

Youth Development Project for Local Conservation: Product Development of Krajud Ratri Bags From Krajud Ratri Group, Cha-uat Subdistrict, Cha-uat District, Nakhon Si Thammarat Province”

The Krajud Ratri Group was started in 2004 by Ms. Ratri Nakasuth. She originally lived in Bangkok and later returned to Nakhon Si Thammarat, Cha-uat District. She saw local people making Krajud bags. However, Ms. Ratri, who had studied various aspects of design from seeing local people traditionally weaving Krajud, thought of an idea and wanted to improve it even more. Therefore, she experimented with changing the form by adding different patterns. It turned out that people were interested in the products and sold them through Ms. Ratri's friends. After that, the OTOP project was launched, so she joined the project and registered every product that joined the project. It has a standard to guarantee that this product is of high quality and has been supported and promoted by various agencies. Part of the inspiration for creating the patterns came from her daughter. She also received a proud award, the Green Products Award, which is a G-Gold product in the national G-Green symbol award category, which is an environmentally friendly product. Since the members are interested in promoting and developing local communities, the GSB Youth Savings Project meets and aligns with the goals of the group members very well. In addition, they can use the knowledge gained from studying to help improve products for local communities. Especially in the community area in Nakhon Si Thammarat Province and add value to the product, including responding to the need to be friendly to natural resources and responding to academic issues in the Sustainable Development Goal 1.4.1 Project or plan to upgrade and assist local start-up businesses Local start-up assistance.

The curriculum of Public Administration, Faculty of Political Science and Public Administration, has joined the project of the Government Savings Bank Youth Development Loves Home by selecting the Rattan Bag group to develop the added value of local products further to be modern and meet the needs of people of all ages, including combining the uniqueness of Nakhon Si Thammarat Province, which has become a new style of bag product, Sai Mu, and also helps in developing the packaging and logo of the product to be more modern, including increasing marketing channels and increasing public relations channels to make the product more well-known.