value Addition for Ban Hua Kuan Tie Dye Art Community Enterprise Group, Sathon Subdistrict, Songkhla Province

Thanawat Laykhaphun^{1,*}, Areena Esamah², Pornsawan Junsuk¹, Monthanant Wattanakul² and Thipayasuda Junker³

¹Faculty of Architecture, Rajamangala University of Technology Srivijaya, Muang District, Songkhla 90000, Thailand

²Faculty of Industrial Education and Technology, Rajamangala University of Technology Srivijaya, Muang District, Songkhla 90000, Thailand

³Faculty of Business Administration, Rajamangala University of Technology Srivijaya, Muang District, Songkhla 90000, Thailand

*Corresponding author: thanawat.l@rmutsv.ac.th

Received: 12 September 2023 Received in revised form: 29 December 2023 Accepted: 12 January 2024

Abstract

Ban Hua Kuan Tie-Dye Art Community Enterprise Group, located in Saton Subdistrict, Nathawi District, Songkhla Province, specializes in selling bags, scarves, and handkerchiefs made from tie-dye fabric. Their unique process involves dyeing fabric with natural dyes extracted from laterite soil, mangosteen peels, mango leaves, and pega leaves. Despite their innovative dyeing techniques, the community lacks the knowledge to create new patterns and product formats. This research aims to design and develop new products using tie-dyed fabric to increase their value. The process involved 1) analyzing potential and identifying target customers, focusing on those who prefer natural products, 2) creating added value by designing two types of souvenir products, i.e., a set of four beach-themed doll brooches and a set of two home decoration lamps, and 3) producing product prototypes. As a result, the Ban Hua Kuan Tie-Dye Art Community Enterprise Group has successfully introduced new products that showcase the natural ingredients used in their dyeing process. The beach-themed doll brooches are priced at 89-99 Baht (less than 3 USD) each, while the home decoration lamps are priced at 399-499 Baht (11.04-13.81 USD) per piece, adding a 60 percent value to the original tie-dye fabric. This initiative has not only equipped the enterprise group with the skills and knowledge to design and develop new products, but also increased their income by 4,950 Baht (around 137 USD) from testing the sale of product prototypes.

Keywords: Songkhla province, Community enterprise group, Tie-dye fabric, Value addition, Souvenirs