

Baan Khun Pranee Borriboon

The Heritage of Bamboo
Development and Success Story at Phanat Nikhom

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Baan Khun Pranee Borriboon @ Phanat Nikhom




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PHANAT NIKHOM DISTRICT




Fact sheet

- Administration: 19 Tambon (Sub-District) + Municipality (Total of 185 Villages)
- Area: 450.9 km².
- Location: 87 km., east of Bangkok.
- Population: 116,439 (2005)
- Climate: 21-36 c

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THE HISTORY


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Phanat Nikhom in the past



More than 200 years ago, Phanat Nikhom was a small town on the route between Bangkok and Eastern Region of Thailand.


District's population consists of three races.

- Thai
- Loa
- Chinese


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Thais in the area



Thai locals inhabit the area known as "Prarot Town".

Weaving skills:
Typical basketry is generally related to farming tools.



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Laos settlement



In 1828, during the reign of King Rama III of the Chakri Dynasty, the Laos community from Bangkok settled at Phanat Nikhom.

Weaving skills:
Skills of Laos are similar to This in general.




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Chinese arrival



In 1848, the Chinese from Chachoengsao Province moved in as well.

Weaving skills:
Chinese lantern is an example of skill deriving from their ancestors.



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Integration of Races

Thais local community

+

1828, Laos settlement

+

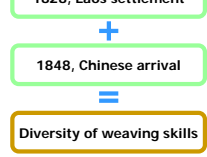
1848, Chinese arrival

=

Diversity of weaving skills

In 1904, during reign of King Rama V, Phanat Nikhom was associated to Chonburi Province as an Amphoe (District).

Diversity of races is the heritage of Phanat Nikhom. Nowadays, we still celebrate these integration.



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"Bun Klang Baan"

Celebration of Thai, Lao, and Chinese people living together in Phanat Nikhom.



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SUPPORT Foundation



"The Foundation of the Promotion of Supplementary Occupations and Related Techniques of Her Majesty Queen Sirikit of Thailand " (SUPPORT)





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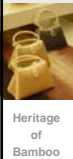
The Foundation

It is found by Her Majesty Queen Sirikit of Thailand in July 21, 1976.

It means to help farmers, who comprise some 80 percent of Thailand's population, because income derived from agriculture usually depend on the weather conditions.

At the same time, Thailand has a rich history of beautiful arts and crafts, but this cultural heritage is disappearing rapidly because of the economic and time constraints of modern life.




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Objectives of the Foundation



- To create opportunities for poor farmers and their families to earn additional income on regular basis, independent of climate condition, thereby improving their quality of life as a whole.
- To preserve and revive the dying arts and crafts of Thailand, with emphasis on encouraging work of the very best quality.



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BAAN KHUN PRANEE & THE LOCAL




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Story



In the past, people made bamboo basketry for use in their daily life after farming and sold excess to shops in Phanat Nikhom market.




They hardly made delicate basketry anymore, the expertise fade through the years.

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In 1978, the SUPPORT Foundation had a project to preserve delicate skills of bamboo weaving technique in Eastern Region of Thailand, especially Phanat Nikhom district.




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Mrs. Pranee Borriboon



At that time, Mrs. Pranee was a wife of Phanat Nikhom Municipality Mayer.

Her Works : -

- To Gather artifacts & information of bamboo basketry in the area
- To Promote awareness of the losing skills and objectives of the SUPPORT's project to the local
- To Encourage young people to practice with elders in their Tambon
- To Connect the local to the SUPPORT Foundation





**Mrs. Pranee Borriboon
1936-2000**

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In 1983, she established a learning center and founded a group of weaver to work at her place in Phanat Nikhom municipality.

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Weavers working with their peers at Baan Khun Pranee Borriboon.

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Management & Cooperation

We simply started our group working with our objectives from the SUPPORT Foundation.

- Preserve traditional skills
- Provide extra income for people

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Members & Their expertise

FULL-TIME (20 members)	VS	PART-TIME (~ 100 members)
From various Tambon		From various Tambon
Work at Baan Khun Pranee Borriboon		Work at their houses in each Tambon
All have skills needed to make any products		Each has different skills from Tambon to Tambon
Paid by Daily wage + extra work by piece		Paid by piece

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Working Relationship

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Administration & Responsibility

Full-Time Senior members <ul style="list-style-type: none"> • Administration • Making Prototype • Overall Quality control 	<ul style="list-style-type: none"> • Wage is based on seniority, responsibility, and skills. • Bonus is based on working day & responsibility. • All manners are conduct as team working.
Full-Time Junior members <ul style="list-style-type: none"> • Producing products • Quality control (Materials & Parts) 	
Part-Time members <ul style="list-style-type: none"> • Producing products & parts 	

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Progression

From the start, we focus on our objectives

- Traditional shapes (to preserve the heritage)
- Common products (to provide jobs for people)

Products	1980s
Tradition	60%
Common	40%

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Traditional products
Mostly done by one person/piece

Common products
Comfortable for everyone to make




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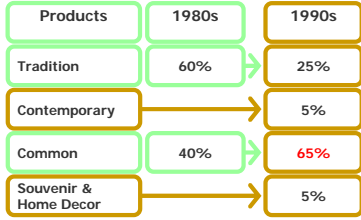
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The 1990s

In 1990s, we responded to customers' interests

- More quantity oriented
- More market sectors



Products	1980s	1990s
Tradition	60%	25%
Contemporary		5%
Common	40%	65%
Souvenir & Home Decor		5%

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Quantity oriented products
Organized assembly methods

Souvenir & Home Décor
Trial with other market sectors



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Lesson learned

Causes

More quantity/Less variety =

Effects

More defect products
More stocks to sell
More price competition

For development into the future, we turn around

More variety/Less quantity =

More delicate products
More market segments
More advantage

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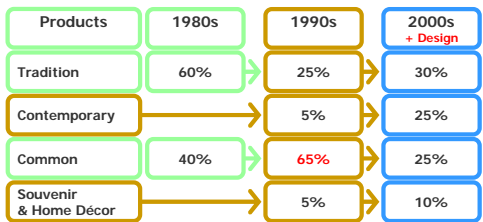
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The 2000s

In 2000s, we try to make it further

- More Tradition + Design
- More international market sectors




Products	1980s	1990s	2000s + Design
Tradition	60%	25%	30%
Contemporary		5%	25%
Common	40%	65%	25%
Souvenir & Home Décor		5%	10%

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Traditional knowledge
+ New design



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Traditional knowledge
+ **New design**

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Our Products

The typical basketry in the market may imply poor quality and low compensation for the makers but we intend to create its more valuable for customers and makers.

"The Value Added Product is not an expensive product but a feasible one that can provide reasonable means of living for its maker and high satisfaction for customer."

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Determining the Production & COGs Distribution

Idea of separating the Production Method & COGs Distribution

- More control on quality & schedule
- Design variation & parts sharing
- Cost balancing between Full-Time VS. Part-Time
- More jobs & quicker payment

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* demonstration only

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Example of Production & COGs Distribution*

Full-Time members	VS	Part-Time members Jobs for 10 people
Ave. Cost 100%		Ave. Cost 80-90%
Ave. Time 100%		Ave. Time 120-200%

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* demonstration only

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FUTURE VISION

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Vision & Mission

Vision

To be the institute preserving heritage of Phanat Nikhom district

Mission = **Strategic**

- Preserving traditional skills
- Sustainable skills & income
- Provide information & education for clientele
- Broaden opportunity & training for members
- Customer satisfaction & loyalty
- Quality & jobs consistency
- Community & environmental concern

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*“After all, it is not just a product.
It is a lifelong devotion.”*

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THANK YOU

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