

Gross Impression 8,780,500  
Volunteer Hours 15,962  
Active Members 128  
People Directly Impacted 323  
People Indirectly Impacted 3,181



**SIFE**  
CHULALONGKORN  
UNIVERSITY  
THAILAND



*"The Ripple Effect"*  
*Small change. Big difference.*

Chulalongkorn University  
( present 2 out of 3 projects )

ANNUAL  
REPORT  
2011



## Project Highlights:

- **Enhancing the Cultural Essences of a Soon-to-Be-Forgotten Island**
- **USD 120** Income Increase for Local Shops per Month
- **USD 3.3** Daily Allowance for Little Cultural Ambassador
- Motivation to Preserve Thai-Mon Culture



### Primary Target Group:

40 Villagers from Village 1 and 2, Kohkred Island, Nonthaburi Province, Thailand

### Secondary Target Group:

23 Elementary and Intermediate Students from Wat Poramaiyigawad School in Kohkred Island

### Problems:

- Low income with an average income of USD 330 per household per Month.
- Under-appreciated cultural heritage amongst the new generation.
- Deteriorating culture due to modernization influences
- Increasing number of local migration to work outside

### Ultimate Goal:

To preserve unique culture on Kohkred, families would be bound together and natural environment would be unspoiled thereby attracting cultural tourists.

### Project Stages:



This year's main focus is on cultural preservation to create a memorable experience for tourist for the effect of positive word of mouth and increase tourist inflow.



### Strategies:

#### 1. Map and Discount Coupons

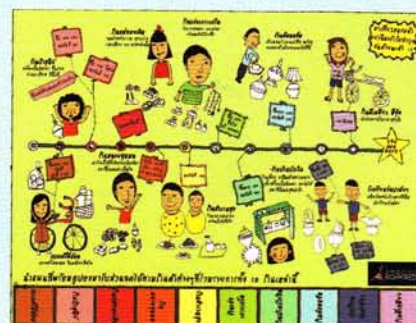
The collaboration of all shops in Kohkred created a complete tour map accompanied by multiple discount coupons. The tour map provides an overview of Kohkred and its cultural attractions. The discount coupons act as an incentive to boost up sales, "Lower profit per item but more sales quantity."

#### 2. Business Workshop

Chula SIFE set up an educational workshop for Kohkred community to learn the basic marketing principles including a how-to make an eco-friendly packaging for their products. These skills were then put into practical use to further develop their shops and products.

#### 3. Little Cultural Ambassadors

Chula SIFE interactively trained students in Wat Poramaiyigawad School to become professional tour guide or "Little Cultural Ambassadors." They tell the story of Kohkred and offer tourists an in-depth tour around Kohkred's cultural heritage. Our main objectives are to imbue students with entrepreneurial skills and to foster their appreciation to their own culture.



### Outcomes and Impact:

- **30% of tourists** who received the Maps visited the shops in Village 1 and 2
- An increase in income of **USD 120 per month** for the shops
- An increase in income of **USD 3.3 per day** for all student cultural ambassadors
- Commitment from Miss Adjima Aek-iam, a teacher at the school, to take charge over the printing of additional maps.
- Motivation to continue the preservation of their unique culture
- Pride in the students to share their cultural heritage and history



## Thai -Mon

Kohkred is a small island in Chaopraya River to the North of Bangkok which is only reachable by boat. Located on Kohkred is Thai-Mon civilization. Thai-Mon ethnicity is one of Southeast Asia early aborigines amongst its diverse culture. In 1773, around 40,000 Thai-Mons migrated from Myanmar to Thailand due to political instability. For over 200 years, their beautiful culture is still preserved: delicate pottery, unique architecture, music and traditions.

# Soil Booster

For the 3rd Consecutive Years



## Primary Target Group:

21 Students at the Panitwittaya School, Bang Grood subdistrict, Barn Po district, Chachengsao Province, Thailand

## Secondary Target Group:

164 Members of Agricultural Community in Bang Grood subdistrict

## Problems:

- Overuse of chemical fertilizers: USD 600 million worth of chemical fertilizers used in Thailand
- Excessive organic waste of 300 kilograms per day
- Lack of useful activity for the students in the community

## Ultimate Goal:

To create a strong community free from chemical fertilizers and a sustainable income source for each and every household

## Project Stages:

To create awareness regarding the vermicompost to the farmers and students

To increase the expertise of the target group and to form a club in the school.

To develop the club into an educational center for the community

To increase the usage of the organic fertilizer within the community and the region

To make the Bang Grood community into a model with sustainable income while remaining environmentally friendly

We are now in stage 3 with the goal to establish an educational center for the community.

## Project Highlights:

- **Vermicompost, Organic Earthworm Fertilizer; The Solution to Eco-Wealth**
- **20,172** Liters of Chemical Eliminated per Year
- **4** Tons of Organic Waste Reduced per Year
- Soil Booster Model in Local Authority's Community Development Plan

## Elements of the Educational Center:

### 1. Collecting System

Chula SIFE and participating students have improved the collection process of Vermicompost to increase the rate of production.

### 2. Breeding Facility

The breeding facility was built through the support from the Subdistrict Administrative Organization and the villagers. It has a dual role both to breed earthworms and to show various methods of Vermicomposting.

### 3. Controlled Sample

The students created two plantations: one with the use of Vermicompost and the other without. The side-by-side demonstration clearly shows the effectiveness of the fertilizers. The plantation acts as a form of quality control and the vegetables grown will become an additional source of income for the club.

### 4. Tree's Restaurant

Students were taught a simple business concept to create their own brand. It took root under the concept of 'everything a tree needs to grow will be found here, at the Tree's Restaurant'. Created by the students, the brochure includes its classic design, background, catalog and contact information.

## Outcomes and Impact:

- Completion of educational center at the school
- **6 students** become experts from 3 years of Vermicompost practice
- An **increase of 300%** in rate of Vermicompost production to **83 bottles a month**
- An **increase of USD 6.3 in income** per student per month
- **Replacement of 20,172 liters** of chemical fertilizer per year
- Reduction of up to **336 kilograms** of organic waste per month or **4 tons** per year
- Visitation from **16 different independent groups** to the educational center
- Application of Vermicompost in the various agricultural activities
- Betterment of organic trash disposal within households
- Inclusion of Soil Booster model to Community Development Plan
- Nationwide exposure to Soil Booster project through national TV broadcasting

## Vermicompost ?

Our Vermicompost or organic earthworm fertilizers are derived from the excretion of one of the best earthworm breed in Asia. The process includes nurture earthworms in a bucket half-full of soil, frequently water them, feed them with any organic waste such as leftover food and rottened vegetable and keep the balance of pH value. Worm castings can be collected by scraping the surface of the soil and let it dehydrate in the sunlight. There are several ways to collect liquid fertilizers for example the liquid fertilizers can flow down through holes punched at the bottom of bucket.

## Advantages of Vermicompost

High level of N-P-K nutrients and plant hormones, Odorless, Easy to produce, Yield two forms of fertilizer: worm castings and liquid fertilizers

# Media Outreach

## Newspaper

- Thairath Newspaper
- Bangkok Post Newspaper
- Bangkok Business Newspaper
- Manager Newspaper
- Post Today Newspaper
- Matichon Newspaper
- Kom Chad Luek Newspaper

## Magazine

- Life on Campus Magazine
- CBS Magazine

## TV Broadcastings

- Thai PBS
- Money Channel
- News Campus

## Radios

- NUFM Radio
- SU Radio

## Online

- Chula SIFE Facebook
- Chula SIFE Website
- Youtube
- www.dek-d.com
- www.pantip.com

**Total: 8,780,500**



## The Chula SIFE Team

- **Mission Statement : "We create opportunity for people in need to be empowered through the positive power of business."**
- Consist of 128 members from 7 faculties and 13 majors.
- Separated into two divisions; the project management and supporting divisions.
- Incorporated the use of Social Network to raise awareness through a faster communication mean
- Created a family-like atmosphere to strengthen our teamwork
- Monthly performance evaluations of the team's strengths and weaknesses
- Consultation from Faculty Advisor, Business Advisory Board, and all Alumni of Chula SIFE

## Business Advisory Board

Prof. Nucharee Lohakul  
Owner of Mye Ngam Earthwarm Farm

Dr. Tanai Charinsarn  
Lecturer, Faculty of Commerce and Accountancy,  
Chulalongkorn University

Mr. Nattapon Chuangprayoon  
Reporter, Magazine Desk, Post Today

Mr. Janyarit Songmanee  
First Vice President - Credit Product Development  
Department, SME BANK.

Asst. Prof. Dr. Athapol Anunthavorasakul  
Assistant Dean of Research, Faculty of Education,  
Chulalongkorn University

## Achievements:

- 2005 : - Chula SIFE was Founded
- National Champion
- Rookie Award
- 2009 : - National Champion
- Semi-Final Round
- 2010 : - National Champion
- 2011 : - National Champion



" This year we, Chula SIFE, have created a total of 323 smiles."

Asst. Prof. Dr. Pasu Decharin  
Dean of Faculty of Commerce and  
Accountancy

Lecturer Kavin Asavanant  
Faculty Advisor

Mr. Chote Jindaratancholkij  
President Chula SIFE 2011

