

Annual Report on SDG1 No Poverty

1.4 Community anti-poverty programs

1.4.2 Financial assistance provided by the university to the local community for the establishment of financially and socially sustainable businesses

Thaksin University provides targeted financial assistance to support the establishment and long-term growth of financially and socially sustainable community enterprises. This work is carried out under **the Phatthalung Model: Social Safety Network and Inclusive Economy Development**, implemented through a **multi-stakeholder Memorandum of Understanding (2023–2027)** between Thaksin University and eight provincial agencies



Public Evidence: <https://tsu.ac.th/home/mou/>

The university allocates funding to strengthen community entrepreneurship, product innovation, production capacity, and market access.

In particular, Thaksin University plays a central role in implementing the **Comprehensive and Targeted Poverty Alleviation Project in Phatthalung Province**, supported by the **Program Management Unit on Area-Based Development (PMU-A)** and the **Thailand Science, Research and Innovation Fund (TSRI)**. Through this large-scale initiative, the university promotes the development of **social enterprises**, integrating **academic research**, **appropriate technology**, and **local ecological knowledge** to establish **area-based business models** that generate sustainable income and enhance household resilience. This approach shifts communities away from economic vulnerability toward self-reliance and inclusive economic participation.

Case 1: Srinaka Community Enterprise

A core example of financial support under this framework is the development of the **Srinaka Community Enterprise** in Ban Na Subdistrict, Srinakarin District. In addition to training and technical mentoring, Thaksin University provided **direct financial support and institutional resources** that enabled the transition from household craft production to a stable enterprise. Financial assistance included:

- **Seed funding** and production capacity support, such as equipment, materials, and shared workspaces for natural dyeing and textile printing.
- **Funding for product development and branding**, supporting diversification into multiple product lines.
- **Financial and logistical support for market expansion**, enabling entry into new domestic and international markets.

A notable example of **market-focused financial assistance** occurred in May 2024, when Thaksin University funded and coordinated the participation of Srinaka products in the **Thai Festival Tokyo 2024** at Yoyogi Park, Tokyo, Japan. The university covered transportation, exhibition fees, promotional logistics, and international outreach under the project “**Development and International Marketing Promotion of Research-Based Local Creative**

Products.” This expanded the enterprise’s brand visibility and created access to cross-border commercial opportunities.



Public Evidence (Market Expansion and Financial Support):

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

Through direct funding, resource allocation, and market expansion support, Thaksin University enables the development of **financially viable**, **socially inclusive**, and **environmentally responsible** community enterprises.

Case Example 2: “Happy Egg Happy Farm” Social Enterprise, Chai Buri Subdistrict

The Happy Egg Happy Farm model represents a co-investment and social enterprise financing mechanism that combines university support with community welfare systems. The project is implemented collaboratively between:

Stakeholder	Contribution / Role
Thaksin University	70% financial investment, research-based farming innovations, smart farming systems, technical training
Community Welfare Fund – Chai Buri Subdistrict	20% community co-investment, labor mobilization, welfare governance, profit reinvestment

Provincial Social Development and Human Security Office	Co-financing and livelihood support program
Local Community Members	Provide land and household-level labor for farm operations

Public evidence: <https://www.tsu.ac.th/home/details.php?id=3329>

For key financial and technical support provided, Thaksin University structured support around five components:

- 1) **Financial Capital Support:** Infrastructure development, equipment, and operating funds
- 2) **Research-Based Farming Innovation:** Locally adapted feed, care systems, and production standards
- 3) **Smart Farming Technologies:** Environment-controlled housing, monitoring systems
- 4) **Biosecurity & Good Farming Management (GFM):** Disease prevention and animal welfare standards
- 5) **Business Development & Social Enterprise Management:** Branding, accounting, product distribution networks

Public Evidence: <https://tsu.ac.th/home/details.php?id=3956>

Social Impact and Community Welfare Distribution

- 1) “Happy Egg Happy Farm” produces safe, affordable eggs, strengthening local food security
- 2) The profit is allocated entirely into the Community Welfare Fund
- 3) Funds are used to support
- 4) Scholarships for local students
- 5) Household emergency assistance
- 6) Community care networks for the elderly and vulnerable groups

This approach transforms agricultural production from individual income to collective well-being, demonstrating a community-owned inclusive economic model.



Through direct financial investments, co-investment partnerships, equipment and infrastructure funding, and international and domestic market expansion support, Thaksin University ensures that local community enterprises are not only financially viable but also socially equitable and environmentally responsible. These cases demonstrate verifiable evidence of sustained financial assistance that contributes to **poverty reduction and inclusive local economic development** in alignment with SDG 1.4.2.

Public Evidence:

<https://www.tsu.ac.th/home/details.php?aNum=20240223170537&id=3329&gid=2>