Needs and Challenges for Traditional Crafts in Chiang Mai

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PROJECT OBJECTIVES: WOMEN E-NSPIRE CULTURE

- Safeguarding ICH
- Developing digital skills
- Entrepreneurial thinking
- Empowering crafts-women
INTERVIEWS WITH LOCAL CRAFTS-WOMEN

- To meet local ethnic group crafts-women
- To interview them and understand their challenges and needs
- To understand their environments

Main crafts-women interviewed:
- Karen, Akha and Hmong crafts-women
- Ban Luang Village, Sobhat Village, Ina House Training and Resource Center

CHIANG MAI, Northern Thailand
A COMMON PROFILE OF A CRAFTS-WOMAN

- Have primary jobs
- Multiple responsibilities
- Crafts=women’s work passed down by elders
- Less time with youth
- Technology used for communicating and entertainment
CHALLENGES

- **Documentation**: All women acquired skills from older generations through observation and practice → no documentation
- **Time constraints**: Traditional crafts require a lot of time, labor and expenses
- **Limited market**: Usually sell traditional crafts from their own villages or weekend markets
- **Competition with machines**: Face competition with machine-made products or external businesses
- **Weaker inter-generational links**: Youth is migrating or seeking other jobs and are less interested in producing traditional crafts
- **ICT underutilized**: ICT is not effectively utilized to promote/sell crafts
- **Marketing and storytelling**: Forced to sell crafts for low prices and are not familiar with marketing strategies
- **ICH under threat**: The skills and knowledge of ICH is declining in the communities
CHALLENGES: DIGITAL TECHNOLOGIES

Devices
Mostly smartphones or analog phones
Use for communication and entertainment
Youth use devices for social media

Connectivity
Have access to the Internet through personal phone subscription/plan
No ubiquitous internet/wi-fi
Local telecenters provide trainings and internet access

Online platforms
Line
Facebook
YouTube
Camera
E-commerce websites are not used
PERCEPTION OF ENTREPRENEURSHIP

Business man

- Worry about demand and quality

Producer and seller

- Lack of confidence

Entrepreneur

- Working alone
- Something big

Don’t consider themselves as entrepreneurs
CONCLUSIONS

- Documentation
- Transmission
- Marketing and e-commerce skills
- Storytelling and ownership of ICH by crafts-women

Entrepreneurship

Technology and innovation
QUESTIONS?