

# Phrae-wa studies and Driving towards Sustainable Development Goals by University for Local Development

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## Abstract

Universities concerning local community and society development include and commit to missions and strategies aiming at working with local communities and society to achieve development goals as learning sources, knowledge and technologies transferring agents and as lifelong learning opportunity and availability providers steering to sustainable development. In cultural missions of which emphasizing on inherit, conserve and transfer the body of knowledges, in the same time, work in applying, value-adding and value-building the cultural inheritance and development, of those ones, from local wisdom bodies in all cultural essences. Kalasin University is one of those universities who working in and with local community and society establishing The Center of Excellence of Kalasin Phrae-wa Traditional Textiles of Kalasin University to drive conservation and development of arts, cultures, and local wisdom in order to assimilate, to add and to build precious values into current time. Hence, establishing strong foundation of fabric and textiles specialization will lead to development of the regional center in lifelong learning on fabric and textiles cultures in both local and global context and scales.

**Keywords:** Local Textiles Museum Lifelong learning Sustainable Development

## Introduction

Intangible Cultural Heritage Protection and Promotion Acts 2016 enacted and grounded on cultural heritage as national inheritance to treasure and descend to next generations. ‘Cultural Heritage’ defines as knowledge, expressions, practices, and skills culturally present by individuals: artifact or objects that

individuals, groups and community recognize it/them, share sense of belonging and inherit from generations to generations also considered their cultural heritages. It is adapted to respond to changing environment by those who apply it in times. It is usually expressed in many forms but not limit to these forms: oral traditions,

performing arts, social practices, rituals and festive events, knowledge and practices concerning nature and the universe, traditional craftsmanship, folklore folk games, folk sports, and martial arts etc. All the entire list detailed in the Ministerial Regulations registered as cultural wisdom heritage. (Royal Thai government gazette, 2016) Kalasin's cultural wisdom heritage registered are Phrae-wa in the year 2009 and Phu-Tai hand-woven textile in 2012

Government of Thailand issued The Geographical Indications (GI) Act 2003 according to protect Geographical Indications goods to prevent confusion or mistake among consumers in the source of production which required to be registered as a GI product. By GI registration, non-GI products are not allowed to refer to the geographical location of the GI products. It is to identify and certify the product identity owned by certain community in certain geographical data and information with unique qualities of the product. The Geographical Indications-GIs registered product aimed to protect local wisdom reputation, unique character, and specific quality by given credits to maker-sources and geographic origin. 'Goods or Product' defined as tradable or ownership transferred

things; natural or agricultural produce covering handicrafts and industrial products. (Royal Thai government gazette, 2020) Kalasin's GI registered products are Kalasin Khaw-wong sticky rice--nominated in the year 2007 & registered in the year 2009 and Phrae-wa Kalasin in the year 2007.

Registrations as Intangible Cultural Heritage and GI product have made Phrae-wa silk fulfilled the value and worth that came with 'Queen of Silk' famous symbol. This article wants to present of how academics research and studies on the textile as of found on recent academical journal database studied till now. In addition, presenting Kalasin University's perspectives on conservation and development of the local textile from a local institute's missions; as one of '*Local Community and Society Development University*' and to drive to accomplishment in the vision of '*Kalasin University toward the National No.1 High Education Institute for local communities and society development based on sciences, social sciences, technologies and innovations by the Year 2027*'

## Phrae-wa Studies Status Quo

Academic and research articles online publication by journals of Thai Journal Citation Index Centre (TCI) Database found 15 topics on Phrae-wa in these following categories.

**Year of Publication:** 15 Articles subjected on Phrae-wa found published during the year 2010 to 2021. Four of them published in the year 2519 (26.66%). These following are some of the Phrae-wa articles; A Study of Satisfaction and

Commitment of Phrae-wa Silk Buyers in Kalasin Province, **Participatory community Enterprises management Phrae-wa Weaving Group, Kham Muang District, Karasin Province**, The Designing of Costumes Worn in the Parades of Traditional Events and Rituals of Roi-Kean-Sara-Sin Provincial Group, and Evaluation of Water Vapor Permeability of Cloth: Phrae-wa Silk and Diamond textile.

**Research Methods:** Phrae-wa has been a subject studied in diverse methods; qualitative, quantitative, experimental research, action research and mixed research. Nine of them (60%) are qualitative methodology in which focusing on cultural studies, marketing, and creative economy issues.

**Research results:** Important issues findings mainly on language and communication, leadership and management, marketing and creative economy, cultural development, and textiles innovation. The summaries of the research-finding essences are.

**Language and communication:** The key research found ‘An Ethnosemantics: The Study of the Pattern Names of Phrae-wa Textile of the Phu Thai Dialect’ in which the research employed ethnosemantics study to comprehend Thai wisdom by applying Componential Analysis. From the study findings structure of words usage described Phrae-wa textile patterns are in isolating or solo and compound words appeared in the common word ‘Dork’ via master pattern collected in

‘Phrae-saew’. Names of the patterns reflect way of livings according to their beliefs and Phu-Tai agricultural means. (Yotsakorn Sittisakpaiboon and others, 2010) And the article on ‘The Development of Communicative English Handbook on Communication with Foreign Tourists for Ban Phon Phrae-wa Silk Weaving Entrepreneur at Khammuang District of Kalasin Province’. The article presented communication barrier resolution in goods selling to foreigners at Phrae-wa enterprise shop in Ban Phon. In the research included production of a communicative English handbook to lower communication barrier in the Ban Phon Phrae-wa shop belongs to the silk weaving community enterprise. The finding included the results of how the handbook enable them to communicate with foreign tourists, their Phrae-wa silk customers. (Sattria Sahatsathatsana and others, 2017)

**Leadership and management:** The key research reflected the transformational leadership in Ban Phon Phrae-wa silk weaving entrepreneurs, Phu-Tai Cultural Center. It revealed the development of leadership in the group in term of idealized influence part that the leaders were needed good vision, and in inspiration part that they required to be capable in inspiration motivation. In intellectual stimulation part, the leaders were required to run initiation and innovation support in the group. For individual consideration part, the leaders needed to be aware and considered individual differences. (Manot Phutongjai and Seksan Yongvanich, 2011)

**Marketing and Creative Economy:** the major research article was on ‘Shineless Future of Phrae-wa Silk: The theoretical Analysis’ analyzed by 7 marketing concepts and theories on Phrae-wa existence and sustainability trends to understand the research findings. It is found Phrae-wa weavers do not want their children to continue the Phrae-wa silk weaving because it is time-consuming, unprofitable, and worthless job. Currently Phrae-wa weavers in the group turned to jujube fruit orchard work replacing the silk weaving. Besides these Phrae-wa silk weavers are in debt for investing in the silk production from purchasing materials. The only supporting factor for existence and sustainability of the Phrae-wa silk is no competitor in this market. Hence without supporting system and protection policy from administration agencies, Phrae-wa silk weaver will certainly extinct. (Wichachai N., & Buapheun K., 2015) The article titled ‘A Study of Satisfaction and Commitment of Phrea-wa Silk Buyers in Kalasin Province’ presented the research finding on the key factor for Phare-wa buyers’ decision making was woven pattern and their satisfaction on their using Phrae-wa was at average score 4.23, the second factor was the Phrae-wa silk in their selection was in higher quality compared to other shop at the average score 4.12. The quality of Phrae-wa silk in their usage consistent with their expectation at the average score 4.09. (Wannapa Saengpakdee and others, 2019) And the article on administration and management titled ‘Participatory Community Enterprises Management Phrae-wa Weaving Group, Kham Muang District, Kalasin Province’ has presented

the participatory Phrae-wa silk weaving community enterprise established in the year 1999 for Phrae-wa silk weaving and selling as supplementary income in farmers community as an out-farming season job. The activities co-organized with Kham Muang District Agricultural Office. It was co-organized in the enterprise’s administrative and management in both the group running and production plans. From the enterprise’s plan, they produced 4,000-5,000 pieces of Phrae-wa from manufactural raw materials which could make the family earned 20,000-30,000 Baht a month/household. (Thanasat Khamjinda and Vantanee Sanpukdee, 2019) One more article on creative part of the textile is ‘Dok Phayom: from the Provincial Flower of Kalasin to the Design of Khao Wong Phu-Tai’s Textile Pattern’. The article presents patterns developed for Phu-Tai’s textile in Phu-Tai community, Khao Wong District, Kalasin in order to develop cotton textile products with symbolic flower of the province as main idea patterns by inspiration of the designer. The article presents as well the solidarity and identity of the Phu-Tai ethnic as the Kalasin’s strength. (Rattikorn Sirikhan Butla, 2017) The article on cultural heritage included ‘Praewa: From being an invaluable heritage item to a cultural commodity’. This article presents research findings about silk textile cultural identity as tourism commodity utilized cultural capital and identity as souvenir goods. In the case study of Ban Phon Phrae-wa, it is found cultural identity reconstruction in 2 categories; a cultural identity as ‘the Queen of Silk’ initiated since the Silk Contest at The PhuPhan

Ratchanivet Palace and another identity via woven patterns redesigns and classic designs to add value and purposive meanings for a worthy memory in the tourism marketing and economic involvement by the cultural identity space sharing and transforming of identity into capitalism's pricey goods. (Saranya Lamomsai and Boonyasarit Aneksuk, 2018) For the tourism integration article the study titled 'Potential of tourism in royal project Her Majesty Queen Sirikit in the King Rama IX reign' presents the potential tourist attractions according to the Royal Visit History of HM the Queen Sirikit in the King Rama IX.'s reign, when both HM the King and Queen made their royal visit to work on rural development royal projects. It was in the time when the traveling was so tough and very far to the remote area to underdeveloped and high-poverty-challenging, farmer villages and when irrigation problem never been realized and systematically introduced. In the challenges when tourism was not popular and unable to receive visitors at their demands. The Kalasin Arts and Crafts Royal Projects Center also included in the research area. (Pannee Suanpang and others, 2018) The other research on textile design involvement is 'The Designing of Costumes Worn in the Parades of Traditional Events and Rituals of Roi-Kean-Sara-Sin Provincial Group' which presents the findings on meaning and identity construction bringing all the identities of each province in the group to apply in the costumes design in the ritual and traditional procession. Kalasin Province is one in the group and Phrae-wa silk is its identity used. (Natthapakon Aphimattirat and Sisikka

Wannachan, 2019) The last article involved with Phrae-wa silk titled 'The Creation of Phrae-wa Kalasin folk dance' is about the costume designs for the 3 episodes of performing dances. The dancers composed of adult male, adult female, and children's episodes. The costumes designs produced from Phrae-wa and local long skirt, clothing decoration and ornaments including to head ornaments with local Northeastern music composed to describe the meaningful Phrae-wa Kalasin. (Nucharin Phonsan and Nutchakorn Kechaneeyabutra, 2021)

**Cultural study:** In the cultural study part, one of key research is 'Lifestyle of Phon Subdistrict, Kham Muang District, Kalasin'. The article of the research presents ethnic history back from the day they migrated from Lao Kingdom, now the Laos PDR, at that time. They inherited the ancestors' skills on handicrafts and agriculture. The community administration from the old days ruled by the majority decision making. They have had their problem-solving body called 'Phor Larm Mae'. (Surasit Sootsuwan and Garoon Buapheun, 2015) Another article titled 'Wisdom in "Phrae-Wa Silk of Phu-Tai, Baan Phon: Dynamic and Assimilation' The research results show the Phrae-wa silk weaving process act as local wisdom accumulation structure rather than business or economic purposes. Phrae-wa silk is cultural heritage reflect Phu-Tai intellectual spirit and pure wisdom. When the Phu-Tai community attempted to merge the economic concept, the consequence is cottage industry production and eventually community enterprise for commercial goal. (Nittaya

Wannakit, 2014) The additional body of knowledge from the research titled 'Pa Saew: Original of Designs on Pa Prae-wa' presents how inspiration of Phrae-wa silk weavers work in their Phu-Tai identity weaving. Their skills and creativity in the motifs, patterns and weaving in ancient, master pattern Phrae-wa or the classic Phrae-wa and how to descend the skills to their next generation. The skills in how to weave in brocade, colorful and color uses and how to work on white, square, cotton fabric piece called 'Pa Saew' is obviously cultural resources and heritage. ( Suchanart Boontiang, 2016 ) In addition, the research article titled 'Phu-Tai's Phrae-wa Shoulder Wrap Textile in Worth and Value Management Context' presents the cultural resource in Phu-Tai's Phrae-wa shoulder wrap textile. The cultural textile weaving contains not only the artistry piece of fabric; however, these textiles have been telling their history and cultural relationship of Phu-Tai ethnic. The artistic weaving reiterates technics and wisdom in Phu-tai craftsmanship. In the same time improvement and modification of size and color in Phrae-wa silk shoulder wrap textile has responded to market demands considerably obvious. The reflection of high potential Phrae-wa has demonstrated to have high valuable in creative economy. (Poowadon Sritares, 2015)

**Textile Innovation:** The key research on textile innovation is titled as 'Evaluation of Water Vapor Permeability of Cloth: Phrae-wa Silk and Diamond textile'. The research finding included

the results indicate that Phrae-wa Silk and Diamond Textile have lower water vapor permeability than knitted Polyester but higher than coated Nylon-Spandex. The water vapor permeability of coated Phrae-wa Silk is lower than polyester Diamond Textile. These results can be used to predict the thermal comfort in term of heat loss due to water vapor diffusion. (Krittiya Ongwuttiwat, 2019)

The above Phrae-wa studies marked the milestones of the body of knowledge in research methodology scope of the popular qualitative in which unable to support weavers and their enterprise in term of product development. Lacking participatory action research to precisely support collaboration and cooperation between researcher and community weavers. From fiber/yarn production - dying and bleaching, to pattern design and fashion design for the end products to battle in the highly competitive, contemporary market are highly needed. The role of local institutes in scopes; vocational and high education, has been reviewed and redirected in research and development to hi-light value and worth of the textile.

## Kalasin University towards Kalasin's local fabric and textiles conservation and development

### Kalasin University Assimilation in Local Development

Kalasin University Act 2015 enacted establishment of the University from merging Rajabhat Kalasin University and Rajamangala University of Technology Isan Kalasin Campus becoming one Kalasin University. It is on research promotion and educational purposes of which to build and develop body of knowledge and technology to deliver them to local community and society as academic services. The university avails local people education opportunity at the same time preserving religious, arts, cultures and sports that is including to support in various scales of government and local administrative offices which is all massive participative community development and environment conservation activities. (Thai Royal Gazette, 2016)

Now Kalasin University has been categorized in the institutional services group as 'Local community and Society Development' by Ministerial Regulation 2021 driving the key missions and strategies toward local community development, learning resources, knowledge and technology transferring agency to strengthen community and avail people lifelong learning

and education opportunities to people leading to sustainable development. It has been underlined at (1) focusing on local community development and society's academy and their people potential building to enable them to develop their education, economy and society (2) producing local university graduated individuals with social awareness, knowledge and capacity for key persons to drive development and changes in local scale (3) Undertaking research and innovation to be practical solution in community development (4) Inheriting and conserving arts, cultures and local wisdom, applying and developing arts, cultures and local wisdom to be compatible to contemporary requirements to boost value and worth (5) promoting knowledge in arts, cultures and local wisdom transfer to achieve missions on local heritages, in all parts mentioned, transferred and developed to serve their locality. (Royal Thai government gazette, 2020)

In the part of local textiles of which are Intangible Cultural Heritage and Kalasin strength: to serve them, Kalasin University established

### The Center of Excellence of Kalasin Phrae-wa Traditional Textiles of Kalasin University

In official visitation by Gen. Prayut Chan-o-cha, the PM, on the 12<sup>th</sup>. December 2017 to Phu-Tai

Cultural Center, Ban Phon, Kham Muang District, Kalasin, he showed his admiration and shared



the story about his services to the Queen when HM. The Queen Sirikit spent her royal visit to this location four decades ago. He suggested the villagers at the center he met to build 'story' about Phrae-wa silk to make it more attractive and interesting to visitors. (Khaosod Online, 2 017) The PM also asked Ban Phon's people to work to conserve their local crafts and handwoven textiles belong to Phu-Tai ethnic of which are well-known. Their reputation is recognized as the precious, classic, and traditional woven textile with delicate, intricate, exquisite, unique and graceful designs produced by excellent craftsmanship. It is famous for the provincial identity and must be enabled to promote to a regional fashion center for hi-end silk textile quality and diversity in particular. His

government is ready to promote high quality local goods with designs and technologies applied together with innovation to value added and develop to reach the higher share in domestic and global markets. ( Kaset 1009, Online) Moreover , the PM assigned policy implementation task to Kalasin Provincial Offices to integrate their duties, responsibilities and taskforces on local textile to take the jobs seriously and put it as the first priority among relevant offices. It is aimed as well to boost family income in Kalasin. Kalasin Provincial Offices designated the task to Kalasin University to act as the key host to establish The Center of Excellence of Kalasin Phrae-wa Traditional Textiles of Kalasin University by budget allocation from the 2019 fiscal year to now.



Image 01 Gen. Prayut Chan-O-cha, The Prime Minister official visit to Ban Phon Subdistrict, Kham Muang District, Kalasin Province



The most recent important mission of the The Center of Excellence of Kalasin Phrae-wa Traditional Textiles of Kalasin University emphasized on working in supply chain from the first chain link, middle link and end link in the chain. It is to integrate in institutional level among faculties and related offices in provincial and in Departments such as The Queen Sirikit Department of Sericulture-QSDS, Ministry of Agriculture and Agricultural Cooperatives, Tourism Authority of Thailand-TAT and Local Administrative Organizations-LAOs. The output from the work integration could be described in 3 dimensions.

**Conservation dimension:** The outstanding project was classic local textile weaving of which underlined the knowledge inheritance from former generation to the young generation in order to sustain the local wisdom identity in the craft and it could not be ignored to study and work on accumulation of the classic patterns and motifs into IT database to treasure ancient fabric and textiles in order to provide upcoming online search services to interested individuals and academic researchers. Furthermore, annual collaboration with QSDS on Phrae-wa Silk and

Phu-Tai identity woven contest in The Royal Peacock Certification-RPC has been undertaken for specialty of the textiles by permission from the QSDS and the Arts and Craft Foundation under Royal Patronage. It is the only agency designated to engage in the activity to inherit HM the Queen Sirikit, the Queen Mother's royal aspiration to conserve and recovery local fabric and textiles.

**Development dimension:** The outstanding project was new patterns and motifs design to consistent with the contemporary market and consumer demands that transmit the products to the market promotion projects both national and global markets. There were participations in world class exhibition and promotion oversea. It was the Hong Kong Fashion Week for Spring /Summer 2019. And the Phrae-wa silk designed by Dr. Kittanut Yanpisit, Faculty of Liberal Arts in the special selection by the museum curator were one of exhibitors in the world class exhibition in Revelations 2019 at Grand Palais, Paris France.



Image 02 Grand Palais, Paris, France: Revelations 2019  
23 – 26 May 2019 (Source: Thailand Plus Online, 2019)



Image 03 Phrae-wa Exhibition in Hong Kong Fashion Week for Spring/Summer 2019  
(Source: Thai Tropical Media, 2019)

Innovation dimension: The outstanding project was Application 360 developed from COVID-19 pandemic consequence to enable tourists and consumers to purchase silk textiles online. Innovation from the constraint battle ease new consumers to access the Center's work and enjoy online The Center of Excellence of Kalasin Phrae-wa Traditional Textiles of Kalasin University and enable to buy and sell other local products.

Establishment of local textiles specialization organization is institutional tactic to construct predominant perspective of the institute and develop to the regional leading organization in textile specialization respond to the Social and Economic Development Plan and the 20-year National Strategy. These specialized institutes produce their outstanding works in society such as 'Fabric and Textiles Creative Design Center (FTCDC), Udon-Thani Rajabhat University' of

which is distinctive community services providing in their service area and founding Isan Textiles Museum. In the proud ‘Indigo Excellence Center, Sakon-Nakhon Rajabhat University’ which is distinctive indigo standard development and proactive marketing for the indigo textile enterprise. For ‘Silk Innovation Excellence Center’ Mahasarakham University which is distinctive silk product research and development especially silk for cosmeceuticals. And for ‘Rajamangala Silk Research and Development Center’ Rajamangala University of Technology Isan Surin Campus which is distinctive textile pattern and motif designs and development of local South Isan textiles.

From these specialization institutes founding by High Education Bodies, all of which have been appreciated and demonstrated promising future in supportive means to develop weaving skills and successful commercial potentiality improvement in the grassroots communities. Revenue increase become obviously seen in the weavers’ communities and accepted the key role of local community services universities. It is the prime dream scenario to integrate into these specialization peers to drive force one more graceful artistic silk textile as an organization to amplify real working power in the region in the same time be hopeful to elevate the organization in chart to have fluent administrative and management system or the workforce agility goal.

## Prime Dream Scenario and Mission Consistency

The article ‘Phrae-wa Studies and Driving towards Sustainable Development Goals by University for Local Development’ might not be the academic conclusion at this point, however, the prime dream scenario committed to the mission that should have been owning by a Thailand’s educational institute from the author’s view.

### Local Fabric and Textiles Museum

Kalasin Province has local textile and fabric as its strength however no official recognition center to promote local heritage for tourists and interested person. Academic information from official collections, conservation and reservation, research, exhibition, and education providing could be organized in a live museum. Some universities already organizing textile and

fabric museums i.e., Naresuan University of which organizing since its establishment in the year 1999. Its’ objective was to celebrate the 50<sup>th</sup>. Royal Anniversary of HM The late King and the Queen in the year 2000 and to mark the first decade inauguration of Naresuan University. In royal visitation of the open ceremony event, HRH. Princess Maha Chakri Sirindhorn kindly

came on the 1<sup>st</sup> of December 1999. The outstanding exhibitions were ethnics' textiles and ethnical livelihoods in the Northern region of Thailand. Ethnics', in 9 provinces of the lower Northern region, craft products included in the textile exhibition hall named 'Chitrada' and collections of handicrafts from various sources in the country could be purchased there. Currently Textile Museum of Naresuan University is organized under Division of Art and Culture Conservation, Naresuan University.

For Northeastern or Isan region, the long -time, persistent textile treasury is Isan Arts and Cultures Research Institute, Mahasarakham University of which frequently organizes dynamic exhibition. In one more Textile Museum founded and organized by Rajabhat Surin University from the year 1983. The museum stresses on Surin's ethnics textiles such as Khmer, Kui, and Lao etc. The one storey building is full of Surin ethnics' textiles exhibiting in showcases. The newest museum is Isan Textile Museum organized by Rajabhat Udon Thani University. It is considered the latest textiles knowledge treasury. The museum is the knowledge source and undertaking conserve and publicize cultures, wisdom and body of knowledges in local Udon Thani, Northeast's and Mekong Subregion's textiles including to act as a center for local handwoven textiles design and development.

Dream scenario of Kalasin famous textile museum will be merged to mission commitment of the local institute to produce;

experts in research and study, publication of texts and/or journals, printing materials and soft information in diverse media etc. to be textiles knowledge treasury provide services to new researchers to drive new development and practical innovation. Mission on local textiles which revive local textiles and relevant wisdom in crisis, will, as well, act as the collections source for all woven materials of all ethnics in Phu-Phan Mountains and in ambition to extend to Mekong Subregion nations and ethnics. The mission to exhibit local textiles as permanent exhibition, shows or event exhibition and online exhibition are added in the master plan. The mission to provide education services for the audiences/visitors in various forms such as in academic meeting & conference, workshop, seminar, short non-degree course and degree course related to all textile knowledge and weaving/production technics. In addition, collaboration with local communities in education services is also a key activity. The museum organized as a live museum and profit-making agency from textiles business to elevate textile and fabric business as an income generating source in supply chain. The dream scenario is matched with the study of Nichaphat Chavisut (2019) in her study about 'Administrative and Management in Culture, Arts and Thainess of High Education Institutes' that the status of the institutes required development acceleration in many parts; realization the importance of awareness, transferring, research, recreation, development, collaboration, networking, live museum, learning resources organizing, funding and budget

allocation on arts, culture and Thainess. At the same time, local textiles and fabric museum required high proficiency and qualified personnel with knowledge, understanding and experience directly on textiles, fabric and fashion which Pitsarawat Phuthong and Amphawan Wisawathiranon (2016) revealed that Art and Culture Center or Art Gallery has administration and management structure under the art and culture office with appropriate implementation and execution. It should have

executive structure and clear management strategies. The office in charge of art and culture execution needs qualified personnel containing knowledge, understanding and experiences in art and culture and proficient in IT and media technology management capable enough to run proactive activities. These personnel should contain soft skills in networking and social connection both national and global wide particularly ASEAN nations' institutes network.

### Lifelong Education Program

Lifelong learning is considered multidisciplinary education emphasizing on all human development dimensions from birth to death covering all ages and target groups. The important purpose is to avail them all opportunities and accessibility toward learning resources and sources that benefit their livings in the changing world. (Archanya Ratana-ubol, 2014) The lifelong education concept is not new for the importance of education has been recognized for a long time. For decades the concept of human development broadened to all age and viewed as essences in human needs to promote individual's competitiveness and to

improve their potentiality in the socio-cultural context in different era. Thailand's conceptual design for lifelong education management planned in National Education Master Plan, the year 2017 to 2031 (Ministry of Education, 2017) of which has been contained as the substantial element to respond to the changing world in

the 21<sup>st</sup> century. The Education for All determined as the vision that 'All Thais must be educated and avail them qualified lifelong learning, live their life happily and consistent with the content of sufficiency economy and philosophy, to enhance their livings in the 21<sup>st</sup> century. People has been utilizing education as important tools in human and society construction and as main mechanism to develop as quality citizen and be self-motivated in the importance of lifelong education. For people of all age, it should be viewed as high necessity and must be driving tangibly and systematically continued.

Learning through cultural means or local wisdom in the way local Thais transfer their knowledge and technics from mothers to daughters and among kins or community members is a method of lifelong learning which make the cultural exchange and as learning or casual transfer limited in the circle for conservation and inherit the local wisdom

among the certain circles. Until the education system intervenes to co-organize the formal curriculum design and systemize the study program and enable enrichment of knowledge technically integrated with local wisdom efficiently to continue local wisdom transfer successfully.

Isan or Northeastern Thailand regarded as dominant, identity quality 'textile or Pha' production in diversity of geographical and ethnical characters. However, from the Northeast region universities' textile and fabric curriculum exploration found none of the curriculum that aim to be specialized or spotted on textile and fabric exactly. It was found course(s) in the course series of major subject or some elective course. The exploration findings are as following.

Research and development university in the front row of world leading universities has no specialization program/curriculum on textile and fabric design but a series of courses or some courses in the various design majors such as textile and fashion design in the Design Program in the Department of Design, Faculty of Architecture, Khon Kaen University. And elective course in design major in Department of Production Design and Development, Faculty of Fine&Applied Arts and Cultures Science, Mahasarakham University.

Technology development and innovation promotion universities like Ubon Ratchathani University has a series of subject courses as

Fashion and Textile Design in Bachelor of Arts curriculum of Faculty of Applied Arts and Architecture. And field of study of Textile Technology and Fashion Design, Rajammangala University of Technology Isan Surin Campus

For the universities in local community and society development group, Rajabhat Buriram University developed new sciences curriculum for undergraduate degree in the field of study of Textile Industry and Fashion Design in 2022, focusing on knowledge development, theory and related practice in fashion design and textile business purposively applicable in textile fashion industry as a career and ready for future textile business entrepreneur capacity.

Undergraduate program found in Northeastern or Isan universities above explored could be opportunity for the university in local community and society development group to construct and develop local textile specialization program. The curriculum design to have content in the entire process of textile production from the yarn bleaching and dying, textile design, textile processing for fashion and design including to future textile business entrepreneurship. However, in my view which consider education as the most important matter in conserve and realize the precious value of arts and cultural heritage and to build suitable innovation for community that really benefit and practical to community needs. It could not be useless innovation for community that turn out to be monument of failure in local community development by a university. The



specialization programs should be designed for both degree and non-degree to open to diverse group of people, in various fulfillment scopes and scales, for local community and multicultural learners, in order to respond to global changes and to produce graduated individuals who fit into current and future policies and national strategies particularly to

the program designed driving for Sustainable Development Goals -SDGs.

## Conclusion

The cultural wisdom heritages of Kalasin Province which have been registered and certified as cultural heritages are 'Phrae-wa Silk' in the year 2009 and 'Phu-Tai Weaving' in the year 2012. Kalasin's Phrae-wa Silk, as well, registered as GI product in the year 2007. In the research exploration for published academic journals undertake on Phrae-wa making, business and culture in order to understand the status quo and importance of the artistic silk found qualitative research were the most popular in which unable to support the weavers and their enterprises as much as they needed. The advantageous action research with participatory approach for greater practical collaboration in both researchers and community weavers on silk fibers production steps; dyeing, motifs and pattern designs, textiles transformation /production processing and contemporary marketing strategies, for example, are considered the future roles and academic trend for the local academic institutes, vocational and higher education. Conservation and development tasks in local weaving to elevate worth and value of the heritage products has been hi-lighted in

academic policy for the University's status as '*Local Community and Society Development*' consistent with Kalasin University Vision

Kalasin University is, at present, the umbrella for The Center of Excellence of Kalasin Phrae-wa Traditional Textiles of Kalasin University established by policy & budget allocation from 2019 fiscal year. The Center commits to the missions. In the conservation dimension/mission, the Center continues classic local textiles weaving emphasizing on inheriting and descending classic knowledge and technics from former generation to new generation weavers considering these knowledge and technics as wisdom and identity heritage of Kalasin habitat. IT database established to administrate and collect classic motifs and patterns of ancient Phrae-wa and made ready to provide studying, research and searching services. In development dimension/mission, the outstanding project is contemporary motifs and patterns design for the silk textiles to be consistent with the today consumers' demands. And this is including promotion of the products in national and global markets. In innovation dimension or the mission

of innovation, the outstanding project is the Application 360 developed from COVID-19 pandemic situation that changed consumers and tourists' behaviors from onsite and travelling to online shopping and that evolved the silk textiles market strategy and approach responding.

Kalasin as the province with strength in textiles and local weaving, however from tourists and people who interested in the term of knowledge and arts for this artistic silk weaving still lacking in specialty museum on cloth and textiles. It must be aimed to accumulate and establish collections on studies, researches, reservation and exhibition including public education providing. In regards of the Kalasin University as the provincial, intellectual treasury embody a dream scenario to organize live, specialty museum on local weaving textiles in addition to enrich undergraduate program in local textiles specialist in the Northeastern region. It is a concern for a university who designated to provide local community and community services to obtain the opportunity to construct and to augment local textiles curriculum. The curriculum content aimed, but not limited to, the origin source of the production line from the fiber making, dying, textile design and textile fashion transformation and processing including to textile and clothing entrepreneurship. The curriculum designed in degree and non-degree programs to open to various groups of interested people, in local communities and society, in country wide and multicultural learners or students. The program designed and organized in

both granted and tuition fee courses. Proactive curriculum to drive the nation development strategy and answer to the involvement policies targeted at Sustainable Development Goals (SDGs).

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