Annual Report
on SDG1 No Poverty

1.4 Community anti-poverty programs

1.4.2 - Does your university as a body provide financial assistance to the local community assisting the start-up of financially and socially sustainable businesses?

Institutional framework and financial assistance mechanisms

Thaksin University supports the development of financially and socially sustainable community businesses through university-administered project expenditure and in-kind access to productive resources. 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", project resources address constraints in shared production infrastructure, equipment, materials, technical services, quality assurance and commercial development.

The program draws on research support from the Thailand Science Research and Innovation Fund (TSRI) and the Program Management Unit on Area-Based Development (PMU-A), within a broader 2023–2027 cooperation framework with provincial partners. Financial assistance is delivered principally through project-financed goods, facilities and services, not unrestricted cash grants to individual community members. University-administered expenditure is distinguished from contributions made by community and government partners.

Institutional partnership evidence: https://tsu.ac.th/home/mou/

Case Study 1 | Phayakhan Model: Productive assets, technical services and routes to market

Enterprise context and investment rationale

In Phayakhan Subdistrict, Mueang District, Phatthalung Province, the University works with the Phayakhan Subdistrict Community Welfare Fund and an existing community-owned food-processing enterprise. The fund has 2,280 members and the enterprise has 107 shareholder members; these are institutional membership figures, not direct beneficiary counts. Local Mamuang Bao mangoes (*Mangifera indica* L.) provide an opportunity for value-added processing, but inadequate production space, preservation capacity, quality-assurance services and market access constrain business development. The intervention therefore strengthens an established enterprise and its potential for financially and socially sustainable operation; it should not be described as the formation of a new legal entity.

Documented financial assistance

In 2025, Thaksin University allocated THB 302,757 in project-administered support to strengthen the Phayakhan community enterprise. The allocation addressed four connected requirements for business development: production infrastructure (THB 103,900) (Online: **https://www.tsu.ac.th/home/details.php?id=6 2 5 6** , training on Thai Food and Drug Administration (FDA) standards (THB 58,625), product shelf-life testing (THB 111,868), and packaging design and market development (THB 28,364). Rather than providing individual cash grants, the University invested in shared facilities and specialist services that the enterprise could use to improve production quality, meet market requirements, and develop commercially viable products.

Funding / support	Documented amount	Enterprise-development purpose
Production infrastructure	THB 103,900	Shared food-processing facilities and production readiness
Thai FDA standards training	THB 58,625	Food safety standards and regulatory preparation
Product shelf-life testing	THB 111,868	Scientific testing to assess product stability and shelf life
Packaging design and market development	THB 28,364	Packaging design, product presentation, and market access
Total University-administered project support	THB 302,757	2025 Phayakhan enterprise-development allocation
Community welfare fund support	THB 100,163	Complementary local support for facility improvements
Provincial social development support	THB 40,900	Complementary support for packaging development

The University's project investment was complemented by local institutional participation. The Phayakhan Subdistrict Community Welfare Fund supported improvements to shared production facilities, while the Phatthalung Provincial Social Development and Human Security Office contributed to packaging development. This collaborative financing arrangement combined academic expertise, project resources, and local contributions to support a community-owned business.

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

From financial assistance to production readiness

An allocation of THB 103,900 supported the development of production infrastructure associated with Sala Na Len, a shared food-processing and product-distribution facility. Improvements to the production environment included functional layout, sanitation and handwashing arrangements, and measures to limit contamination. Access to shared facilities enabled community producers to develop their products without independently financing an entire processing facility.

The University allocated THB 58,625 to training on Thai FDA-related production standards and THB 111,868 to product shelf-life testing. These investments provided access to technical knowledge and laboratory services needed to strengthen food safety practices, evaluate product stability, and prepare processed agricultural products for wider distribution. A further THB 28,364 supported packaging design and market development, connecting improvements in production readiness with product presentation and commercial opportunities.

University-supported market access: Thong Lang Shop

On 11 September 2025, Thaksin University's Research and Innovation Institute opened Thong Lang Shop at its Songkhla Campus, operated by TSU Enterprise Co., Ltd. The shop provides a platform for displaying and selling university research-derived products and goods from community entrepreneurs. The updated Phayakhan project budget separately allocates THB 28,364 to packaging design and market development, complementing this institutional market-access channel. This budget line is not described as direct expenditure on Thong Lang Shop without a corresponding transaction record.

In 2025, products from the Phayakhan community enterprise were offered for sale through Thong Lang Shop. This placement connected the enterprise with an institutional retail outlet and provided an additional opportunity to introduce locally processed products to consumers. Together with the University's investment in packaging and market development, the retail channel supported the transition from product development to market participation.

Public evidence — Thong Lang Shop launch (11 September 2025):
https://www.tsu.ac.th/home/details.php?id=5470

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

Enterprise performance and interpretation

The Phayakhan enterprise reported gross revenue of THB 39,007 in 2025, compared with THB 9,075 in 2024, representing an increase of THB 29,932, or approximately 330%. These results indicate increased commercial activity alongside improvements in production capacity, product readiness, and market access. The figures represent gross revenue rather than net profit.

Case Study 2 | Srinaka Model: Financing materials, equipment and enterprise development

The Srinaka Community Enterprise in Ban Na Subdistrict, Srinakarin District, Phatthalung Province, develops naturally dyed batik and related creative products using local ecological and cultural resources. University support combines project-financed production inputs and operations with product innovation, design and market-development assistance. The enterprise is community-owned, rather than a business operated by the University.

Project financial records document THB 93,997 in support for Srinaka enterprise development across the 2023–2026 implementation period. The expenditure covered equipment (THB 18,570), operating activities (THB 57,429), and materials (THB 17,998), enabling community producers to develop and diversify naturally dyed textile and craft products.

Expenditure category	Amount (THB)	Enterprise development purpose
Equipment	18,570	Production assets and equipment
Operating expenditure	57,429	Services and enterprise-development activities
Materials	17,998	Inputs for textile and craft production
Total	93,997	Multi-year documented expenditure

University-supported researchers also assisted the development and promotion of distinctive textile products, including printing techniques using areca palm sheaths and locally sourced natural dyes. A digital publication communicates the enterprise's product identity and supports public visibility. The financial value of this publication and any sales through Thong Lang Shop have not been separately verified; therefore, neither is assigned an additional expenditure or revenue amount.

Public product publication: https://online.fliphtml5.com/ngflo/ygrf/#p=1
Public community enterprise page: https://www.facebook.com/SrinakaModel

Documented 2025 trading results

Srinaka recorded gross revenue of THB 215,313 in 2025, compared with THB 175,552 in 2024, an increase of THB 39,761 (22.65%). From January to November 2025, the enterprise also recorded seven orders from Malaysian customers valued at THB 17,180. These results illustrate ongoing commercial activity, market engagement, and opportunities for community-based income generation

Case Study 3 | Chaiburi Happy Egg Farm: Productive Infrastructure, Certified Farm Standards and Knowledge Transfer

Community enterprise model and institutional support

The Chaiburi Happy Egg Farm in Mueang District, Phatthalung Province, demonstrates Thaksin University's support for community-based agricultural enterprise development through productive infrastructure, technical expertise, farm management systems, and knowledge transfer. The initiative operates through collaboration between the University, the Chaiburi Subdistrict Community Welfare Fund, and community partners. Its development combines agricultural production with a community welfare-oriented enterprise model.

Productive Infrastructure and Farm Management

In 2025, the University's research documentation recorded continued support for the farm's productive infrastructure and management systems. The farm's operational facilities included poultry housing, perimeter fencing, designated feed-storage areas, feeding and watering systems, and spaces for routine farm management.

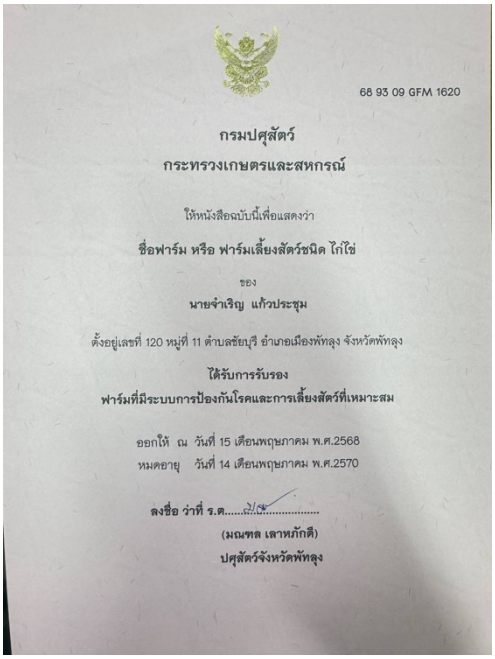
Sanitation and biosecurity arrangements included handwashing and disinfection facilities, isolation space for sick poultry, appropriate carcass disposal, and waste management systems.

The farm also maintained operational records covering production activities and visitor access, supporting routine management, traceability, and disease prevention. These facilities and management practices provided the physical and organisational conditions necessary for more systematic community-based poultry production.

Good Farming Management Certification

A significant achievement during the reporting year was the farm's certification under the **Good Farming Management (GFM)** system by Thailand's Department of Livestock Development, Ministry of Agriculture and Cooperatives. The certificate was issued on **15 May 2025**, under Certificate No. **68 93 09 GFM 1620**, and remains valid until 14 May 2027. This independently documented certification confirms that the farm met the relevant GFM requirements at the time of assessment.

The achievement provides concrete evidence of operational progress associated with farm infrastructure, sanitation, biosecurity, and management practices. It also strengthens the enterprise's ability to demonstrate recognised production standards to potential customers and institutional partners. Certification is treated as evidence of compliance with a recognised farm management standard, rather than proof of increased sales or profitability.



68 93 09 GFM 1620

กรมปศุสัตว์

กระทรวงเกษตรและสหกรณ์

ให้หนังสือฉบับนี้เพื่อแสดงว่า

ชื่อฟาร์ม หรือ ฟาร์มเลี้ยงสัตว์ชนิด ไก่ไข่

ของ

นายจำเริญ แก้วประชุม

ตั้งอยู่เลขที่ 120 หมู่ที่ 11 ตำบลชัยบุรี อำเภอเมืองพัทลุง จังหวัดพัทลุง

ได้รับการรับรอง

ฟาร์มที่มีระบบการป้องกันโรคและการเลี้ยงสัตว์ที่เหมาะสม

ออกให้ ณ วันที่ 15 เดือนพฤษภาคม พ.ศ.2568

หมดอายุ วันที่ 14 เดือนพฤษภาคม พ.ศ.2570

ลงชื่อ ว่าที่ ร.ต.....

(มณฑล เดาหภักดี)

ปศุสัตว์จังหวัดพัทลุง

Figure: Good Farming Management (GFM) Certification for the Chaiburi Model: Happy Farm Eggs

Public evidence:
https://www.facebook.com/share/p/1KYhoYnNRn/
https://www.tsu.ac.th/home/details.php?id=5126

Community Learning Centre and Knowledge Transfer

Thaksin University also supported the farm's function as a community agricultural learning centre through practical demonstration facilities and spaces for training and knowledge exchange. Educational activities covered laying-hen management, feeding and watering, animal health, egg quality, biosecurity, and community enterprise operations.

On **29 May 2025**, the farm hosted a delegation of **40 participants** from the Rubber Authority of Thailand, Bang Kaeo District Branch, for practical learning and knowledge exchange.

This documented activity demonstrates the use of the farm's productive and educational facilities to extend agricultural knowledge beyond the enterprise itself.



Public evidence: https://www.facebook.com/share/p/18ctpGp94R/

Social Sustainability and Community Welfare

The Chaiburi Happy Egg Farm operates within a community enterprise model designed to connect agricultural production with local welfare objectives. Under this arrangement, profits generated through farm operations are intended to contribute to the Chaiburi Subdistrict Community Welfare Fund, supporting collective welfare and assistance for vulnerable community members. This structure provides a potential mechanism for linking commercial activities with social benefits.

However, the amount of profit transferred to the welfare fund, the number of households benefiting from such transfers, and the enterprise's 2025 sales revenue have not been established in the reviewed evidence. Accordingly, the University's documented contribution in 2025 is assessed through the farm's productive and educational facilities, management systems, recognized GFM certification, and verified knowledge-transfer activities

Integrated 2025 Outcomes and Contribution to Financial and Social Sustainability

Thaksin University's support for community enterprise development in Phatthalung Province demonstrates an integrated approach to strengthening local businesses through financial resources, productive infrastructure, scientific expertise, and market development. Rather than relying exclusively on direct financial transfers, the University mobilizes research funding, institutional facilities, technical services, and partnerships to address practical barriers that limit the growth and sustainability of community enterprises.

The Phayakhan Model illustrates how targeted financial support can improve the operational readiness of a community-based food-processing business. In 2025, the University administered THB 302,757 in support covering production infrastructure (THB 103,900), training related to food production and regulatory standards (THB 58,625), product shelf-life testing (THB 111,868), and packaging and market development (THB 28,364). These investments helped the enterprise strengthen its production environment, improve product quality and safety, and develop greater readiness for commercial distribution. The placement of Phayakhan products for sale through Thong Lang Shop in 2025 further extended this support by connecting community production with an institutional retail channel.

The Srinaka Model demonstrates the University's continued support for a community enterprise specializing in naturally dyed batik and locally inspired handicrafts. Documented financial support totaling THB 93,997 across 2023–2026 contributed to equipment, production materials, and operational development. The enterprise recorded an increase in annual revenue from THB 175,552 in 2024 to THB 215,313 in 2025, representing growth of approximately 22.7%. This performance provides evidence of commercial progress alongside the University's ongoing assistance in production development, skills enhancement, and market engagement.

The Chaiburi Happy Egg Farm Model represents a complementary form of enterprise support based on co-investment and the development of shared agricultural assets. The University and its partners supported poultry production infrastructure, farm management

systems, technical knowledge transfer, and facilities for community learning. The farm's GFM certification in May 2025 demonstrates measurable progress in operational standards, while its learning-centre activities extend the benefits of the investment to other farmers and community organizations. The enterprise's intended profit-allocation mechanism also connects agricultural business development with the strengthening of community welfare systems.

Across the three cases, the University's contribution extends beyond the initial provision of financial resources. Investment in production facilities and technical services reduces barriers to enterprise development, while training and scientific knowledge strengthen the ability of community members to manage operations and maintain quality standards. Support for packaging, market access, and institutional networks further creates opportunities for businesses to reach customers and develop more sustainable commercial activities.

Collectively, these initiatives illustrate how university-supported investment can strengthen the economic capacity of community enterprises while promoting inclusive participation and locally managed social benefits. By combining financial assistance with research-based innovation, productive assets, entrepreneurial development, and community partnerships, Thaksin University contributes to building more resilient and socially sustainable local businesses.