

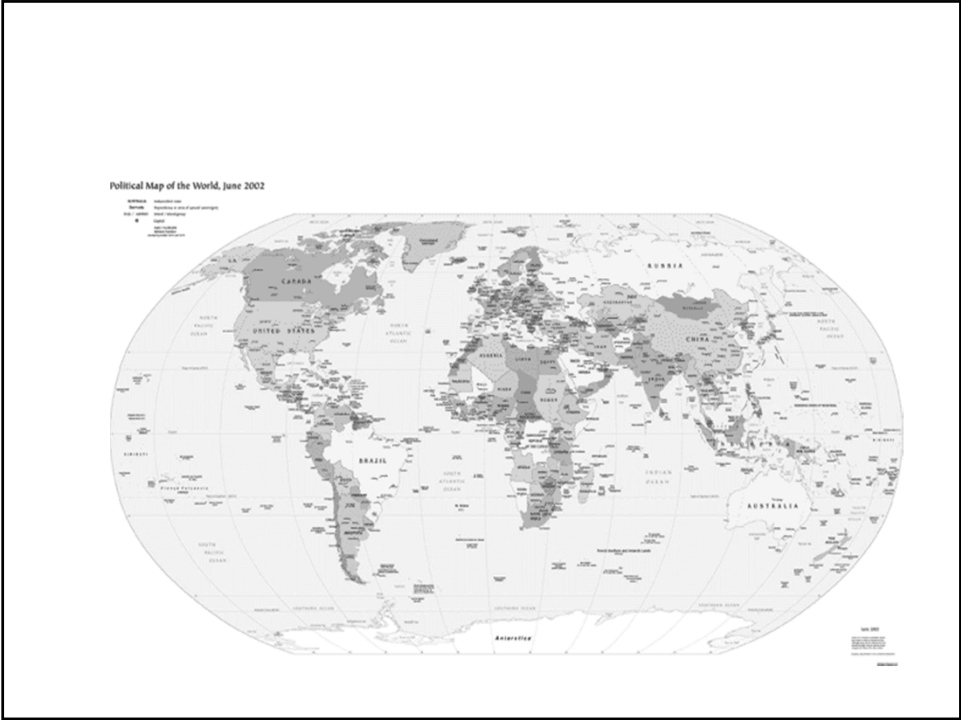
Technology Transfer to improve Quality of life through Community Development

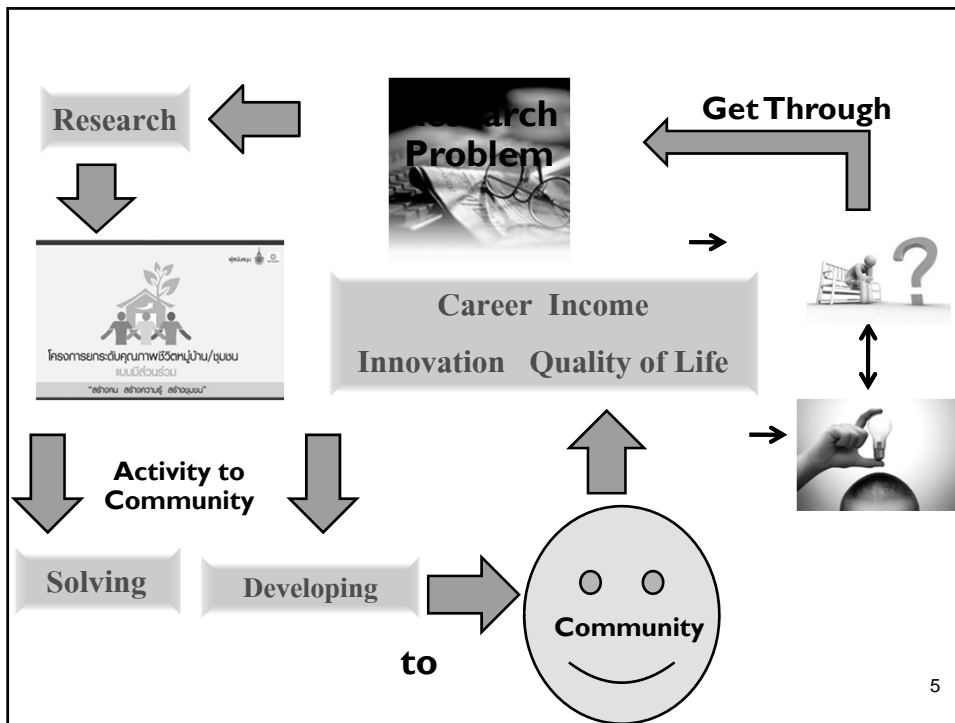
Ass.Prof.Dr.Sethasilp Ammawath
LOGO



Mission of RMUTL

- **Teaching**
- **Research**
- **Technology Transfer**
- **Culture and Environment
Conservative**





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From Research to Transfer Technology



Research;
 Study in marketing mix of local product for Lampang Province's occupational groups

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ลำดับที่	กลุ่มงาน	จำนวน	ร้อยละ
1	Cloths	56	19.05
2	Others	40	13.61
3	Handmade flower	39	13.27
4	Wooden	27	9.18
5	Handicraft	26	8.84
6	Handicraft2	18	6.12
7	Food	18	6.12
8	Desserts	17	5.78
9	Khao Tan	14	4.76
10	Hearbs	14	4.76
11	Chilly sauce	14	4.76
12	Ceramic	5	1.70
13	Leather	4	1.36
14	Alcoholic	2	0.68
	total	294	100

The results of research

Problems and suggestions

1. Management
2. Marketing
3. Accounting and Finance
4. Technology
5. Product Development

บทคัดย่อ: การศึกษาทางการตลาดกลุ่มงานอาชีพอุตสาหกรรมในครอบครัวและหัตถกรรมไทย ขององค์การบริหารส่วนจังหวัดลำปาง(กรณีศึกษาผู้จำหน่ายภายในเขตและนอกเขตจังหวัดลำปาง)

Welcome to...

Technology Transfer to improve
Quality of Life through
Community Development

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The objectives of Project

- 1. For solving in occupation group
management ; management, marketing,
accounting**
- 2. For solving in product of occupation
group**
- 3. For offering choice of career group**

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Transfer to community

**3 District in Lampang;
69 Occupation groups**

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From 3 places of Transfer Technology

To 1 Village

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Sufficiency
Economy



Budgets from

1.Occupation group 10,000

2. Rajamangala University of Technology

Lanna ; 300,000



**Knowledge base Center
for Sufficiency Community**

Offering choices of career



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1

Technology from Faculty of Engineering



2

Participations

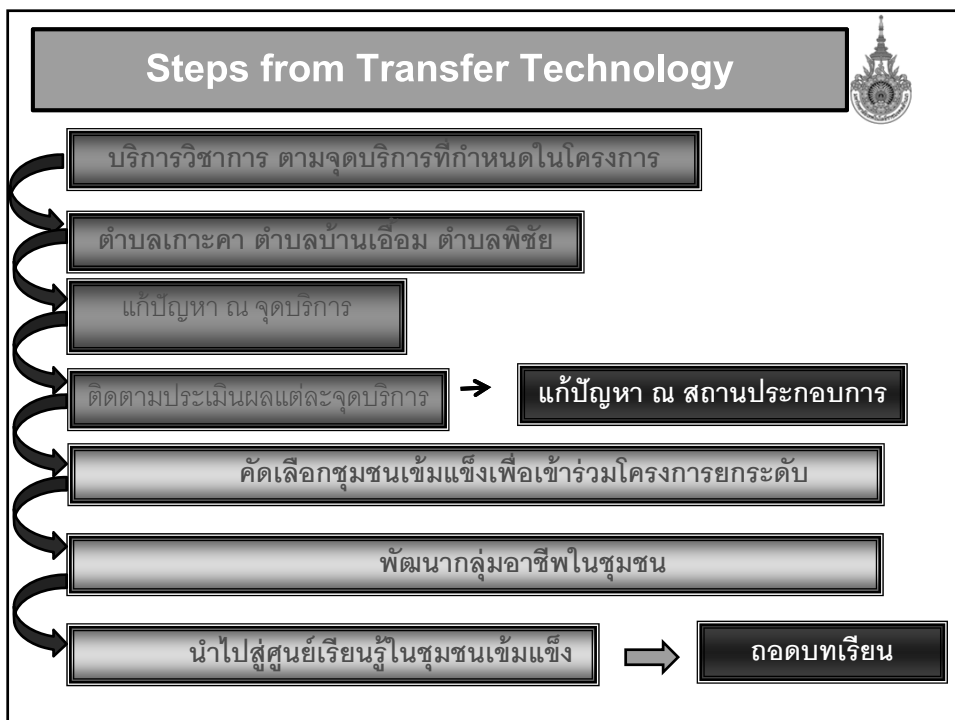
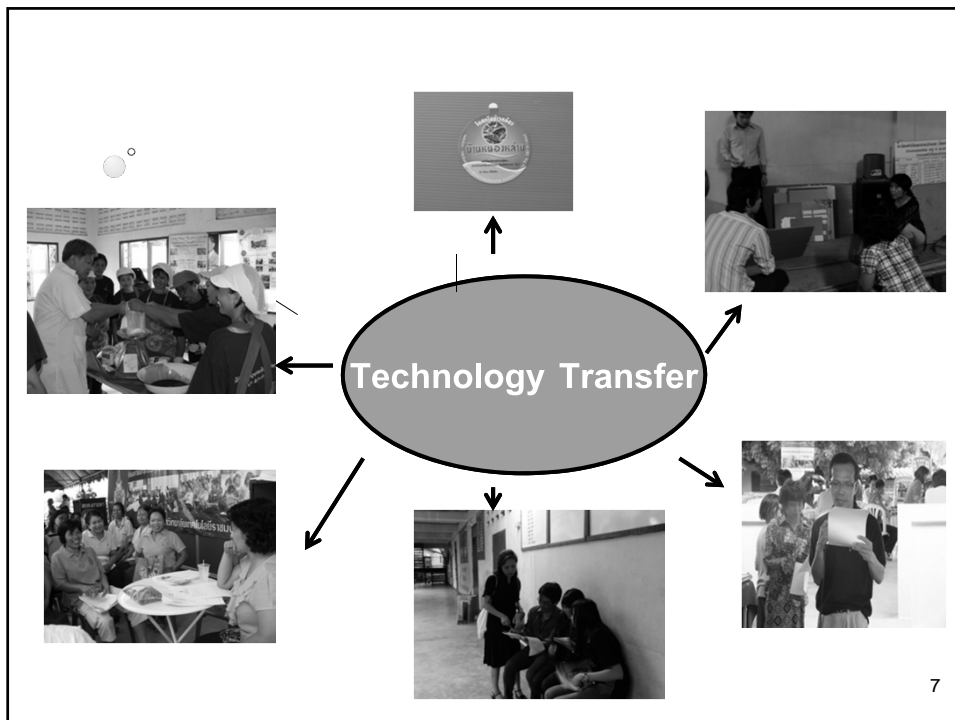


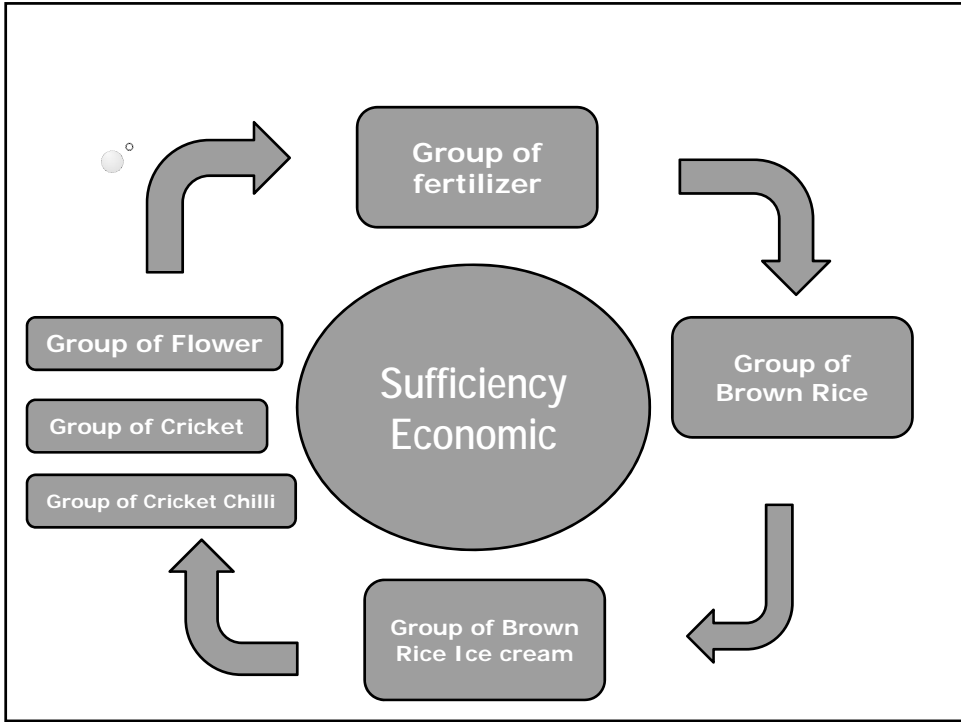
3



4











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Threats from project

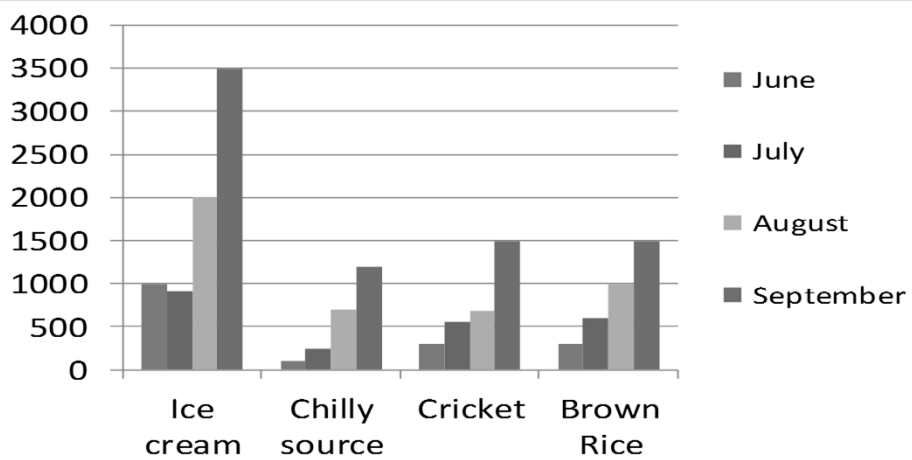
1. อุปสรรคในการประกอบการของกลุ่มไม่ทันสมัย
2. ขาดประสบการณ์การนำเทคโนโลยีประยุกต์ใช้กับภูมิปัญญา

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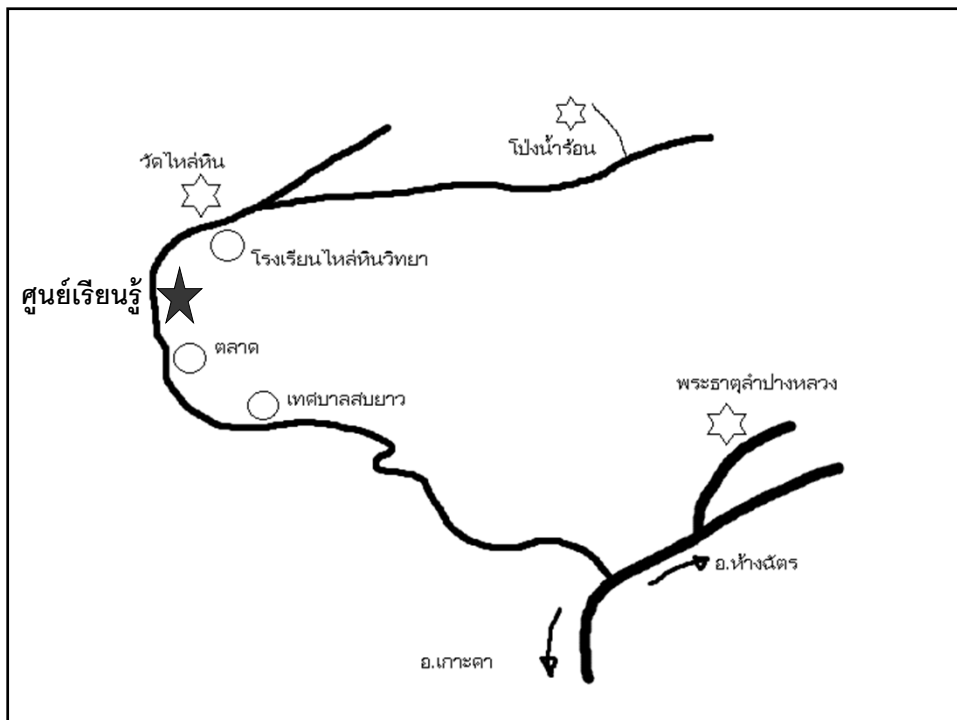
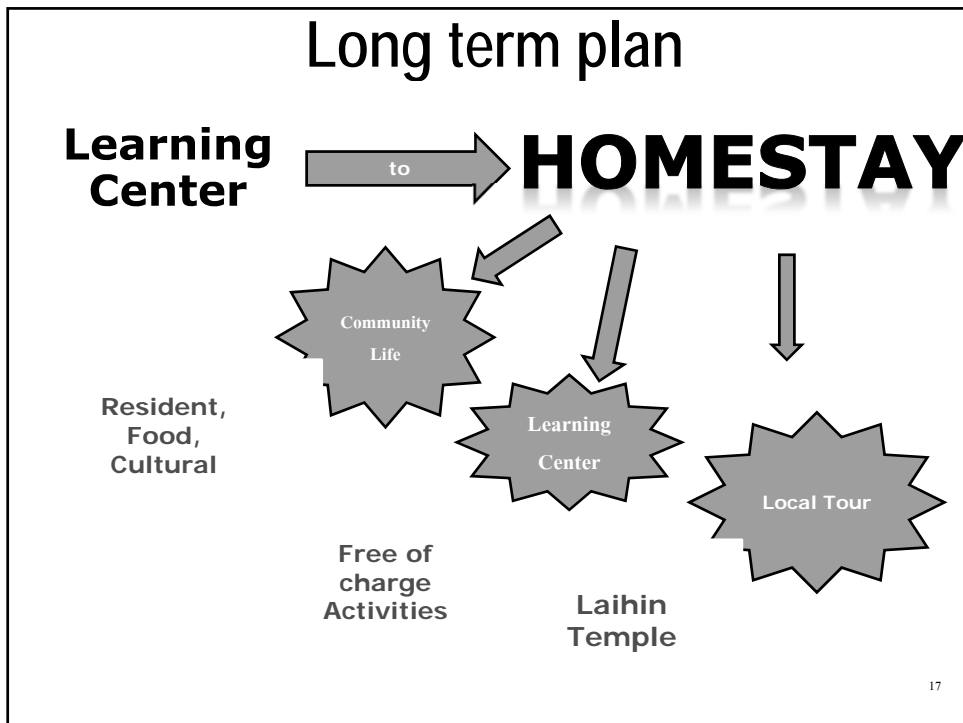
Out put : Occupation in Community
Out come : Added income for Occupation group
Efficiency : To improve quality of life
Effectiveness : Sustainability

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Income for Occupation Group



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**Thank you
for your attentions**

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