



Activity News

ICT Mahidol organized "Chom Chim Shop: Good Products from Khlong Mahasawat Community"



On April 26, 2023 – The Faculty of Information and Communication Technology, Mahidol University (ICT Mahidol), organized the "Chom Chim Shop: Good Products from Khlong Mahasawat Community". On this occasion, Dr. Tipajin Thaipisitukul, Assistant Dean for Academic Services and Technology Transfer, as the representative of the Dean, gave a warm welcome speech to all participants. Then, Assoc. Prof. Dr. Sudsanguan Ngamsuriyaroj, Instructor, addressed the previous collaborated events held by ICT Mahidol and Mahasawat Community, at the Innovative Space, 1st floor, Mahidol University, Salaya.

During the event, several booths showcased many products from the Khlong Mahasawat community, such as rice crackers, products from Ban Sala Din, Fresh Fruits from Uncle Boonleart's Orchard, ice cream, and etc. In addition, various activities including a storytelling session about



the Mahasawat community, conducted by Asst. Prof. Dr. Aphilak Kasempholkoon, Instructor from the Faculty of Liberal Arts was held. Respectively, Ms. Jongdee Seth-aumnuay from Uncle Boonleart's Orchard, Mr. Wanchai Sawasdang from Ban Sala Din, and Ms. Kannittha Pinijakul from House of Gac, joined the panel to introduce outstanding products from the Khlong Mahasawat community to all participants. Mr. Noppadol Owartmahasilp, Acting Head of Audio Visual and Digital Learning Media Development, served as the MC of the event.

In addition, the grand opening of the application “E-Commerce Platform for Mahasawat Products”, which is developed by ICT Mahidol students (ICT International Program): Mr. Sirichai Saeyang, Miss Panpaporn Sirichartwong, and Mr. Nitayasit Chatreewudtichai, under supervision of Assoc. Prof. Dr. Sudsanguan Ngamsuriyaroj, were held. This project has been awarded the ICT SENIOR PROJECT GRANT for Sustainable Development Goals related projects (17SDGs) from the Faculty of ICT.

The "Chom Chim Shop: Good Products from Khlong Mahasawat Community" was one of the activities under the project to support learning development in digital tourism of Khlong Mahasawat community which was a part of the Social Engagement project for academic services. The objective was to exchange knowledge and drive the university's social engagement mission with the community, as well as to promote greater recognition of the OTOP products of the Khlong Mahasawat community.

Source: <https://www.ict.mahidol.ac.th/mahasawat-otop/>