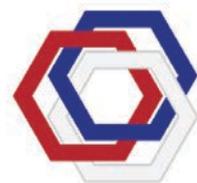




Community-based Economic Development in Thailand



สานพลัง
ประชารัฐ

Community Based
Economic Development

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

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



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
- Equipments and Tools

Knowledge Building

- Agricultural techniques & research
- Product standards
- Production efficiency
- Intellectual Property (IP), Patents, Geographical Indication (GI)

Marketing

- Brand building
- New product development
- Packaging Innovation
- New distribution channels

Communication & Awareness

- Unity and pride in local product heritage
- 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

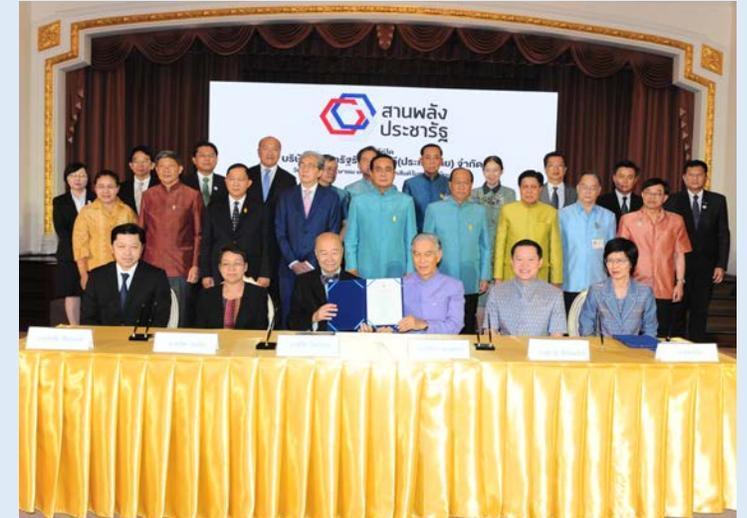
1 Foundation Sufficiency Economy Philosophy (SEP)



Community Executes



Private Sector Drives



Public Sector Supports



Sufficiency Economy Philosophy (SEP)

Knowledge

Moderation

Virtue

Solid
Rationale
(Reasonableness)

Immunity
/ Resilience
(Risk Management)

Guiding Principle



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์
Mae Fah Luang Foundation under Royal Patronage





Local economy growth more than 10%

National GDP growth of 3.2%



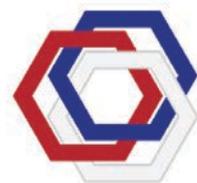
Sustainable Development Goals (SDGs)



Pracharath initiatives work towards SDGs as aspirational goals



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