

Community Participation in Local Knowledge Management, “Moringa Oil,” a Commercial Community Innovation Following the King’s Philosophy Towards Sustainable Development

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¹*Date of Receiving: 02 December 2023*

Date of Acceptance: 15 January 2024

Date of Publication: 13 February 2024

ABSTRACT

The development of Thailand according to the framework of the National Economic and Social Development Plan from Issue 1 to Issue 10 has caused changes in many dimensions. Especially during the period of the economic development plan and National Society, Issue 8. Thailand is faced with a severe economic crisis. It has a huge impact on people and society. The past development following in the footsteps of industrialized countries focuses heavily on economic development until it becomes the same standard all over the world. Emphasis on entering the capitalist economic system. Being a part of the globalization process until lacking balance and developments in the past have ignored local wisdom. Civil society, communities, and community innovative herbal processing view the people as recipients of the results of development. More than resulting in development being directionless and communities are in a state where they are forced to develop accordingly. If you want effective, stable, prosperous, and sustainable development results, emphasis should be placed on local communities' local wisdom. Community innovation has become the main mechanism for driving development using local wisdom. Local medicinal plants have become a tool as an alternative for grassroots development or using community culture under the concept of sufficiency economy. Following the King's science towards sustainable development and Buddhist economics to apply them as part of the development process that is appropriate to the current context of Thai society.

Keywords: *knowledge management; local wisdom; innovation; moringa oil; The King's Philosophy*

INTRODUCTION

The development of Thailand according to the framework of the National Economic and Social Development Plan from Issue 1 to Issue 10 has caused changes in many dimensions. Especially during the period of the economic development plan and National Society, Issue 8. Thailand is faced with a severe economic crisis. It has a huge impact on people and society. Therefore, it is a paradigm shift in new development planning that emphasizes “People are the center of development” by using the economy as a tool to help develop people to be happy and have a good quality of life along with changing the modular development method to holistic integration that allows all parties in society to participate in every step of development. This new development paradigm is based on the Royal Initiative development approach. “Sufficiency Economy” under His Majesty the King His Majesty gave his thoughts to the Thai people on the occasion of his birthday, 4 December 1997, as follows:

¹ **How to cite the article:** Phophueksanand N., Yimgarund P.; (February 2024); Community Participation in Local Knowledge Management, “Moringa Oil,” a Commercial Community Innovation Following the King’s Philosophy Towards Sustainable Development; *International Journal of Law, Management and Social Science*, Vol 8, Special Issue, 14-22

“Being a tiger is not important. The important thing is that we have a self-sufficient economy. Having enough to eat means Can carry myself to have enough for myself Sufficiency does not mean that every family must produce its food. You will have to weave the cloth yourself. That's too much. But in the village or district, there must be sufficient sufficiency. Something that is produced more than demand can be sold. But selling in places that are not that far away you don't have to pay a lot of shipping costs. In this way, various economic experts say that it is outdated. It may be outdated. Other people must have an economy that requires exchange, which is called a trading economy. It is not a sufficiency economy. So I feel like it's not luxurious. But Thailand is a country that has merit in that Produce is sufficient... If able to change bringing it back to a sufficiency economy doesn't have to all Even if it's just half, you don't have to. Maybe a quarter can stay Solving the problem may take time, and it is not easy. Most people are impatient because they are in trouble. But if you do it now, you can fix it...”

“The philosophy of Sufficiency Economy that His Majesty the King His Majesty's gift to us is deep, comprehensive, applicable to every situation, every level, and every person” (Office of the National Economic and Social Development Board. 2008. 29) in the economic field “If we know how to save, save and spend appropriately. Do not create more debt than necessary. Not focusing on ambition and extravagance, we will have good economic immunity. Everyone has enough to eat, enough to eat, and knows how to share. We will be able to create happiness for ourselves” (Office of the National Economic and Social Development Board. 2008.)

This royal initiative is very consistent with the way of life of people in Thailand. For this reason, the National Economic and Social Development Plan No. 9 and No. 10 have adopted the philosophy of the Sufficiency Economy as a guideline for development and management. Countries in succession The results of national development according to the Sufficiency Economy Philosophy have created immunity for people in society and have led the country to escape from economic and social crises such as the Tom Yum Kung Crisis, the Tsunami, and the global economic crisis. (Office of the National Economic and Social Development Board, Introduction) This phenomenon is evident. As a result, people in Thai society are increasingly embracing the philosophy of the Sufficiency Economy into practice. It follows from a valuable case study when Thailand faced an economic crisis in 1997, a capitalist economy. Businesses including trade, finance, investment, and industry all faced bankruptcy, closed businesses, and laid off workers. But the agricultural sector was relatively less affected. Farmers who emphasize sufficiency in their lifestyle can survive safely without being affected in any way. This case therefore brings interest in studying and exchanging knowledge and experiences from individuals and communities that are considered to be role models in life. According to the philosophy of Sufficiency Economy.

Herbs mean "natural products obtained from plants, animals, and minerals that are used as medicine or mixed with other substances according to medicinal recipes." to treat disease, nourish the body, or use as a poison." If two or more types of herbs are mixed, they are called "drugs" in a medicine recipe. In addition to medicinal plants, they may also contain animals and minerals. We call them plants. Animals or minerals that are components of this drug are called pharmaceuticals. Some medicinal plants such as cardamom, cloves, nutmeg, etc. These plants, if used in cooking, are called spices.

For the reasons mentioned above. The researcher is therefore interested in studying the application of local wisdom to improving the quality of herbal green oil from Moringa leaves. of the Bangkok Herbal Local Wisdom Confederation in various aspects, how is it carried out? Therefore, herbs can be processed from various plants. Come apply and develop until you succeed in living life.

RESEARCH OBJECTIVES

1. Study the context of the development of local wisdom community products according to the Sufficiency Economy concept to the Pracharath market.
2. Study the development model for herbal moringa oil products based on local wisdom according to the Sufficiency Economy concept.

RESEARCH SCOPE

The area scope of this research is in Bangkurud Municipality.

The population scope used in this research is a local doctor who treats disease using medicinal plants in Bangkurud Municipality, Nonthaburi.

Population is a local doctor who has the wisdom of folk medicine using herbs.

The sample group consisted of 40 traditional healers who knew folk medicine using herbs by random sampling.

The research instrument used was a structured interview form. Method of data collection by interviewing a sample of local doctors. It was a search for general information about village doctors who were a random sample and recorded in an interview form.

DATA ANALYSIS

All data collected by the researcher has been analyzed for content and synthesized into an overall picture of local wisdom knowledge management. Treating body aches with folk wisdom using gooseberry leaf herbs from local healers and the researcher used the results of the study to write a research report.

RELATED LITERATURE

Marketing mix concept (marketing mix--4p's)

Adul Jatrongkakul (2000) said in the story Variables or elements of the marketing mix (4P's) that are marketing stimuli or stimuli that affect the purchasing decision process. It can be divided as follows:

1. Products must have quality and design that meets customer needs or goods or services that individuals and organizations purchase for use in the production of other goods. or in the way of doing business or refers to the product or service that the buyer purchases the product or service that the buyer uses in the production, provision of services, or operation of the business (Nat Iranoppaiboon, 2011) or even if the product is the only component in the part mix of marketing But it is an important factor that has many details to consider, such as product variety (Produce Variety), product brand name (Brand Name), product quality (Quality), product warranties (Warranties) and receipt Return products (Chiwan Charoensuk, 2004).

2. Price must be appropriate to the competitive position of the product and create a reasonable rate of profit for the business or the amount that is charged for the product or service or the sum of the value that the buyer exchanges. To obtain benefits from having or using products, goods, or services or pricing policies (Nat Iranoppaiboon, 2011) or the value of goods and services measured in monetary terms. Setting the mold is very important to the business. Businesses cannot set product prices as they wish. Price considerations must determine production costs. Competition conditions Expected profit Competitor's price Therefore, businesses must choose appropriate strategies for determining the prices of goods and services. Important points to consider regarding price include The price of the product specified in the list or the specified price, the price that gives discounts, the price that has concessions (Allowances), the price that has a payment period (Payment Period), and the price of the credit conditions (Chiwan Charoensuk, 2004).

3. Place emphasizes comprehensive distribution channels. Can reach all target customer groups very well or is a distribution channel, a moving route from the producer to the consumer or customer? This may or may not go through a middleman. The distribution channel consists of producers, consumers industrial users (Industrial users) or industrial customers, and middlemen marketing logistics. It is planning, implementing the plan, and controlling the movement of goods from the starting point to the desired point. To meet customer needs by focusing on profits (Nat Iranoppaiboon, 2011) or marketing strategies for making products available for sale. Can influence product discovery of course, products that are widely available and easy to purchase will cause consumers to evaluate the type of channels offered, which may influence the perception of the product's image (Chiwan Charoensuk, 2004) or distribution channels related to Various economic units who are involved in the process of bringing products from manufacturers to consumers The decision to choose the appropriate distribution channel is important to the profit of the business unit. It also has an impact on determining other related marketing mixes such as setting prices,

advertising, product grades, etc. The selection of marketing channels often has long-term implications, such as choosing to appoint distributors to replace actual distributors. It means that management in other areas such as production, packaging, sales staff, product delivery policy (Phudinan Aditipayangkun, 2012), or product distribution are activities related to the movement of products from producer to consumer or industrial users, transportation and storage of products Within a particular business and the distribution channel system of that business (Chanon Rungruang, 2012).

4. Promotion that focuses on both advertising Promotional public relations and direct marketing this can be called 4P, which leads to the possession of increased market share according to the business's goals. The second level is marketing which focuses on creating a positive customer experience, known as experiential marketing. (Experiential Marketing) which if you can create an experience in using the product or good service to target customers It will lead to the creation of a strong emotional attachment (Emotional Attachment) to consumers in a close and intimate way. The results expected from the business in implementing this second-level marketing strategy. That is, the business will be able to have a higher market share in the minds of customers (Share of Heart) compared to competitors (Nat Iranoppaiboon, 2011) or it is an activity to communicate to the target market to provide knowledge. Induce or warn the needs of the target market for the brand and product or service, advertising, sales promotion (Chanon Rungruang 2012), or direct marketing, giving news, and public relations are important to use in creating awareness. Promoting company reputation, information digestion of the product, or guiding salespeople or as a communication strategy under the goal of knowing about the product and services that need to be sold at any location and at what level marketing promotion is the first variable of the marketing mix. Make target customers interested and buy that product or service (Chao Rojanasaeng, 2002) or as a communication tool to create satisfaction with the brand or service idea towards individuals using it to motivate creating a need for reminders in the product, expected to influence feelings, beliefs, and purchasing behavior (Chiwan Charoensuk 2004).

“Use organic ingredients from a non-toxic agricultural network. Planting does not use aphid killers. Do not use insecticides. Do not use chemical fertilizers.

Many people may already know that “Moringa oil” helps fight wrinkles on the face well. But who knew that Moringa oil can also help nourish the skin in many other ways? In what ways will it help nourish the skin? Let's find the answer together in the 7 properties that can be obtained from Moringa oil.

“Moringa oil” is oil that is extracted from the mature seeds of Moringa. This oil has been beneficial for health and beauty for centuries it can be medicine, food, and skincare. Rich in anti-oxidant (Antioxidant) substances that moisturize the skin. (Moisturizing) and vitamins A, E, and C that help nourish the skin to make it more healthy.

General properties of Moringa oil

Properties 1: Reduce wrinkles.

Properties 2: Treats blemishes

Properties 3: Bright skin

Properties 4: Reduces dark spots and blackheads.

Properties 5: Treats burns and rashes

Properties 6: Solve dandruff problems

Properties 7: Skin is more hydrated.

Herbal products “Moringa Oil” Grade a (Seeds of Health)

Clean, standard packaging (sterilized before packing)

Carefully selected Use old Moringa seeds. (Best quality Moringa seeds these are very old Moringa seeds) that are cold-pressed and squeezed very lightly (Seeds of Health Moringa Oil will squeeze the Moringa Oil once and then discard the residue. Do not squeeze the pulp again like other brands. Squeeze gently and slowly, resulting in less oil coming out and having the best quality No burning smell).

Grade a quality, clear, pure oil. It has a golden yellow color and a natural aroma and taste. It retains the value and properties of Moringa.

LIGHT OIL, ABSORBS WELL INTO THE SKIN

Inhaled with antioxidants High in polyunsaturated fatty acids this type of fatty acid helps reduce triglycerides and reduce bad cholesterol as well

Seeds of Health moringa oil is golden yellow (the best moringa oil must be golden yellow). Extracted from mature Moringa seeds to get quality Moringa oil)

Basic steps and methods for making the dietary supplement product “Moringa Leaves” (Seeds of Health)

In this research report, only the preliminary steps for Moringa leaf dietary supplements will be taken. For the benefit of basic learning as follows:

1. Use Moringa leaves that are not soft.
2. Rinse well with clean water 3 times.
3. Dry indoors (drying Moringa leaves for maximum efficiency should be exposed to as little heat as possible)
4. Dry Moringa leaves to disinfect.

STEPS AND METHODS FOR MAKING MORINGA OIL PRODUCT. (SPRAY TYPE) MORINGA MASSAGE OIL NET WEIGHT 10 CC

Moringa Massage Oil, small in size, made from pure moringa oil, patchouli, and menthol, meets FDA Certification. Production process not heat treated No chemical additives

Relieve joint pain Helps relax muscles and tendons. Detoxify insect bites and stings Reduce rash symptoms Inhale the dizzy glass.

How to use: Apply, rub, or massage in the desired area in an appropriate amount.



Figure 3: Process of making: 1. Moringa seeds, 2. Gooseberry leaves, 3. Longan seeds.



Figure 4: Meltol, camphor, and patchouli are fermented together. Put them together like a compress.



Figure 5: Ferment for about 1-2 days, then put in a 10 cc spray bottle.

PRODUCTION PROCESS NOT HEAT TREATED NO CHEMICAL ADDITIVES

Properties: relieves aches and pains, reduces swelling, neutralizes toxins, arthritis, insect bites, gout, and rheumatism.

In this research report, we study only the making of moringa oil based on the concept of folk wisdom according to the present-day Atisara Vagga scripture by anciently extracting moringa and mixed with other herbs for preliminary experiments. In addition, moringa can be cold-pressed to make soap and skin care cosmetics.

MORINGA AND ITS VARIOUS BENEFITS

Moringa is a deciduous tree that grows well in tropical areas, including Thailand. Because of its nutritional value, the leaves, flowers, and young pods of Moringa are used in cooking or eaten raw. Other parts such as roots, bark, and latex, have been used as part of traditional medicine, especially in South Asia.

Moringa and reducing blood sugar levels

High blood sugar levels are a common cause of diabetes. And it can cause other diseases, such as heart disease. Therefore, it is necessary to maintain blood sugar levels at a level that is not too risky. Many studies are pointing to the effectiveness of moringa in reducing blood sugar levels. From a preliminary study, 10 healthy volunteers took Moringa leaf powder capsules. It was found that taking 4 grams of moringa powder capsules resulted in a significant increase in insulin secretion among the volunteers, although there was no difference in mean blood sugar values. The results of the experiment suggest that moringa leaves may have the potential to treat type 2 diabetes. However, this is only the result of a small preliminary study of only 10 people. Further studies are still needed to confirm the properties of moringa in reducing diabetes. Clear blood sugar levels next.

5 properties of "Moringa oil" that you may not have known

Skin problems that occur today, whether it be dark skin Dry skin, or various acne problems all come from the pollution that we face every day. Whether it's dust, smoke, or UV rays. In addition, another problem is skin that lacks nourishment before going out to face hard work every day, causing dark skin to accumulate and make it difficult to heal. Today, 'good health' is therefore there are tips for taking care of your skin from natural extracts like "Moringa Oil"

1. Moringa oil has properties that help in the growth of skin cells. Moringa oil has main component is vitamin A (4 times more than carrots) which can create collagen fibers under the skin. In addition, vitamin A also helps in peeling off old skin cells or dead cells very well, causing people who use moringa oil to care for their face and body to have slower wrinkles compared to people who do. I've never used it. Help.
2. Moringa oil helps in healing burns and rashes. The sun in Thailand is both scorching hot and has relatively high radiation levels. It is therefore not surprising that many Thai women often suffer from sunburn and rashes due to sun allergies. Many people use skin care and it doesn't get better. In the past, many entrepreneurs have tried to devise a way to treat this problem with natural therapy, such as using cold-pressed moringa oil that is applied to burnt skin to kill germs. The properties of this cold-pressed moringa oil will help heal wounds and treat rashes caused by sun allergies as well.

3. The properties of moringa oil help treat blackheads. Another effective treatment for acne with moringa oil is to treat blackheads and redness, dark spots from acne because moringa oil has quite a lot of vitamin E. This vitamin E can reduce the appearance of redness or dark spots caused by acne. It also helps blackheads fall out more easily.
4. Moringa oil has properties that add moisture to the body's skin. Moringa oil has another special property: it moisturizes the body's skin very well. In some cases, people with dry skin or using acne treatment products that remove too much oil can cause both the face and body to become dry. Until it peels and becomes flaky. The solution is simple: just add a drop of moringa oil, which is rich in vitamin E and moisturizer, after showering. Just like this, the skin will immediately come back to life.
5. Moringa oil helps nourish the ends of hair and nails to look healthy. In addition to properties that are good for the skin, "Moringa oil" also helps nourish hair and nails to look healthy. This is because Moringa oil contains compounds such as vitamins and antioxidants that help to inhibit fungus. Along the scalp and between the nails, therefore, if you have hair problems, use moringa oil to massage before or after freshly washing your hair. It will help reduce scalp itching from fungus and prevent hair loss.

As you know "Moringa oil" is considered a natural extract that has many benefits, whether it is beneficial in beauty or used as a medicine for treating skin diseases. In addition to the 5 benefits mentioned above, "Moringa" is also a plant with very high nutritional value, especially in countries with food shortages like 'Haiti' where there was an experiment with drying Moringa leaves. Dried and ground to treat malnutrition in children including pregnant women.

CONCLUSION

The results of using the concept of local wisdom

1. Local wisdom in traditional medical treatment using only herbs to treat diseases such as heart palpitations, heart health, fever, broken bones, high blood pressure, diabetes, and body nourishment.
2. Local wisdom in folk medical treatment using herbs to treat disease together with traditional Thai massage. Use herbal compresses and herbal steam.
3. Local wisdom in folk treatment using medicinal plants available in the local area to treat disease together with the use of magic spells and check your fortune.
4. Local wisdom, folk medical treatment using rituals

It shows the local wisdom of folk doctors in this Bang Bon area Most of them know many fields in treating patients. It must use many forms and methods, separated into different types of traditional healers. Some people can be only one type of doctor, which is a masseuse. Some people can be of many types. Or can be any type, that is, be a herbal medicine doctor, traditional medicine doctor, line medicine doctor, massage doctor, and compress doctor, which is in line with The Thai Health Foundation (2012: online) reported that there are 20 types of traditional healers in Thailand, including fortune tellers, fortune tellers, holy water healers, conjure healers, Pao healers, Dhamma healers, shamans, amphibia healers, Tham Kwan healers, Song healers, herbal healers/traditional medicine healers, and Jab Sen healers. The doctor stepped on the line, the doctor squeezed and massaged, the doctor used compresses, the doctor raised, the doctor stepped on the red iron, the midwife.

MOTIVATION TO LEARN

1. To use it to protect yourself, your relatives, and others.
2. See the value and to preserve local wisdom.

For that reason local doctors Most of the people with wisdom in the community are those who have experience and are connected to traditional healing methods to recover from illness or have a father or relative who is a local doctor Therefore, I learned to use this knowledge to heal myself. Including family and community, thus motivating them to learn this is consistent with the research of Piyanuch Yodsomsuay and Supim Wongthongtae (2009) who studied the

knowledge of local healers in Ongkharak district. Nakhon Nayok Province It was found that most of the time the most important motivation for becoming a traditional doctor was having someone in the family who was a traditional doctor. And family members are sick, so they go to study and gain knowledge to provide treatment in the same way.

SOURCE OF KNOWLEDGE

1. From a previous traditional doctor who passed it on to
2. From my research of ancient texts such as the Herbal Medicine Textbook of Krom Luang Chumphon Khet Udomsak, the Herbal Medicine Textbook Chao Phraya Abhaibhubej and various medicine texts from various masters, etc.
3. Remember local healers like Khru Pak Lak Jum.
4. From the Institute of Traditional Medicine Ministry of Public Health
5. From exchanging knowledge with other knowledgeable people. For example, participating in herbal medicine training courses at general educational institutions.

It can be seen that in the learning of local healers and local wisdom in Bang Bon District Most of them were learned from previous traditional healers and ancestors Important people in nearby localities Because Bang Bon District is adjacent to Mueang District, Samut Sakhon Province. Some studies and research on their own from the herbal medicine textbook of Krom Luang Chumphon Khet Udomsak. Or are they teachers who are incarcerated or exchange knowledge with other knowledgeable people by participating in training seminars from an educational institution Most will have to learn more in detail to increase their potential. To have knowledge in a variety of fields and study from the Institute of Traditional Medicine Ministry of Public Health To need a medical license to practice occupation This is consistent with the research of Wichian Thaicharoen (2005: Abstract) who studied the existence of traditional doctors in the context of modern medical development, a case study of Phipun District, Nakhon Si Thammarat Province. It was found that local doctors are the recipients of inherited wisdom from ancestors according to their ability to choose and adapt allowing most of them to survive there is additional learning about traditional medicine. There is a wide variety of knowledge.

DISCUSSION

From the results of the research, it was found that the attitude of civil servants and personnel towards the patronage system in government agencies is a relationship between two groups of people. Which benefit each other and give back by giving love and unity between the sponsor and the sponsor. And in the organization, it also affects government agencies in terms of causing division into factions.

In summary, the patronage system is a system that has a long history and has developed into a system of unequal relationships between two people. The superior party is more powerful and will be in the position of patron. The lower part is under patronage. Each side is seeking benefits from each other in a reciprocal manner which depends on the willingness of both of them this type of relationship can exist not only because both parties benefit. But there must be an ideology that helps maintain such a relationship. The system of self-support is also known as living under patronage, where each person benefits from the other and receives special privileges from their elders or relatives. The patronage system has been with Thai society for a long time, dating from the time when Thai society ruled under the princely system that promotes and supports the patronage system, simply put, that is, taking advantage of one's people alone The patronage system is still seen in Thai society every day and is still widespread, which can be seen in the bureaucracy, such as merit evaluations. Entrusting children and grandchildren to work, in the end, the bureaucratic system still relies on the decision-making power of the highest executive in that agency. If the top executive has morality or is inclined to act in administration, then it is certain that the highest benefit will go to the people. On the other hand, if the top executive lacks morality and responsibility in management, it will have serious negative effects on the people and focus mostly on meeting the needs of himself or his boss. These actions All of these are detrimental to the bureaucracy and also cause social inequality and are not beneficial to the bureaucracy. Even if they are not productive, they will progress faster than civil servants who work diligently with honesty and Responsibility with conscience to work for good results is beneficial to the bureaucracy.

SUGGESTIONS

1. Suggestions for developing research and innovation development in local communities provide concrete opinions. What kinds of herbs are there that can help the research achieve its goals and can be processed into community products for maintaining health and to expand commercially
2. Product standard problems and FDA registration and registration number gradually will be difficult and many steps Researchers should study details and conduct research together with researchers in fields related to herbs.

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