

Community Products Project for Communities Surrounding Thairoil Group

Objectives:

1. To enhance the local economy and provide support for the community to generate main and additional income.
2. To add value to community products and expand commercial channels for communities.

Background: Thairoil Group has been implementing the "Additional Jobs for Increased Income" project since 2019 to build knowledge and create additional jobs for community members providing additional way to earn household incomes. To support tangible and long-term benefits from job creation, the Company has planned and operated the project in collaboration with the communities, resulting in the Community Products Project for communities surrounding Thairoil Group.

Priority Area:
Quality of Life



Approach:

1. Gather community members who are interested in additional jobs, conduct a meeting to identify needs and interests of the community, and consider community strengths.
2. Organize training sessions on product development, packaging design, and marketing plans with the assistance of experts.
3. Study and exchange knowledge with community enterprises or other agencies.
4. Plan and work with the community to register community product into community enterprise and OTOP (One Tambon One Product), as well as collaborate with the universities to further develop products and create marketing plans.

Performance 2023:

1. The community product group surrounding Thairoil Group registered as a community enterprise under the name "Lo Ma Laem Chabang Community Enterprise" on March 2, 2023. There are 7 community members who produce health products, including cold-pressed soap, butterfly pea shampoo, and lip balm. Beyond these products, the group also provides gift set service to generate income for its members.
2. Lo Ma Laem Chabang Community Enterprise and the Faculty of Management Sciences, Kasetsart University, Sriracha Campus collaborated with Thairoil Group to implement a community product development project. The project aims to study community's raw materials and production processes and ensure the development of products meet standards and generate income for the community.
3. The community is equipped with knowledge in product development, packaging design, and product commercialization.
4. The community members surrounding Thairoil Group earned an income of 210,000 THB from the project.

