

# FRIED-CHICKEN WITH STICKY RICE AT NAKEAN COMMUNITY ENTERPRISE PROJECT

By Sitthiphan Rueanchan, Pikuntip Kunset, and Kamlai Somrak

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**Core SDGs: 1.4.2 Local start-up financial assistance**

**Related SDGs: 3.3.1 Current collaborations with health institutions**



## SITUATION

- ▶ Covid-19 Pandemic in the area.
- ▶ 31% of people were laid off and came back home.
- ▶ A new fried-chicken stores from 19 stores to 37 stores.
- ▶ Increasing price of raw materials, lack of knowledge and skills in consumers protection, and used previous experience of cooking.

## TARGET POPULATION

- ▶ 11 leaders of project.
- ▶ 30 fried-chicken with sticky rice vendors.

## PROCESSES AND ACTIVITIES

- ▶ Recruiting group members for local start up and enterprise.
- ▶ Meeting and behavioral assessment: selection of raw material, cooking, sale, revenue accounts, and online public relation.
- ▶ Nurse provided knowledge and safety fried-chicken with sticky rice at Nakean manual.
- ▶ Leader team visit vendors and their customers.
- ▶ Knowledge sharing with vendors and their customers.
- ▶ Safety fried-chicken with sticky rice at Nakean Festival promote all activities and outcome to people and network partner in community.

## NETWORK PARTNERS

- ▶ Nurse supported consumer protection knowledge.
- ▶ Deputy Chief Executive of SAO supported public relation budget.
- ▶ Village Headman and leaders visited vendors.
- ▶ Teacher of non-formal education developed saving and revenue accounts skills for financial management.
- ▶ Hydroponic vegetable's business provided a cost price.
- ▶ Lecturers of Walailak University developed the project, proposed, provided advice and solved problem.

## OUTCOMES

- ▶ 41 members of Nakean Community Enterprise.
- ▶ 100% of the members had literacy of health and financial.
- ▶ 2 members have recorded revenue accounts continuously.
- ▶ 30 fried-chicken with sticky rice vendors increased income 126 THB per day and reduced timing of sale 1 hr. per day.
- ▶ 100% of fried-chicken with sticky rice vendors changed behaviors: quality raw material selection, safety cooking, natural packaging.

