

With Walailak University's vision of strengthening communities in a sustainable manner, the university has joined the "GSB Yuwapatt Rak Thin" project. This project is considered crucial in developing the potential of both students and local communities by applying academic knowledge to real-world situations. Students not only gain valuable experience in local development but also have the opportunity to work with communities to bring about sustainable changes in the areas of economics, society, and the environment.

The "GSB Yuwapatt Rak Thin" project, organized by the Government Savings Bank, aims to promote and develop local communities through sustainable economic, social, and environmental development. It emphasizes the integration of local universities to align student capacities with the needs of the community. Students apply the knowledge and skills acquired from their university studies to help support and resolve various issues in local communities. This helps to strengthen the local economy and society by fostering community enterprises or forming vocational groups that generate income, thus ensuring sustainable and responsible use of natural resources, allowing communities to become self-sufficient in the long term.

As part of this project, Walailak University, led by the Center for Academic Services under the direction of Khun Puttaporn Chumkaew and Khun Taraporn Sakkulwong, in collaboration with the School of Agricultural Technology and Food Industry, represented by Asst. Prof. Dr. Tanong Aewsiri, along with third-year students from the Food Science and Innovation program, and staff from the Government Savings Bank, participated in addressing the issues faced by the fishing community in Mueang District, Nakhon Si Thammarat Province. The community, known as "Khon Suk Chao Lay" community enterprise, has abundant aquatic resources but faces challenges regarding product design, packaging, consumer awareness, and preparation for certification standards.

The research team has therefore set the goal of the project to develop and enhance the quality, standards, and presentation of fishery products under the "GSB Yuwapatt Rak Thin" project, focusing on processed seafood products by the Khon Suk Chao Lay community enterprise in Pak Phun sub-district, Mueang District, Nakhon Si Thammarat Province. This aims to increase the value of the products and the income of local farmers and the community.

The solution to these challenges relies on the active participation of farmers working together with food science students, who conduct local surveys and bring the findings to Walailak University's food processing laboratory in Tha Sala District, Nakhon Si Thammarat, for further research and development. Emphasizing sustainability in every production process is essential to ensuring that community products can compete in the long-term market. The responsible use of natural resources and well-planned resource management to avoid unnecessary waste contribute to sustainability, benefiting not only the products but also the environment and the community in the long run.

Furthermore, the project also emphasizes the importance of developing quality packaging. Good packaging not only protects the products but also serves as a representative of the brand and the community's image. Designing packaging that reflects the local identity helps distinguish the product, creating a unique selling point that attracts customers.

Sustainable development is not only about using resources efficiently but also about prioritizing the development of skills and knowledge within the community. Utilizing the university's resources, including expert faculty, students eager for learning experiences, and well-equipped laboratories, this project promotes opportunities for community members to develop themselves through training, consultation, and quality education. This helps enhance the long-term capacity of the community while simultaneously improving the knowledge and skills of university students, enabling them to effectively work with local communities.