





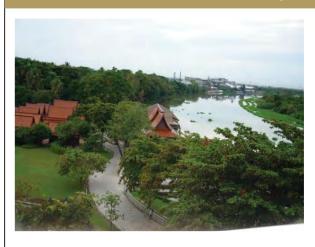
Case Study Sampran Model







Case Study IV: The Sampran Model





The Sampran Value Business Group is another innovative value network business model. It is located at the Rose Garden Hotel, Sampran district, Nakorn Pratom province. The business group was founded by the owner of Rose Garden Hotel. The CAI provided the group with technical support in applying the principles of self-help and mutual help to overcome pollution from chemical-based farming in the neighborhood. The model promoted farmers' understanding and awareness of the benefits of organic farming that could contribute to their better living c o n d i t i o n s a n d e c o n o m i c s u c c e s s.

In this project, the "Sukjai Market" (Happy Market) was set up as a weekend market, where orchard farmers in the surrounding communities could bring their organic products to sell free of charges. The production of organic products was under close supervision of the CAI and the Rose Garden Hotel. Participating farmers did not only earn more than 1 million baht a month from selling their organic products, but they also learned about the principles of marketing, food safety as well as Good Agricultural Practice (GAP). Hence, the Sukjai Market has become the living learning center for everyone in the



The Strategic Framework for the Sampran Value Business Group.

Origin:

Under the highly controversial economic and social issues between the Rose Garden Hotel and Sampran district, the Co-operative Academic Institute has involved in the dispute settlement process by using the community-based resolution which resulted in the promotion of the organic agricultural activities which not only will promote the sustainable economy in the community but also the harmonious society within the district.

Operation:

Under the "Sampran Value-based business" framework supported by the Thailand Research Fund, the Sukjai Market and Living Learning Center for Awareness have developed skills and experience of participating partners which has been running for 3 phases between 2009-2013.

Evaluation:

- Sukjai Market is the brand for community market which has been widely recognized by media and public organization as well as private enterprise and communities.
- Currently, the daily gross revenue is over 100,000 Baht, 23 million in total since opening the market with over 50 participating entrepreneurs.
- · The living learning center has various activities for organic farming which has so far been participated by over 500 visitors.)
- Pilot farming areas for IFORM certified products. Eventually, the Rose Garden Hotel has received the AREA award from Enterprise Asia for the best social enterprise in Asia.

Identify Condition:

Community leaders uses the participatory based approach to analyze the statement of problems and identify solution under the advisory team assistance which resulted in the creation of the "Sampran Value-based business" which has a joint mission to promote organic agricultural varieties which has the Pose Gurden Hotal as the practices which has the Rose Garden Hotel as the focal organization in promoting the knowledge and supports for the development of organic agricultural practices in the area that will promote the sustainable economic development in the region.

Design:

Using the Rose Garden Hotel's strength in management skill, they have establish the Sukjai Market (Happy Market) as the mechanism for raising the awareness and training of organic agricultural practices for famers, communities members and consumers in order to achieve

the mutual goal

Utilization:

- The completion of organic agricultural training for 500 Nakon Pratom farmers.
- The expansion of the value-based business enterprise in Sampran district toward the organic agricultural hub in the region.
- · Establishment of the living learning center for public advocacy.

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www.cai.ku.ac.th

Sampran Model: A PPPP, People-Public-Private-Partnership Business Model for Sustainablity

SAMPRAN MODEL COLLABORATIONS - PUBLIC PRIVATE PARTNERSHIP

Funding from Thailand Research Fund and Thai Health Promotion Foundation



Upstream/ Producer

Midstream/ Processing

Downstream/ Consumer

Kasetsart University (Bangkok)

Kasetsart University (Nakornpathom)

- Faculty of Engineering
 Farmer's group development
 Organic agriculture in schools

Ministry of Agriculture and Cooperatives

- · Land Development Department

Ministry of Commerce

- - Organic Village project

Kasetsart University (Nakornpathom)

Kasetsart University (Bangkok)

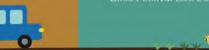
Ministry of Commerce

Co-operative Academic Institute (CAI), Faculty of Economics, Kasetsart University, Thailand.

Thailand Convention & Exhibition Bereau (TCEB)/ Thailand Incentive and Convention Association (TICA)/ Thai Hotels Association (THA)

Tourism Authority of Thailand

Ministry of Commerce







Lesson learned visualization by Kasetsart University (Bangkok)