Project Update: November 2012

Mangroves "R" us is the first of its kind in the E-Marketplace Portal of Thailand
We were thankful to the Ministry of Information and Communication Technology (ICT) as a pillar in the integration between King Mongkut's University of Technology North Bangkok, SIPA/Software Industry Promotion Agency (SIPA), ETDA/Electronic Transactions Development Agency and Thailand Post Company Limited held the workshop on "Website Training in the national E-Marketplace Portal of Thailand" named Thailandmall.net. This workshop aimed to increase marketing opportunities, and enhance the income generating opportunities for the community. This web portal application is another way to help various occupational groups to promote their products on the e-market through Thailandmall.net.

It is a new and more functions of e-commerce including many features of applications i.e. e-catalogue management, information management, community announcement, GPS tracking, products inventory, community exchange, message from buyer, community management and logistics management in the control panel.

Mr. Phanuwachr Phatthadhol served as a representative from the Mangrove SME group to learn and be in charge as a webmaster to build and develop our mangrove website, http://www.thailandmall.net/shop/home.php?uid=41090, to launch the Mangrove Processing Products in the national web portal Thailandmall.net. The Thai government expects this E-Marketplace Portal Network for Thai Entrepreneur to be the number one web portal for the OTOP or community products of Thailand.
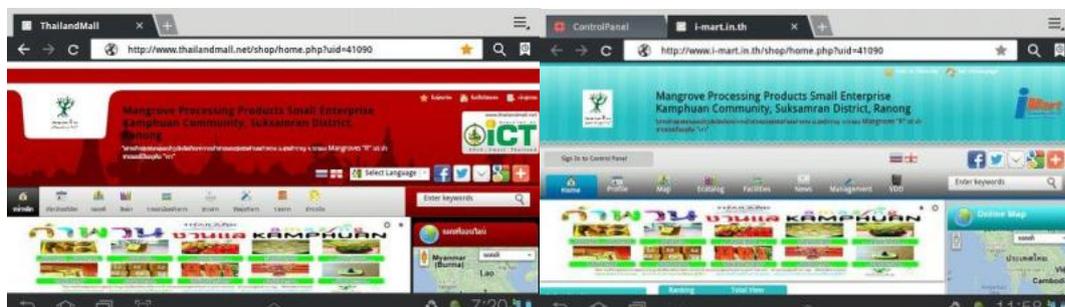
Our website http://www.thailandmall.net/shop/home.php?uid=41090 had won the first prize of the SME groups amongst the 106 attendants. We received the VIP Website with the free domain name as www.mangrovesrus.com/ as the winning award. There are 65

languages in both websites; however the Thai-English translation is not quite good with the Google tool.

Please explore to our website http://www.thailandmall.net/shop/home.php?uid=41090, you will find the following information:- SME Profile, Management Team, Online Map, Product Category, Advertising, News, Knowledge, Video, Order List with baskets, Payment, etc.

QR Code

Our VIP website www.mangrovesrus.com/ has the following information:- Home, Profile, Map, e-Catalog, Facilities, News/KM(Knowledge and VDO), Payment and Items. The special feature that we have more for our copyright mangrovesrus.com all rights reserved is the QR code. QR Code (Quick Response Code) is the trademark for a type of matrix barcode (or two-dimensional code). The code consists of black modules (square dots) arranged in a square pattern on a white background.

Mr. Phanuwachr Phatthadhol received the first award winner from the permanent secretary of the Ministry of ICT.

The other supporting e-value chains for our mangrove websites are:

1. Our website is linked with the Department of Industrial Promotion (DIP), Ministry of Industry, as:-http://www.thaitechno.net/dip/home.php?uid=41090 http://www.thaitechno.net/dip/home.php?uid=41090
2. And linked with the Department of Business Development (DBD), Ministry of Commerce, as:- http://www.dbdmart.com/shop/home.php?uid=41090

Furthermore our website is linked with the IMart Home Shopping network as:- http://www.i-mart.in.th/shop/home.php?uid=41090

We also had given online shoppers the information necessary to understand our whole RSG MangrovesRus project.

We strongly believe that our MangrovesRus is becoming the first of its kind in the E-Marketplace.

November 13th, 2012
Plant for 3B (Biodiversity, Beauty and Balance)

Organising the activities to replant the 20 mangrove species that are appropriate to the ecosystem for biodiversity, focusing on rehabilitation and regeneration of the existing species on the degraded area
We brought and taught the students from Dumrongsart School to understand the principle of our Sustainable Mangrove Replanting that is "Plant for Good, Plant for Growth, Plant

Regularly, Plant for the Greatness of Ecosystem, Plant for Suitable habitat and Plant for Biodiversity".

November 22nd, 2012
Take a virtual journey to the "Heart of Kamphuan" Community
We had pinned a custom placemark on the interesting areas in Google Earth as follows:

1. **The SME House of our Mangroves "R" us.**
2. **Kamphuan community Learning Center (KCLC).**
3. **Kamphuan River that connect to the Mangrove Forest.**
4. **Mangrove Forest Area "Heart of Kamphuan".**
5. **Mangrove Nursery.**
6. **Prapas Beach and Estuary.**
7. **Laem Son National Park, Andaman Coast.**
8. **Other places i.e. Kasetsart University Coastal Marine Resource Research Station, Shrimp Farm, etc.**

Suksamran, Ranong Province, THAILAND
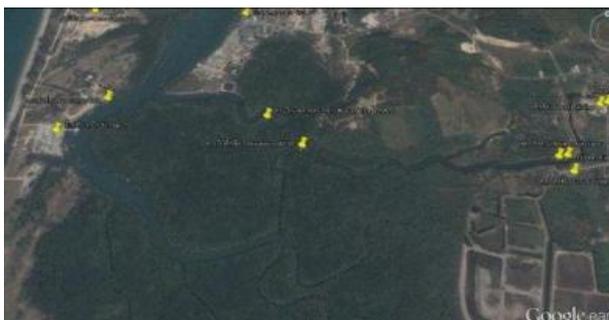
Take a virtual journey to our location. Explore 3D buildings, imagery, and terrain. Up close views of major landmarks that is able to share by email.

Google Earth is one of the best free satellite models of Earth on the net. Using Google Earth can help us locate different landmarks in our Suksamran community. Visualising places the students and community people had never seen. This tool is able to explain "A life is in harmony with the Mangrove Forest". Google Earth Outreach gives us the knowledge and resources we need to visualize our cause and tell our story to the hundreds of millions of people who use Google Earth & Maps.

November 27th,2012
Boat Trip to the Heart of Kamphuan
We had arranged the boat trip to the mangrove area compared to what we had viewed from Google Earth. We found the unseen (3B = Beauty, Biodiversity and Balance) of beautiful mangrove scenery and mangrove biodiversity direct touch with the real several mangrove species in the true habitats and animals such as native and migratory birds in a balanced ecosystem. With the fisherman engine boat we took, it was making a lot of noise and we couldn't get through narrow, leafy, scenic channels in the mangroves.

Mangroves with a beautiful, serene and quiet place

Bird in the mangrove & Birds in the Sky

Nypa fruticans & *Cerbera odollam*

The mangroves are magnificent echo systems all of their own – and it was actually very serene and peaceful whilst in there – a little creepy too perhaps with the giant roots looming out of the water. Mangrove forests make up one of the most unique ecosystems on earth in that they thrive where no other trees can survive. Mangroves, in turn, provide shelter for an incredible variety of land and marine animals.

Dirty of Pollution in Water discharged from Shrimp Farms

We had also seen a large amount of trash (plastic and foam debris) trapped within the mangrove area. Furthermore, we had explored our boat behind the shrimp farm where the water was so dirty and polluted (3D = Destroy, Disturb and Degrade).

Fisherman Harbour &Estuary

The trip was very interesting, and we recommend this trip for a great nature experience. Along the way of our discovering the importance of the mangrove community and we were all agreed why it's vital to take long term steps to preserve what is left.

Kindly find more good photos in www.facebook.com/mangrovesrus/ and these websites:

1. www.mangrovesrus.com/
2. http://www.thailandmall.net/shop/home.php?uid=41090
3. http://www.thaitechno.net/t1/home.php?uid=41090
4. http://www.thaitechno.net/dip/home.php?uid=41090
5. http://www.dbdmart.com/shop/home.php?uid=41090
6. http://www.i-mart.in.th/shop/home.php?uid=41090