



The Fifth International Conference on Vetiver (ICV-5)

The Promotion and Extension of the Vetiver System

By

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Hands-On Learning



In 1998



In 1999



In 2001

- In 1996, PTT actuated vetiver cultivation utilizing engineering methodology and technology to reduce soil erosion and rehabilitate forest area along the gas transmission pipeline.
- The implementation was successful, thereby being awarded the King of Thailand Vetiver Award in 1999, the Engineering and Infrastructure Protection Award in 2003 and the Certificate of Technical Excellence in Bioengineering and Extension in 2006.
- The achievements inspired PTT to exert serious efforts in pursuing vetiver cultivation and promotion as a standard practice for all PTT divisions nationwide, and incorporated as standard EIA (Environment Impact Assessment) in land rehabilitation along its gas pipeline route.



Learning from Cooperation with External Agencies



In 2003, PTT was granted royal audience with HM the King to accept a gracious financial contribution toward substantive vetiver research.

HM the King conferred the contribution to the Royal Project Foundation in support of vetiver cultivation for soil and water conservation.

- PTT, in cooperation with the Royal Project and various other agencies, expanded vetiver cultivation works on soil and water preservation and erosion protection.
- Encouraged and expanded vetiver cultivation in Huay Ka-yeng sub-district, Kanchanaburi province as the first community of vetiver utilization of PTT's environmental project.





Expansion within the Organization

- PTT expanded vetiver projects within its own organization and has been provided knowledge training for the employees since 2003.
- PTT employees are encouraged to grow vetiver on their private properties.



- Vetiver Clinics provide consultations for staff and interested members of PTT groups.
- Produced 224 graduates in 12 graduating classes who became vetiver lecturers and trained staff on the subject.



Expansion towards the Community



In 2005 to present, the vetiver planting was extended to social networks that worked on environmental .



Expansion towards the Community



In 2006, PTT conducted vetiver projects for communities, schools, environmental networks and other interested parties which the company provides management skills on on water, forest and environment. And there are approximately 10,000 people joined with the project.



Contest for the Development and Encouragement of the Use of Vetiver under the Royal Initiative



- PTT puts utmost effort on promotion and awareness in product development to expand cultivation and also to generate income. In 2006, PTT Join hands with the Chaipattana Foundation, the Office of The Royal Development Project Board and the Land Development Department to jointly organize **the Contest for the Development and Encouragement of the Use on Vetiver under the Royal Initiative project.**
- The vetiver cultivation, the cultivation promotion and the product from vetiver leaf are the categories of the competition and PTT functioned as the Secretary-General of the competition.



Contest for the Development and Encouragement on the Use of Vetiver under the Royal Initiative



- The contest is continuing to present day, and create a model who demonstrate good examples of the vetiver utilization in planting and handicraft works.
- Over 200 unique works on vetiver that represent the collective efforts of people all over Thailand who helped to promote and develop vetiver cultivation and expansion works.
- From 2006-2010 : 1,933 works were submitted and 235 works received the prizes.



Designs and Development of Vetiver Leaf Products

It was expected that an increased use of vetiver grass leaves would motivate increased planting of vetiver.

In 2007, PTT established the practical curriculum of vetiver products to farmers' groups and students.



In 4 cooperative years of the project work, PTT provided 6 courses to over 1,500 participants.



Supporting to develop the marketplace



From 2008, PTT has supported to develop the vetiver products in rural communities and encourage the emergence of a marketplace for vetiver handicrafts together with the Chaipattana Foundation under the Pat-Pat brand and other community-based marketplaces.

- Currently, there are 15 communities join the project and each one stepping forward to be the Vetiver Learning Centers.





Expansion to the educational institutes

- The Vetiver's Design Camp started in 2007 to open a space for students and young designers to share their experiences with the vetiver utilization on both planting and product design.
- All works from the camp are submitted to the contest.
- After Design Camp held for 2 years (2007-2008), some education institutes set up vetiver handicrafts course as part of their curriculums.





Research on Soil and Water

Research program on Soil and Water conservation has been launched for the winners from 2010 to 2012 vetiver conservation contest in 9 areas.



- **This is to accumulate academic works stemming from the research project to be used as reference material to scientifically support farmer projects.**



Research for Product Development

From 2009-2010, PTT has worked on Thai rural research to develop handicraft work from vetiver leaves by linking students in design institutes with community members skilled in handicraft work. The Research is carried out on 8 topics such as *Development of Appliances, Home Decors from Vetiver Leaves in combination with local materials.*

PTT expanded and passed on the knowledge of the research by publishing booklets.

After conducting the research in 2009, some community continued to work together to produce the products and to be sold in retail marketing.





The Vetiver Conservation Network



In 2008, PTT organized a forum for winners in the category of *Vetiver Planting and Vetiver Planting Promotion*, which was formed into the *Vetiver Conservation Network* to drive the work on vetiver in their communities.

Over 400 registered members, designated as a working group at a regional level in 6 regions, who exchange experiences and learning on the various uses of vetiver in the agricultural and non-agricultural sectors.

In 2010, some case study of skilled members were selected to become model study sites.





Dissemination and Public Relations



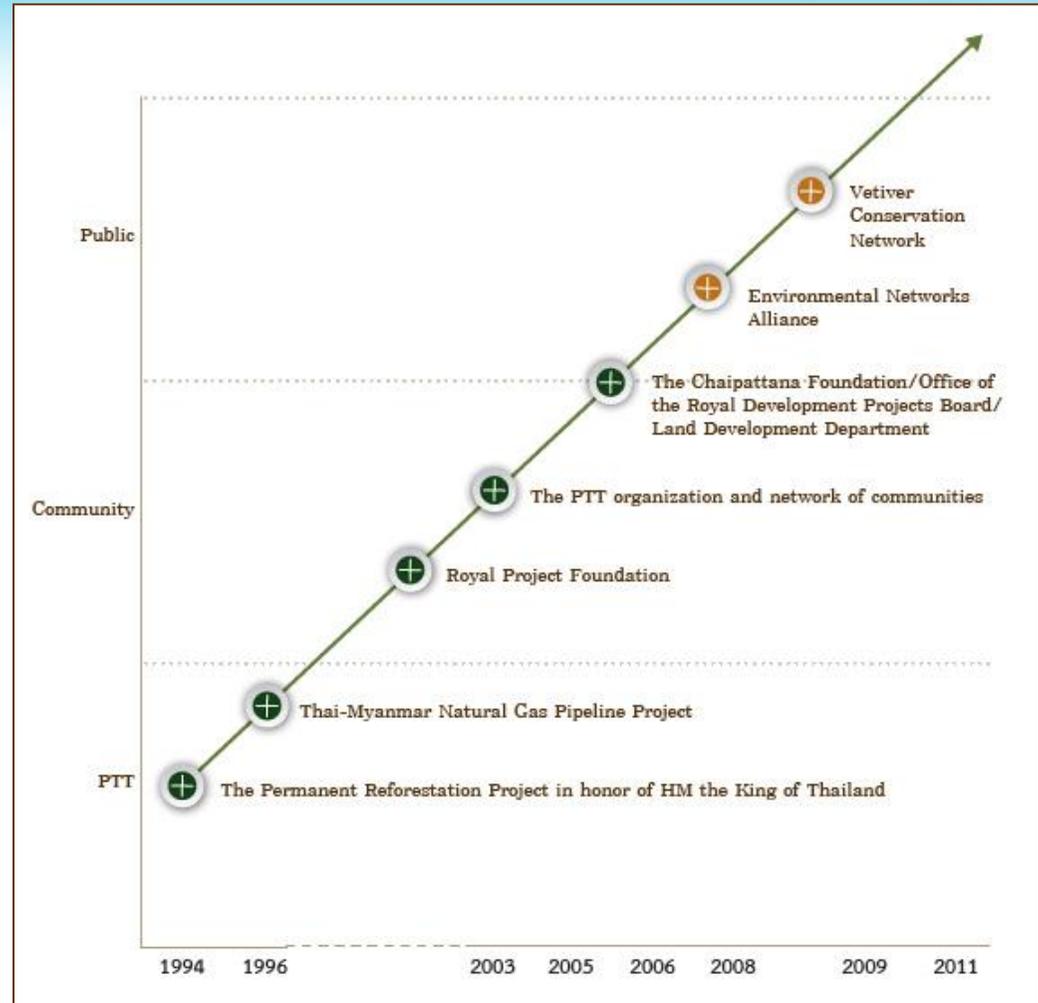
- Exhibitions in the annually Award Presentation Ceremony offered the seminars to increase and exchange knowledge.
- “Vetiver Clinic” the mobile education activity is to expand the knowledge of the vetiver utilization.
- 3-month released newsletter keeps the connection among the members of The Vetiver Conservation Network.
- Variety of Vetiver Promotion Documents published 10,000 copies each year since 2003 spreading over the communities, schools and PTT’s environmental networks.



Conclusion

PTT's work on vetiver planting projects bringing together knowledge and technology in using vetiver as a tool in preserving soil and water in an appropriate manner and participation by communities.

Starting from its own company in 1994, expanded to the community in 1996 and to public since 2003.





Conclusion

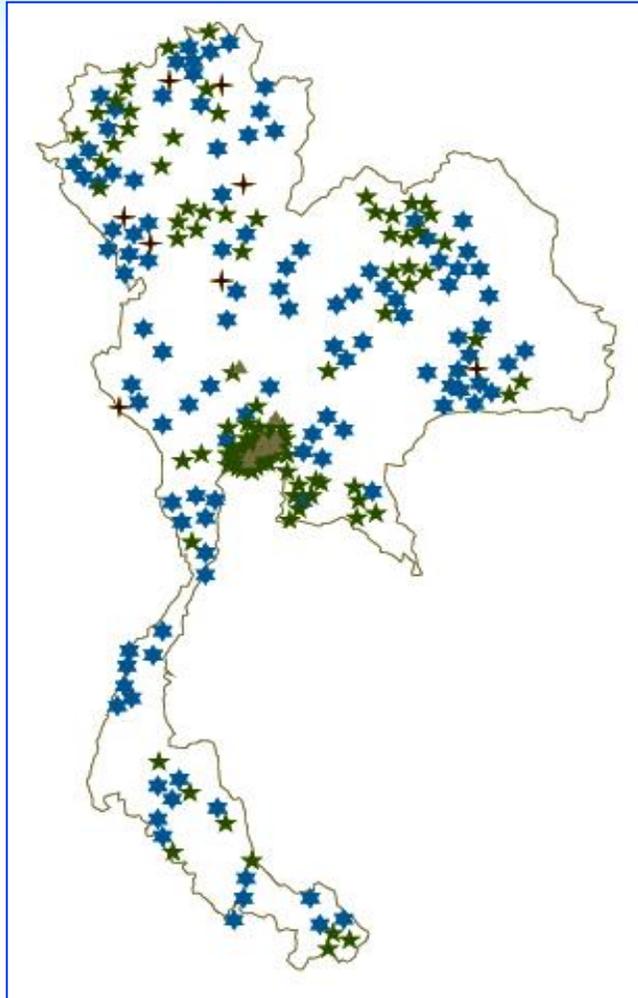
The objective and target of the research, the management of knowledge, as well impact of as promotion and publicity works, conclusions as results:



- **For 17 years of work, over 20 millions vetiver plants were used in soil erosion protection, stabilization of steep slopes, rehabilitate soil and starter plots.**
- **In 2005 to present, the vetiver planting was extended to social networks that worked on environmental issues about 10,000 people.**



Conclusion



The project's duration from 1994 to 2010 recorded a total of 21,473,750 vetiver planted.

- **In terms of cultivation areas, it is equal to 53,684.375 rai (8,589.5 hectare), these amounts created biomass on soil surface (leaves and plants) about 1,041.69 tons and preserved the biomass underground about 1,039.11 tons.**
- **The evaluation of carbon volume preserved on soil surface at 225.42 toncarbon and 194.73 toncarbon underground which totally preserved 419.15 toncarbon.**



Conclusion

- Development of vetiver products from 2008 to 2010, the curriculum for practical training consists of 6 courses, which took place 59 times and attended by 1,542 persons.





Conclusion

- PTT devised the knowledge and technology acquired from the research to develop and appropriately pass on to the communities who participate in all processes. Presently, each community vetiver group earns approximately 250,000 baht annually.





Community success stories



Mr.Kean Soisom, Vetiver Planting Award 2006

President of the *Vetiver Conservation Network*, Central Region

“The vetiver competition is extremely valuable considered in three respects.

Firstly, those who won awards are mostly farmers. It inspires high morale and enthusiasm to receive a royally bestowed award from His Majesty the King.

Secondly, motivates and provides knowledge about the benefits of vetiver, which have expanded widely in communities. As a result, various vetiver-promoting activities have been initiated which have tapped into new target groups other than farmers’ groups.

Thirdly, the *Vetiver Conservation Network*, has become a foundation where members can help each other. The Network is growing rapidly regardless. This is of utmost important to our nation.”



Community success stories



Members of the Ban Mamiang Community,
Surin province

One of the vetiver handicraft group

“Our community has many ample rural materials that are suitable for designing a variety of products. To be able to take part in a research project on **vetiver handicrafts** has made us realize that there are materials nearby that we can modify to suit out daily lives.

“In 2008, PTT promoted and encouraged students to join the product training and we learned about vetiver for the first time. In 2009, we joined the product development project, using our existing knowledge in weaving with the skills in the community to produce high quality products. From being **a grass that we did not know**, it has become something valuable that has exceeded beyond our expectations.”

“...a grass that we did not know, it has become something valuable that has exceeded beyond our expectations.”

