

Geographical Indication (GI) Registration of Khuan Kreng krajood Products in Nakhon Si Thammarat : Enhancing Production and Quality Standards

Walailak University, led by Asst. Prof. Suvita Kaewareelap, in collaboration with the Provincial Community Development Office of Nakhon Si Thammarat and Nakhon Si Thammarat Province, organized an initiative to promote krajood product producers in the Khuan Kreng peat swamp forest, which spans five districts in Nakhon Si Thammarat Province. The project engaged 30 participants who collected data and provided free training to the local producers. The primary goal of this initiative is to register the products under the Geographical Indication (GI) project, which certifies that they originate from a specific geographical area. This certification not only guarantees the quality and reputation of the products, especially the krajood goods from Nakhon Si Thammarat, but also enhances economic opportunities for local communities.

Key Activities and Objectives

The initiative is structured around three main activities:

1. **Public Hearings:** Meetings were held with local entrepreneur groups to establish guidelines for the GI registration process. These discussions deepened understanding of the requirements and benefits of GI certification.
2. **Field Data Collection and Knowledge Sharing:** Field visits were conducted to offer advice on product design development and share knowledge about the unique krajood weaving techniques of the Khuan Kreng area. Emphasis was placed on preserving and promoting the distinctive cultural heritage of krajood weaving in Nakhon Si Thammarat Province.
3. **GI Registration Design and Strategy Consultation:** In-depth guidance was provided on enhancing product designs and developing effective strategies for successful GI registration.

This project aligns with Sustainable Development Goal 1.4.1, which emphasizes local start-up assistance, particularly in the preservation and promotion of traditional handicrafts. Participants developed a comprehensive understanding of the entire krajood weaving process, from raw material collection to finished product creation, equipping them with the skills to transform their craftsmanship into sustainable, income-generating activities.

By the project's conclusion, participants not only deepened their knowledge of sedge product design but also took the critical step of registering their community's sedge products under the Geographical Indication (GI) framework. This initiative is expected to have a lasting impact by preserving the rich cultural heritage of Nakhon Si Thammarat while fostering local start-up development, with a focus on supporting and promoting traditional handicrafts.