

PREMA[®] in Thailand 2009

Programme / Project	Promotion of Community-Based Enterprises' Competitiveness Sufficiency Economy Approach / Sustainable Development Initiated: June 2009
Institutions involved	Provincial Industrial Promotion - Office of CHAINART Thai PREMANet
Methodologies used	GHK focusing on: NPO, flowchart, GHK Checklists, mindmaps, Evaluation Tables, GHK Cycle with Experiential Learning Cycles ⇒ Short Program (3 + 1 days workshops) in 06/2008
Number/ of entrepreneurs and enterprises involved	15 community-based enterprises, 40 participants ⇒ 2-3 people per enterprise (micro-sized) ⇒ Foods, Handicraft, Bio (Herb) Products
Consultants involved	Thai PREMANet Trainers/Consultants: Widhoon + Kiti + Malai

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Results & Benefits	TRIPLE-WIN @ Project for Promotion of Community-based Enterprises' Competitiveness
Economic Benefits	<ul style="list-style-type: none">✎ Increasing Productivity✎ Increasing Product Quality✎ Increasing Sales✎ Reducing product cost per unit✎ Improving cash flow and liquidity✎ Growing economy and networks in the province
Social, Organizational Benefits	<ul style="list-style-type: none">✎ Strengthening capacity in the organization✎ Having new management approach – simple systematic ways (methodologies) for problem solving in sustainable manners✎ More communication and better relationship✎ Reducing risks of accidents more safety✎ Better working environment good for health
Environmental Benefits	<ul style="list-style-type: none">✎ Improving efficient uses of raw materials✎ Producing less wastes

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Case #1	Housewife Community “Ban Tha U”
Type of Enterprise / Products	General Wicker Products made from Water Hyacinth: Baskets and Bags Handicraft products made from water hyacinth
Optimization Potentials/ NPO identified	Damage raw materials – moldy decayed “Water Hyacinth” Messy storage in small room
Measures implemented	Produced statistical data for storage & release; calculating and soaking raw materials only needed amount; adapted process; clearance and cleaning; identified work – storage space
Results / Benefits	<ul style="list-style-type: none">▪ Cost savings▪ More working place and less required storage place▪ Improved product quality

BEFORE - AFTER



Housewife Community “Ban Tha U” / T. Tha U – A. Manorom

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Case # 2	Housewife Community - Ban Had Ahsa – Amphor Sappaya
Type of Enterprise / Products	Handicraft: Lace Hats (from bamboo strip)
Optimization Potentials/ NPO identified	Narrow space in working and storage place (room); Messy and Untidy: Damage Products; Accidents (falling – hits/kicks); annoying chemical odors; low productivity
Measures implemented	Improve planning; negotiating buying appropriate quantity of raw materials and delivery intervals; collaborating with other groups to combined enough purchased volumes; cleaning and organizing proper storage - working zones
Results / Benefits	<ul style="list-style-type: none">▪ Improved liquidity and cash flow by 50%,▪ Improved production capacity and productivity by 20%,▪ Increased sales by 20%▪ Built systematic problem solving skills,▪ Improved negotiation skills; and networking / collaboration▪ Improved ventilation, cleaner and tidy workplace▪ Reduced OHS risks

BEFORE - AFTER



Housewife Community - Ban Had Ahsa – Amphor Sappaya