

Report on SDG2: Zero Hunger

Thaksin University, Thailand

2.5.2 Events for local farmers and food producers

Thaksin University's Poverty Alleviation Research Project in Phatthalung Province (2021–Present)

Since 2021, Thaksin University has been committed to implementing a comprehensive and precise poverty alleviation project in Phatthalung Province, supported by the *Science, Research, and Innovation Fund (SRI)* and the *Area-based Development Fund Management Unit (BPT)*. This project aligns with the university's vision of being a "Social Innovation University," which focuses on driving society with knowledge and serving as a "bridge" between global and local perspectives, also known as "The University of Glocalization." The university emphasizes the creation of social innovations at the local level, combining knowledge to meet societal and community needs, ultimately leading to sustainable self-management and community empowerment.

The knowledge generated from the research related to the poverty alleviation project in Phatthalung Province involves collaborative work with local communities based on principles of integration, co-creation, and hands-on action. The work unites the efforts of government agencies, local authorities, civil society organizations, and business sectors. The core of the project focuses on creating mechanisms for cooperation, collecting data for targeting interventions, establishing referral systems for assistance, and developing a poverty alleviation model based on local resources, including human, physical, natural, financial, and social capital.

The driving force behind the project is the connection between people and groups, addressing challenges, creating opportunities, and enhancing life skills (Reskill, Upskill, and Newskill) for the target groups. The designed poverty alleviation model incorporates key components such as social processes, data elements, technology, and innovation applied appropriately (Appropriate Technology), as well as marketing processes. This approach ensures the benefits and results of the research, innovations, and technologies are used effectively and scaled up for widespread impact.

As a result of implementing the poverty alleviation model in Phatthalung, the project has fostered collaboration among various sectors, both primary and supplementary, in the ecosystem working toward poverty alleviation. Numerous activities have emerged in the community that contribute to local development, aligned with the global Sustainable Development Goals (SDGs), specifically in five key dimensions (17 goals): People, Prosperity, Planet, Peace, and Partnership. These efforts include:

- Providing space for communities to create sustainable, safe food sources that increase farmers' incomes.
- Job creation and economic growth through the *Krajood Poverty Alleviation Model* led by the *Le Noi Craft Group*.
- Enhancing community economies through the *Chai Buri Model: Happy Farm Eggs* community business model.
- Promoting community-based tourism.
- Strengthening national and international collaborations to expand the impact of these efforts to other areas in the future, fostering community resilience and sustainable self-reliance.

These initiatives aim to create long-term, sustainable changes in Phatthalung, contributing to the overall development and well-being of local communities.

