

GETTING TO KNOW THE COMMUNITY

Situated in the coastal plain areas, most of the villagers in Baan Nam Bor subdistrict in Panarae district of Pattani province have a traditional fisherman's lifestyle, farming, general employment, and some have migrated to Malaysia for employment. During the recent COVID crisis, around 500 villagers from Ban Nam Bo working in Malaysia returned to the community, about 150 people are from a village with 282 households alone. They no longer have farming or fishing skills. Several villagers rely on income from goat cattle and selling hawk fish to the middleman. Poor families and unskilled youth earn less than 100 Baht per day from unwrapping cockapoo fish. Thus, creating jobs to increase local income and well-being is essential to lighten the burden of community members during this crisis.

LOCATION

Baan Nam Bor
Baan Nam Bor Subdistrict
Panarae District
Pattani Province

COMMUNITY ENTERPRISE

BAAN NAM BO TEXTILE

Baan Nam Bo Textile Community Enterprise in Pattani



INCUBATION PROCESS

The community was supported through local incubators who are the trusted community members equipped with business and social incubation tools to develop inclusive business in December 2020. The total of THB 290,000 was granted for livelihood survey, skill enhancement, necessary equipment, and impact measurement as agreed with members of the enterprise. This financial support is combined with monthly advisory support from UNDP.



BASELINE SURVEY & GROUP COMMITMENT

Livelihood survey was conducted among 14 initial members of the enterprise from 14 households of which are responsible for 15 elderly persons, 19 youth, and 4 persons with disabilities. Average monthly income of each member is THB 3,800.

Governance structure of the enterprise was co-designed to ensure business viability, social inclusivity, and transparent management. Impact model is to create jobs, increase skills of community members, and donate 40 percent of profit for community purposes.



CREATING INCOME-GENERATING BUSINESS

This is new business idea proposed by community group whose members have experiences in textile business and would like to create community business and learning center for better livelihoods.

Training activity were conducted by local incubators for 25 members to learn basic sewing skills, pattern design, cutting, collar making, working safety, and machine maintenance. The community invested in the necessary sewing machines and materials. Subsequently, the first prototypes such as graduation gown and pajamas were designed and sold to local schools and in community market to test the customers' preference and satisfactory to new products.

Business partnerships between the community enterprise and local schools were initiated focusing on school uniforms and Friday special cloth.



"The training taught us to analyze our strengths and weaknesses and be more comprehensive in planning. Baan Nam Bor has many unemployed persons as well as drug problems, so with this new way of thinking and doing things our community can innovate new solutions that suit our skills, culture and ways of life. In this workshop, the facilitator emphasized that we should 'test ideas with least cost' in order to make sure we have the right targeted markets. As a student and part time worker, I am a cloth seller, but most of the time I have never really analyze my customers. I like the concept that business can also be a tool to solve social problems. I myself as a young person gained experiences and inspiration from this workshop, am so eager to move our community enterprise forward."

- Muhammad Gaddafi –

Youth from Baan Nam Bo



STAKEHOLDERS CONTRIBUTION





Local incubators sought and obtained technical advice and support from Baan Nam Bo Subdistrict Administrative Organization. Community leader as part of the enterprise donated his garage for the community enterprise to use as production facility. (8 individual contributors)

RESULTS

• SKILLS

7 local incubators are equipped with social incubation tools such as impact business model, financial model, and risk management skills to ensure viable and inclusive business operation. 25 members (5 males/20 females) are equipped with basic sewing skills, cloth pattern, cutting, collar making, working safety, and machine maintenance. 7 of which are under 25 years old.

● INCOME

The total of 25 jobs were created resulting in 7 youth, 3 unemployed persons, 13 women, 2 men earned additional income from working at various production lines and tasks for the community enterprise.

● VALUE ADDITION

Women in Ban Nambo community normally produce cloth for local orders with their own machines to earn additional income while a number of youth returned from Malaysia and other part of Thailand are unable to find jobs in the province. The textile community enterprise created opportunities for local women and youth to work together in generating income and be community support for persons in need.

● SOCIAL COHESION & COMMUNITY RESILIENCE

Social cohesion is a by-product of inclusive economic activities where community members such as youth and women collaborated with local authorities. Baan Nam Bo Subdistrict Administrative Organization and local schools have been very supportive and civic-state trust is expected to be built and strengthened throughout the incubation process. The enterprise becomes a learning space for intergenerational dialogues around livelihoods and well-being.

IMPACT BUSINESS MODEL CANVAS (แบบฟอร์มออกแบบธุรกิจและกลยุทธ์ทางธุรกิจ)				
<p>Your venture: โรงพยาบาลเพื่อปั้น 5 ปีหน้ารุ่ง</p> <p>Your legal structure hypothesis: จำกัดความเสี่ยง</p>				
<p>1. Problem statement: บริการด้านสุขภาพที่ขาดแคลนในชุมชน ขาดแคลนบุคลากรทางการแพทย์</p> <p>2. Mission statement: ให้บริการด้านสุขภาพที่ดีที่สุด สร้างสุขภาพดีให้กับผู้คน</p>				
<p>3. Segments: บุคคลทั่วไป บุคคลพิเศษ บุคคลต่างด้าว บุคคลต่างด้าวต่างด้าว</p>				
<p>4. Type of intervention: การรักษาทางการแพทย์ การดูแลผู้ป่วย การฝึกอบรมบุคลากร</p>				
<p>5. Beneficiary value: ลดภาระทางการแพทย์ ลดภาระทางการแพทย์ ลดภาระทางการแพทย์ ลดภาระทางการแพทย์</p>				
<p>6. Impact measures: จำนวนผู้รับบริการ จำนวนผู้รับบริการ จำนวนผู้รับบริการ จำนวนผู้รับบริการ</p>				
<p>7. Customer value proposition: ให้บริการด้านสุขภาพที่ดีที่สุด ให้บริการด้านสุขภาพที่ดีที่สุด ให้บริการด้านสุขภาพที่ดีที่สุด ให้บริการด้านสุขภาพที่ดีที่สุด</p>				
<p>8. Customer: บุคคลทั่วไป บุคคลพิเศษ บุคคลต่างด้าว บุคคลต่างด้าวต่างด้าว</p>				
<p>9. Channels users: ผู้เชี่ยวชาญทางการแพทย์ ผู้เชี่ยวชาญทางการแพทย์ ผู้เชี่ยวชาญทางการแพทย์ ผู้เชี่ยวชาญทางการแพทย์</p>				
<p>10. Revenue:</p> <ul style="list-style-type: none"> 1. ค่ารักษาพยาบาลรายครั้ง $52 \times 37 = 1920$ 2. ค่ารักษาพยาบาลรายครั้ง $80 \times 79 = 6320$ 3. ค่ารักษาพยาบาลรายครั้ง $20 \times 100 = 2000$ 				
<p>11. Key resources: บุคลากรทางการแพทย์ บุคลากรทางการแพทย์ บุคลากรทางการแพทย์ บุคลากรทางการแพทย์</p> <ul style="list-style-type: none"> - บุคลากร - แพทย์ - ห้องปฏิบัติ - ห้องผ่าตัด - ห้องซ้อม - อุปกรณ์ทางการแพทย์ - สถานที่ 				
<p>12. Key activities: รับสมัครบุคลากร รับสมัครบุคลากร รับสมัครบุคลากร รับสมัครบุคลากร</p> <ul style="list-style-type: none"> - รับสมัครบุคลากร - อบรมบุคลากร - ฝึกอบรมบุคลากร - จัดตั้งสำนักงาน - จัดตั้งสำนักงาน - จัดตั้งสำนักงาน 				
<p>13. Partners + Key stakeholders: บุคลากรทางการแพทย์ บุคลากรทางการแพทย์ บุคลากรทางการแพทย์ บุคลากรทางการแพทย์</p> <ul style="list-style-type: none"> - บุคลากรทางการแพทย์ - บุคลากรทางการแพทย์ - บุคลากรทางการแพทย์ - บุคลากรทางการแพทย์ - บุคลากรทางการแพทย์ - UNDP DSV 				
<p>14. Cost structure: เดือนละ 200,000 บาท เดือนละ 10,000 บาท เดือนละ 40,000 บาท</p> <table border="1"> <tr> <td>เดือนละ 200,000 บาท</td> <td>เดือนละ 10,000 บาท</td> <td>เดือนละ 40,000 บาท</td> </tr> </table>		เดือนละ 200,000 บาท	เดือนละ 10,000 บาท	เดือนละ 40,000 บาท
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<p>15. Surplus: กำไรเดือนละ 100,000 บาท กำไรเดือนละ 50,000 บาท กำไรเดือนละ 20,000 บาท</p> <table border="1"> <tr> <td>กำไรเดือนละ 100,000 บาท</td> <td>กำไรเดือนละ 50,000 บาท</td> <td>กำไรเดือนละ 20,000 บาท</td> </tr> </table>		กำไรเดือนละ 100,000 บาท	กำไรเดือนละ 50,000 บาท	กำไรเดือนละ 20,000 บาท
กำไรเดือนละ 100,000 บาท	กำไรเดือนละ 50,000 บาท	กำไรเดือนละ 20,000 บาท		
<p>16. Intended impact: ศักยภาพในการพัฒนาสังคม ศักยภาพในการพัฒนาสังคม ศักยภาพในการพัฒนาสังคม</p> <p>→ ผลลัพธ์: ให้บริการด้านสุขภาพที่ดีที่สุด ให้บริการด้านสุขภาพที่ดีที่สุด ให้บริการด้านสุขภาพที่ดีที่สุด</p>				

WAY FORWARD

DEC' 2021 REVIEW AND REFLECTION WORKSHOP

SUGGESTION ON BUSINESS

 Currently, this community has learned and developed their products through the journey. From their first planned to produce religious uniform to sell to local schools in the area, they have learned that school doesn't have budget for it. Alternatively, the school principal suggested them to produce sport uniform which the school has budget for purchasing instead. Moreover, they found other business opportunity to produce and sell graduation gowns to one school and had done the project successfully.

During the workshop, the team learned about marketing techniques and come up with ideas to produce better quality of shirts that solve customers' pain points. Although it is just a brainstorm session in the workshop, the team has demonstrated that they understood the concept of listening to customers' voices and looking for customers' needs during products development process. If they continue this process, they should be able to find unique opportunities for business such as specific products that suit local customers' needs.



SUMMARY OF IMPACT THE COMMUNITY COMMITTED TO CREATE

Prior to the workshop, the community committed to create impact by giving funds to orphanages, people with disabilities, people with less privileged and elderly in community. In addition, during the workshop, they brainstormed and come up with ideas to donate survival bags to those in needs and donate education scholarships. Moreover, the team has ideas to reduce waste by using fabric scraps to make carpets and using leather scraps to make wallet for sales. Eventually they are excited about the idea of leather scrap wallet business and has committed to start this new product line. With this new product, they will be able to create more jobs for young men in community, while current textile business is more suitable for young women.



POTENTIAL MODELS OF HOW TO CREATE IMPACTS IN DIFFERENT WAYS

The community's idea to expand impact by starting new business line of leather scrap wallet has potential to create more job opportunities for locals. Also, as the community leader mentioned that the current textile business is focus in hiring young women, it is good that this new business will be able to help create jobs for young men.



Apart from the impacts above, the community might create campaign that allow customers to be part of impacts such as donate part of income to make school uniform and distribute to underprivileged students or create campaign for people to donate old cloth or fabrics for them to make carpets to sales.

Moreover, they might work with organization like Social Giver to get fund from corporates that has CSR budget and want to create presence in the southern part of Thailand. Instead of just donate money to buy lunch for children, those donors can donate money to buy school uniform for students and hire the community to produce uniform, thus create impacts to both students who receive uniform and the community who produce it.

CHALLENGES OF MODELS

As the leader of community has technical know-how and experience in production, the challenges that they have are more on marketing and how to promote their products and sell in a larger scale.



SUGGESTIONS ON SHORT-TERM AND LONG-TERM IMPACT

Keep using community leader's connections to find business opportunity in other government organizations and empowering young and creative members to work on marketing. It might be helpful to create brand and storytelling to sell products in other places such as Malaysia, Bangkok or abroad.

