

The Philosophy of Sufficiency Economy

"....Some people still do not understand that a big undertaking like the construction of the Pasak Dam fits perfectly with the Philosophy of Sufficiency Economy. They tend to perceive it as something belonging to modern economic ideas, something so unrelated to Sufficiency Economy. In fact, the Pasak Dam serves the concept of Sufficiency Economy as well..."

*H.M. the King's Address
on the occasion of his birthday anniversary
on December 23, 2001*



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The Sufficiency Economy Sub-committee Encourages the Thai People to Practice the Sufficiency Economy as a Gift to H.M. the King

The Head of the Sufficiency Economy Sub-committee advises the Thai people to prepare for the oncoming changes using the philosophy of the Sufficiency Economy as the immune system. All segments of the Sufficiency Economy mobilization efforts are prompted to strengthen the concept and the practice of the Sufficiency Economy among the people to offer as a gift to H.M. the King on the occasion of his 80th Birthday Anniversary in 2007.

The Head of the Sufficiency Economy Sub-committee **Dr. Chirayu Isarangkun Na Ayuthaya** reveals at the "The Direction of the Sufficiency Economy Mobilization press conference that nowadays the lives of the Thai people from all walks of life have been affected by such factors as energy crisis, unstable global economic situation, natural disasters, epidemics and wars. In order to prevent and alleviate possible effects,

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Thai Society Steps Forward but Youth are of Concern



On September 14, 2006 NESDB Secretary-General **Dr. Ampon Kittiampon** and NESDB Deputy Secretary-General Mr. Kitisak Sinthuvanich presented NESDB Second Quarter Social Situation Report 2006 to report significant society events which reflect social changes, Thai lifestyles and social environments in order to provide a warning signs for proper preventive measures and solutions.

More Employment, Better Health, Less Spending on Cigarettes, More Serious Natural Hazards Human Quality: Employment rate has grown to maximum capacity with the number of employed population growing from 34.5 millions in the second quarter of 2005 to 35.8 millions in 2006. The unemployment rate has reduced to only 1.4 percent of the entire labor force - an improvement when compared with the same period in 2005 having an unemployment rate of 2.1 percent. The population live in better health than in 2005 evaluated from the decreased number of curable disease cases namely pneumonia, dengue fever, influenza and dysentery from 55,453 in the second quarter of 2005 to 43,110 in 2006. For educational development, concerned issues are found in the effectiveness of Thai, English and Mathematics learning in which students obtained rather low scores.

Social Security: Labor forces currently employed in the Social Insurance System now totals 8.7 millions in the second quarter of 2006. But labor forces outside the Social Insurance System namely farm workers and daily workers have not yet been covered by the Social Insurance Laws. People also enjoy more safety in life and properties than in 2005 indicated by reduced number of life and property crimes, sexual abuse, violence and drug cases from 59,824 cases in the second quarter of 2005 to 57,973 in 2006.

Behaviors and Living Conditions: Spending on cigarettes has reduced from Baht 6,827 million in the second quarter of 2005 to Baht 5,415 million in 2006. However, active campaigns carried out by government sectors through various forms of media and restrictions on retail-sale periods have not proved effective.

Domestic spending on alcoholic drinks has increased from 32 Billion Baht in the second quarter of 2005 to 36 Billion Baht in 2006 resulting in increasing domestic accidents and violence as a result of alcohol consumption.

Environment: Although Thailand has always had its share of annual natural disasters, year 2006 has seen a greater number and degree of violence and damages caused by natural disasters with floods and landslides in 5 Northern provinces affecting lives and properties of more than 320,000 people.

YOUTH BEHAVIORS TODAY

A survey conducted by The Health Promotion Foundation indicates 5 most worrisome issues among the Thai youth; studies, overspending, future plans, family and friendship. Their lifestyle issues include; alcohol consumption, arguments and fights and overspending. On the other hand, parents' major concerns for their children are; use of violence, overspending, teenage sex and drug abuse.

Nevertheless there are certain youth groups that are dedicated to public services and youth campaign rallying such as the Mangrove Conservation Group, the Environment Protection Group and the Cultural Preservation Group spreading around the country totaling 160 groups and 13,500 members with their ages ranging from 12 years old and above. The aforementioned problems call for attention from all segments in order to solve the problems and mobilize the human development strategies as stipulated in the Tenth Plan and motivated by the public opinions nationwide. Children and youth development efforts should focus on instilling moral values and virtues along with mental and emotional development from the fetus stage to later growth. All Thais must be encouraged to try to live happily together starting from a good relationship in a family and community. ♦♦

The Sufficiency Economy... *(from page 1)*

the Sufficiency Economy Sub-committee (SESC) encourages people in every segment to resort to the Sufficiency Economy Philosophy and practice the concepts in their everyday life, professional life as well as other activities at personal, family, community and national levels to be prepared for looming changes. A basic method is to observe the principle of the "three loops and two conditions" - that is to always maintain moderation, reasonableness, and immunity building using knowledge and virtues as a guideline. All of us can help maintain our society by making reasonable investments, consuming conscientiously, and preventing possible risks in our lives.

Dr. Chirayu adds that the Sufficiency Economy Mobilization has been carried out by SESC since 2004. During 2004 - 2005, the mobilization effort focused on familiarizing and establishing the understanding of Sufficiency Economy among the Thai people. Though the Sufficiency Economy Philosophy has been widely publicized, it is generally misunderstood that it can only be applied with the agricultural sector. In fact, the King has provided guidelines for different segments to apply the philosophy in their lives, organizations and the nation - not only for the agricultural sector but also for other economic sectors including manufacturing, industries, trades, investments, finance, real estate and all private and government agencies.

SESC has set up various working groups to support the mobilization efforts covering areas such as businesses, civil society, *(see page 8)*

NESDB and the National Economic and Social Advisory Council

Brainstorm for the 10th PLAN



August 11, 2006 the National Economic and Social Advisory Council (NESAC) organized a brainstorming meeting session on **“Drafting the Tenth National Economic and Social Development Plan”** at the Prince Palace Hotel, Mahanak, Bangkok.

NESDB Secretary-General **Dr. Ampon Kittiampon** said the meeting was part of the brainstorming process to gather ideas and opinions concerning the suggestions made by NESAC for the Tenth Plan. Assigned by the Cabinet on July 20, 2006, NESDB has promptly formulated the Tenth Plan as it has done so for more than 40 years and recognized as an important duty for NESDB.

In preparing the Tenth Plan, two significant differences from the previous Ninth Plan are; **(1) Long-term National Strategic Development Planning** - to lead all segments in Thai society to participate in the efforts to mobilize the country's development in the same direction, and **(2) The National Development Strategies in response to the National Administration Plans and the Economic and Social Restructuring Strategies** - approved as the development framework for the period of 4 years (2005-2008) by the Cabinet.

The development plans according to the Tenth Plan observes the Sufficiency Economy Philosophy and emphasizes the state of balance through an economic restructure, immunity building, risk management system, fair trade and investment competitiveness system building, corresponding social and economic development, giving priority to qualitative rather than quantitative targets, understanding of globalization change contexts, virtues and etiquettes learning opportunity building, community capacity building, promoting natural resources richness and biodiversity, preserving environment quality, and strengthening good governance among government, private and public sectors. By establishing all of the above into a working network, the goal of happy and harmonious society can be achieved sooner.

NESDB has synthesized all the knowledge bases and produced clear details concerning economic, social, natural resources and environmental capitals and analyzed

the connections and the impacts occurred between each capital systematically for instance, the connection and impact between human resource development and productivity. A common ground at which each segment shares common understanding based on its collaborative effort has been designated.

To establish a collaborative effort, partnership groups have been advised to consider the works carried out by the government according to the 5 National Administrative Strategies and locate the positive and negative impacts. In continuing works churning out positive results, partnership groups must verify their own roles and how they would contribute to the government's efforts. In addition, they should review whether and how such efforts impinge on economic, social and environmental capitals with suggested solutions.

The Secretary-General further added that NESDB had gathered ideas from all involved segments to **determine the vision and direction of the country's development plans** through such activities as:

- **The 2005 Annual Meeting** to brainstorm ideas from all involved segments concerning common understanding building and to jointly analyze the application process of the Sufficiency Economy Philosophy in national development efforts made by every segment in a way that will be in tune with the rapid change of our society and the world. A framework for detailed development strategies has been laid out to coincide with the period of the Tenth Plan.

- **Brainstorming ideas at community levels** from 36 Tambons and 108 villages in 6 regions nationwide in order to sound out community participation in three areas; (1) Recognition of the 5 change contexts that will affect community namely the joint economic community, changes in the world financial market, technology, society, environment and consumption tendency, (2) Preparedness and roles of community in coping with changes, (3) External factors that can pose impacts. The results are used to accommodate the drafting of the Tenth Plan.

- **Brainstorming ideas at regional level in 4 regions:** NESDB has organized a conference in 4 different regions in December 2005 to generate ideas concerning the direction for regional development according to the Tenth Plan. A separate brainstorming session was arranged for the Focus Group.

Presented to NESDB and approved by the Cabinet, **the Draft for the Tenth Plan was subsequently given detailed strategies and presented at the NESDB 2006 Annual Meeting to brainstorm revision ideas.** The result of the meeting was discussed with the Prime Minister, Economy Minister and NESDB executives.

All of the brainstorming sessions at all levels has provided a guideline for improvement of the Tenth Plan and resulted in an implementation of the national status analysis and main target/strategic target designation, mobilizing strategies and monitoring to ensure concrete practice while the vision has been amended to “Happy and Harmonious Society” and the mission, “aiming to establish economic stability”.



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Sufficiency Economy Mobilization in Edu



Although H.M. the King's Sufficiency Economy Philosophy has been around for more than 30 years, we can still raise such questions as, "What is the Sufficiency Economy Philosophy for?" and, "Why did the King kindly give it to us?" By reading the context of the Philosophy of Sufficiency Economy, used as a guideline by NESDB to draft the Ninth Plan (2002-2006), we can understand that **the Philosophy is intended to provide the Thai people with a happy living condition through the ever-changing times. The Philosophy provides a tool to deal with impacts caused by domestic and foreign factors and allows us to keep our lives well in balance, safe from crisis and bankruptcy.** The very factor that brings on changes is one's own behavior. For instance, at school, internal and external factors that influence changes in the school and so the same for a family. The Philosophy can be adopted and applied by people from all walks of life - students, teachers, executives; in other words, everybody.

3 Loops 2 Conditions: The Sufficiency Economy Philosophy

The Sufficiency Economy Philosophy is **based upon the middle ground or moderation**, never in the extreme - one way or another. This concept fits with the teachings of all religions that life should follow 'the middle path' and not lean toward one side or the other. Living in moderation for a person means to be self-sufficient. In case of spending behavior, it is to spend only for what is needed regardless the status of a person - a student, a teacher or anybody. To lean toward one side extremely is to be too miserly - avoid spending even when it is necessary to spend and consequently cause troubles for oneself, his family, or school. The other extreme is to overindulge, to be wasteful, spend on the unnecessary, spend unreasonably, want to have what others have even though it might be useless. The Philosophy teaches us to live our lives, to spend logically and to make sound decisions. To effectively administrate a school must be on the line with moderation.

Self-sufficiency comprises 3 main elements. The first element deals with being moderate in both quality and quantity. The second is to be reasonable for example, if we earn 12,000 Baht a month and we already have 3 bags. Then we find a new bag costing 300 Baht which is a reasonable price. We should ask ourselves whether we need another bag no matter how inexpensive it might be. If we are **being reasonable**, we will

refrain from buying a new bag. Another example is when a group of student friends asks if we would like to join them for the evening at a night club. If we use some reasoning, we will find a proper answer. The third element is to have a built-in immune system and be aware of possible future change so that we can avoid crisis. For instance, we earn a 12,000 Baht salary and we tend to spend it all up each month. If someone in the family falls sick the following month, we cannot even take care of his ailment - not even with the 30 Baht Medical scheme. We need extra money for traveling to and from the hospital. There is no way out. Thus it is important to have a reserve for emergency and the unexpected. To realize this is to have a built-in immune system. Think of a school director who committed suicide because of his debt. The debt came from the desire to be selected for the "One School One Ampur" Program. It was a tragic incident brought on by the lack of immunity at school. Every organization is like our body. It needs to have the immune system to guard virus and bacteria - to have healthy cells and bodily strength to fight diseases.

There are two most important conditions that will make this philosophy effective when applied to one's life. One is 'virtue' - a thinking and decision-making mechanism that lets us recognize beauty and truth. If we agree to a universal idea of beauty and truth, then we are virtuous. If we see it differently, then we have no virtue. What we have is greed. It is therefore important to uplift the spiritual values of all Thais; government officers, theorists, academics, business proprietors and state agency operators. All should uphold virtues and honesty that must be instilled since childhood, from the moment a child begins to learn about life. Parents are responsible for infusing virtues into the child's mind. When a teacher later has the child in his care, it is his responsibility to teach them more virtues. The best thing to do is to set an example for the children. They will learn from us and see the importance of virtues. For that reason, **virtues are truly essential**. But it can't be created within a day or two. **It takes a lot of time, patience and efforts.**

The second condition is knowledge which is not at all less important than virtue. We need knowledge to make plans and work them out. Whatever we do, we depend on proper and accurate knowledge as well as cautiousness to make a sound decision. We must not let our emotion and prejudice get in the way. We are obliged to using patience and consciousness to lead our lives. If we are lazy, when we try the Efficiency Economy, we might



* edited from excerpts of H.M. the King's Address and opinions expressed by Privy Councilor Prof. Kasem Watanachai (M.D.) at the seminar, "Sufficiency Economy Teaching and Learning Materials" on June 19, 2006)

Educational Institutions

find that it doesn't work. That is only natural. We can come up with all kinds of excuses like - we only want a medium score when we take an exam.

CONTENTMENT, TRANQUILITY AND SIMPLICITY CONSTITUTE SUFFICIENCY



Contentment means to live one's life in a **tranquil and simple way** without any large or small conditions. Conditions in life lead to overindulgence, debts and eventually loss of

confidence. Tranquility does not necessarily mean to live in a little hut out in the rice field and fast now and then. But it means "to be self-sufficient", **to be contented, happy and satisfied with the existing livelihood, with however small the rewards and with the consequence of one's own action and the same time, upholding honesty and exertion. To succeed in doing so, the Four Bases of Success - desire, effort, intention and discrimination is the key.** For instance, we have studied very hard for an exam. So whatever exam result turns out, we shall be satisfied with it. But we will review our performance - the strength and the weakness. We can make an improvement accordingly. Another example is when a Geography teacher enters a classroom. He knows just how much the students know and he will try to give them all the possible knowledge. After the exam, whatever score the students produce, the teacher must be satisfied with it. But he should make plans for how to improve the students's performance at the next exam.

Sufficiency Economy to the World

At the end of May, 2006, UN Secretary-General Mr. Koffi Anan was granted audience to present the prestigious "Lifelong Achievement Award on Human Development" to H.M. the King. The Award clearly illustrates how H.M. the King has, for 60 years, devoted his energy to developing his people and the results of his ongoing efforts and guidance are so evident that he has set an example to the world. Mr. Anan's address has reflected on his insightful studies on the Sufficiency Economy. Furthermore, he has promised to publicize the Philosophy to the world. Upon hearing about the Sufficiency Economy Philosophy, leaders and representatives of several countries have requested permission to apply the Philosophy in their countries. The United Nation Development Program (UNDP), an organization under the United

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my Network for Education and Productions of Sufficiency Economy

NEWS through Lens



GDP for the Second Quarter Grows 4.9 Percent

September 4, 2006, at NESDB, the NESDB Secretary-General Dr. Ampon Kittiampon together with a team of executives revealed the **figure of GDP for the second quarter 2006 and the economic trends in 2006** indicating a growth of 4.9 percent - a decline from 6.1 percent from the first quarter of 2006 resulting in a growth of 1.0 percent after seasonal adjustment. A conclusive growth for the first quarter shows a 5.5 percent growth compared with a 3.9 percent growth of the previous year.



NESDB Secretary-General speaks at Thai Rath Schools Nationwide

September 20, 2006, NESDB Secretary-General Dr. Ampon Kittiampon delivered a lecture on **the Sufficiency Economy and the Tenth Plan** for a group of administrators from 101 Thai Rath Schools around the country at the Thammarinathana Hotel in the Trang Province. The lecture unfolds every step of the preparation of the Tenth Plan (2007 - 2010) is based on participation of every segments of Thai society. This has resulted in a concord that the Tenth Plan should continue to embrace people as the center of development under the management and administrative guidelines inspired by the Sufficiency Economy Philosophy in order to achieve Green and Happiness Society.



New NESDB News and Information Regulations

August 25, 2006, Deputy Secretary-General Mr. Somchet Taeracoop presided over **the NESDB Law Development Committee Meeting 1/2006**. The assembly agreed upon the Regulations concerning the NESDB's News and Information Regulations B.E. ... NESDB and the Draft Announcement concerning the venue for news services. Subsequently, the Regulations and the Draft Announcement will be proposed to the Negotiation and Development Assessment Committee for its consideration.

Sufficiency Economy Mobilization... (from page 5)

Nations in charge of development is prepared to publish the Country Report and Global Report and will feature the Sufficiency Economy on behalf of Thailand in both Thai and English so that more countries can benefit from H.M. the King's Philosophy. The people of Thailand should feel very proud and honored that the Philosophy has now been known throughout the world and should welcome it into their lives to enjoy the benefits it offers.

Sufficiency Economy - Easy to Understand and Practice

The Sufficiency Economy Philosophy is a profound and invaluable gift from H.M. the King to the Thai people. It is multi-faceted and can be adopted for all kinds of situations and people - from individuals, families, and educational institutions. In particular, teachers should make an effort to explain it to students and compliment the explanation with practice in order to provide a clear understanding about the Sufficiency Economy. This will certainly bring about innumerable profits. Once I explained the Philosophy to hill tribal students in grade 4 and 6 for one hour. After that, another teacher came into the classroom and asked the children about the Philosophy and their answers showed that they could understand it. So the Philosophy is not too difficult for children to understand and practice themselves. But some might have misunderstood this Philosophy as they feel practicing the Philosophy would not make them rich. In fact, it can. One can become rich but one must not cheat because it violates the conditions of virtues and honesty. Practicing the Sufficiency Economy Philosophy is not difficult. One can start with oneself first especially to build up an immune system.

H.M. the King has given the best gift to the Thai people. And what we can do to show our gratitude is to pay attention to his guidance and advice, try to understand it and adopt it for our ways of living. His concern for his people is like father caring for his children. And the children should repay their parents with gratefulness, take their advice seriously and put it into practice. There is no better way to say Thank You.

PUBLICITY FORCE NETWORK

The publicity of the Sufficiency Economy Philosophy through organizations and institutions in rural and urban areas can be done in four types of settings.

1. Religious places: Monasteries, churches and mosques are considered highly respected community institutions. NESDB acts as a intermediary to co-ordinate with the Department of Religions, the Buddhist Bureau, and organizations representing all religions in order to pass on the Sufficiency Economy Philosophy to community with the help of religion institutions in each community especially the teaching unit of each religion. Working with institutions of faith can empower the faith in the Sufficiency Economy as well.

2. Community schools: Education Minister Mr. Chaturon Chaisang has endorsed the policy to publicize the Sufficiency Economy Philosophy through more than 40,000 schools nationwide. Therefore, from this year on until next year, a lot of work needs to be done to educate people about the Philosophy

and what benefit it can bring to life and through what kind of activities. Moreover, recognized figures would be request to act as the center of the publicity networks and sub-networks that will work with schools in surrounding areas.

3. Community Health Centers and Hospitals: These are places where the Village Health Communicator (VHC), the Village Health Volunteer (VHV) and other well respected figures such as Mr. Prat are in good contact with individuals and families in the communities. They form a friendly force that can extend the Philosophy to the people.

4. Local Administrative Organizations: Organizations such as BMA, Pattaya Administration, Municipalities and Provincial Administration Organizations are directly in charge of the wellbeing of the people in their jurisdiction. Their roles in publicizing the Philosophy are as significant as how they apply it to their functions. Their influence provides a strong support in the effort of creating an understanding about the Sufficiency Economy Philosophy especially when community leaders such as local scholars, village and Tambon chiefs lend participation.



A POINT TO PONDER

Two specific points that schools should consider:

1. School Director / Principal should integrate the Sufficiency Economy Philosophy and Practice in the curriculum. Establishing an exclusive project, **"Debt Relief Effort for All in School"** can build up an immune system for school members. A specific target has to be set - when everyone in the school would be debt-free. Schools that can achieve the goal would be recognized and rewarded. The Education Ministry should provide incentives and hang a yellow banner in front of the school to highlight its success.

2. Schools should organize seminars to promote moral immunity for everybody ranging from the Principal to the caretakers.

These two points are totally imperative as we are going through a crisis driven by financial and moral bankruptcy. In the past 5 years, teachers' total debts have accumulated from One Hundred Billion to Four Hundred Billion Baht. The increasing number of juvenile court cases is alarming. A school that can build up moral immunity is the school of virtues - a gift from H.M. the King. ♦♦

NESDB and the National Economic... (from page 3)

The Secretary-General concluded that the preparation process for the Tenth Plan was based on the participation of every segment of society as it was aimed to bring about happiness for people from all walks of life. The meeting was in fact nearing the final phase just prior to presenting the Draft of the Tenth Plan to the National Economic and Social Advisory Council for comments and suggestions. The approved version will then **be presented to the Cabinet for approval before obtaining H.M. the King's signature to put the Tenth Plan into effect.** ♦♦

Study Findings Indicate ‘Cluster’ an Important Technology Development Tool

Studies conducted on Thai knowledge-based economy development indicate cluster development processes an effective tool in upgrading technology capacity and innovation creation. Organizations to act as an intermediary for technological research, development and exploitation should be set up in order to match technology users and researchers properly. Private sectors should also participate in the efforts made by educational institutions.



NESDB Deputy Secretary-General **Mr. Arkhom Termpittayapaisith** briefed the progress of the study entitled, “Towards a Knowledge Economy in Thailand”, at the Focus Group Meeting organized by NESDB and the World Bank. The event was attended by content experts from both government and private sectors to review preliminary results of the study - for which its final report was being fine-tuned.

The study findings reveal significant issues requiring immediate policy mobilization such as; **using the cluster process as a vital tool** for technological capacity development and improvement of education/training to promote higher productivity in the production chain, **tax benefit adjustment** and effective scientific and technological infrastructure development to effectively support technological development and innovation, **upgrading the human resources** both qualitatively and quantitatively as they are a critical factor in **upgrading technology capacity and innovation creation**, improving institutional management in the areas of science and technology as well as research and development.

The Deputy Secretary-General added that the studies focused on policies for knowledge-based economy in two areas; **Education and Training System and Research and Development Infrastructure**. The comprehensive policy actions for strengthening the knowledge economy will be diversified and covering the following areas:

Education and Training System: consisting of policies to oversee the quality and registration rate at high school level, quality and continuing education at university level, ratio of graduates in science and technology and quality of education in the fields of science and technology.

Research Infrastructure: consisting of policies to promote research and development systems employed by the government sector covering issues namely; organization, benefits, research procedures, benefits from publication of research, patent, connection between industries and universities and research institutes, research and experiments carried out by private sector and international connections, and the setting up of intermediaries to promote technology to a wider range.

The study also discovers **weakness in the existing policies concerning knowledge-based economy development efforts**. This includes; an abundance of measures and policies that are not relevant to or supportive of each other, a lack of emphasis in scientific and technological skills development and improvement of research and development works, measures and policies imposing limitation for technology transfer due to much dependency on foreign investments and machinery import. Innovation creation does not rank high in private companies’ strategy making.

Mr. Arkhom Termpittayapaisith stated that the final study report had been adjusted for improvement by stressing the use of Cluster development process as a tool to upgrade technology capacity and innovation creation, suggesting setting up of intermediaries for research, development and technology exploitation to allow for proper matching between users and researchers, encouraging the roles of private sector in efforts made by educational institutions including at vocational education level to enhance skilled labor and at university level to generate new and quality labor force to meet with the demand of industries.



Other possibilities include importing foreign labor to raise production capacity and taking science and technology experts into service to obtain more knowledge bases. By allowing major business corporations including multi-national companies (MNC) to take the lead, local companies can benefit from technology transfer and innovation creation. Specific measures can be constructed to attract such companies into the technology diffusion process and research and development efforts. Tax benefits policies need to be updated to provide better incentives to encourage more research and development and innovation creation. Emphasis should also be put on increasing SMEs’s technology capacity as well as assisting in loan-making, venture capitals and incubation facilities.





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The Sufficiency Economy... (from page 2)

knowledge leaders, education, government sectors, academic and political circles as well as the mass media and the general public. These working groups have coordinated and mobilized the Sufficiency Economy Philosophy with target sectors to turn the philosophy into practice and widen the working scope further. The 2006 plans aim to expand the mobilization networks. It is expected by 2007, all sectors will be completely aware of the importance of the Sufficiency Economy and make the concepts a reality to offer as a gift for H.M. the King.

Chairman of the Sufficiency Economy Working Group (SEWG) for Government Organizations Dr. Ampon Kittiampon mentions major works carried out by NESDB include application of Sufficiency Economy Philosophy as a guideline for the Tenth Plan stipulating the monitoring and development processes in the next 5 years.



The SEWG for government organizations has classified the guidelines to mobilize Sufficiency Economy mobilization into two parts. **The first part is to locate Sufficiency Economy role models within government organizations.** The working group has set up 3 separate units; the Federal Unit which is not involved with the operation, the Investment Focus Unit focusing on investments as the main mission and the Public Service Unit, now conducting studies to locate samples from each group. **The second part concentrates on finding out about the happiness within organizations that practicing the Sufficiency Economy** by paying attention to personnel within the organizations - how they apply the Sufficiency Economy Philosophy in their lives and whether it has brought about happiness.

Village Chief **Viboon Khemcharoem**, Chairman of the SEWG Civil Society Group says the group will first emphasize mobilization towards individuals by classifying the target group into two - the Well-to-do Group and the Needy Group as working with such two different groups requires different approaches. The findings will then be

verified and modify into practice in different types of communities. The group has carried out an active operation in the agricultural sector since members of farming communities seem to have more debts. Adopting the Sufficiency Economy Philosophy and practices such as tree farming into their lives can help unburden their debts. The next undertaking is the Sufficiency Economy Project.

Chairperson of the SEWG Mass Media and General Public Group and the Private Sector Group **Mr. Abhaichon Vacharasinthu** says the Business Sector including the Thai Chamber of Commerce, the Industry Council and the Thai Bank Association have shown interest in applying the Sufficiency Economy for the business sector. In particular, companies in the Stock Exchange Market's listing and personnel departments of several companies have recognized how the Sufficiency Economy Philosophy can be useful in determining the companies' policies.

Associate Professor **Dr. Nattapong Thongpakdi**, Chairperson of the SEWG Academic and Political Institutions Group adds that the group has so far organized academic seminars and two training sessions for the Sufficiency Economy specialists. Activities in the plan include using the available knowledge base to provide trainings for wider target groups, organize Sufficiency Economy Philosophy Research Competitions and seminars on Sufficiency Economy Mobilization for university students.

Chairperson of the SEWG Educational Institutions and the Youth Group **Dr. Priyanut Piboolsaravut** says at present the Sufficiency Economy Mobilization plans are being developed to be included in the curriculum that will compliment the Sufficiency Economy Philosophy. The content of the philosophy will be integrated into 8 learning groups and pre-tested with the schools within the Sufficiency Economy Network. Once completed (as scheduled for 2007), educational institutions can readily implement the Sufficiency Economy Curriculum. Moreover, the Group has selected and compiled model activities to develop Sufficiency Economy learning and distributed them to every school so they have comprehensive Sufficiency Economy lessons at hand.



Interested public, groups, organizations, private, government and political agencies can inquire and obtain information, news, data and practice guidelines as well as assistance in mobilizing the Sufficiency Economy to achieve a substantial presence from the Sufficiency Economy Mobilization Sub-committee via the SEMS Mass Media and General Public Group at: 02-280-4085 extensions 1303-5 or at the Sufficiency Economy Group, tel. 02-280-4085 extensions 2407-8.

For more information about the Sufficiency Economy, please visit: www.nesdb.go.th or www.sufficiencyeconomy.org

