Annual Report
on SDG1 No Poverty

1.4 Community anti-poverty programs

1.4.1 - Does your university as a body provide assistance in the local community supporting the start-up of financially and socially sustainable businesses through relevant education or resources? (e.g. mentorship programs, training workshops, access to university facilities)?

Thaksin University facilitates community-based enterprise development and supports the establishment of financially and socially sustainable businesses, defined as enterprises that are economically viable in the long term, generate positive social impact, and create meaningful livelihood opportunities within the community. This work is implemented under the **Phatthalung Model: Social Safety Network and Inclusive Economy Development, formalized through a multi-stakeholder Memorandum of Understanding (MOU)** signed on 9 May 2023 between Thaksin University and eight provincial partner organizations to coordinate area-based poverty alleviation and inclusive local economic development from **2023–2027.**

Public Evidence: https://tsu.ac.th/home/mou/)



Figure: Memorandum of Understanding between Thaksin University and provincial partner organizations from **2023–2027.**

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

Institutional Framework and Operational Mechanisms for Sustainable Entrepreneurship Development

Thaksin University supports local entrepreneurship through an institutional arrangement that connects formal policy, investment governance, research commercialization, market-access infrastructure and community-based development programs. These complementary mechanisms provide a foundation for translating university knowledge and innovation into business opportunities, while the University's poverty-alleviation projects deliver practical assistance to community-owned enterprises.

Institutional policy and governance

The Thaksin University Regulation on the Establishment of University Joint-Investment Legal Entities, B.E. 2565 (2022), establishes a formal framework for applying university-generated research, technology, innovation and intellectual property to commercial and public-benefit activities. The regulation permits joint-investment arrangements with eligible individuals and organizations, explicitly including start-up entrepreneurs, and provides for the mobilisation of intellectual property, university investment funds and other funding sources. It also establishes a management committee responsible for investment policy, business-plan consideration, oversight and performance monitoring. This regulation demonstrates institutional authority and governance capacity; it does not, by itself, establish that financial assistance was provided to the two community enterprises in 2025.

Public evidence:
https://cms.tsu.ac.th/cmsFiles/dblegal/menu/ddd79f0c5668c76bf70fb536875121c8.pdf

ระเบียบมหาวิทยาลัยทักษิณ
ว่าด้วยการจัดตั้งนิติบุคคลเพื่อร่วมลงทุนของมหาวิทยาลัย
พ.ศ. ๒๕๖๕

.....

เพื่อส่งเสริมและสนับสนุนให้เกิดการพัฒนาระบบนิเวศนวัตกรรมของประเทศและกลไกการลงทุนของมหาวิทยาลัยทักษิณในการผลักดันการถ่ายทอดองค์ความรู้ ผลงานวิจัย เทคโนโลยี นวัตกรรม และทรัพย์สินทางปัญญาของมหาวิทยาลัยไปใช้ให้เกิดประโยชน์ในเชิงพาณิชย์หรือประโยชน์ด้านอื่นๆ ที่เป็นผลดีต่อการพัฒนาเศรษฐกิจและสังคมของประเทศ ตามนโยบายของกระทรวงอุดมศึกษา วิทยาศาสตร์ วิจัยและนวัตกรรม จึงเป็นการสมควรให้มีระเบียบการจัดตั้งนิติบุคคลเพื่อร่วมลงทุนดำเนินกิจการที่เกี่ยวกับหรือต่อเนื่องกับกิจการของมหาวิทยาลัย

อาศัยอำนาจตามความในมาตรา ๒๒ (๒) และ ๒๒ (๑๐) แห่งพระราชบัญญัติมหาวิทยาลัยทักษิณ พ.ศ. ๒๕๕๑ สภามหาวิทยาลัยทักษิณ ในการประชุมครั้งที่ ๑๐/๒๕๖๕ เมื่อวันที่ ๕ พฤศจิกายน ๒๕๖๕ จึงมีมติวางระเบียบไว้ดังต่อไปนี้

ข้อ ๑ ระเบียบนี้ เรียกว่า "ระเบียบมหาวิทยาลัยทักษิณ ว่าด้วยการจัดตั้งนิติบุคคลเพื่อร่วมลงทุนของมหาวิทยาลัย พ.ศ. ๒๕๖๕"

ข้อ ๒ ระเบียบนี้ให้ใช้บังคับตั้งแต่วันถัดจากวันประกาศเป็นต้นไป

ข้อ ๓ ให้ยกเลิกบรรดาระเบียบ ประกาศ หรือแนวปฏิบัติอื่นใดซึ่งขัดหรือแย้งกับระเบียบนี้

ข้อ ๔ ในระเบียบนี้

"มหาวิทยาลัย" หมายความว่า มหาวิทยาลัยทักษิณ

"สภามหาวิทยาลัย" หมายความว่า สภามหาวิทยาลัยทักษิณ

"อธิการบดี" หมายความว่า อธิการบดีมหาวิทยาลัยทักษิณ

"นิติบุคคลเพื่อร่วมลงทุน" หมายความว่า Holding company หรือบริษัทที่มีการประกอบธุรกิจโดยมีรายได้จากการถือหุ้นในบริษัทอื่นเป็นหลัก และไม่มีการประกอบธุรกิจอย่างมีนัยสำคัญเป็นของตนเอง ซึ่งอาจเป็นการลงทุนในบริษัทในประเทศหรือบริษัทในต่างประเทศ

"บริษัทร่วมทุน" หมายความว่า บริษัทจำกัดหรือบริษัทมหาชนจำกัดที่จัดตั้งขึ้นจากการร่วมลงทุนระหว่างนิติบุคคลเพื่อร่วมลงทุนกับเอกชน หรือหน่วยงานของรัฐ

"คณะกรรมการ" หมายความว่า คณะกรรมการบริหารนิติบุคคลเพื่อร่วมลงทุนของมหาวิทยาลัยทักษิณ

Public vidence: Thaksin University Regulation on the Establishment of University Joint-Investment Legal Entities, B.E. 2565 (2022), https://cms.tsu.ac.th/cmsFiles/dblegal/menu/ddd79f0c5668c76bf70fb536875121c8.pdf

Operational mechanisms for innovation commercialization and market access

The University's institutional framework is complemented by **TSU Enterprise Co., Ltd. and Thong Lang Shop,** which provide a practical channel for product visibility and commercial engagement. On 11 September 2025, the University's Research and Innovation Institute officially opened Thong Lang Shop at the Songkhla Campus under the operation of TSU Enterprise Co., Ltd. The shop was established to display and sell research-derived innovations, student creative products and locally produced goods from community entrepreneurs. University reporting describes the shop as part of an innovation-business mechanism under the TSU Holding Company framework and as a platform for collaboration among the University, communities and public- and private-sector partners. This provides publicly documented evidence of an operational market-access mechanism during the 2025 reporting year.

Public evidence: Thaksin University, "Launch of Thong Lang Shop to Support Innovation-



Based Businesses and Research Commercialisation," 11 September 2025: https://www.tsu.ac.th/home/details.php?id=5470

Institutional partnerships and community-level implementation

Thaksin University translates its institutional commitment to poverty alleviation and inclusive economic development into direct support for local community enterprises through the Phatthalung Model. This area-based initiative is supported by multi-stakeholder partnerships, including a Memorandum of Understanding (MOU) established in 2023 for collaboration through 2027. These partnerships provide a framework for integrating university research, academic expertise, local resources and community participation to strengthen sustainable economic opportunities.

In 2025, the University implemented research-based enterprise development activities under the "Phatthalung Model: Strategic Research and Innovation for Poverty Alleviation and Social Mobility," particularly through the sub-project "Establishment of Social Safety Network to Enhance the Inclusive Economy Model Based on Highland-Lowland Ecological System in Phatthalung Province." Through this initiative, the University provided entrepreneurship training, technical consultation, production improvement guidance, product innovation support, knowledge transfer and institutional networking to strengthen the capabilities of local community enterprises.

The Phayakhan and Srinaka Models demonstrate how these institutional partnerships are translated into practical assistance tailored to local economic conditions and community resources. The Phayakhan Model focused on strengthening an existing community enterprise by addressing technical and commercial barriers to value-added agricultural processing. University assistance included guidance on shared production facilities, food safety preparation, technical training, product development and business readiness. These activities aimed to improve production capabilities, support market access and create opportunities for sustainable income generation.

The University provided its academic and project-supported enterprise development services to the Phayakhan community free of charge, using funding allocated through its poverty-alleviation research project. No fees were charged to participating community members or the enterprise. Financial and in-kind contributions from community organisations and other public-sector partners are reported separately to distinguish University assistance from partner contributions.

The Srinaka Model focused on developing community entrepreneurship through local knowledge, natural-dye batik production, product design, skills development and market networking. University-supported activities contributed to strengthening production capabilities, product diversification and enterprise development, while building on the community's cultural and ecological resources. The arrangements concerning any fees for Srinaka participants should be confirmed through supporting documentation.

Together, these two cases illustrate a structured pathway from institutional partnerships and research-based knowledge transfer to enterprise capacity building, improved business readiness and opportunities for sustainable local economic development. The documented activities provide direct evidence of the University's contribution to local enterprise development under SDG Indicator 1.4.1, while the case studies presented below detail the specific assistance delivered and the enterprise outcomes reported for 2025.

Case Study 1. Phayakhan Model: Financing production infrastructure, training and product testing

1. Local Context and Enterprise Development Needs

In Phayakhan Subdistrict, Mueang District, Phatthalung Province, participatory assessments identified a gap between locally available agricultural resources and the capacity to turn them into viable products. Mamuang Bao mangoes (*Mangifera indica* L.) offered value-added processing potential, but seasonal surpluses, limited preservation technology, inadequate shared facilities and insufficient food safety readiness constrained quality, shelf life and access to markets.

The Phayakhan Subdistrict Community Welfare Fund had 2,280 members, and an existing community enterprise had 107 shareholder members. These figures describe the established organisational base, not the number of direct beneficiaries. Accordingly, the University focused on strengthening an existing community-owned enterprise rather than creating a new business. Complementary environmental research on mango cultivation and carbon sequestration supported understanding of local agricultural resources. Its relevance to this indicator is contextual; the principal evidence of start-up assistance is the University's practical entrepreneurship and production support.

2. University Assistance: Education, Resources and Technical Support

2.1 Production infrastructure

The project expenditure statement identifies THB 100,000 for production facility support. Project activities supported the development of Sala Na Len, a shared food-processing and product-distribution facility, including preparation of production areas and improvements related to sanitation, handwashing, doors and insect screens. Field documentation dated 3 July 2025 records the facility-development process. Shared infrastructure can reduce the capital costs that individual producers would otherwise face when seeking to operate in more standardized conditions.

Public evidence: https://www.facebook.com/share/p/1AMmPyQv36/

Thaksin University provided technical planning and organizational coordination for improvements to Sala Na Len, a shared food-processing and product-distribution facility. Activities addressed production-space layout, handwashing and sanitation facilities, doors and insect screens to reduce contamination, and equipment arrangements needed for food safety assessment. These changes targeted a practical barrier to consistent and standardized processing. The community welfare fund mobilized THB 100,163 for infrastructure improvements.

Separately, the Phatthalung Provincial Social Development and Human Security Office contributed THB 40,900 for packaging development.







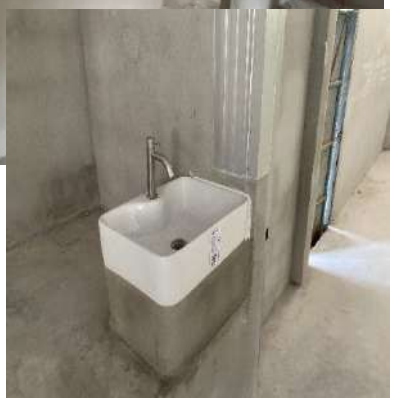






Figure: The production facility assessment provided recommendations for improving the community enterprise's production environment and hygiene conditions. These included levelling floor surfaces, applying suitable coatings to floors and walls to facilitate the detection of dirt and cleaning, establishing clearly designated functional zones within the production facility, and improving overall workplace sanitation. These recommendations identified practical improvements needed to strengthen production hygiene, support food safety preparation and enhance the enterprise's readiness for more standardized food-processing operations.

Public evidence:
https://www.facebook.com/share/p/1AMmPyQv36/
https://www.tsu.ac.th/home/details.php?id=6256l
https://www.tsu.ac.th/home/details.php?id=6255

2.2 Training and knowledge transfer

The University supported practical application of food science and technology, including preservation, hygiene, contamination prevention, quality control, Good Manufacturing Practices (GMP), and preparation for regulatory compliance. Three GMP workshops in 2025 recorded 57 participant attendances: 28 on 4 September, 20 on 15 October, and 9 on 12 November. Attendances should not be interpreted as 57 unique participants.

Training was linked to the shared production facility, enabling participants to apply food safety principles to their own processing activities rather than receiving stand-alone classroom instruction.



Figure: GMP Training and Food Safety Certification Readiness: Thaksin University, in collaboration with the Phayakhan Subdistrict Community Welfare Fund, organized a practical workshop on Good Manufacturing Practices (GMP) and preparation for Thai FDA certification under the Phatthalung Model. The training strengthened community entrepreneurs' knowledge of food safety standards, regulatory requirements and production practices, enhancing their readiness for standardised food production and market access.

Public evidence:
https://www.facebook.com/share/p/1L8cXPH7Ao/
https://www.tsu.ac.th/home/details.php?id=6255

2.3 Regulatory readiness

The research team from Thanksin University assisted with production layout, hygiene practices, quality control and documentation required for food-production registration. Public health authorities assessed the facility on 22 July and 23 December 2025, identifying improvements needed for compliance. On 9 January 2026, following the 2025 development activities, the community obtained registration for one food-production facility and four processed food products. This is a subsequent regulatory milestone, not a result achieved within the 2025 reporting year.

Public evidence: https://www.facebook.com/share/p/1AMmPyQv36/

2.4 Product development and market preparation

Technical assistance supported processed mango sheets, preserved mango, pasteurized mango juice and dried banana, alongside packaging and product identity development. These activities aimed to extend product shelf life, improve consistency, add value to local agricultural produce and prepare the enterprise for broader commercial opportunities.





Figure: Thong Lang Shop: Community Product Distribution Channel

Thong Lang Shop serves as a distribution and sales platform for community products, providing local entrepreneurs with opportunities to showcase their products, reach consumers and expand market access.

Public evidence: https://www.facebook.com/profile.php?id=61554432837239

3. Financial and Social Sustainability

Financial sustainability was addressed by improving production capabilities, product quality, diversification and formal market readiness. Reported enterprise revenue rose from THB 9,075 in 2024 to THB 39,007 in 2025, an increase of approximately 330%. This is evidence of revenue growth during the intervention period, not proof of profitability or a causal estimate of the University's impact.

Social sustainability was pursued through collective decision-making, shared facilities and knowledge transfer within the established welfare fund and community enterprise. The model sought to retain production skills and organizational capabilities locally while reducing barriers to community participation in economic activities.

The Phayakhan Model demonstrates institutional support for local entrepreneurship through free access to relevant education, technical expertise and project-supported development resources. Rather than relying on short-term occupational training alone, Thaksin University worked with community institutions to address production, quality and regulatory constraints affecting an existing enterprise. Documented training, facility assessments, subsequent registration and reported revenue growth indicate progress in enterprise capability and readiness. Long-term profitability and household-level poverty reduction require further evidence.

Case Study 2. Srinaka Model: Equipment, materials, enterprise operations and market development

Thaksin University provides institutional assistance to local communities to support the establishment, development, and long-term sustainability of community-owned enterprises through entrepreneurship education, technical training, research-based innovation, knowledge transfer, and access to institutional networks and learning resources. The Srinaka Model in Ban Na Subdistrict, Srinakarin District, Phatthalung Province, demonstrates this commitment. Initiated in 2023 as part of the University's research and innovation program for targeted and comprehensive poverty alleviation in Phatthalung, the initiative has provided continuing support to community entrepreneurship. Util 2025, this engagement continued under the Phatthalung Model: Strategic Research and Innovation for Poverty Alleviation and Social Mobility, including the sub-project Establishment of Social Safety Network to Enhance the Inclusive Economy Model Based on Highland-Lowland Ecological System in Phatthalung Province. Through this program, the University supported the establishment and development of the Srinaka Community Enterprise for Inclusive Local Economy, helping residents translate local resources, traditional knowledge, and cultural identity into commercially viable products and community-based economic opportunities. The University's approach emphasizes community ownership rather than university-operated business activities. Academic expertise and institutional resources are mobilized to strengthen the capacity of local residents to organize, operate, innovate, and sustain their own enterprises.

1. Local Context and Rationale for University Intervention

Ban Na Subdistrict is characterized by mountain ecosystems, forest resources, biodiversity, and locally embedded knowledge of natural materials and traditional crafts. Despite these assets, households in the area have experienced economic vulnerability associated with dependence on monoculture agriculture, fluctuating commodity prices, limited occupational diversification, and restricted access to entrepreneurial training and markets.

These structural constraints have limited opportunities for residents to generate additional income and develop resilient local businesses. Recognizing these challenges, Thaksin University adopted a participatory, asset-based approach to poverty alleviation. The Srinaka Model was designed to strengthen local economic opportunities by combining community knowledge with scientific expertise, practical entrepreneurship education, and institutional partnerships.

The intervention focused on developing a community-owned enterprise producing environmentally responsible, naturally dyed textile and craft products, while strengthening the organizational and technical capabilities needed for continued business operations.

2. University Assistance in Community Enterprise Establishment and Development

Thaksin University supported the establishment and development of the Srinaka Community Enterprise through a structured nine-stage participatory process involving 56 community members. The University's assistance addressed five interconnected dimensions of enterprise development.

2.1 Entrepreneurship Education and Organizational Capacity Building

University researchers facilitated community consultations, focus-group discussions, participatory workshops, and enterprise development activities to strengthen collective leadership, organizational management, and entrepreneurial capabilities. These activities enabled community members to identify local business opportunities, establish shared production objectives, participate in decision-making, and develop collective approaches to enterprise management. The participatory process was particularly important in enabling economically vulnerable residents to engage in business development through a community-owned organizational structure.

2.2 Technical Training and Research-Based Knowledge Transfer

Thaksin University provided academic and technical expertise to strengthen the enterprise's production capabilities. Training and practical learning activities covered the identification of locally available dye-producing plants, natural dye extraction, preparation of raw materials, textile printing, pattern development, and environmentally responsible production techniques.

The University also supported experimentation with locally available materials, including betel nut sheaths and wood-metal composite molds, to develop distinctive printing methods and product designs. This knowledge transfer helped community producers integrate traditional craftsmanship with scientific and technological approaches, strengthening their capacity to develop differentiated products based on local identity.



Figure: Srinaka Model: Community Product Innovation and Local Identity Development Public evidence: https://online.fliphtml5.com/ngflo/ygrf/#p=1

Under the Phatthalung Model, Thaksin University researchers supported the Srinaka Community Enterprise in developing natural-dyed batik textiles using printing blocks made from areca palm sheaths. This initiative integrated local wisdom, natural resources and creative design to strengthen product identity, enhance community entrepreneurship and support sustainable enterprise development.

2.3 Product Innovation and Business Development

University-supported product development activities assisted the enterprise in transforming locally available materials and traditional craftsmanship into marketable products. The enterprise developed nine product categories, including batik fabrics, scarves, hats, T-shirts, trousers, dresses, bags, and notebooks, together with other textile-based products. The development process integrated product design, cultural identity, material innovation, and environmentally responsible production practices. By diversifying its product portfolio, the enterprise expanded its potential customer base and reduced dependence on a limited range of products.

Public evidence: https://www.facebook.com/SrinakaModel

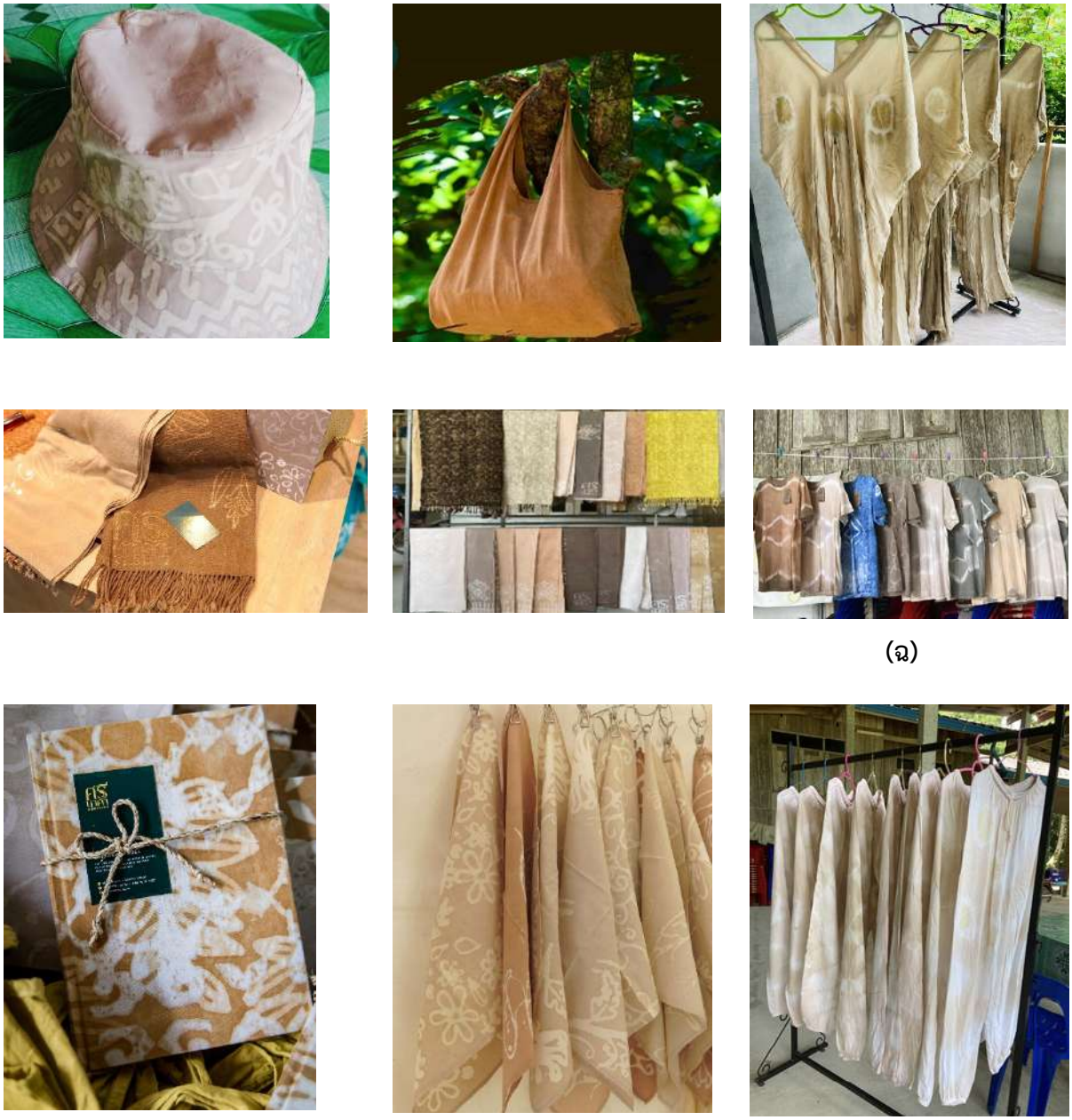
2.4 Market Access and Institutional Partnerships

Thaksin University facilitated institutional connections between the community enterprise and relevant public agencies, development organizations, and external networks. These connections supported opportunities for product promotion, business learning, market engagement, and collaboration with organizations such as the Department of Industrial Promotion. The University's role extended beyond technical instruction to helping community producers connect their products with broader economic opportunities.

Public evidence: https://www.tsu.ac.th/home/details.php?id=5428

2.5 Community Learning Infrastructure and Knowledge Sharing

The Srinaka Model Learning Centre serves as a community-based platform for practical learning, knowledge exchange, entrepreneurship development, and creative tourism. The centre enables experienced community members to transfer production skills to new participants while providing opportunities for students, visitors, and other communities to learn about natural dyeing, textile design, and community enterprise development. This learning infrastructure supports the continuity of entrepreneurial knowledge beyond individual training activities.



(ฉ)

Figure : Srinaka products: Natural-dyed batil fabric, Scarves, Handerchiefs, T-shirt, Pants, Dresses, Hat, Bag and Handmade notebook

Public evidence: https://www.facebook.com/SrinakaModel

3. Continued University Support and Enterprise Development in 2025

During the 2025 reporting year, Thaksin University continued supporting the Srinaka Community Enterprise, with activities focused on research-based product innovation, experiential entrepreneurship education, market engagement, and the continued use of community learning resources.

3.1 Research-Based Product Innovation

The enterprise developed the DIY Batik Kit with Peanut Power, combining innovative materials and batik-making techniques in an interactive product designed for educational workshops and creative tourism activities. This product illustrates the application of research-based innovation to community craftsmanship, creating opportunities to diversify the enterprise's products and learning services. Moreover, under the Phatthalung Model, Thaksin University researchers developed an eco-friendly DIY batik painting technique using peanut-based liquid as an alternative to traditional wax for creating textile patterns. This innovation promotes environmentally responsible production, supports creative product development and provides opportunities for knowledge transfer to community entrepreneurs.



Public evidence: https://sdg.tsu.ac.th/detail.php?id_list=1312&aNum=20250904103504

3.2 Experiential Learning and Community Entrepreneurship

The Srinaka Model Learning Centre supported experiential learning and knowledge exchange, including activities associated with the International Social Innovation Camp 2025. These activities connected university students and community members through hands-on learning, facilitating interaction between academic knowledge, local craftsmanship, and community entrepreneurship. The centre also provided a setting in which local producers could share their expertise and engage with wider learning networks.

3.3 Market Development and International Customer Engagement

The enterprise continued to engage customers through local retail channels, exhibitions, online communication, and community-based learning activities. Between January and November 2025, the enterprise recorded seven orders from Malaysian customers, with a combined value of THB 17,180. These transactions provide documented evidence of international customer engagement and demonstrate the enterprise's ability to reach markets beyond Thailand.

4. Measurable Enterprise Outcomes in 2025

The Srinaka Community Enterprise demonstrated measurable progress in its economic performance and community-based entrepreneurship activities in 2025, reflecting the continued development of local business capabilities supported by Thaksin University. The enterprise generated THB 215,313 in annual revenue, compared with THB 175,552 in 2024, representing an increase of THB 39,761, or 22.65%. This revenue growth indicates improved commercial performance and the enterprise's continued capacity to generate income through community-based production and market engagement.

Beyond revenue generation, the Srinaka Model demonstrated progress in expanding opportunities for knowledge exchange, creative tourism, and market participation. The Srinaka Model Learning Centre welcomed 937 visitors in 2025, compared with 918 in 2024, reflecting sustained interest in community-based learning and locally developed products. The enterprise also extended its market reach beyond Thailand, recording seven orders from Malaysian customers valued at THB 17,180 between January and November 2025. These outcomes highlight the enterprise's growing engagement with domestic and international markets and the potential of integrating local craftsmanship with experiential learning and product innovation.

Collectively, these results provide quantitative evidence of the enterprise's continued economic development during the University's ongoing engagement in entrepreneurship education, technical capacity building, product innovation, and institutional networking. The combination of revenue growth, community learning activities, and international customer engagement illustrates how university-supported enterprise development can strengthen local entrepreneurial capabilities, diversify economic opportunities, and contribute to the foundations of financially and socially sustainable community businesses.

While these indicators demonstrate positive enterprise performance, the reported revenue represents gross business income rather than net profit or household earnings. Accordingly, the findings indicate progress towards enterprise viability and local economic participation but do not independently establish a direct reduction in household poverty.

4.2 Community Learning and Visitor Engagement

The Srinaka Model Learning Centre recorded 937 visitors in 2025, compared with 918 in 2024, an increase of approximately 2.07%. This continued engagement indicates the centre's ongoing role as a community learning and visitor destination, supporting opportunities for knowledge exchange, product exposure, and creative tourism.

4.3 International Market Engagement

The seven documented Malaysian customer orders, valued at THB 17,180, provide evidence of cross-border commercial engagement during January–November 2025. Together, these results demonstrate the enterprise's continued development in revenue generation, market engagement, and community-based learning. The revenue figures represent gross enterprise revenue, not net profit or household income. Accordingly, these results should be interpreted as indicators of enterprise performance rather than direct measurements of household poverty reduction. Phatthalung Model: International Research and Innovation Showcase. For example, Thaksin University showcased the Phatthalung Model: Strategic Research and Innovation for Poverty Alleviation and Social Mobility at the World Technology Universities Congress 2025 (WTUC 2025), held on 20–22 October 2025 at Thaksin University, Songkhla Campus, Thailand. Under the theme “The Glocalization: Functional Role of Higher Education from Local to Global,” the University presented its area-based research and innovation initiatives addressing poverty alleviation, inclusive economic development and social mobility.

Public evidence:
https://www.tsu.ac.th/home/details.php?id=5549
https://www.facebook.com/share/p/1CPoNSEBA9/



Figure: Thaksin University hosts the World Technology Universities Congress 2025, promoting local ideas to the global stage, joining together to create a sustainable future for higher education.

Public evidence: https://www.tsu.ac.th/home/details.php?id=5549

5. Financial, Social and Environmental Sustainability

5.1 Financial Sustainability

The Srinaka Model supports the enterprise's potential for long-term financial viability through product diversification, market development, technical capacity building, and the integration of product sales with creative learning activities. Revenue growth of 22.65% in 2025 provides evidence of improved commercial performance. However, a comprehensive assessment of financial sustainability would require additional information on operating costs, profitability, cash flow, and business continuity.

5.2 Social Sustainability and Inclusive Participation

The enterprise development process involved 56 community members and promoted collective participation in business planning, production, and knowledge sharing.

Women and older community members contributed to activities such as material preparation, dyeing, finishing, and customer service, while younger participants engaged in

supporting activities and intergenerational learning. The community-owned enterprise structure and learning centre provide mechanisms for maintaining local participation, transferring skills, and preserving traditional knowledge. These activities contribute to socially inclusive entrepreneurship by creating opportunities for different community groups to participate in local economic development.

5.3 Environmental Sustainability

Environmental considerations are integrated into the enterprise's production model through the use of locally available plant-based dyes, material reuse, waste reduction, and environmentally responsible production methods. These practices aim to reduce reliance on synthetic materials, support resource efficiency, and connect local economic activities with the sustainable use of natural and cultural resources. Although the initiative incorporates environmentally responsible practices, quantitative evidence of reductions in pollution, waste, or production costs is not yet available in the reported data.

Public evidence:
https://www.tsu.ac.th/home/phatInnovation/
https://qr.tsu.ac.th/?q=9d07e