

# Module 1

## “Value chain management” in Thailand 2019



# General Information

The module “Value Chain Management” aims to introduce students the fundamentals of scientific work applied on the issue of value chain management. The skills gathered during the course were oriented to empower participants to succeed in most of university-level scientific projects or professional field. The students participated on rigorous academic research (including data collection process in the field), they were trained to express their ideas, opinions and they learnt how to publish a research results in form of conference poster and presentation.

## General Learning Objectives

- Understand of the broad concepts of value chain management.
- Get to know principles of marketing of agricultural products.
- Experience own research including identification of research objective (research question), setting up the research methodology and research plan, collecting and processing the data, data analysing and presentation of the results.
- Experience the multiple ways of publication of scientific results – poster, presentation, report paper manuscript.
- Make effective use of oral, written, and visual means to comment, assess, critique and communicate.

## Organizing team

Hosting institution: Chiang Mai University (CMU)

Organizing team of the module:

- Chiang Mai University (CMU), Dr. Pornsiri Suebpongsang (pornsiri73@gmail.com)
- Czech University of Life Sciences Prague (CULS), Dr. Petra Chaloupkova (chaloupkova@ftz.czu.cz), Dr. Olga Leuner (leuner@ftz.czu.cz), supporting team: Jan Stas (stas@ftz.czu.cz) and Veit Ny (ny@ftz.czu.cz)

## Period

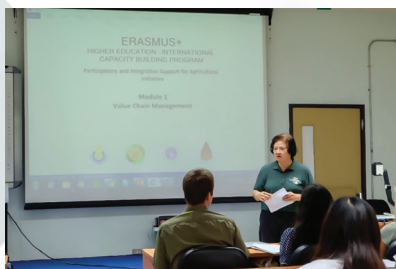
August 7 - 27, 2019 (arrival of the participants on August 6, departure August 27/28)



## Daily activities, 7th – 27th August 2019

### 7<sup>th</sup> Aug: Guided trip CMU, registration, welcoming, team building activities

During the first day of the program, students had a tour guided by CMU representative for orientation the campus areas. After that, the program begun at the Department of Agricultural Economy and Development with the registration of all participants, following by the official opening speech of Associate Professor Dr. Nuttha Potapohn, Dean of the Faculty of Agriculture, and by Assistant Professor Dr. Pornsiri Suebpongsung, Director of Agricultural Technology Services Center, representatives of the Chiang Mai University. Then, Asst. Prof. Chutima Tantikitti (coordinator of the whole PISAI project) had an opening speech to welcome as well as informing about project. All students introduced each other. After lunch, students presented about themselves (their name, nickname, study program, hobbies) and about their countries. In order to get students to know each other better, icebreaking games were introduced (Name game and Guessing game). Students were also grouped into four groups for further team working activities.



## DAY 2

### 8<sup>th</sup> Aug: Lecture, visiting local market

Students started to learn about knowledge of the concept of value chain management by the lecture of Agricultural Economics and Value chain management. After that, each group chose one agricultural product for working on during this whole summer school (rice, mango, garlic, banana). In the afternoon, all students visited the local market called Ton Pa Yom market and Rimping supermarket. Students tasks were to observe the differences of how their products were sold between these two markets (price, quality, packaging, hygiene...). This also helped students orientating with differences of markets in Thailand and their home country.



## DAY 3

### 9<sup>th</sup> Aug: Lecture, group task assignment, visiting cooperative farm

The third day started with the lecture of Market orientation. Afterwards, the students were working on literature review of their selected products. Two PhD students from the Czech Republic (Jan Stas and Veit Ny), assessed them with basic knowledge about how to look for the scientific information. Students prepared this literature for presentation on 14th August to Dr. Petra Chaloupková (Vice Dean for International Relations) and Dr. Olga Leuner (Vice-Dean for Science, Research and Doctoral Study), from the Faculty of Tropical AgriSciences. In the afternoon, students visited the cooperative farm, San Pa Tong Agricultural Cooperative Ltd. to study about dry longan production. Students learned about the vision and mission of this cooperative farm and saw the production line of dry longan for exportation. Aside from this, they also got the information about other products of the farm such as rice, bean, corn and how this cooperative farm work in their community.





## DAY 4

### 10<sup>th</sup> Aug: Planting rice

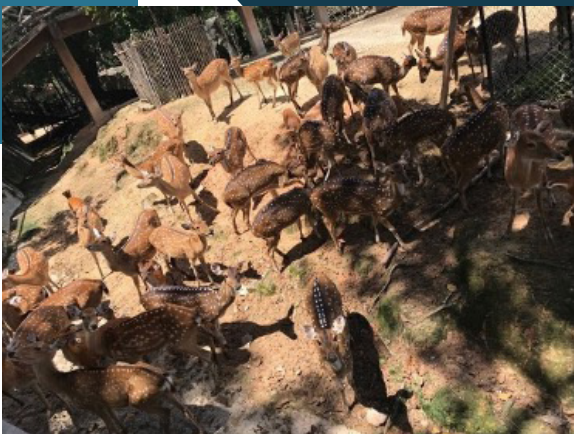
On this day, all students had the opportunity to participate the rice planting ceremony. It was organized by the Faculty of Agriculture of Chiang Mai University and took place in the rice fields of the university. In the morning, there was an opening ceremony by the Head of the Department of Agricultural Economy and Development, Assistant Professor Dr. Budsara Limnirunkul. After that, students were instructed to remove the rice seedlings from the nursery beds and transplant to flooded paddies. This ceremony is done every year for the first year Bachelor students to participate and learn about the importance and how the rice is planted



## DAY 5

11<sup>th</sup> Aug: Day-off

This day was the weekend for the students. Some students visited Chiang Mai Zoo, some relaxing at home, and others enjoy the city or visiting local night market. In the evening, students also participated the Yoga class, organized by Czech colleague, Kateřina Michálková.



## DAY 6

12<sup>th</sup> Aug: Group task: preparation of literature review

Students had the whole day to continue working on their group task about the value chain of their selected products for the upcoming presentation. The department provided the computer room for students to look for information and working in groups.

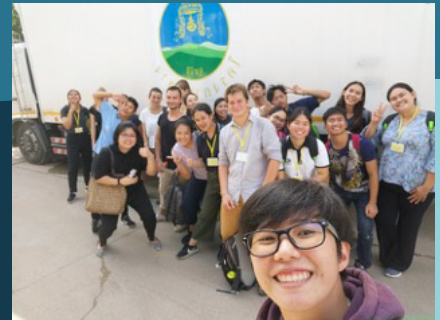


# DAY 7

## 13<sup>th</sup> Aug: Lecture, visiting Royal Project distribution center

In the morning, there was a given lecture about the Logistic distribution and Basic methods of statistical analysis. This could help students in analysis their data collected from market for the future assignment.

In the afternoon, students visited the Teen Tok Royal Project Development Center. It is center of postharvest management of Royal project product. The center was created in order support the increase of crop production in mountain areas of Thailand and to preserve and to revive natural resources and environment in collaboration with the involved organizations. Students can understand the postharvest management of fruit and vegetable under GMP and HACCP from this center.



DAY 8

14<sup>th</sup> Aug: Presentation the group task, lecture



On this day, Dr. Petra Chaloupková and Dr. Olga Leuner presented themselves to the students. After that, students presented their literature review of the value chain management of their selected products. In the end of the presentations, students also got feedbacks, advices, and recommendation to improve their presentation.



Dr. Olga Leuner gave a lecture about the details of How to look for literature sources such as scientific papers with impact factor, patents, proceedings, technical reports etc. Furthermore, she also guided students about how to formulate research problems, methods and samplings by looking in to types of data and setting the objectives of the research questions.



After lunch, Dr. Petra Chaloupková also gave a lecture about the marketing research methods, which focused on consumer behavior. The course detailed about common sources of scientific journals published the consumer behavior researches; factor influenced buyers and consumer behavior; how to develop the research plans for this type of research. This course also included the information about how to interview and team working during the survey. After that, the students started preparing their research questionnaires regarding to their product.





# DAY 9

## 15<sup>th</sup> Aug: Discussion about the prepared questionnaire, icebreaking game, visiting black garlic production

Students presented their draft questionnaires about how many questions they want to ask and how they will distribute the survey. They also got recommendation and correction before starting their survey. There was also icebreaking game, called African village in order to build the team connection. In the afternoon, students visited Nopphada Products Co., Ltd. where students could learn about the value-added garlic product called Black garlic (B-garlic).

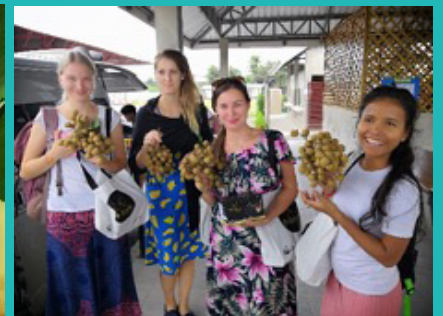
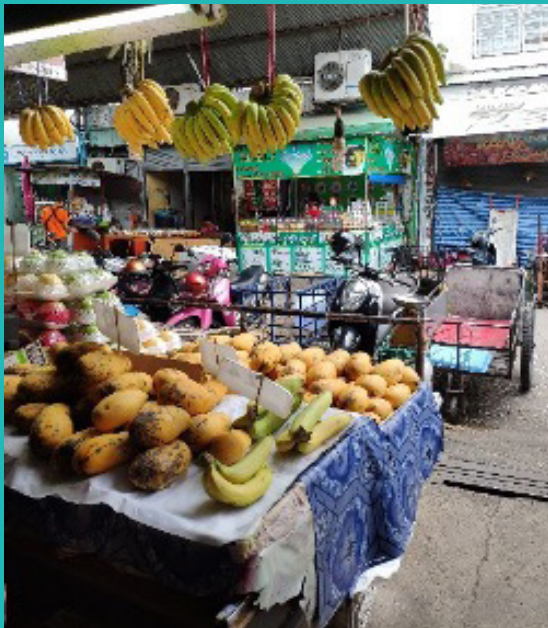


DAY 10

DAY 11

16<sup>th</sup> -17<sup>th</sup> Aug: Field research

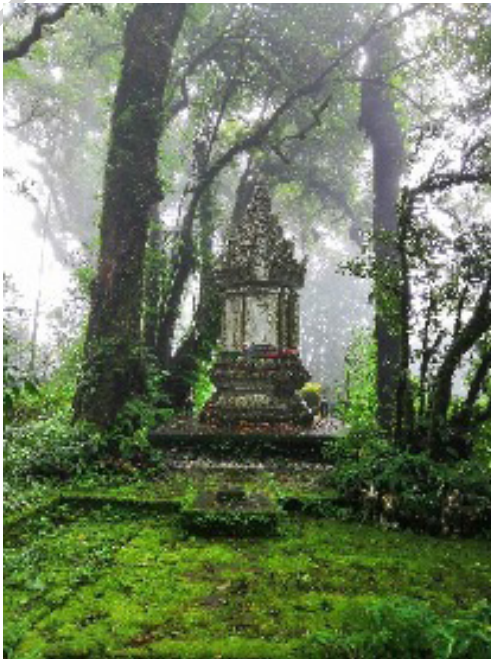
The next two days were dedicated to student's field research. According to previous discussion in the groups, students choose which markets they would like to visit, and they divided the tasks for next two days. We could see different approaches for the data collections - some groups choose to work as a team, so they went to each place together. The other ones went separately and then combined the data together. The data collection was done on two different types of market – the local market and supermarket. Each group were supposed to collect at least 100 questionnaires.



# DAY 12

18<sup>th</sup> Aug: Day-off

On the Sunday (Day off), students had the opportunity to join organized trip to the highest mountain of Thailand – Doi Inthanon and to the near temple Doi Suthep. Together 10 students decided to go for that trip, and they enjoyed it a lot, even though the temperature on Doi Inthanon was only around 9°C, which was challenging for some Thai students.



# DAY 13

## 19<sup>th</sup> Aug: Excursion to the farms

On Monday, students woke up in early morning and went for whole day excursion to two local small-scale farms. The first farm was rice and rice product focused association, which connects several small-scale farmers together to produce different products, namely rice, germinated powder beverages, bananas, garlics, mangos and other seasonal fruits and veggies. Students had the opportunity to see the main orchard, where they also tasted several kinds of fruits (fresh coconut, dragon fruit, pomelo, etc.). After the lunch in local restaurant, we moved for a second farm, which is focused on longan, banana and poultry. We also get a chance to try the harvesting process of longan fruit.



# DAY 14

## 20<sup>th</sup> Aug: Reflection from the field research, scientific writing (theory), poster presentation

On Tuesday morning, there was a reflection from the data collection process. The students described and shared their positive or negative experiences with other students, obstacles that they had to overcome and provide some recommendation for similar research. Feedback section was followed by lecture about scientific writing – how to do a poster and scientific presentation. The afternoon started with team game called **Marshmallow challenge** that strengthened the communication skills and ability to work as a team. After that, the students were asked to prepare own poster from collected data. Posters were presented on next day morning. The aim of this training was not only training the graphical work, but also to see the variety in final posters based on the similar data.



## DAY 15

### 21<sup>st</sup> Aug: Poster presentation, scientific writing (theory)

The day started with poster presentation by each group. Generally, the design of the posters was nice, however the posters were characterized by the typical mistakes of beginners and broad spectrum of recommendations for improvement were mentioned by other groups as well as by the academic staff. Teamwork game (3 statements from agricultural fields) was played to support increasing of teambuilding capacity of the students as well as their knowledge. Each team was supposed to prepare three tricky statements from agricultural field – two were true and one was false, and the other teams were supposed to identify the false one only with the help of few additional questions. At the end of the session, the students were trained in how to prepare good scientific article/thesis and afterwards the requested format of scientific poster and final report was presented to the students: the contents and structure, each part was described so that the students were familiar with the contents that shall be add to each chapter.



## DAY 16

### 22<sup>nd</sup> Aug: Processing of final presentation and report

On Thursday, the students had the whole day for preparation their final report. The report was supposed to be a complete analysis of value chain management of their (selected) product in the range of the data from their field research. The report was supposed to be presented as a document accompanied with oral presentation.



# DAY 17

## 23<sup>rd</sup> Aug: Final presentation, closure of the program

In the morning, each group presented their final presentation, which was afterwards evaluated by the students, and also by international academic committees, Dr. Chutima (PSU), Dr. Pornsiri (CMU), Dr. Petra, Dr. Olga, Jan and Veit (all CULS). Each group got the recommendation for future improvement. After all groups finished, the best presentation was chosen by the audiences and awarded with small gift. The same followed with the poster section and final reports. We could see great improvement in the quality of the scientific materials as well as in presentation skills by each student.

The Dean of the Faculty of Agriculture (CMU) Associate Professor Dr. Nuttha Potapohn handed over the certificates for participation at the Module 1 - Value Chain management. After that, both students and organizing team gave the feedback, evaluation of the whole module, students filled in the online survey evaluation, and organizers discussed their comments directly with the participants.



# DAY 18

## 24<sup>th</sup> Aug: Field trip to the Extended Royal Project Station

On Saturday, students visited the Extended Royal Project Station, in the mountainous area, close to Burma border. Students have gained the knowledge about the history of this community and the development of their agricultural system. They also had a chance to see and try the agricultural fruits such as longans, grapes, mangoes.



# DAY 19

## 26<sup>th</sup>: Field trip to Huay Som Poi Royal Project development center

On Monday, students had another excursion to the Royal Project Station, Huay Som Poi Royal Project development center. Students have seen the planting system of the lettuces, peppers, and passion fruits. Students also learned about the seedling lettuce in greenhouse system.







## Evaluation by students

In general, the participants evaluated the Module Value Chain Management positively and the majority of the students would recommend this Module to their friends and colleagues. Following aspects were mentioned as the most valuable: i) Learning and exchanging experiences with friends from various universities, ii) team-working activities and iii) field visits and excursions. The students recommended several improvements for similar Modules such as: (i) courses could be shorter in time, ii) to add some additional topics and iii) to increase practical training activities. Moreover, the students request to have more time for preparing the project study and receive detail information in English during the field visits.

Satisfaction with knowledge gained

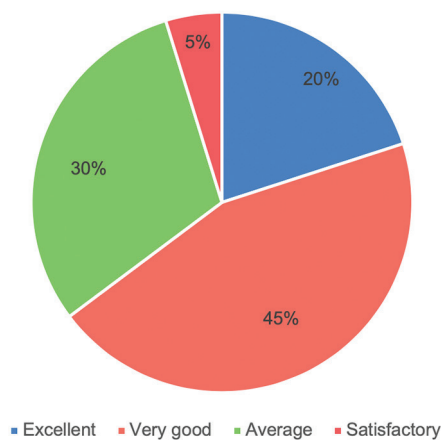


Figure 1: The participants' satisfaction with knowledge gained during the Module 1



Figure 2: Improvement of skills and competences after participation at the Module 1

# PISAI'S Students

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*Ing. Jan Staš*



*Ing. Veit NY*



*Miss. Aneta Zemankova*



*Miss. Šárka Altmannová*



*Miss. Monča Ehrenbergerová*



*Miss. Daria Agafonova*



*Mr. Petr Vinický*



*Mr. Natcha Ketpanich*



*Miss. Sudarat Chantakam*



*Mr. Suppanat Thaneerat*



*Miss. Phornthawon Phanbut*



*Miss. Jirattikan Yontawong*



*Miss. Ammarin Auparakat*



*Miss. Kanokwan Maaiad*



*Mr. Weerachai Pengple*



*Mr. Chutisorn Deemak*



*Miss. Ploiphailin Tantiwit*



*Miss. Kewalin Somboon*



*Miss. Timapon Artnafai*



*Miss. Kawintip Kongin*

# Value chain management

