Community-based Economic Development in Thailand

Thapana Sirivadhanabhakdi

18 July 2017
United Nations General Assembly Plenary Meeting to pay tribute to the memory of His Majesty King Bhumibol Adulyadej of Thailand

October 28th, 2016
Gen. Prayuth Chan-O- Cha
Prime Minister of Thailand
Pracharath 12 Initiatives

6 Value Drivers
- D1. Innovation and Productivity Enhancement
- D2. SMEs & Start-up Promotion
- D3. Tourism and MICE Promotion
- D4. Export and Outbound Investment
- D5. New S-Curve Development
- D6. Modern Agriculture

6 Enablers
- E1. FDI & Infrastructure Development
- E2. Technical Skills Development
- E3. Community-based Economic Development
- E4. Legal & Regulatory Reform
- E5. Basic Education & Leadership
- E6. Social Agenda

Inequality
Human Capital
Competitiveness

Community Based Economic Development

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Increasing income and happiness of people in local communities

Pracharath: Public, Private, Academia, Civil Society, People Sector
Network of 76 + 1
Area based Social Enterprise

1. Key objective of social impacts over monetary benefits
2. Main source of revenue from community business advisory, not public grants or donation
3. Profit is reinvested into communities, not for distribution to shareholders
4. Strict adherence to good governance
5. Registration as Company Limited

National SE
Work with major corporations & governmental agencies to address the needs of provincial SEs
- Access of resources
- Knowledge management & communication
- Network of experts
- Linkage to markets
- Standards
- Products and Brands development
- Standards & IP management
- New generation of community developers

Provincial SEs
Work with communities in sharing know-hows and creating synergies in 5 capabilities
Access to Factors of Production
- Raw materials at right quality & price
- Expertise & funding
- Equipment and Tools
- Intellectual Property (IP), Patents, Geographical Indication (GI)

Knowledge Building
- Agricultural techniques & research
- Product standards
- Production efficiency
- New distribution channels

Marketing
- Brand building
- New product development
- Packaging innovation

Communication & Awareness
- Understanding of Sufficiency Economy philosophy and Pracharath concept

Management System
- Business plan
- Financial management
- Environmental sustainability management
1 Objective, 3 Group of Economic Activities, 5 Capabilities, 76+1 SEs

1. **Objective**: Growth in community income to create happiness among people

3. **Groups of activities**
   - Agriculture
   - Value Added Product
   - Community Based Tourism

5. **Capabilities**
   - Access to factors of production
   - Knowledge Building
   - Marketing
   - Communication & awareness
   - Management System

76. **Execution**: Through Pracharath Rak Samakkee (Thailand) and 76 provincial Pracharath Rak Samakkees

1. **Foundation**: Sufficiency Economy Philosophy (SEP)
Community Executes  Private Sector Drives  Public Sector Supports
Sufficiency Economy Philosophy (SEP)

Guiding Principle

Knowledge

Solid Rationale (Reasonableness)

Moderation

Immunity / Resilience (Risk Management)

Virtue
Local economy growth more than 10%
National GDP growth of 3.2%
Pracharath initiatives work towards SDGs as aspirational goals
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