

ผลงาน THE Awards Asia 2025 มหาวิทยาลัยราชภัฏนครราชสีมา

ชื่อเรื่อง (ภาษาอังกฤษ) Student Power for Society: Development Towards a Sustainable Future 2024

ชื่อ – สกุล (เจ้าของผลงาน ภาษาอังกฤษ)

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2. Lec.Tawanrat Prajuntasen

เนื้อหา (150 คำ)

"Student Power for Society: Project for Sustainable Future Development 2024"

This project focuses on promoting the role of students in societal change through practical application of their knowledge. Students engage in fieldwork to study and develop communities, such as the *"Pak Chong 50 Banana Product Innovation"* project, which uses knowledge to help address farmers' challenges. The project also inspires students to use creativity in solving social issues while learning business skills, such as product development, packaging, and market expansion. Students have the opportunity to present their work at the national level, fostering sustainable knowledge growth and social responsibility. By immersing themselves in real-world experiences, students develop a deeper understanding of the challenges faced by local communities, further motivating them to pursue impactful careers. This hands-on approach equips them with invaluable skills, empowering them to become future leaders dedicated to building a sustainable society.

เนื้อหา (500 คำ)

"Student Power for Society: Project for Sustainable Future Development 2024"

This project is significant as it promotes and empowers students to play a crucial role in transforming society for the better through experiential learning and practical application of knowledge. It focuses on developing students' skills across multiple dimensions, including innovation creation, social entrepreneurship, and fostering student involvement in sustainable community development. By tackling real-world challenges, students are encouraged to think critically and apply creative problem-solving techniques to address complex societal issues.



Additionally, the project nurtures a sense of civic responsibility, inspiring students to use their knowledge to contribute meaningfully to the communities they serve.

The development process begins by allowing students to work on-site to understand and address community issues. For instance, in the *"Pak Chong 50 Banana Product Innovation"* project, students apply classroom knowledge to solve problems faced by local farmers, instilling the principles of sustainable development. This approach helps them recognize the value of effectively applying their knowledge to support communities in a lasting and impactful way.

Another essential aspect of this project is inspiring students to use creativity in tackling social challenges within the framework of the United Nations Sustainable Development Goals. The project provides a platform for students to present their work publicly, such as in exhibitions and presentations at the *"Rakkaew National Expo,"* where they receive guidance from experts across various fields to further develop their projects sustainably.

Additionally, participating in the project allows students to learn vital business skills, such as product development, packaging, cost analysis, and market expansion—skills necessary for building sustainable social enterprises. Through real-world experience, students gain teamwork skills, social responsibility, and ethical leadership by working closely with communities and local businesses.

This initiative not only enhances student potential but also provides a valuable opportunity to showcase the contributions and achievements of Thai youth on a broader scale, especially at the national level. Moreover, it serves as an inspiration for other young people who aspire to make a meaningful and lasting impact on society.

Ultimately, the *"Student Power for Society"* project reaffirms the critical role of students in shaping a better society. They are not only equipped with knowledge and skills from classroom education but are also encouraged to use these tools to create positive and sustainable change in the areas of economy, society, and the environment. This prepares students to become responsible future leaders and entrepreneurs. Through their dedication and hard work, the student team has proudly earned the "Platinum-Level Outstanding New Project Award, 3rd Place," along with a 10,000



Baht grant from the Rakkaew Foundation, in partnership with KPMG Thailand, Thai Beverage Public Company Limited, the SCG Foundation, and the Junior Achievement Foundation, which has supported the Rakkaew Project for over 10 years.

Project URL or link to further information about your entry (if applicable) Link ที่จะเป็นประโยชน์ต่อการพิจารณา

1. Executive Summary Link: พลังนักศึกษาเพื่อสังคม: โครงการพัฒนาสู่อนาคตยั่งยืน 2567

<https://acrobat.adobe.com/id/urn:aaid:sc:ap:1c430362-882f-4271-b1f7-322c6861df6d>

2. Photo and News Link:

[Booklet 2024 Rakkaew Expo - Rakkaew Foundation Flip PDF | AnyFlip](#)



[เยาวชน เปลี่ยนโลก รวมพลังนิสิตนักศึกษาจากทั่ว ขั้บเคลื่อนความยั่งยืน | เดลินิวส์ \(dailynews.co.th\)](#)

<https://www.facebook.com/RakkaewFoundation>

[โครงการรากแก้ว - 22 มหาวิทยาลัยและสถานศึกษาจากทั่วไทย 26... | Facebook](#)

www.rakkaew.org

"The Rak Kaeo Foundation believes in the power of youth to lead society toward sustainability."

<https://www.rakkaew.org/2024rakkaewexpo/>



Supporting material 1

Activity 1: Learn from real experiences, encounter real problems, take real action...
together with the community: Students engage with local communities to apply classroom knowledge in business operations, such as product development, packaging design, cost analysis, and market expansion. These are essential skills for building sustainable social enterprises.



Activity 2: 2024 Rakkaew EmpowerU Camp: Students participate in the “2024 Rakkaew EmpowerU Camp” for the Northeastern Region from April 26-28, 2024. Organized by the Rak Kaeo Foundation in collaboration with KPMG Thailand, Thai Beverage Public Company Limited, the SCG Foundation, the Junior Achievement Foundation, and Khon Kaen University, this camp aims to empower and enhance the skills of students involved in the Rak Kaeo Project in Northeastern Thailand. The program equips them with business knowledge, an entrepreneurial mindset, innovation, and creativity, enabling them to create positive impacts on the economy, society, and environment following sustainable development principles. This initiative also fosters the transfer of energy and strength to local communities for lasting growth.





(ที่มา <https://www.facebook.com/photo/?fbid=736660998663491&set=pcb.736661685330089>)

Activity 3: Rakkaew National Expo: The “Rakkaew National Expo” 2024 was held at the G Floor Promotion Area of Samyan Mitrtown Shopping Center on August 23-24, 2024. The event featured exhibition booths from 26 teams of enthusiastic and creative students from 22 institutions, all inspired to make a positive impact on society. The atmosphere was filled with determination and dedication as students presented projects focused on sustainable development. These projects not only address social issues but also drive positive change across various dimensions, including economic, social, and environmental aspects. The products on display were highly popular, leaving a lasting impression on visitors and inspiring them greatly.





(ที่มา <https://www.facebook.com/reel/1230772161604328>)

Activity 4: 2024 Rakkaew Foundation National Exposition University

Sustainability Showcase: Students presented their national-level sustainable development projects for 2024 and received recognition at the “2024 Rakkaew Foundation National Exposition University Sustainability Showcase.” They were awarded the **Platinum-Level Outstanding New Project Award**, receiving a commemorative plaque and a project grant of 10,000 Baht.





(ที่มา <https://www.facebook.com/photo/?fbid=808522684810655&set=pcb.808525008143756>)





หมายเหตุ: แบนรายงานวิจัยฉบับเต็มมาพร้อมด้วย (ถ้ามี)

