



มหาวิทยาลัยหาดใหญ่  
HATYAI UNIVERSITY

2017-2027

PAST, PRESENT AND FUTURE



# Hatyai University and Reinventing University toward Local Community Development : Stingless Bee (Aung) Case Study

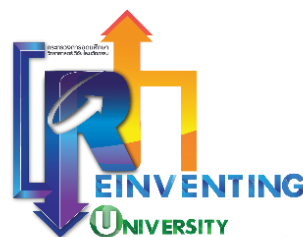
Assoc. Prof. Dr. Kan Chantrapromma  
Advisor of President

# Hatyai University and Reinventing University

## Local Community Development : Stingless Bee (Aung) Case Study

Good morning/Good afternoon and a warm welcome to all the journalists who are attending this press conference.

I would like to share with you the research at Hatyai University over the last 20 years **“Reinventing the University on Research”**.



# Hatyai University and Reinventing University Toward Local Community Development: Stingless Bee (Aung) Case Study

## Policy and Intention of the Research

Since 2015, Asst. Prof. Dr. Wittawat Didyasarin Sattayarak, the President of Hatyai University and Madam Praneet Didyasarin, the Founder of Hatyai University, focus on **“Area-Based Research”** in terms of **“Engagement”**. It’s the beginning of **“a turning point”** for the University’s with direct and precise concepts and policies of research. Hatyai University gained potential assessment and performance results on the project of **“Re-inventing the University”** in the higher education category of **development of local and other communities** from the Ministry of Higher Education, Science, Research and Innovation (MHESI).





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## **The Past from 2017 to 2022**

The mentioned policy influences the University's researchers to request the research funds in area-based research to serve community demands on various perspectives from external research funding sources such as Program Management Unit on Area-Based Development (PMU-A), Program Management Unit for Competitiveness (PMU-C), and National Research Council of Thailand (NRCT), from 2017 until present as follows:

(1) In 2017, the NRCT funded Research for the Community on Development of a Green Community-Based Technology in Bang Rieng Subdistrict, Khuan Niang District, Songkhla Province.

(2) In 2019, also funded by the NRCT was Knowledge Management for the Conservation and Rehabilitation of Mangrove Forest Planting in Songkhla Lake Basin.

(3) In 2020, Knowledge Management for Policy Implementation in Songkhla Lake Basin Area was funded by NRCT. (4) Research on Tourism along Pattani Bay was funded by NRCT.

(5) Research on Farming of Seabass at Ko Yo Island was funded by PMU-A. (6) Research on the Cultural Capital Singhanakhon District by PMU-A.

(7) In 2021, Knowledge Management for Seafood Development in Koh Mak Subdistrict, Phatthalung Province was funded by NRCT. And (8) The Enhancement of Tourism Logistics Management in the Lake Basin Area.

(9) In 2022, Empowerment for Tourism Marketing in the Basin of the Gulf of Thailand through the Tourism Logistics Management Platform "Mata Lumnam" was funded by PMU-A. And (10) Research on the Cultural Capital in Khuan Don District, Satun Province was funded by NRCT,





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Due to the Goal of reinventing university including creating and developing careers for people in the community, Hatyai University, therefore, focused on the innovative project of “stingless bees”. There were six projects (starting from 2020 to now) as follows:

(1) In 2021, Knowledge Management for Stingless Beekeeping as an Alternative Career Replacing the Fall of Black Tiger Shrimp Farming at Ko Phet Sub-District, Nakhon Si Thammarat Province (Pak Phanang Basin). (2) The Development of a Beekeeping Community for the Giant Honey Bee and the Stingless Bee for Sustainable Innovation, Songkhla Province, was funded by PMU-A. and (3) Knowledge Management for Part-Time Jobs to Earn Extra Income at Khuan Don Subdistrict Administrative Organization, Satun Province, was funded by NRCT.

(4) In 2022, the Learning Center Model to Conserve and Inherit Community Forest and Stingless Beekeeping for Part-Time Jobs as the Concept of the Self-Sufficiency Economy Philosophy was funded by NRCT. (5) Enhancing the Potential and Strength of the Stingless Beekeeping Group of the Songkhla Innovation Community was funded by PMU-A. And (6) Strengthening Competency Limitations of Community Innovators in the Stingless Beekeeping Group in Songkhla for Expanding Practical and Sustainable Innovation to Commercial Use was funded by PMU-A.



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## Results

1. A Research Center in the Bang Rieng Subdistrict Community: Conservation and Rehabilitation of the Mangrove Forest in Songkhla Lake Basin, Khuan Niang District, Songkhla Province, was established in 2019.
2. A Research Center in the Chalae Subdistrict Community: Stingless Bee (Aung) for Food Safety in Chalae Subdistrict, Singhanakhon District, Songkhla Province, was established in 2020.
3. “Stingless Bee and Good Agricultural Practices (GAP) Learning Center” was established at Hatyai University and was initiated in 2021.
4. The Beginning of the “Innovation Community” in a Stingless Beekeeping Career in Songkhla Province was launched in 2022.
5. Establishing a network of stingless beekeeping, “Songkhla: The City of Stingless Bee,” to promote the stingless bee toward “Economic Insects Unit” in Southern Thailand, and PMU-A conducts the brainstorming meeting for promoting and carrying on the stingless bee group to Southern stingless bee clusters. The researchers are from Hatyai University, Thaksin University, Yala Rajabhat University, Nakhon Si Thammarat Rajabhat University, and Princess of Naradhiwas University was founded in 2023.

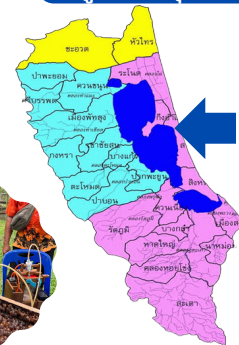
มหาวิทยาลัยหาดใหญ่มีนโยบายและสนับสนุนส่งเสริมการเลี้ยงผึ้งชันโรง ภายในพื้นที่ของมหาวิทยาลัย เพื่อสร้างองค์ความรู้การเลี้ยง การขยายพันธุ์ และการแปรรูปเป็นผลิตภัณฑ์ เพื่อเพิ่มมูลค่าและเป็นแหล่งเรียนรู้ด้านการเลี้ยง ผึ้งชันโรงให้แก่ชุมชนท้องถิ่น



ศูนย์การเรียนรู้ผึ้งชันโรงและเกษตรปลอดภัย  
มหาวิทยาลัยหาดใหญ่



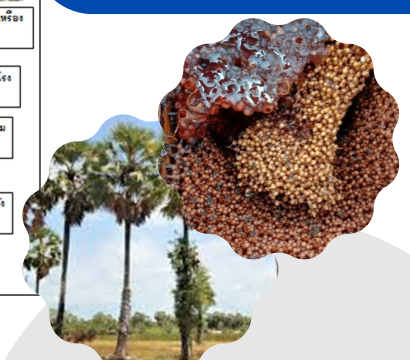
ศูนย์วิจัยชุมชนตำบลบางเหรียง



กลุ่มน้ำทะเลสาบสงขลา  
12 หมู่บ้าน เทศบาล  
ตำบลบางเหรียง  
อำเภอควนเนียง  
จังหวัดสงขลา



“ศูนย์วิจัยชุมชนตำบลชะแล้ ชันโรง (อูง)  
สร้างอาหารปลอดภัยตำบลชะแล้  
อำเภอสิงหนคร จังหวัดสงขลา”





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### Two Excellence Awards

1) An **“Outstanding Innovation Community”** Award: Innovation community of stingless beekeeping in the community innovation category from the Program Management Unit on Area -Based Development (PMU-A) in 2022.



2) **“Outstanding Area-Based Higher Education”** Honorable Mention from the Ministry of Higher Education, Science, Research and Innovation (MHESI) in 2023.



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## The Future from 2024 to 2027

### GOAL

1. Stingless beekeeping and stingless bee honey production in the University area.

From 2025 onward, Hatyai University will increase the amount of stingless bee honey called *Tetragonula pegdeni* and *Heterotrigona itama* species for 600 liters per a year.

2. Development of “**New Knowledge Creation**” of stingless bee products

3. Strengthening the **network or clusters** of the stingless beekeeping career (**economic insects Unit**) in Songkhla Province and nearby provinces (Phatthalung/Satun/and other Southern border provinces), for example, the Enhancement of **Large Scale Farming of Stingless Bees (an economic insects Unit)** in Sathing Phra Peninsula as local food plants uniqueness.

4. Upgrading **standard laboratory** research and production of stingless bee products as the standard prototype to community enterprises (funds are being requested from the Thailand Science Research and Innovation (TSRI) in 2025).

Hatyai University  
Innovative learning University  
October 31, 2023

