



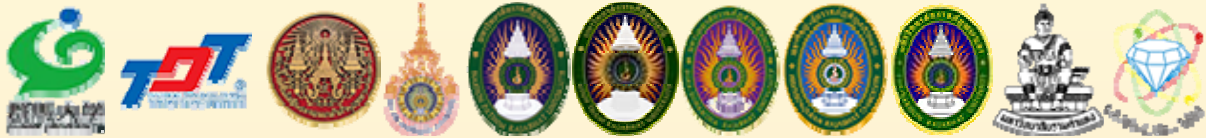
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- Social Science
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The Community Product Development in Sangkaracha Temple for Sustainability

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ABSTRACT

This research aimed to study and develop community products for sustainability of Sangkaracha Temple occupational group to be able to compete and realize their potential. The samples are lamp producers. From the results, it was found that the quality of the developed products was at a good level and the products were developed using local materials and can be knocked down and expanded to be able to export. These products are very easy to produce for commercial purposes. The Structure of these products are durable, beautiful and unique. Importantly, the occupation group will get more income and the sustainability will remain with this group. The main method to develop a community is a process that engages the public with government officials.

Keywords: *Research and Development of Community Products, sustainable, Sangkaracha Temple occupational Group, Lamp*

Background and importance of the issue

Sufficiency Economy was invented by the late King Rama 9. It is the translation of ability to do it yourself without having to compete with anyone else. It leads to exchanges of know-how in the community and expands to be able to be exported and thus Sufficiency Economy is a self-initiated, cooperative process. This is the potential of the population to strengthen the family. The "spirit" is "value added" rather than "quality" alone. Sustainable development is based on correct thinking and understanding in order to adapt to the changes that will occur and will involve the participation of people in the community. Other related factors consist mainly of listening to the ideas of people in the community. The

needs of each party should be developed appropriately. The community is a social group living together in the same territory. Examples are family, neighborhood, village, or other groups connected with each other. They communicate and learn together with the same norms and culture, cooperation and mutual dependence to achieve common objectives and goals. This Community development is a process that will involve the participation of people and government officials to improve their economic, social and cultural well-being and integrate them into national identity. Developing a sustainable competitive advantage requires a culture of change based on thinking and understanding and being accurately and reasonably responsive to the needs of the market. Educational institutions are able to come to support such developments. The University is a source of knowledge and experience of researchers, academics and experts in a variety of disciplines. It can be integrated in order to achieve the linkage system for production development. Transfer of technology, design, finance, marketing and protection of new product design by patenting in inventions created in the community by the Department of Intellectual Property, resulting in the importance and value of continuous succession to the production of community products, which is complementary to the sustainability of local community enterprises. The occupation of the community in Lad Krabang is explored. There are a number of groups that collaborate to make a living for themselves. An example is the Community of Sangkaracha temple. They established a professional group and produced products according to their own aptitude and the potential of the people in the community. But they lack of certain development in various fields. This inspired the researchers, who are interested in studying and developing collective products for sustainability in the community.

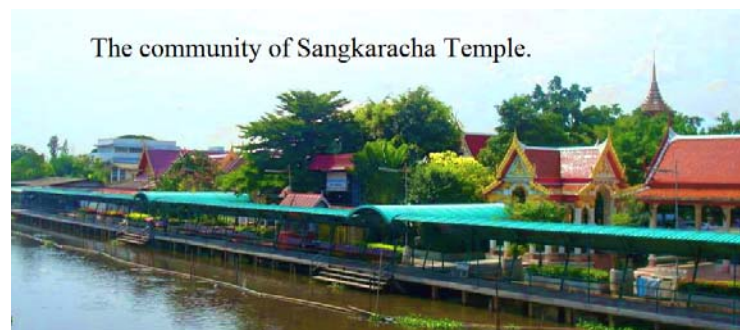


Figure 1: The community of Sangkaracha Temple

Research Objectives

1. Study and develop new community products for sustainability of the community of Sangkaracha Temple.
2. The design of community products for the sustainability of the community of Sangkaracha Temple community to compete and develop their potential.

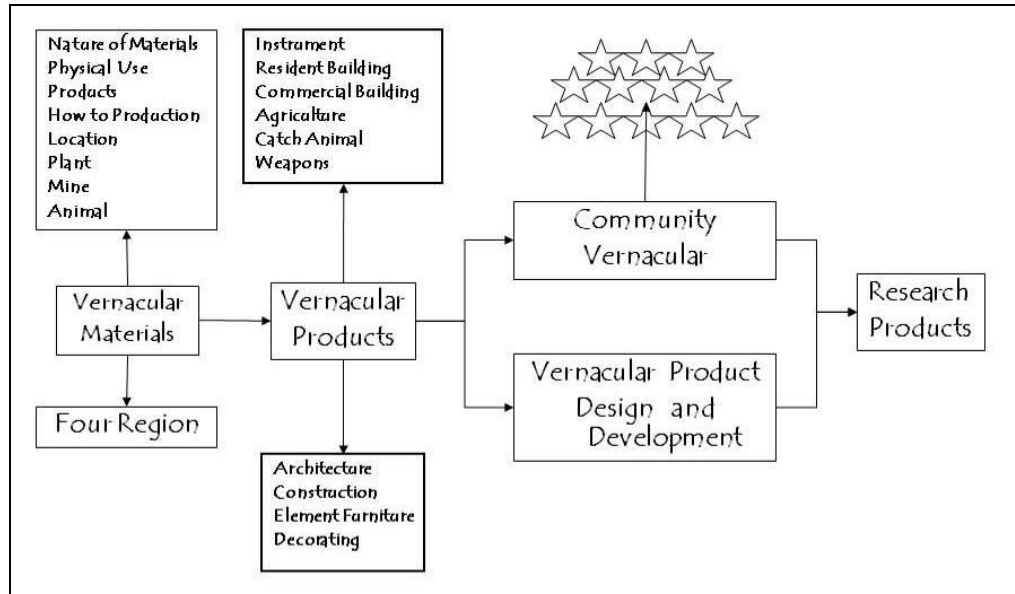


Figure 2: The Community new products for sustainability

Research Objectives

1. Study and develop sustainable community products for Community of Wat Sangkaracha.
2. Community Product Design for Sustainability of Wat Sangkaracha and people in the community to compete and develop their potential.

Research hypothesis

The Community Products for Sustainability Wat Sangkaracha career group have been developed[1,2]. There is a model that is a community of Wat Sangkaracha product, Ladkrabang, Bangkok.

Procedure of research

1. Study documents and research related to community product design.
2. Create tools used in research.

- 2.1 Interviews in the community of Wat Sangkaracha
- 2.2 A questionnaire about the opinions of manufacturers and distributors on product development.
- 3. The original product design with added new products and leather bags.

Drawing of Community Products.

Model 1 The structure is made of bamboo, consisting of a blend of rope and fish style.

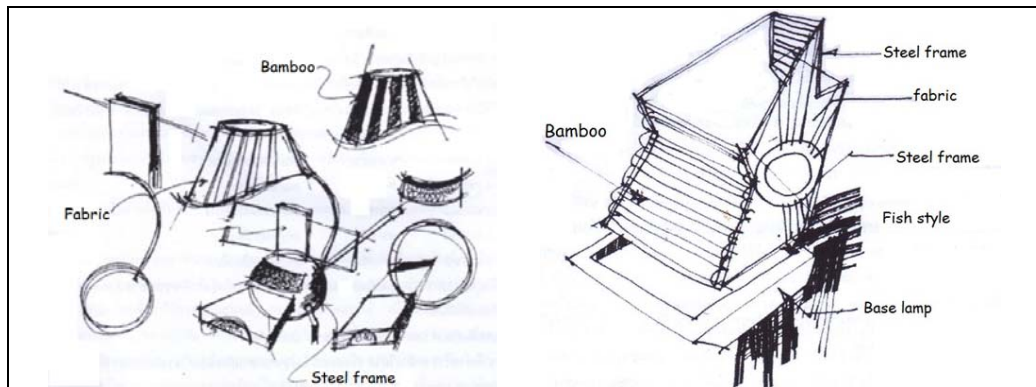


Figure 3: Model Fish style

Model 2 Characteristics of Thai handicrafts: Bamboo, wood, lathe, weave bamboo and energy saving lamps.

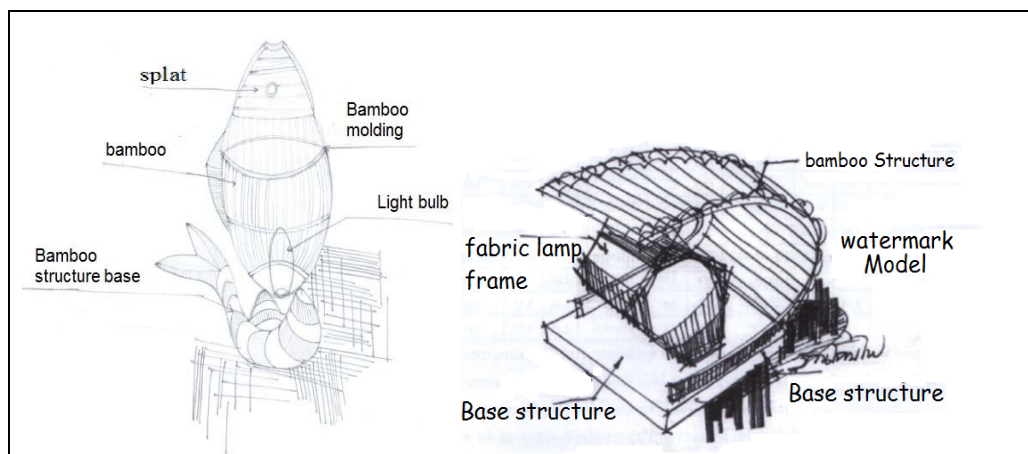


Figure 4: Semicircular of Water mark Model Design

Model 3 The concept is derived from lifestyle and water, and the structure of the product is semi-circular as well as the flow of water.

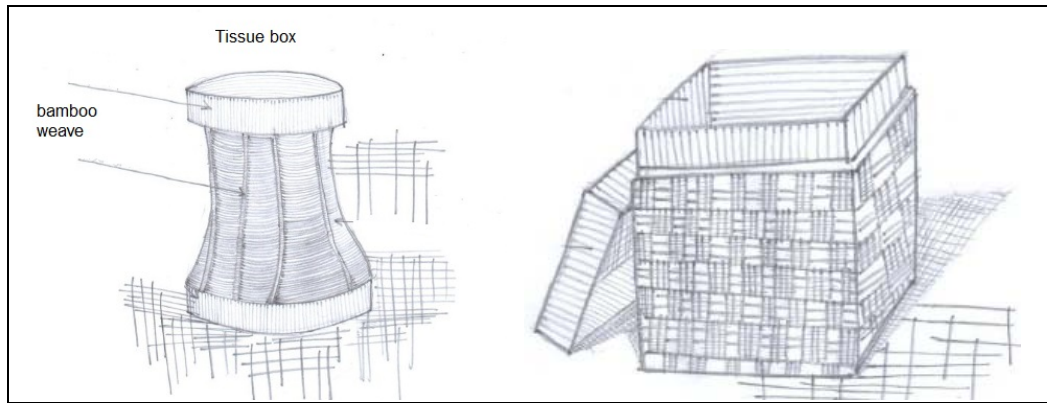


Figure 5: Bamboo of Water mark Model

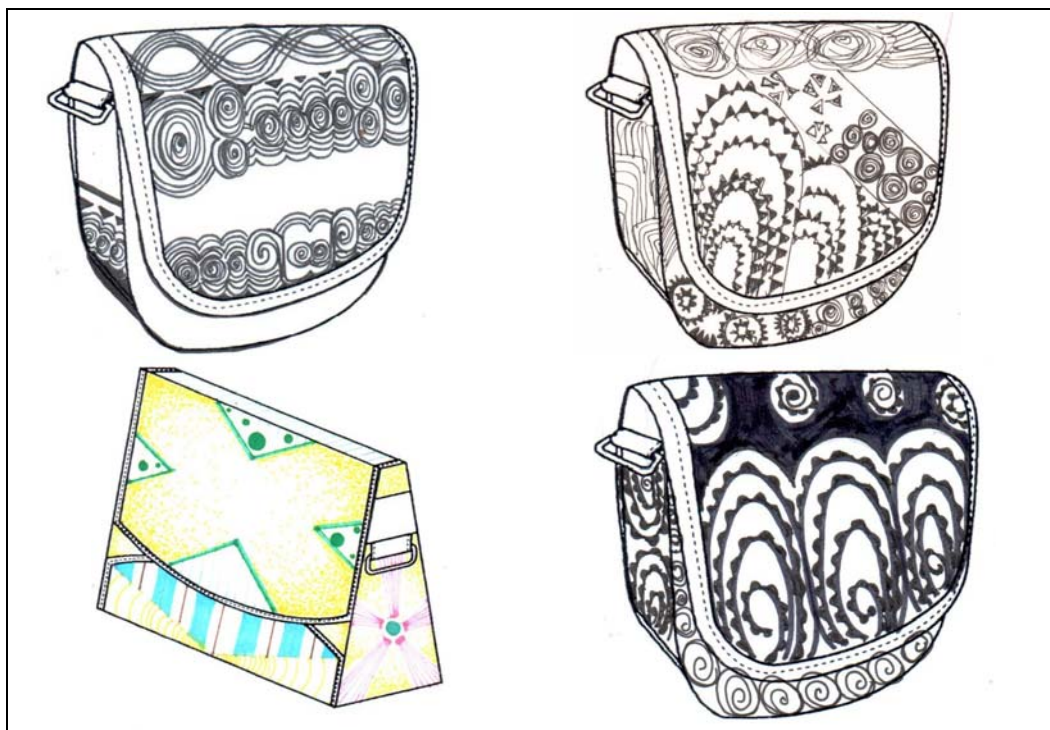


Figure 6: Product development and new development.

The Draft products were available to specialists and evaluated by experts. They must have the knowledge, expertise and experience associated with the product. The new Model development are Modified drafts as suggested.

Summary

The results of analysis of the model of community products by experts and the unique structure of the community revealed that they can be used with modern styles, as shown by collected data from interviews with manufacturers and suppliers of community products. Selection of materials used in production as well as in the structure of the material was taken from the local [5]. Beautiful models can be applied today. Local materials used are meaningful, removable and easy for commercial production. It is concluded that to blend art into a souvenir is to add value to the material and sustainability to the community.

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