

## Annual Report on SDG17 Partnership for the Goals

### 17.3 Publication of SDG reports

#### 17.3.1 Progress against SDG1

##### At local level

Collaboration between Thaksin University and The Thailand Science Research and Innovation Fund (TSRI) and the Area-Based Development Fund Management Unit (BFMU), in collaboration with the Provincial and District Committees for Poverty Alleviation and Sustainable Human Development based on the Philosophy of Sufficiency Economy, representatives from the Phatthalung Provincial Administrative Organization, the Community Development Office, government agencies, the private sector, civil society, and partner networks



Thaksin University organized a seminar titled “Reflecting Back to Move Forward: The Role of Thaksin University in Social Research and Innovation for Comprehensive and Precision Poverty Alleviation in Phatthalung Province” at Dusit Princess Phatthalung Hotel. The seminar aimed to encourage reflection and forward-looking action in driving area-based development and addressing poverty through appropriate and practical interventions, focusing on increasing opportunities for access to career development, education and learning, technology, and innovation.



The event also showcased the advancement of the poverty-alleviation innovation model (Operating Model) under the project “Phatthalung Model: Social Research and Innovation for Comprehensive and Precision Poverty Alleviation,” supported by the Thailand Science Research and Innovation Fund (TSRI) and the Area-Based Development Fund Management Unit (BFMU).



The initiative is carried out in collaboration with the Provincial and District Committees for Poverty Alleviation and Sustainable Human Development based on the Philosophy of Sufficiency Economy, representatives from the Phatthalung Provincial Administrative Organization, the Community Development Office, government agencies, the private sector, civil society, and partner networks.



The event also featured the signing of a Memorandum of Understanding (MoU) between Thaksin University and Dusit Princess Phatthalung Hotel to promote and support research and marketing initiatives. The collaboration aims to creatively drive narratives about the local area, foster positive transformation, and advance shared goals toward sustainability.

Public evidence: <https://www.tsu.ac.th/home/details.php?id=3639>

## Collaboration between Thaksin University and Chai Buri Subdistrict (Happy Egg Happy Farm, Social Enterprise)

### “Chaiburi Model – Happy Farm and Good-Mood Laying Hens” Knowledge and Technology Transfer by Thaksin University Researchers

Researchers from Thaksin University, in collaboration with the **Chai Buri Subdistrict Development Team**, are expanding the knowledge and appropriate technology of “**Chaiburi Model – Happy Farm and Good-Mood Laying Hens**” or “**Happy Egg Happy Farm, Social Enterprise,**” to local communities in Phatthalung Province. The initiative is part of the third-year project under the Research and Innovation Program for Precision Poverty Alleviation, supported by the National Research Council Promotion Fund and PMU-B.



A training session was organized at the Chai Buri Subdistrict Administrative Organization, with 75 participants joining the knowledge transfer on 23 February 2024, the session covered key topics such as breed selection, housing systems, equipment preparation, data and cost recording, egg quality grading, and community-based marketing.



Happy-laying hens are raised in low-stress environments, allowing natural behaviors and reducing reliance on antibiotics. Cage-free systems help improve poultry welfare, resulting in healthier hens and higher-quality eggs.

“Chaiburi Model – Happy Farm and Good-Mood Laying Hens” is a **cooperative agricultural business model** that integrates academic research, science, appropriate technology, and local wisdom. The model enhances livelihoods, builds skills, and strengthens social capital through multi-sector collaboration among universities, government agencies, local organizations, civil society, and private partners. Ultimately, the project creates employment for vulnerable groups, provides safe food sources, and supports sustainable community development.

Public evidence: [https://sdg.tsu.ac.th/detail.php?id\\_list=237&aNum=20240321154640](https://sdg.tsu.ac.th/detail.php?id_list=237&aNum=20240321154640)



## At international level

Collaboration between Thaksin University and the Embassy of Thailand in Japan

### Thaksin University and TSU Poverty-Alleviation Products at Thai Festival Tokyo 2024

Thaksin University showcased a wide range of community-based innovation products at the **Thai Festival Tokyo 2024**, held at Yoyogi Park in Shibuya, Tokyo, Japan on 11–12 May 2024. The exhibition featured natural-dyed fabric from the **Srinaka Model**, handcrafted Krajood products from **Lenoi Craft**, **Nora-inspired items**, and **Muay Thai**-themed merchandise from Phatthalung. Each product reflected the creativity, identity, and cultural heritage of local communities in southern Thailand.



These products originated from research and innovation designed to strengthen livelihoods, **create new income sources**, and **expand economic opportunities** for local producers. By transforming local wisdom, indigenous resources, and **cultural capital into value-added products**, the initiative empowers communities to rely on their own strengths and move toward sustainable economic security. The work is part of a long-term research program supported by the National Research Council Promotion Fund and the Program Management Unit for Area-Based Development.



The booth attracted significant interest from Japanese visitors of all ages who came to explore, shop, and learn about the stories behind each product. This international recognition marks an important step forward, showing that **community innovators** are not only able to improve their quality of life at home, but also capable of reaching global markets. It represents continued progress toward inclusive development where **local people benefit directly from knowledge, creativity, and fair economic opportunity**.

Public evidence:

<https://www.tsu.ac.th/home/details.php?aNum=20240514053214&id=3620&gid=2>