

*"The definition of the term 'Sufficiency Economy' cannot yet be found in any economics textbook. That is no surprise since it is a new theory - so new and innovative it has not been included in textbooks. Economic experts and those who are interested, however, can use it, modify it or apply its principles in an effort to improve the country's economy as well as that of the world".*

*H.M. the King's Address delivered on the occasion of His Birthday Anniversary on December 23, 1999*



# DEVELOPMENT NEWS BULLETIN

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## Setting up 'Green and Happiness Society Index' through the 5 Elements for People from all Walks of Life

November 6, 2006: The NESDB Secretary-General **Dr. Ampon Kittiampon** and NESDB Deputy Secretary-General Mrs. Chutamas Baramichai together with involved executive officers gave a press conference on **"Developing the Green and Happiness Society Index"** following the NESDB Meeting at the Dej Sanidvongs. The Press Conference reveals the following major issues:

### The significance and objectives of the Green and Happiness Society Index Development

The preparation of the Happy Harmony Index is to development a conceptual framework and a credible index based on the participation of relevant development parties to provide

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# Keeping Track with Sufficiency Economy



## The Essence of Sufficiency Economy

The recent political change, Sufficiency Economy has been a regular topic of interest as mechanism to mobilize Thailand's economy. Since such frequently proposed idea has produced many questions and enquiries, it is only appropriate to quote the words of Chairman of the Sub-committee for Sufficiency Economy Mobilization Dr. Chirayu Isarangkun Na Ayuthaya from the interview given on Channel 11's "Keeping Track with Sufficiency Economy" aired every Thursday.

Dr. Chirayu explained the Essence of Sufficiency Economy comprised 3 main elements which are 1) **Being Sufficient** - not in the extreme, 2) **Being Reasonable** - not emotional, considering the consequences of one's own action cautiously, always observing sufficient needs and the reason for the needs and inevitably 3) **Having Immunity** - being conscious about the ongoing changes to avoid falling victim to the dramatic impact of such changes.

But Sufficiency Economy has two important conditions to comply with - knowledge and virtues. Knowledge is the basis for success that enables one to adopt the above elements for practice in a way that fits well into his social environment. We must accept

"Keeping Track with Sufficiency Economy" is a television program produced by the Sub-committee for Sufficiency Economy Mobilization aims to establish an understanding in the Sufficiency Economy Philosophy. The Program is aired on Channel 11 every Thursday at 10.30-11.00 hrs.

the fact that a different locality has different cultures and local wisdom. Therefore we need to recognize the knowledge and local wisdom condition as much as we uphold the virtues which accentuate perseverance, persistence, moderation and generosity. If these two conditions are fulfilled, one would be able to find sustainable happiness.

Dr. Chirayu's explanation simply summarizes the concept of Sufficiency Economy Philosophy constructed on the 3 circles 2 conditions formation that makes up the essence of Sufficiency Economy.

The Chairman of the Sub-committee of Sufficiency Economy Mobilization clarified that the initial phase of its operation concentrates on establishing an understanding about the Sufficiency Economy Philosophy and assessing the level of understanding among the general public. Considerable number of questions related to how to put the Philosophy into practice followed. So the Sub-committee has partaken with case-studying to locate success stories that can be used as examples of effective practice.

In terms of involvement with Sufficiency Economy, the agricultural segment has made an impressive progress according to Dr. Chirayu. Meanwhile, the private business, industrial, trading and urban community segments have shown minimal examples. The Sub-committee is forced to further seek co-operation with private sectors and success cases that would set a good example for the rest to follow and put into practice. At the moment, the Sub-committee is negotiating with Thailand's Stock Exchange Market to persuade thousands of enlisted companies to obtain information and understanding about Sufficiency Economy.

It is essential to keep in mind that **Sufficiency Economy does not at all reject Free Economy**. But Sufficiency Economy should be considered a part of the Free Economy System as the 3 circles two conditions formation, if applied with Free Economy, can practically save those who practice it from unexpected crisis. ♦♦

## Setting up 'Green and Happiness Society...' (from page 1)

a tool for paradigm and values modification to arrive at a new standard that can be put to use to accommodate happy living. In addition to reflecting the national status and trends and monitoring development, the Index can be applied for development direction modification and public policy making so that the Thai society can live together in harmony. Furthermore, the objectives of the Index aim to lay groundwork for the development of

database and indicators necessary for the preparation of the Happy Harmony Index.

## What is Green and Happiness Society?

Developing the 'Green and Happiness Society Index' is based on three important fundamental concepts: 1) Sufficiency Economy Practice, 2) Human-based Integrated Development and 3) Vision of Thailand. As stipulating in the 10<sup>th</sup> Plan aiming to make Thailand a 'Green and Happiness Society', developing the concept of 'happiness' and 'harmony' will establish values that provide guidelines for living

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*Thailand's economic growth derives from growing export volumes as well as modifications of policies and regional co-operations. However, such economic growth is mainly manipulated by the increase in capital and labor. Thailand needs to make changes*

*in order to keep pace with other countries. Development and improvement of skilled labor is called for to raise its economic system to a knowledge-based one and strengthen society. Various segments of society must participate in the effort to find solutions to problems concerning pollution.*

NESDB Deputy Secretary-General **Mr. Arkhom Termpittayapaisith** mentioned that on 26-27 October 2006 the NESDB together with the World Bank organized a seminar entitled, "Sustainable Growth, Regional Balance & Social Development for Poverty Reduction in Thailand's. The Seminar aims to publicize the findings of the studies and present policy-planning suggestions drawn from the studies and research conducted in cooperation by the Thai Government and the World Bank in response to the policy to mobilize the 10<sup>th</sup> Plan focusing on economy, gap reduction and building up confidence in sustainable social and environmental growth.

The Seminar has presented the findings of the studies in 3 aspects:

**1) To establish Growth, Regional Balance and Poverty Reduction:** The recovery of the Thai Economy is the result of increasing export volumes, policy modification and regional co-operations. Future export and investment expansion in the private sector depends on the ability to add values effectively and productivity improvement by utilizing ways and means that are different from those in the past. Such economic growth is mainly manipulated by the increase in capital and labor while increased productivity party contributes to the growth. Moreover, for the private sector to achieve the investment goal, rules and regulations must be strictly observed and attention must be paid to infrastructure and problems related to lacks of skilled labor.

**2) Social Development and Empowerment:** Thailand has seen an increase in the number of secondary school graduates in 2000. However, the production force such as mid-level managers and engineers still lacks English proficiency and ICT knowledge. Therefore, there is an urgency to upgrade the quality of junior and high school graduates while improving the skills of the labor force to move towards the Knowledge-based Economy. As for Labor Protection, the constantly changing external factors have forced Thailand to adapt itself to stay in line

with other countries. The policies then must focus upon strengthening society through co-operation between the Government's various ministries in order to effectively mobilize various projects with an emphasis on detailed studies.

**3) Natural Resource & Environmental Management:** Solution to the problems concerning air-pollution in Bangkok has to be identified. Water sources must be located to answer to water shortages in several areas. Various segments of society must be encouraged to participate in the effort to solve pollution issues.

The Deputy Secretary General has concluded that the result of the Seminar would be presented to the Government to provide information for operating significant marketing, and macroeconomics projects as well as taproot economic systems. Marketing development will aim at industrial strategies for production and service segments. Nevertheless, the overall economic system will emphasize saving - a clear-cut policy stipulated by the Government. According to the NESDB study plans for the 2008 fiscal year, study groups will be divided into two; the first group being the disadvantaged requiring assistance as the second group being those with potentials and in need of support for learning and career making.



## Setting up 'Green and Happiness Society...

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and society development based on the Sufficiency Economy Philosophy. Using factors shared and recognized by the majority of people in society and by relating all means that will have an impact on the Development Ends, the derived Index will reflect the 'Green and Happiness' standards for the Thai people. The Index will be classified into 3 levels: 1) Thai Society, 2) Community and 3) Family/Individual.

The basic concept and criteria have led to the definition of 'Green and Happiness' as a spiritual, physical and intellectual contentment found in living a life that is connected to society, economics and environment in a well-integrated, well-balanced and ethical manner leading to a peaceful co-existence between man and man, man and nature and man and environment - all under righteous management.

The above definition can be explained through the Five Elements found in every aspect of Thai lifestyles and are connected to form a state of happiness. The Five Elements cover: 1) The Thai people having happy mind, body, soul, knowledge, understanding of their religious faith, virtues, conscience for the benefit of society and reasonable thoughts and actions, 2) Ability to make a decent living - earning sufficient income and having life security, 3) Having a loving and caring family, 4) Living in livable environment with property and life safety and 5) Having rights and freedom and mutual respect for all humankind.

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# The 10<sup>th</sup> Plan...All Thais Living Happy

## H.M. the King Signed Approval for the 10<sup>th</sup> Plan

October 19, 2006: H.M. the King signed approval for the 10<sup>th</sup> National Economic and Social Development Plan (2007-2011) which officially becomes effective as on October 1, 2006 - September 30, 2011.

In making the 10<sup>th</sup> Plan, NESDB has used the principle of the Sufficiency Economy as a guideline for both conceptual framework and action plans in every step of the way by utilizing systematically studied theories in the most cautious manners. NESDB has provided brainstorming opportunities at all levels ranging from community, regional and national sessions. People from all segments have unanimously expressed their enthusiasm in making the Sufficiency Economy Philosophy a guideline for the country's administration and development following the 9<sup>th</sup> Plan.

## Impacts on Development in the 10<sup>th</sup> Plan

In preparation of the 10<sup>th</sup> Plan, global changes that have made an impact on the development of the country - whether opening up more opportunities or posing limitation, have been thoroughly analyzed. Major influential changes have been concluded in 5 issues; 1) Global Economic and Financial Change gearing towards grouping, 2) Leaping Technological Change, 3) Social Change as society moving toward aging society, 4) Free Flows of Migrants and Labor and 5) Changes in Natural Resources and World Environment indicating increasingly severe deterioration.

Therefore, further steps of development as stated in the 10<sup>th</sup> Plan requires scrupulous preparation and all available potentials must be exploited to realize sustainable economy.

## New Paradigm Based on the Sufficiency Economy Philosophy

Due to global changes having an impact on the development of the country in the future and reviews of past development, Thailand needs to adjust its paradigm and maintain it on the middle ground according to the Sufficiency Economy Philosophy which dictates being sufficient and reasonable and having immunity born of knowledge, virtues and diligence. Total development approach making humans the center of the development will secure the country with sustainable development that is well-balanced and fair and enable the country to withstand the influence of the ever-changing global situations.

## Towards the Green and Happiness Society

The result of the brainstorming sessions participated by people from all segments of society in preparation of the 10<sup>th</sup> Plan

has been used to designate the direction of the country by becoming Green and Happiness Society. Green and Happiness Society is where Thai people uphold ethics and are knowledgeable; Thai families are warm and caring; **Thai communities are strong; Thai society is peaceful; Thai economy are of quality and stable and fair, Thai environment is healthy and inhabitable and Thai natural resources are maintained by administrative systems that recognized good governance and Constitutional Monarchy is firmly revered to help Thailand co-exist in world community with dignity.**

## Five Development Strategies in the 10<sup>th</sup> PLAN

To reach the aforementioned development goal, critical tasks must be executed. Five development strategies have been conceived.

**1) Human and Society Development Strategy: To become a knowledge and learning-based society.** Quality of man must be developed in every aspect and in balance between mind and body, knowledge and skills to become a virtuous and knowledgeable human who is capable of critical thinking, can foresee the consequences of changing factors and thus makes a sound decision for himself. Recognizing the '**sufficient**' living condition will help one to lead a righteous life and can persevere hardship. Such are qualities that provide for an immune system that one should be equipped with when facing changes in life according to the Sufficiency Economy Philosophy.

This strategy centers around human development - to turn people into worthy human beings equipped with knowledge and immunity to ongoing changes. Spiritual development must be carried out simultaneously with learning ability development in people of all age groups. Learning ability must be promoted through a lifetime. Local and modern knowledge should be systemized and made available to all. The state of happiness - happy mind and healthy body must be promoted while livable environment is provided. The strategy also covers provision of an integrated health care system, nutrition and consumption safety, reduction of health risk behaviors. Thai people must be encouraged to live together in peace and harmony, establish good relationship with society members, protect themselves from harm, become aware of their rights and duties as citizens and respect human dignity to avoid possible conflicts.

**2) Community and Society Strengthening Strategy:** To provide a strong foundation for the country, communities are encouraged to unite and join forces in learning and turning knowledge into practice. Learning process and knowledge base management are diversified to accommodate lifestyles that are based on resources, wisdom, local customs and traditions. Community members lead their lives cautiously upholding ethics and virtues, having concerns for others, observing unity and willing to sacrifice. They should be determined to enhance

# by in Harmony

themselves and others using the Sufficiency Economy Philosophy as a guideline for community activities to attain happiness created by having life's balance, good judgment and immunity - in other words, being self-sufficient.

Therefore, the emphasis is placed on Strong Community Management by promoting unity, thinking and working together through diverse activities that are organized continuously. Systems to manage knowledge base and learning process must be laid out to support community learning opportunities. Processes to develop community potentials and local administration must be created to gain maximum benefits leading to self-sufficiency and community immunity. To establish community economy security, communities are encouraged to unite as a co-operative and utilize local wisdom to generate products and services. Building up community capacity to co-exist peacefully and supportively with natural resources and environment is done through community rights promotion and participation in conservation works - developing and making the most of natural resources with effective management systems and creating a defense mechanism for natural resources.

**3) Economic Structure Modification Strategy:** To establish balanced and sustainable economy that will remain into the future, economic structure has to be modified using the principle of 'being sufficient and reasonable', considering the consequences cautiously, developing from the *'knowledge base'* available from outside as well as from local wisdom in order to intelligently make the most of globalization. Economic expansion must be kept well in balance drawing on co-operation while creating *'economic immunity'* to challenge oncoming changes. Fair competition is promoted by way of effective market mechanism.

This strategy concentrates on restructuring production systems to increase productivity, product and service values on knowledge base and Thainess. Restructuring will take place in agricultural and industrial segments, service segments applying clustering process and supply chain management as well as community networks exploiting modern knowledge and local wisdom to generate quality high-value products. To immunize economic system, effective total economic management must be established to secure economic stability. Saving habit is promoted systematically. Other aspects of the strategy include maximizing effectiveness of energy consumption and development of alternative energy sources. Fair competition and development benefits distribution are promoted through fair open competition. Improvement must be made to enhance effectiveness and expand service coverage of the foundation system.

**4) Bio-diversity, Resource Bases and Environment Quality Development Strategy:** Observing the principle of self-sufficiency which is connected to natural resource dependency at individual, community and society levels, natural resource and environment management needs to focus on creating a balance or *'the middle'* (see page 6)



## NEWS through Lens



### Roles of Community in Mobilizing the 10<sup>th</sup> Plan

NESDB Secretary-General Dr. Ampon Kittiampon has recently presided over the *'Mobilizing Social Strength Project - The Roles of Man and Community in Mobilizing the 10<sup>th</sup> Plan'* Meeting organized by the Pathana Thai Foundation to present the findings of studies and research concerning the roles of man and community in the country's development.



### Japan Studies the 10<sup>th</sup> Plan Concerning Aging Society

Deputy Secretary-General Mr. Kittisak Sinthuanich chaired the Protocol Reception and Lecture organized for officers from various departments of the Japanese Government together with diplomats from the Japanese Embassy in Bangkok who paid a visit to NESDB. The Lecture features *the 10<sup>th</sup> Plan's Income Distribution and Preparation for Aging Society* and provides opportunities to exchange views on various issues.



### NESDB Attends Meeting with GMS

Deputy Secretary-General Mr. Arkhom Termpittayapaisith as GMS National Coordinator attended *the GMS Task Force for Preparation of the 3<sup>rd</sup> GMS Summit* and the Senior Official Meeting during November 9-10, 2006 in Lao People's Democratic Republic.

## The 10<sup>th</sup> Plan... (from page 5)

*ground*’ for conservation efforts and exploitation, short-term and long-term benefits and most importantly pros and cons. Meanwhile, all involved parties must be aware of their righteousness when occupying, accessing and exploiting natural resources. Knowledge in natural resources management must be introduced so that development effort can be in moderation to prevent exploitation of natural resources beyond ability to revive and to maintain a good balance.

The heart of this strategy is to preserve resource bases and ecological balance by developing data base systems and knowledge base, promoting community rights and participation in resource management, building up mechanism to resolve conflicts in peace. Creating healthy living environment to improve life quality and sustainable development can be done by altering production schemes and consumption behaviors aiming at sustainable consumption. Pollution reduction management must be done effectively while activities causing negative impacts on life quality must be controlled. The development of bio-diversity and local wisdom based on the Philosophy of Sufficiency Economy begins from organizing knowledge base and building up immunity, preventing bio-diversity from external harm, building up community rights protection systems, and fair benefit distribution schemes as well as enhancing capacity of and creating innovations which are culturally unique from bio-resources.

**5) Good Governance Reinforcement Strategy for the Country’s Administration:** Focusing on developing *‘human’* in every segment of society, reinforcing good governance in the country’s administration will implant good conscience and knowledge in Thai people leading to an ability to make a sound judgment and an awareness of rights and duties as Thai citizens under Constitutional Monarchy. The Strategy also covers distribution of administrative power to local administration, promoting private sectors’ roles and restructuring and strengthening private business sector by making it transparent, reducing monopoly, and operating fair business with consumers and engaging in fair competition with competitors. All of the aforementioned combined will produce a well-balanced, fair and extensive distribution of development benefits to all. In addition, defense and security measures must be strengthened to immunize the country and allow for well balanced administration and development that is the seed of peace and sustainability.

The strategy therefore pays attention to promoting and developing democratic culture and good governance and making it part of everyday life by ways and means of learning process, creating democratic awareness and understanding in good governance and improving examining methods to monitor state authorities and politicians. The public segment has to be strengthened as well so they can take part in the country’s administration. This is done through the creation of operation networks for public inspection.

To create an effective government sector with good governance, the operation implements an administration-oriented method rather than control while locating development partners, upgrading effectiveness and values of the mission through modification of administrative systems and structures.

To gradually distribute administrative power to regional, local and community levels, local administrations with improved capacity are encouraged to make their own decisions regarding public management while the general public is welcome to take part in local development efforts. Private business sector is strengthened and encouraged to practice good governance. Incentives and favorable measures are offered to promote ‘corporate governance’ and instill consciousness that business must be operated on the basis of fairness, honesty and responsibility. Amendments of laws, regulations and procedures concerning economic and social development to establish a balance in development benefit distribution welcome relevant parties to extend their suggestions and proposals of laws to guarantee equal and well balanced interests. The capacity, roles and missions of the defense and security units must be augmented to secure peace and stability which will support the efforts to keep the country in sustainable balance.

## Mobilizing the 10<sup>th</sup> Plan into Practice

Materializing the Five Strategies depends on mobilization driven by development partners which will draw integrated execution plans at different levels in relation to the strategy stipulated in the Sufficiency Economy-based the 10<sup>th</sup> Plan. Understanding of the Sufficiency Economy Philosophy will be widely publicized together while application methods and critical investment directions in reference to the 10<sup>th</sup> Plan are initiated to be adopted by each segment of the development partnership. Amendments of laws will accommodate the mobilization efforts and made the concepts a reality. Studies and research must be conducted to assess the knowledge base and learning process and to set up the success index for all levels of development. Database development and information networks will provide assistance to every phase of development effort since local operations and the policy-oriented federal government are closely connected.

## The 10th Plan....Building up immunity for Family, Community, Society and the Nation

The concept and the direction for the country’s sustainable development according to the Sufficiency Economy Philosophy highlighted in the 10<sup>th</sup> Plan aims to build up immunity for family, community, society and the nation through human-based development applying dynamic balance development methods which consider and integrate all materialistic and spiritual aspects of life to create a perfect balance for the people in the nation while maintaining a development balance between the internal factor being ‘reliable independence based on the foundation of society and fair economic and social balance found in every segment’ and the external ‘economic competitiveness and global development alliance’. The emphasis is given to the implementation of social, natural resource and environmental capitals in order to maximize the benefits in cooperative manners and establish a development core that will lead to Green and Happiness Society for all the Thai people. The ultimate goal is to make Thailand co-exist in World Community as an independent country with dignity, peace and harmony. ♦♦



# Brainstorming the Framework for Sustainable Consumption in the Thai Context

October 13, 2006: Deputy Secretary-General **Mrs. Chutamas Baramichai** presided over the opening of the seminar to brainstorm **'The Framework for Sustainable Consumption in the Thai Context'** at the Royal Princess Hotel, Bangkok. The Brainstorming Session was organized in response to the preparation of the strategic plans for sustainable consumption. The 9-month plan is being studied by NESDB having the Thai Environment Institute as Project Advisor began in June 2006 and will be completed in March 2007. The Seminar aims to exchange ideas and information to arrive at the definition and the framework for sustainable consumption in the Thai context which will be applied for the preparation of the strategic plans and mobilization of the plans into practice. The gathering has also expanded the scope of understanding among various segments and identified the importance of sustainable consumption in the Thai context.



The Deputy Secretary-General addressed the seminar by pointing out the main objectives of the 10<sup>th</sup> Plan focusing on creating the Green and Happiness Society based on the Sufficiency Economy Philosophy. Managing the natural resources and environment needs to rely upon 'reasonability' by extending knowledge concerning geological environment, social, cultural and resource bases values as well as the factors connecting man with nature and environment. Self-sufficiency will dictate living conditions that are related to natural resource dependency at individual, community and society levels. Development, when made in moderation, can avoid over-exploitation of natural resources that affects the nature's ability to resuscitate and cleanse itself. Moderation also refers to keeping balance of conservation and exploitation, short term and long term benefits, pros and cons to allow man to survive and be independent using his wisdom and immunity as a weapon to take on external ever-changing factors.

Virtues or goodness plays an important part in sustainable consumption as it also covers the righteous ownership and usage and distribution

of benefits among relevant parties. Knowledge concerning natural resource and environment management must be publicized and imparted in every segment to ensure the wealth of natural resources and environment that provide a foundation for livelihood of the people and the country's development.

As seen in the past, our production and service structures utilize natural resources wastefully. This has been further driven by materialistic attitudes that elevate increasing consumption and disregard the values of natural resources leading to deterioration beyond restoration of natural resources. Over-consumption also produces wastes that become pollutions and environment burdens requiring proper management. Some of the pollution spawns hazards to the people's health and livelihood. Hence production and consumption structures in industrial, agricultural and service segments need to be revised to make sure that the result of our production and consumption does not harm the environment. Awareness of mindful consumption must be established among the general public. To change the people's consumption behaviors, it is necessary to actively publicize knowledge and understanding in preservation of natural resources and environment that is but life's security for the present and future generations.

Recognizing the significance of this issue, the 10<sup>th</sup> Plan has therefore set forth plans to change production systems and consumption behaviors affecting natural resource bases and environment following H.M. the King's Sufficiency Economy Philosophy.

Mrs. Chutamas Baramichai concluded at the end of the Seminar two main issues; 1) Definition of Sustainable Consumption in the Thai Context based on the Sufficiency Economy Philosophy and 2) The Principle Framework for Sustainable Consumption in the Thai Context covering efforts to change consumption behaviors into sufficient consumption and effective production promotion through economical use of natural resources, environmental protection and environment-friendly products and services. The outcome of the brainstorming session will be used for the preparation of the strategic framework for sustainable consumption and priority strategic issues to mobilize the plans. The development strategy also envelops preservation of bio-diversity resources and natural resource bases stated in the 10<sup>th</sup> Plan.





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Tel. 0-2280-4085 Ext. 1303-5 Facsimile : 0-2628-2846 Internet : <http://www.nesdb.go.th> e-mail address: [pr@nesdb.go.th](mailto:pr@nesdb.go.th)



**Q: Following the Philosophy of Sufficiency Economy, are we allowed to use luxury goods or making loans?**

**A:** The Philosophy of Sufficiency Economy does not prohibit the use of luxury goods or loan making as long as we do not trouble ourselves or others. Sufficiency Economy means using our resources sufficiently and cautiously - in production and consumption. We can also trade our resources reasonably as long as it does not exceed our spending capacity at present and in the future.

The basic objective of practicing Sufficiency Economy is to make those who follow the Philosophy become self-sufficient and has enough basic necessities. Any resources beyond basic necessities can be made use of but only within one's own capacity. H.M. the King, on the occasion of his Birthday Anniversary on December 4, 1998, delivered a message concerning the use of luxury goods as follows:

*"...being sufficient means having enough to eat and get along without being luxurious. But even when certain things in life seem luxurious - if one can afford them and feel happy having them, there is nothing wrong with that. This is another meaning of being sufficiency economy or being self-sufficient."*

As for making loans, if it is based on knowledge, endeavor and determination to eventually become self-sufficient, a sufficient loan can provide an opportunity to start securing oneself and his family, as mentioned by H.M. the King -

*"Making loans for things that do not generate income is not sensible. We must always remember that. If the loan made can generate income, this would mean we can pay off our debt - no overdue payment to worry about, no honor lost."*

*(H.M. the King's Address on the occasion of His Birthday Anniversary on December 4, 1997)*

In addition, H.M. the King also gave an additional example of someone who asked for a Baht 30,000.- so that he could buy a sewing machine for his wife to open up a dressmaking shop. He managed to pay up his loan promptly and honestly. On the other hand, there was another man who took a loan to spend wastefully and put it in a chit-fund which did not bring any benefit. Eventually, his unreasonable spending behavior led to a financial crisis. ♦♦

**Setting up 'Green and Happiness Society...(from page 3)**

**Factors Accommodating Green and Happiness Society**

To achieve Green and Happiness Society, surrounding factors influencing harmonious and happy living must be put into consideration. Such factors to be mobilized to establish consciousness and continuous learning include; 1) The Balance between Man, Nature and Environment, 2) Quality and Just Economy, 3) Peaceful and Strong Society, and 4) Good Governance in Country Administration.

**The Follow-up Phases**

Developing the Green and Happiness Society Index is currently going through a conceptual framework development based on participation of all relevant parties. Within the period of 3 months from now, NESDB will speed up the preparation of the Green and Happiness Society Index and utilize it as a tool to establish a mainstream concept about Green and Happiness Society, a participation process and a network for the preparation of the Green and Happiness Society Index which will be further expanded to provincial, local and community levels. ♦♦