

With the vision of Walailak University to foster sustainable community strength, the university has participated in the “GSB Yuwapatt Rak Thin” project, which plays a crucial role in developing the potential of students and local communities. By applying academic knowledge to real-life situations, students not only gain valuable experience in local development but also have the opportunity to work with communities to create 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. The project focuses on collaboration with local universities to align students’ skills with the needs of the community. Students can apply the knowledge and skills they acquire from their studies to help solve problems in local communities, thereby strengthening the economic and social aspects of these communities through the establishment of community enterprises or vocational groups that generate income. This, in turn, leads to the sustainable and responsible use of natural resources, enabling communities to become self-sufficient in the long term.

In this project, Walailak University, led by the Center for Academic Services under the direction of Khun Puttapon Chumkaew and Mrs. Taraporn Sakkulwong, together with the School of Agricultural Technology and Food Industry, represented by Assist. Professor Dr. Tanong Aewsiri, third-year students from the Food Science and Innovation program, and staff from the Government Savings Bank, collaborated to assess issues in the fishing community of Pak Phanang district, Nakhon Si Thammarat Province, under the leadership of Khun Arthit Jinadit. While the community enjoys an abundance of aquatic resources, they face challenges regarding product quality, product forms, packaging, consumer awareness, and the preparation for certification standards. Therefore, the research team 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. The focus was on the packaging and online marketing of “Kulao salted fish” from Nai Han, with the aim of increasing the value of the product and the income of farmers and the local community.

The solution to these challenges relies on the participation of farmers, in collaboration with food science students, who conduct local surveys and bring the findings to the food processing lab at Walailak University in Tha Sala district, Nakhon Si Thammarat, for further study and development. Emphasizing sustainability in every stage of the production process is essential for ensuring that community products can remain competitive in the long-term market. The responsible use of natural resources, along with sound management planning to avoid wasteful consumption, contributes to sustainability not only for the products but also for the environment and the community in the long run.

In addition, the development of quality packaging is a critical aspect. Effective packaging not only protects the products but also represents the brand and the community's image. Packaging designs that reflect local identity help differentiate the product, creating a unique selling point that attracts customers.

Sustainable development is not merely about utilizing available resources efficiently but also about enhancing the skills and knowledge of community members. By leveraging the university's resources, including expert faculty, students eager for practical learning experiences, and well-equipped laboratories, the project promotes opportunities for community members to improve themselves through training, consultation, and quality education. This, in turn, strengthens the long-term capacity of the community while simultaneously developing the knowledge and skills of university students, enabling them to work effectively with local communities.