

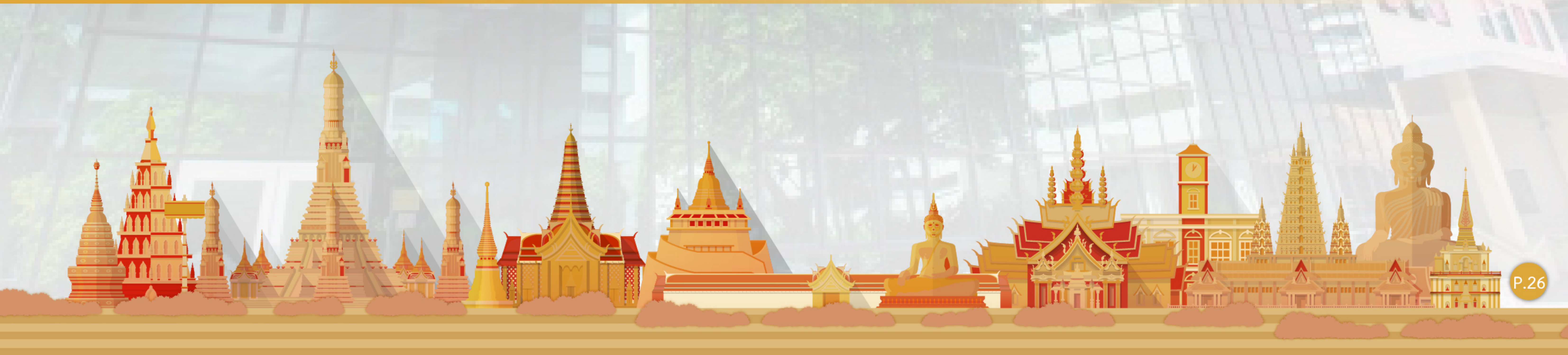


# SDG REPORT

## Rajamangala University of Technology Phra Nakhon 2022



- BCG (U2T for BCG) Economic and Social Development Project after the impact of COVID-19 in the year 2022
- Preparing bag of essential goods to be deployed to help natural disaster victims







# Zero Hunger



## Provision of scholarships to students with the lack of funds

RMUTP carried out a project to drive the economy and society at the grassroots level in response to the COVID-19 pandemic using the BCG (U2T for BCG) economic strategy in 2022. This project took place in Hua Sai Sub-district, Mueang Prachuap Khiri Khan District, Prachuap Khiri Khan Province.

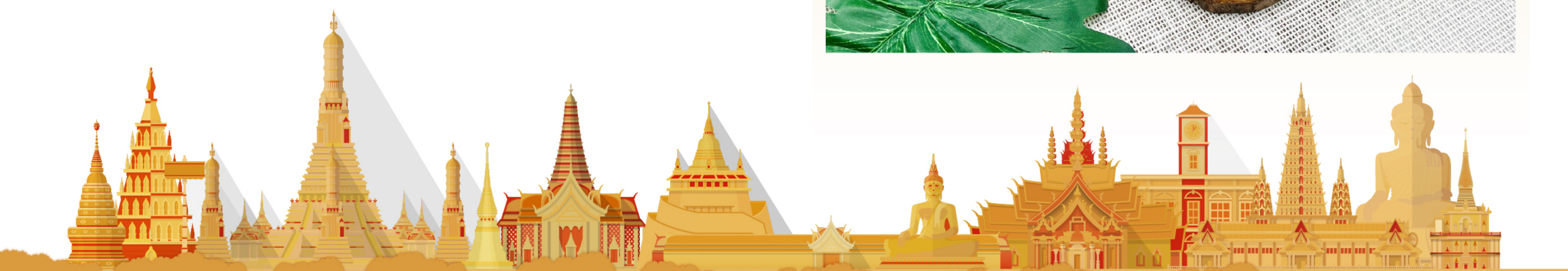
Dr. Chalakorn Udomraksakul, the Director of the Research and Development Institute, presided over the opening ceremony of this project. The local administration organization, led by Ms. Nichapak Worawattanachaiyakorn, the Director of the Social Welfare Division, supported the project.

The project included training activities aimed at enhancing the local economy and community development. Specifically, there were four lecturers involved in training and practical sessions on product labeling and packaging design. These activities were part of two main initiatives:

1. Product Packaging Development with Community Identity for Enhanced Product Value (BCG): This involved training and practical sessions on product labeling and packaging design. Two trainers, Ms. Duangruthai Kaewkam and Ms. Ngerutrithai Kaewkam, facilitated these activities.

2. Marketing Strategy and Value Addition Through Community Identity: This initiative focused on marketing strategies, product display techniques, product photography, and content creation for online product promotion. The training was conducted from July 29 to 31, 2022, with the participation of 25 community members and entrepreneurs. Additionally, there were seven project workers involved.

It's important to note that all these activities were conducted under strict COVID-19 preventive measures, as mandated by the government.







# Zero Hunger



RMUTP, along with a team, is preparing bag of essential goods to be deployed to help natural disaster victims int the Phak Hai District, Phra Nakhon Si Ayutthaya Province

President of Rajamangala University of Technology Phra Nakhon (RMUTP), along with university executives, staff, and students, participated in the "Unite Hearts, Aid Flood Victims, and Brave the Cold" project. This initiative involved packing essential goods and relief items in bags to be donated to flood-affected communities in the Moo 4 area of Khok Chang Subdistrict, Phak Hai District, Phra Nakhon Si Ayutthaya Province.

The donations included consumer goods and necessary items contributed by the RMUTP community and external organizations. These supplies were aimed at providing assistance to those affected by flooding and cold weather conditions in the specified area.

