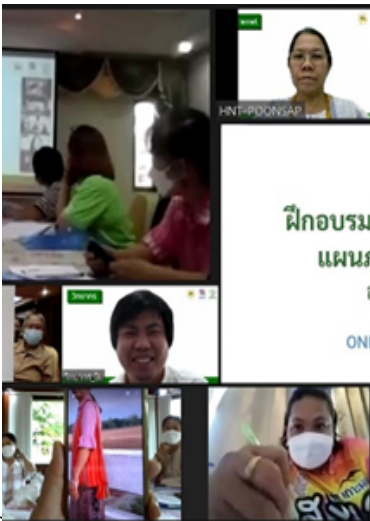


COUNTRY NEWS: Thailand_ 2021

Homenet Thailand: Raising Competitiveness of Home-based Workers

By Poonsap Tulaphan



Due to the COVID-19 pandemic, the Thai government implemented a country-wide lockdown from April to October 30. The country's main income from tourism dropped dramatically. Homebased workers have been severely affected by the situation wherein they have no work and no income.

In response, Homenet Thailand conducted a project to develop marketing activities for home-economic recovery among the people affected by the pandemic.

As part of the project, Homenet Thailand organized training workshops for 38 groups of home- based workers covering 1,160 workers.

based workers to help its members recover from the economic downturn. The project was supported by the Thai government to spur

Because travelling between provinces and gatherings of groups of people were restricted, the training sessions were run with a mix of online and onsite formats and included the following.

- 6 Canvas Business Model training workshop for 275 group leaders to enable them to develop their groups' business models. (The Canvas guide is available online).
- 5 Online marketing training workshops for 127 group leaders to enable target groups to develop online marketing channels.
- 7 business management training workshops for 142 group leaders to increase the group's competitiveness in marketing and business management.

Homenet Thailand expects that all these training activities will enable home-based workers to apply the knowledge and skills they have gained to adjust to the current economic situation and eventually recover their income and livelihood.



Helping members survive the pandemic

Due to the severe spread of COVID-19 in Thailand, especially in Bangkok area, Homenet Thailand has campaigned for 49 baht per person donation via Facebook and crowdfunding through the website "Weeboon". Total donation received amounted to 310,921 baht. With these funds, 1100 survival bags were distributed to members. Meanwhile, Homenet Thailand at the northeastern, central, southern, and northern regions, has coordinated with both public and private agencies to bring food and personal protective equipment to donate to members in these areas.



Onwards with Social Protection and Economic Recovery Advocacy

Amidst the COVID-19 pandemic, Homenet Thailand has managed to carry out activities to push social protection and economic recovery policies for informal workers, including a policy dialogue with the Ministry of Labor on October 7. It also organized a series of public fora via zoom to educate participants and share experiences on topics such as the impact of the pandemic on informal workers, on how informal workers can adapt to the pandemic, on social solidarity economy as the path to people- and planet-centered economic empowerment, and cash grant for informal workers who are insured under Articles 39 and 40 of the Social Security Law.