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**SOCIAL RESPONSIBLY ACTIVITY DEVELOPMENT AT TAO-NGOY  
COMMUNITY OF THE THIRD ROYAL FACTORY (TAO-NGOY),  
SAKOLNAKORN AND COMMUNICATION ARTS CONSORTIUM**

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**Abstract**

The study of corporate communication management in social responsibility activity development at Tao-ngoy community of the Third Royal Factory (Tao-ngoy), Sakolnakorn. This study aims to the volunteer's activities with Communication Art Consortium which includes communication art programs from many universities in Thailand. The objectives are: 1) studying the creation of sustainable partnership alliance in managing social activities; 2) studying social responsibility activity development of organization and partnerships alliance. The conclusion after study the Third Royal Factory (Tao-ngoy) found that using the core competency to plan the social activity which Communication Art Consortium is specialize in photography for communication. The factory has organized the photography contest, exhibition, print media and video media on creative activity and training the drawing of future Tao-ngoy. However, managing the benefit of stakeholders which are communities and children in Tao-ngoy have obtained the knowledge to create the media in this era. Communication Art Consortium has learned the way of community development from the Royal Development Project. And University's student could tell the story through various medias, such as photographs, prints, paintings and video. In this social responsibility activity development has the process as follow: 1) photography contest in which **multi-step flow** is

communication model that was used by having students gather information in Tao-ngoy community and capture the content of community through each of their photographs; 2) organizing the photograph exhibition is the way to communicate for **mass media** to show to the public which including posters, printed catalogue which showing exhibition programs and giving information of photographs; 3) creation on new media is the **cross media** which develop from one media to other media which is printed catalogue to video; 4) organizing the activity to communicate the story from photograph to painting in which is **transmedia** that telling the future prospect from a photograph of the children in the community to their future career in a painting. The achievement of this social responsibility activity development has developed over the time. The more time passed by the much more familiarity between partners increases which also increase the intimacy in the work even more. This cause transformation of the media to be even more complicated. As a result, bringing more of the creativity in activity that comes from foundation concepts. Also, it increases recognition from the target group.

*Keywords:* Social activity, crossmedia, transmedia, community development, volunteering

### **Background**

The Third Royal Factory (Tao-Ngoy) is the organization under the name “Doi Kum Food Product Co.,Ltd.”and is under the supervision of the Crown Property Bureau. It was founded on November 11<sup>th</sup>, 1980 by His Majesty the King for local occupation development, and sustainability income for people in the northeastern province by growing tomatoes and products made from tomato along the Moon River, under the concept “community benefit and continuing business.”There are many production lines such as tomatoes, dried vegetables and fruits, rice and frozen fruits. The Third Royal Factory (Tao-Ngoy) is in the area of 21 Rais, which is considered the first tomato processing plant production along Moon River, the

area is called “Tomato Belt” because currently there are 23,000 Rais are growing tomatoes.

The representative of the Crown Property Bureau has a plan to publicize to let people who are interested to know about the social development of the factory. The target is the factory’s neighborhood, consisting of 7 villages. The launching of the community volunteer project and strengthening Ban-Yang community, Aumpur Phang, Chaing Mai and Tao-Ngoy community, Aumpur Tao-Ngoy, Sakon Nakhon is by using His Majesty the King’s guidelines which consider the relationship between family, temple and school. This will help people’s life quality especially in economics and social terms. Also it will tighten the relationship and cooperation between the Royal Factory and the communities those are around.

Communication Consortium was founded in 2012. The members include 16 public and private education institutions that teach communication and mass media programs. The main purpose for this is to build the network for quality assurance development such as academic, student activities and teaching. The writer has been working with the community volunteer project as a producer for the Third Royal Factory (Tao-Ngoy) film “Royal Factory for People” in 2013. He has then been working as a coordinator on community a volunteer project between Communication Consortium and the Crown Property Bureau which is involved in planning the activities for volunteers with Ramorn Tanasopon, the head of special representative 1 of the Crown Property Bureau, in 2014. The goal of this project is to study the way for long-term relationships to run the activities for the community and study the development of the organization activities for community and its partners. The conclusion will be used in academic development for cooperative communication and for academic service for society by students and professors at university level.

### **Objective**

This article aims to study the managing of cooperative communication in responsibility

activity development for the society around the Third Royal Factory (Tao-Ngoy) and aims to study the activity of working together with Communication Consortium as a volunteer in which the objectives are

- Studying the way to build sustainable relationships
- Studying the development of activity for organization society and partners

### **Literature Reviews**

There are key concepts of communication that are used in this research. First, corporate social responsibility, which will be used to compare with the working model of the Third Royal Factory (Tao-Ngoy). However, there are also the communication management concepts that are used for activity development such as multi-step flow, mass media, cross media and trans media. They aim to create communication development that is adaptable to each activity and the development of relationships between organization and partners that are involved.

The Plans for Volunteers to Develop Tao-Ngoy

"The Volunteer Project to Develop Tao-Ngoy" in 2014 is divided into 4 plans as follow.

**1. Improve the Royal Dam by the His Majesty the King.** Bringing the knowledge in water management from Pid-Thong-Lung-Phra Foundation and continuing the work of His Majesty the King, also expanding the knowledge of building and maintaining the dam from the Mea-Fah-Luang Foundation that be applied for the best benefit for the Tao-Ngoy community. The things that will be done are repairing the old dam and changing the water management so that the dam can slow down the water and won't destroy the area behind the dam. Also, more water can be kept for household usage.

**2. Improve the Utilities in Na-Ngoy-Pon-Pra-Loh School.** For infrastructure

improvement in Na-Ngoy-Pon-Pra-Loh School that needs to be repaired so it is fit to use. Things that need to be done are repairing cafeteria and kitchen to the standard of Ministry of Public Health.

**3. Improve the Utilities in Ban-Na-Ngoy Temple.** For public utilities improvement in Ban-Na-Ngoy Temple that need to be repair so it is fit to use. Things that need to be done are repairing the toilets to the standard of Ministry of Public Health.

**4. Encouragement in the Study of Science of the King (His Majesty the King Project)** Encouraging the students, undergraduates and Toa-Ngoy philosophy leaders to learn, understand and know the projects that were done by His Majesty the King and the Queen and to take the knowledge for their own community development.

The activities are as follows:

1. Encouraging the study in the science of the King by having the students, undergraduates and philosophy leaders from Toa-Ngoy and Ban-Yang to go on a field trip to see His Majesty the King's projects and exchange the successful stories of their own community.

2. Develop young Toa-Ngoy leaders by organizing a seminar to give them the knowledge of the principles in community development of His Majesty the King. Encouraging the new leaders to be proud of their community and seek harmony in their community.

3. A photography contest and the publishing of the photo book for the Third Royal Factory by encouraging students and undergraduates from many institutions to study the principles of community development of His Majesty the King in Sakon-Nakorn province. So they can tell their story in photos.

Communication Consortium has been involved in the plan and proceedings in encouraging

the study of science of the King which are:

- Photo Contest
- Photo Exhibition "Science of the King: Royal Factory"
- Producing the video for photo exhibition "Science of the King: Royal Factory"
- Seminar "Draw My Future"

### **Affiliate in Volunteer to Develop Toa-Ngoy**

The activities that are organised have the following partners.

1. Toa-Ngoy Community which includes people from 3 Tambons: Chanpen, Toa-Ngoy and Beung-Tawai. Tambon Toa-Ngoy, where the Royal factory is, including 7 villages: Na-Ngoy, Pon-Pra-Loh, Toa-Ngoy, North Toa-Ngoy, South Toa-Ngoy, Ban-Nam-Pung and Kok-Ngoy.

2. There are 4 schools affiliated with the activities: Toa-Ngoy Pattana Seuksa School, Ban-Chan-Pen School, Beung-Tawai School and Na-Ngoy-Pon-Pra-Loh School.

3. Undergraduate institutions are sorted into two groups.

3.1 Communication Consortium which includes 7 institutions: Siam University, Rangsit University, Chaing Mai University, Kasembandit University, Durakij Bandit University, Huachiew Chalermprakiet University and Sripatum University.

3.2 Sakon Nakhon Institution Network includes 2 institutions: Kasetsart University Chalermphrakiat Sakon Nakhon Province Campus and Sakon Nakhon Rajabhat University.

### **Approaches to Build Sustainable Partnerships in Social Activities.**

The Volunteering Toa-Ngoy Development has key concepts of management which are

related to the affiliate.

1. Core competency which uses the profession of each partner to achieve the tasks. In this project the profession is photography, so the photo contest is planned along with the photo exhibition, printing media and “Draw My Future” seminar.

2. Managing the benefit of the stakeholders. Even though the Third Royal Factory (Tao-Ngoy) was to be trusted and had confidence from the community, the benefit of the partners who involve in the community activities has to be considered to show them clearly their benefits from doing these community activities together.

2.1 The children from Tao-Ngoy are inspired by professors and lecturers and obtain the knowledge to create new media by participating the activities which are the benefits that the community has received. In other words, the participating students will be more confident on sharing their ideas and have the courage to show their ideas and bring the knowledge that was learned to improve their school.

2.2 Communication Consortium obtain the knowledge of taking His Majesty the King’s ideas to develop in the province area. Also it creates a media project with the Third Royal Factory (Tao-Ngoy) by telling the story of Tao-Ngoy community through the photographs, printed media, painting and video. The best benefit that Communication Consortium receives are the opportunities of students and institutions to participate in community service with the national organization which will be use in Quality Assurance that are required to every institution.

### **Social Activity Development of Organization and Partners**

In this social responsibility activity, Volunteering to Improve Tao-Ngoy, the writer collaborates with the leader of special representative 1 from the Crown Property Bureau to plan the activities by create media to be used in the activities for the project. They are planned out step by step and will be evaluated in the end of each activity for improving the

future project.

**1st Activity: Photo Contest**

Objective. Collecting the selected photos to make a photo book “Royal Factory for People” and photo will be shown in the photo exhibition “Science of the King: Royal Factory for People”

Date. 7th-11th June, 2014

Participants. The students from institutions from Communication Consortium and institution from Sakon Nakhon province.

Activity. Taking students for sight seeing and taking photo in The Third Royal Factory (Tao- Ngoy). They will see the local handcraft, way of life, education development center Pupan from High Majesty the King, religious places such as the temple, tourism attractions such as museums and Pupan Palace.

Communication Model. Multi-step flow model is used in this activity by having students to learn from observing the area and research from the village leader and the head of community handcraft so they can tell the story through photos.

Result. The students who participate learn from the real experience and having a portfolio of photos. The institutions from Communication Consortium have the opportunity to participate in a national project with The Third Royal Factory. The photos that were taken will be used in a website, printed media and will create greater confidence in creating media for Communication Consortium.



**Picture 1:** The student from institutions from Communication Consortium is walking in the community around the Third Royal Factory (Tao-Ngoy) to collecting the information to tell the story through the photo.



**Picture 2:** The student from institutions from Communication Consortium is walking in the community around the Third Royal Factory (Tao-Ngoy) to collecting the information to tell the story through the photo.



**Picture 3:** The student from institutions from Communication Consortium is walking in the community around the Third Royal Factory (Tao-Ngoy) to collecting the information to tell the story through the photo.

**2nd Activity:** Photo Exhibition “Science of the King: Royal Factory for People” at Rattanakosin Exhibition Hall

Objective. Exhibit the selected photographs from a photo contest telling the story about the Third Royal Factory for the public.

Date. 15th-31st October, 2014

Participants. The students from institutions from Communication Consortium and institutions from Sakon Nakhon province.

Activity. This project is extended from the photo contest project but the target is the public. Professional photographers and national artists for visual arts are the judges who select the photographs to be exhibited and select the best photo in each category. The selected photographers are awarded prizes and participate in the seminar by professional photographers and national artists.

Communication Model. This project is a mass media which publicizes the photographs, and the seminar is open to everyone who is interested. There is no fee for entering the exhibition including and the poster and brochure are free.

Result. The students who participate and institutions from Communication Consortium have the opportunity to receive the award and exhibit their work at the national hall.

Development from Previous Project. Having the photographs from photography activity to exhibit so the project is extended to working with partners and to expand the target group that will obtain the information of the Third Royal Factory. The photographs also used in brochure and poster.



**Picture 4:** The privy is the president to open the exhibition “Science of the King: The Royal Factory for People.”



**Picture 5:** The judges of photo contest “Science of the King: The Royal Factory for People.”



**Picture 6:** Waranun Chutchawantipakorn, national artist in visual art, as a lecturer in the seminar.

**3rd Activity:** Create new media by producing a video from the brochure.

Objective. Collecting the information of the exhibition “Science of the King: The Royal Factory for People.”

Participants. The students from Digital Media Department, Communication Art Faculty, Siam University.

Activity. Recording the event, decorating the exhibition area and editing the video and

pictures from the brochure.

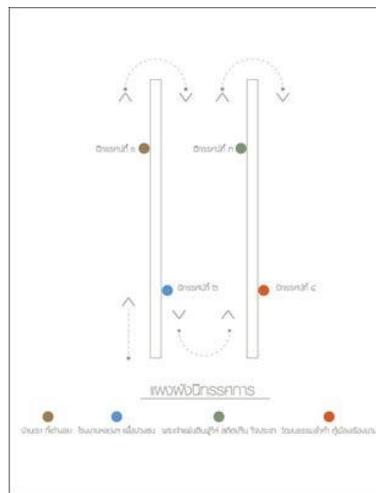
Communication Model. It is cross media which the new media derives from the old media which in this case is from the printed brochure to video clip for publicizing in the website.

Result. The students who participate get the credit for the special project class. The website has a variety of contents to put on.

Development from Previous Project. Converting the printed media to video in which the story telling in the video exactly derive from the brochure from first page to last.



**Picture 7:** Front cover of brochure



**Picture 8:** Exhibition plan



**Picture 9:** Example of original brochure design

#### **4th Activity:** Youth Camp “Draw my Future”

Objective. The children can create the new media by transmedia.

Participants. Professors from Digital Media, Piangkhan Kumroon, painting artist, students from schools in Tao-Ngoy area and undergrad students from Faculty of Management Science, Kasetsart University Chalermphrakiat Sakon Nakhon Province Campus.

Activity. Create new media for telling the story from photograph to drawing which has the

process as follows.

1. Professor Suriya Chayachareon draws the pictures under the topic “Draw Children’s Future” which are inspired by photographs from the writer which has total 8 sets of photographs.

2. Seminar about youth motivation under the topic “Volunteering” and “Love of Homeland” by Pratch Niyomkha and Worratikorn Tongsir

3. Seminar “Drawing My Future” by having students take a photo and draw his or her own future from the photo. The drawing and the photo will be presented together and the student will write a short description to explain the drawing.

Communication Model. It is transmedia where the story is to be told during a seminar to students in Tao-Ngoy and have them participate by creating the new content.

Result. The students who participate can attend more of the activity from the The Third Royal Factory and feel more confident to volunteer. The Third Royal Factory has the confidence to create a variety of media with Communication Consortium and obtain more knowledge of creating new media.



**Picture 10:** Example of drawing that was inspired by the photo.



**Picture 11:** Example of drawing that was inspired by the photo.



**Picture 12:** Example of drawing that was inspired by the photo.



Picture 13: The students who participate.



Picture 14: “Drawing the Future” project by students who participate.



Picture 15: “Drawing the Future” project by students who participate

Development from Previous Project. The students who participate draw inspiration from the photo that tells the story of Tao-Ngoy Community from which the drawing will be focused on story of their future when everyone grows up and come back to their homeland

### **Conclusion**

The achievement of this social responsibility activity development has developed over the time. The more time has passed by the more familiarity between partners increases, which also increase the intimacy in the work. This causes transformation of the media to be even more complex. As a result, more of the creativity is brought to the activity that comes from foundation concepts. Also, it increases recognition from the target group.

### **Suggestion**

The Crown Property Bureau and the partners’ network should take the projects and activities to develop in other areas such as the First Royal Factory (Fang), Chiang Mai, so the results from two places can be comparable and for improvement in the future project.

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