



MAHA
SARAKHAM

SURIN

ข้าวตราศรีแสงดาว



ข้าวตราศรีแสงดาว

Srisangdao



Sinsamut Srisaenpang

Founder of Srisangdao &

Direct Seeding Rice Field from Srisangdao Village



ข้าวตราศรีเสงดาว

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Origin
Thai Hom Mali Rice



2

Khao Hom Mali
Thung Kula
Rong-Hai



3

Direct Seeding



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Srisangdao
Product



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Export



ข้าวตราศรีแสงดาว

Thung Kula Rong-Hai

ROI-ET

Past



Present





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Thai Hom Mali Rice

ROI-ET

Thai Hom Mali Rice cultivar 'Khao Dok Mali 105'

has won the World's Best Rice Award

7 times out of 13 contests.

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Khao Dawk Mali

105



Rice 15





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Thung Kula Rong-Hai

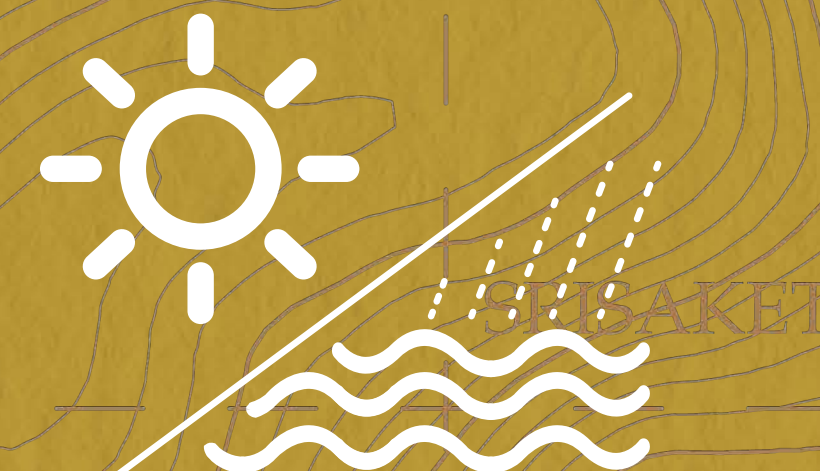
The world's top area for growing Thai Hom Mali Rice



old sea, pan basin



sandy loam and
saline soil



The rainy field makes rice
resistant to drought.

the rice secreted substance 2-Acetyl-1-Pyrroline (2AP) = unique fragrant rice

This cultivar can be planted once a year because it is a photosensitive rice
that only emerges during short days and long nights or winter only.





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Thailand is the number one rice exporter yet Thai farmers still struggle to live a good life.

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In addition, neighboring countries
have tried to develop 'Jasmine Rice'
to compare with 'Thai Hom Mali Rice'
in order to gain market share.



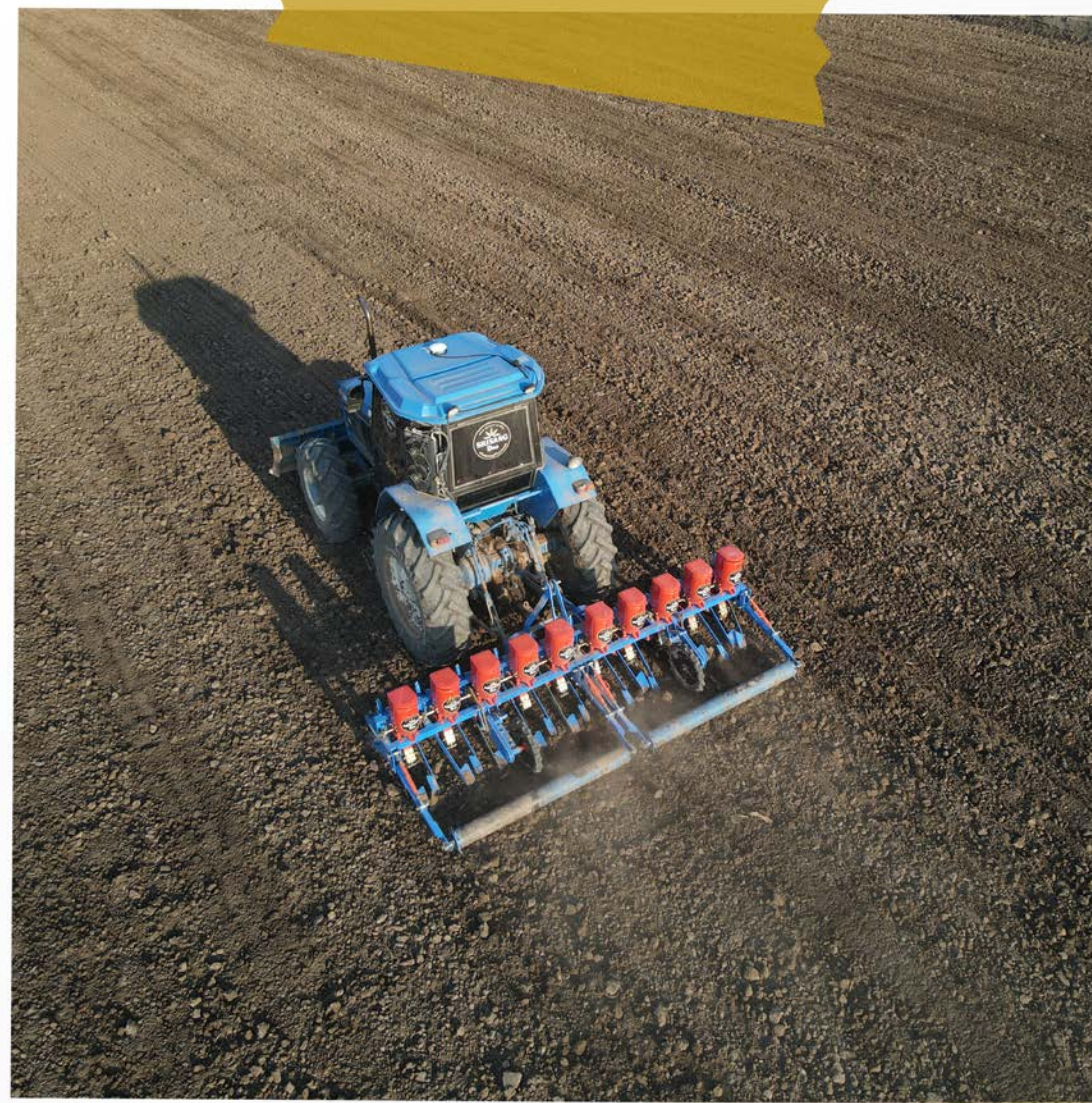


**We see the situation of Thai rice entering a crisis
and the hardships of farmers.**



*Srisangdao therefore wants farmers
to have a better income and quality of life.*

Direct Seeding Rice Field from Srisangdao Village

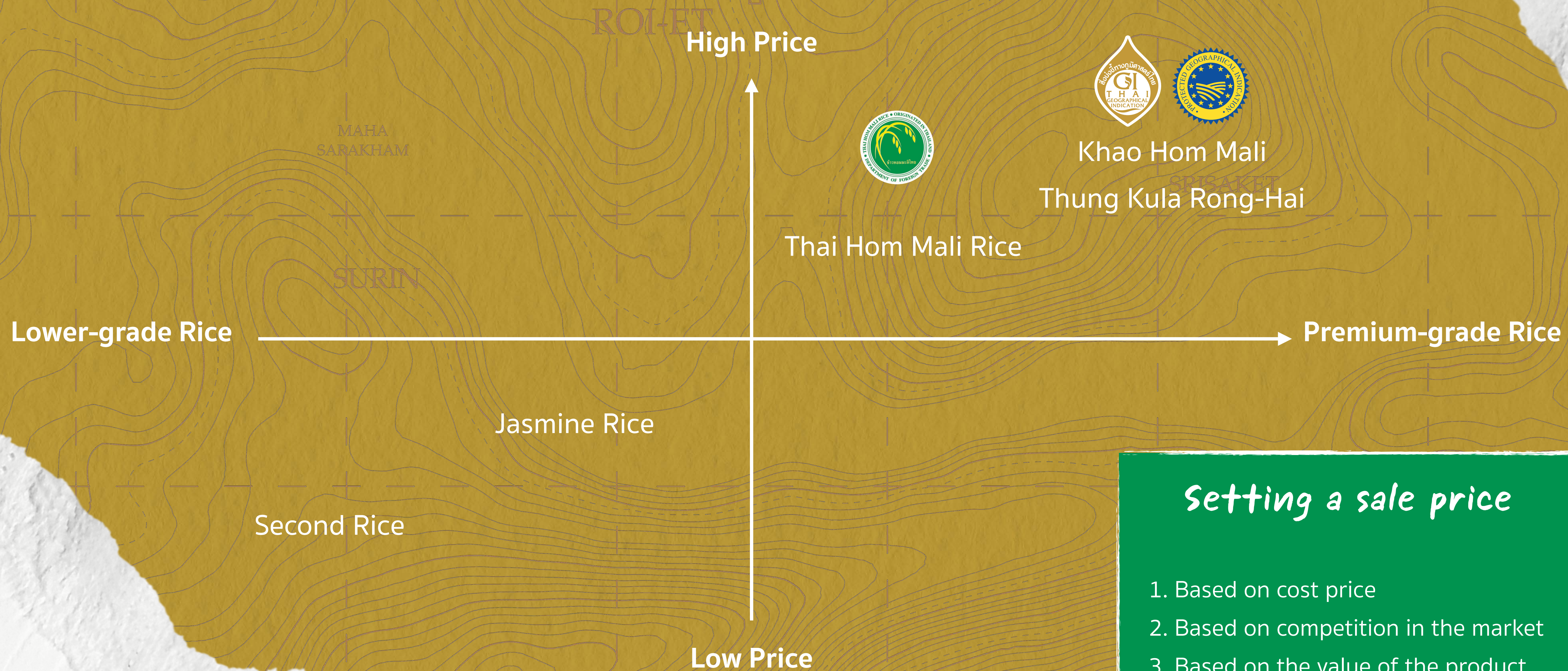


- Reduce seed 35 times
- Increase productivity by up to 2 times from 320 kg/rai to 600 kg/rai
- Every 1 kg/rai is an increase in farmers' income.
- Using modern science and technology principles
- Direct Seeding Innovation
- Holistic Management
- Restoring the dignity and preserve the arable land ownership of the community



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Rice Positioning



Setting a sale price

1. Based on cost price
2. Based on competition in the market
3. Based on the value of the product



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Key Partners

- Department of Intellectual Property
- Rice Department
- Kasetsart University

Key Activities

- Promote Direct Seeding Innovation with GI Standard
- Production
- Marketing
- Logistics

Key Resources

- GI Farmers
- Dryers Plant
- Rice-Mill
- Silo
- Packing House
- Power Plant
- Employees

Value

Propositions

- Cheap price, large quantity
- Premium grade Hom Mali rice, a community product, uplifting farmers' lives
- Beautiful packages, community products, uplifting farmers' lives, enhancing the image of the department store.
- Premium grade Hom Mali rice with GI Story, uplifting the quality of life of farmers in Thung Kula Rong-Hai.
- Premium grade Hom Mali rice excellent quality, competitive price

Customer

Relationships

Customer

Segments

- OEM : Thai Hom Mali Rice
- GI TRK (Khao Hom Mali Thung Kula Rong-Hai) : Restaurants, 5-star hotels
- GI TRK : Leading department stores
- GI TRK : Online Marketing
- GI TRK : Importer

Channels



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Globally-awarded Rice

ROI-ET



Designed by PROMPT DESIGN





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Packaging

ROI-ET

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Srisangdao Rice

Exports the Khao Hom Mali
Thung Kula Rong-Hai
to Europe for the first time
in Thailand.





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Direct Seeding Innovation

Maintain a farmer's career
Restore the dignity of Thai rice
on the world stage



ROI-ET

SURIN



This crying field (Thung Kula Rong-Hai)
...would no longer cry.





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Srisangdao

Sustainability

Profit

- Doing business must be profitable.

People

Farmer

- Farmers earn more from farming
- Improve the quality of life of farmers
- Preserving arable land as an inheritance for their next generation

Consumer

- Premium grade Thai Hom Mali Rice
- Consistency of quality
- Safe consumption

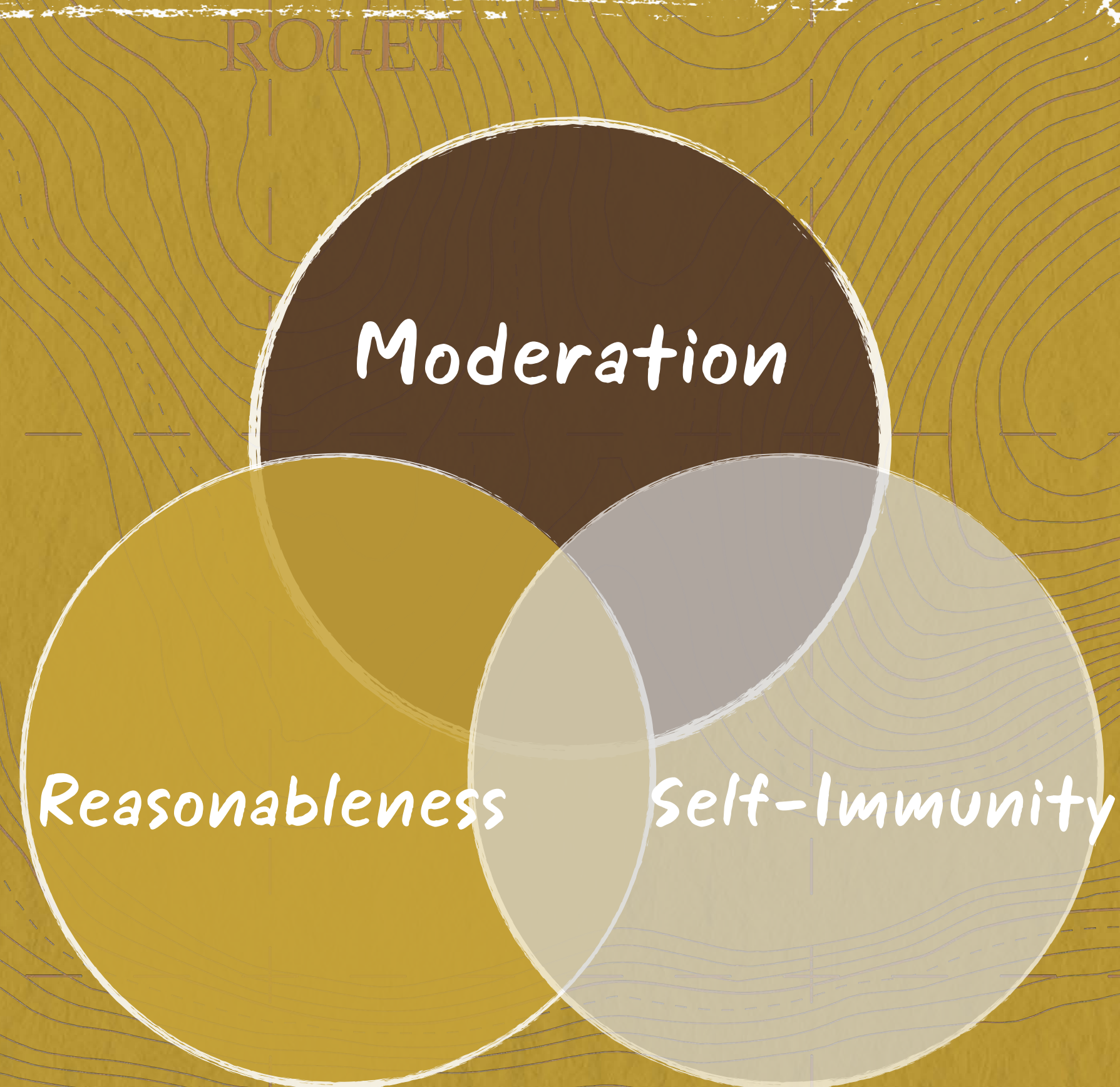
Planet

- Promote the preservation of GI land as an inheritance
- the minerals in the soil.
- Stubble plowing
- Reduce the use of chemicals
- Zero chemicals
- Add compost to the soil



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Embrace the Sufficiency Economy Philosophy



Knowledge

Morale



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Q&A

