

Objective Growth in community income to create happiness among people

Groups of activities

Agriculture

Value Added Product

Community Based Tourism

Capabilities



Access to Factors of Production

Knowledge Building

Marketing

Communication & Awareness

Management System

Execution

Through Pracharath Rak Samakkee (Thailand) and 76 provincial Pracharath Rak Samakkees

Foundation

Sufficiency Economy Philosophy (SEP)

Five Pracharath Sectors

Public Sector Supports

- Public policies and infrastructure
- Financial assistance through public sector financial institutions within banking prudential guidelines

Private Sector Drivers

- Business management advice
- Linkages to markets & distribution channels
 - Business plan development
- Funding through commercial banks
 - "Big brother" program

Academic Sector Knowledge Support

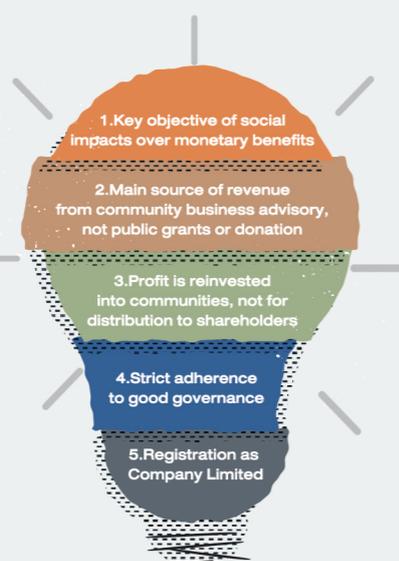
- Research & development
- Technology for agriculture and production

Civil Society Sector Strengthens Communities

- Building awareness
- Linkages among multiple communities

Citizen & Community Business Executes

- Learning new ways of working
- Operating business, production & services



Guiding Principle

Sufficiency Economy Philosophy (SEP)



Aspirational Goals



"The feeling I have is Thailand is finding its way to a little bit of a different path, not just the western consumer-orient materialistic gaps, but one that may have more of a long term hope"

Prof. Dr. Peter Senge

Director of the Center for Organizational Learning, MIT

"Inspirations from us all... for the sustainable future of our communities."

Thapana Sirivadhanabhakdi

Private Sector Chair, Pracharath Community Based Economic Development Committee



สานพลัง
ประชารัฐ

Community Based
Economic Development



One Goal

Increasing income and happiness of people in local communities



Community Executes



Private Sector Drives



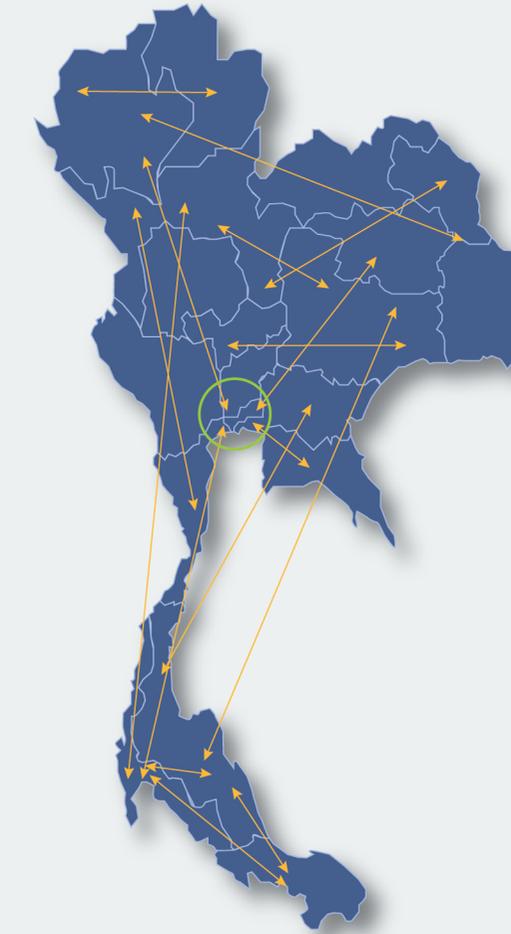
Public Sector Supports

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
- 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

- Expertise & funding
- Raw materials at right quality & price
- Production equipment

Knowledge Building

- Product standards
- Production efficiency
- Agricultural techniques & research
- Intellectual property, patents, geographical indication (GI)

Marketing

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

Communication & Awareness

- Unity and pride in communities
- Understanding of Pracharath concept and Philosophy of Sufficiency Economy

Management System

- Business plan
- Financial management
- Environmental sustainability