



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์  
Mae Fah Luang Foundation under Royal Patronage

Annual Report

2016

Help the People  
to Help themselves





# Board of Directors



Her Royal Highness Princess Maha Chakri Sirindhorn  
Honorary President



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1. Mom Rajawongse Disnadda Diskul
2. Dr. Sumet Tantivejkul
3. General Pang Malakul Na Ayudhaya
4. Mr. Nakorn Pongnoi
5. Captain Jitas Sornsongkram
6. Mr. Manoon Sankunakorn
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11. Thanphuying Putrie Viravaidya
12. Khunying Puangroi Diskul na Ayudhaya
13. Ms. Phawana Niemloy

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Board Member  
Board Member  
Board Member  
Board Member  
Board Member  
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Board Member  
Board Member and Treasurer  
Board Member and Secretary-General  
Board Member and Deputy Secretary-General  
Board Member and Secretary

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1. Dr. Alessandro Calvani
2. Dr. Kulpatra Sirodom
3. Dr. Rom Hiranpruk
4. Mom Rajawongse Usnisa Sukhsvasti
5. Mrs. Pattama Petchrieng
6. Ms. Tongjai Thanachanan
7. Dr. Nat Pinnoi

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Advisor to the Chairman  
Advisor to the Chairman  
Advisor to the Chairman  
Legal Advisor  
Advisor to the Board of Directors  
Assistant to the Chairman

## Advisors

1. Mr. Apilas Osatananda
2. Mr. Chiochan Kiengsiri
3. Dr. Rerk Sayamanon

Advisor to the Mae Fah Luang Foundation  
Advisor to the Mae Fah Luang Foundation  
Advisor to the Mae Fah Luang Foundation



The year 2016 was a devastating year for the Thai nation, with the passing of His Majesty King Bhumibol Adulyadej, Rama IX, on 13 October. The Mae Fah Luang Foundation (MFLF) is deeply grateful to His Majesty for having taken the Foundation under his royal patronage upon the passing of Her Royal Highness the Princess Mother, and we solemnly pledge to further “The King’s Wisdom”, or the principles of His Majesty’s royal initiatives, as well as those of other members of the royal family, in our mission of economic, social, environmental and cultural development, in order to bring about the happiness, sustainability and stability of local communities with no racial or religious discrimination. In effect, we pledge to put His Majesty’s working principles into action.

Over the past 28 years, MFLF has been a development practitioner, with outreach projects in Thailand and outside the country. In 2016, at DTDP, we concentrated on developing the potential of a new generation of community leaders through educational reform, both within and outside the classroom, at eight schools in Doi Tung area, eventually expanding to incorporate the entire district of Mae Fah Luang. We also enhanced the strength of the Doi Tung social enterprise brand by partnering with global corporations, expanded our international export base, and improved

the skills and potential of our Doi Tung community to meet international standards. The DTDP also introduced more environmentally-friendly measures to our manufacturing process, from product design to waste treatment, including systematic waste sorting and recycling, particularly as alternative fuel.

MFLF carried out reforestation in Ta Wang Pa, Chalermphrakiet and Song Kwae districts under the “Nan Reforestation Project”, covering 250,000 rai (40,000 hectares) following the Doi Tung Model’s “Cultivate Land, Cultivate People” concept. This resulted in a higher income for the people, raising them above the national poverty line, and increasing forest coverage from 42% to 85%. It was a feather in our cap when Prime Minister Gen Prayut Chan-o-cha presided at a ceremony to grant land utilization rights to villagers, allowing them to live off the land in forest conservation areas in accordance with the policy of the National Committee on Land Policy on 23 December 2016. This targeted villagers in Tan Chum sub-district, Ta Wang Pa district, and in Yod sub-district, Song Kwae district, which are within MFLF’s outreach project areas.

On the international front, the Sustainable Alternative Livelihood Development Project, Yen-an Chaung Township, Magway Division, Republic of the Union of Myanmar, was concluded after five years, with MFLF handing over management of the funds and activities to the 29 participating villages. These include the Irrigation System Management Fund, the Seed Bank, the Goat Bank, and the Anti-Venom Serum Bank. The villages have also become a knowledge centre for officials from the Ministry of Livestock and other government agencies in Myanmar, to train development workers to be able to address other areas of the country. In addition to our role as development practitioners, 2016 also saw the Foundation advocate national policies on water management and social enterprise, with our top level executives sitting on related committees to direct the content of the draft acts on national social enterprises.

MFLF also played a role on the international stage, representing Thailand in advocating and directing the framework for sustainable alternative development at the United Nations General Assembly Special Session on Drugs (UNGASS) 2016. We promoted “The King’s Development Concept” as a successful and sustainable model for the alleviation of poverty and social disparity. MFLF also partnered with the German government through its development organization, GIZ, to initiate the “Global Partnership for Drug Policies and Development” to provide consultation for countries facing problems of illicit crops and poverty in outlining policies and development projects to solve those problems in an effective and sustainable manner.

MFLF continues to be a development practitioner of the “Mae Fah Luang Model” and “The King’s Wisdom” to create a model of sustainable development and social entrepreneurship. We aim to expand the DTDP to encompass the whole of Mae Fah Luang district as a tribute to its namesake, HRH the Princess Mother, the Foundation’s founder. We also aim to expand our role as consultant and advocate for sustainable development as a tribute to the vision of both our royal patrons.

**Mom Rajawongse Disnadda Diskul**  
Chairman of the Board  
Mae Fah Luang Foundation under Royal Patronage



We, the Members of the Board, Advisors, and staff of Mae Fah Luang Foundation under Royal Patronage, pay homage to His Majesty King Bhumibol Adulyadej, Rama IX, and pledge to further His Majesty’s royal initiatives to the best of our abilities, to bring happiness, stability and sustainability to Thai society and the world at large.

In 2016, the Foundation accelerated its efforts to turn its turnkey projects into model development projects in various aspects: putting the Doi Tung Development Project on the map as a model for sustainable development, promoting the Mae Fah Luang Art and Cultural Park as a knowledge centre in the field of arts and culture to uplift spirits, and working pro-actively with the Office of Narcotics Control Board and local schools in Chiang Rai to promote the Hall of Opium, Golden Triangle Park, as a creative travel destination for children and youth.

The Foundation also established standards for field operations in its outreach projects, both domestically and internationally, namely, the Nan Reforestation Project, the Sustainable Alternative Livelihoods Development Project (SALD) in Yen-an Chaung Township, Magway Division, Republic of the Union of Myanmar, and the Thai-Myanmar Sustainable Alternative Livelihood Development Project (SALD) in Tachileik and Mong Hsat Districts, Shan State, Republic of the Union of Myanmar. Lessons learned from these projects were compiled into knowledge for replication in other area through consultancy and courses, proving that the working principles of His Majesty King Bhumibol Adulyadej, Rama IX, and HRH the Princess Mother are successful modules of sustainable development, not only in Thailand, but also abroad.

“Simple, practical, and logical” are the concepts behind MFLF’s operations as sustainable development and social enterprise practitioners, consultants and advocates. MFLF aims to further instill in future generations these royal working principles and development approaches, as well as its lessons learned, so as to keep alive the vision of HRH the Princess Mother, founder of MFLF, that propelled the Doi Tung Development Project from the start, and that MFLF has upheld throughout its existence, and in future times to come.

**Thanpuying Putrie Viravaidya**  
Secretary-General  
Mae Fah Luang Foundation under Royal Patronage





## Vision

The Mae Fah Luang Foundation under Royal Patronage aims to develop communities, society, environment and cultures following the work of Her Royal Highness the Princess Mother in order to create happiness, sustainability, and stability.

## Mission

To catalyze the growth of sustainable economic, social, cultural and environmental development by providing integrated development cooperation, consultation, and training.

To establish the Foundation's approach as Thailand's principle development model.



## Mae Fah Luang Timeline



### 1972

Her Royal Highness the Princess Mother, founded the Thai Hill Crafts Foundation under her Royal Patronage.

### 1987

Her Royal Highness the Princess Mother visited the 31st Watershed Conservation Unit located at Doi Tung and declared "I will reforest Doi Tung," thus initiating the Doi Tung Development Project. This was followed by the construction of Doi Tung Royal Villa where Her Royal Highness the Princess Mother resided and worked.

### 1988

The 9,900-rai (1,584 hectares) Reforestation Project to mark the 90<sup>th</sup> birthday anniversary of Her Royal Highness the Princess Mother was inaugurated.

### 1989

Navuti Co Ltd was established to run the Economic Forestry Project, with six shareholders, namely The Crown Property Bureau, Mitsui & Co (Thailand) Ltd, Siam Commercial Bank, Asia Bank, Earchukiati Co Ltd, and Sakura Bank or Sumi-tomo Mitsui Banking Corporation. Shareholders agree that they will not take back initial investment and

all profits will be designated for further social and community development of Doi Tung, making it one of the first Social Enterprise in Thailand.

### 1990

The vocational training centers for sewing and weaving set up in Doi Tung, formally known today as the Cottage Industry Centre and Outlet. The year also marked the opening of the first Mae Fah Luang store in Doi Tung. Today, all of the Doi-Tung stores are called the Doi Tung Lifestyle.

### 1992

The Pha Mee Drug Detoxification and Rehabilitation Center was founded to provide treatment for 500 drug addicts and to prepare them to re-enter society with dignity.

### 1993

The Mae Fah Luang Garden received the PATA Gold Award from the Pacific Asia Tourism Association under the Tourism Development category.

### 1996

His Majesty the King accepted the Mae Fah Luang Foundation under his Royal Patronage after the passing of Her Royal Highness the Princess Mother in 1995.

### 1998

Education development began at Ban Kha Yaeng Patana School, Doi Tung Development Project, with the introduction of Constructionism into the curriculum whereby children "learn by doing" and "learn by making".





2000



2002



2003



2006



2006



2009



2011

## 2000

The United Nations Educational, Scientific and Cultural Organization (UNESCO) commemorated the centenary of the birth of Her Royal Highness the Princess Mother as the world's "Great Personality in Public Service."

The Doi Tung Development Project achieved financial self-sustainability, with profits from its social enterprises being used to cover operational costs and additional social development programs in the Doi Tung area.

## 2002

"Doi Tung II" (2002-2004) project commenced in Yong Kha, Shan State in Myanmar, marking the first international outreach project for MFLF.

The United Nations Office on Drugs and Crime (UNODC) presented DTDP a label with its logo recognizing that income from Doi Tung products "contributes to the achievement of a drug free world".

## 2003

The Montessori Method was introduced at Ban-Kha Yaeng Patana School, Doi Tung Development Project, for early childhood education, as a child-centred approach that builds a strong foundation for life-long learning.

## 2006

"Doi Tung III" (2006-2012) project commenced in Balkh Province, Afghanistan.

"Doi Tung IV" (2006-2010) project commenced in Aceh Province, Indonesia

## 2009

Mom Rajawongse Disnadda Diskul, then-Secretary General of Mae Fah Luang Foundation, received the award of "Social Entrepreneur of the Year 2009" for the region of East Asia and South East Asia from the Schwab Foundation for Social Entrepreneurship.

The Doi Tung Model was implemented as part of the integrated development pilot project according to Royal Initiative in Nan province (2009-2013) in 21 villages of three districts in Nan, namely Ta Wang Pa, Chalermphrakiet and Song Kwae.

## 2011

"Doi Tung V" (2011-2017) project commenced in Yenau Chaung Township, Magway Division, Myanmar.

## 2012

"Doi Tung VI" (2012-2018) commenced at Tachileik and Mong Hsat districts, Shan State, Myanmar.





2013



2013



2014



2015

## 2013

The UN General Assembly (UNGA) adopted the United Nations Guiding Principles on Alternative Development (UNGPs on AD), borne out of the International Workshop and Conference on Alternative Development (ICAD) organized by the Mae Fah Luang Foundation and like-minded partners in Thailand in 2011. The UNGPs on AD serve as

universal guidelines for countries to work effectively and sustainably in addressing the problem of narcotic crop cultivation through sustainable development.

Launch of the Nan Reforestation Project (2013-2017)

## 2014

The Mae Fah Luang Foundation received the 19th Nikkei Asia Prize, organized by Nikkei Inc, Japan, as an "Outstanding Organization for Culture and Community".

## 2015

The Mae Fah Luang Foundation, in collaboration with the Economic and Social Commission for Asia and the Pacific (ESCAP), organized the Bangkok Forum 2015 on Well-Being and Sustainable Development, attended by Dr. Shamshad Akhtar, Executive Secretary of ESCAP, and Professor Enrico Giovannini, Co-Chair

of the UN Independent Expert Advisory Group on the Data Revolution for Sustainable Development



2015



2016

## 2015

Mom Rajawongse Disnadda Diskul, Chairman of the Mae Fah Luang Foundation, showcased the King's Sustainable Development approach at the side event of the UN Economic and Social Council (ECOSOC) High Level Political Forum on Sustainable Development in New York, USA.

## 2016

Mae Fah Luang Foundation jointly hosted the 2nd International Conference on Alternative Development (ICAD 2) with the Office of the Narcotics Control Board, to further advance the conclusion of ICAD1 on the United Nations Guiding Principles on Alternative Development towards practical application among member states. World experts

on alternative development convened in Thailand for study visits at the Doi Tung Development Project (DTDP) in Chiang Rai, and Mae Fah Luang's outreach project in Myanmar.





## Flagship Project

From the vision of Her Royal Highness the Princess Mother to provide opportunities to people regardless of their nationality, race or religion, to a well-balanced economic, social, cultural and environmental development project that has become a model of sustainable development.





## Mae Fah Luang Art & Cultural Park

Rai Mae Fah Luang became a 'home' to hundreds of youth from remote areas.

The Mae Fah Luang Art & Cultural Park, known to the people of Chiang Rai as "Rai Mae Fah Luang", started out as the headquarters of the Thai Hill Crafts Foundation under the Royal Patronage of HRH the Princess Mother. It was established in 1972 to create an income for the hill tribes through marketing their handicrafts, overcoming the risk of exploitation by the middle man. When the Princess Mother established the Hill Tribe Youth Leadership Project, Rai Mae Fah Luang became a 'home' to hundreds of youth from remote areas. Here, they were provided with education and lodging, so they could adapt to urban living. Later, when education reached the more remote areas and children no longer had to leave home to attend schools, Rai Mae Fah Luang was transformed into the Mae Fah Luang Art & Cultural Park, housing a large collection of ancient Buddhist art, Lanna and teak wood artefacts. Today, the Mae Fah Luang Art & Cultural Park is open to the public as a knowledge centre for arts and culture.



In 2016, the Mae Fah Luang Art & Cultural Park organized a number of events:

**"20 Years...The Memory Lives On" exhibition** to pay tribute and show appreciation to HRH the Princess Mother for choosing Chiang Rai as her base for work. The story of her life and work were reflected through installations made of recycled materials from the DTDP. Despite having passed away 20 years earlier, MFLF continues to further her royal initiatives.

**"Mae Fah Luang Art & Cultural Park" book launch.** The book was published to tell the story of this park, with its beautiful landscape, ancient artefacts, and northern cultural traditions that are unique and worthy of preservation, as is the objective of the Mae Fah Luang Art & Cultural Park.

**"21<sup>st</sup> Quest for Mae Fah Luang".** This is an annual tradition in Chiang Rai, held on 18 July, the anniversary of the passing of HRH the Princess Mother. Thousands of people from every district of Chiang Rai province come to pay homage at the statue of the Princess Mother at the Mae Fah Luang Art & Cultural Park to show their gratitude to her for helping to improve their well-being. It also serves to inspire participants to carry on the Princess Mother's vision.





## Hall of Opium, Golden Triangle Park

The DTDP tackled the problem of opium cultivation in a sustainable manner, starting at its root cause, in order to reduce the supply side. To create a holistic solution to this issue, HRH the Princess Mother established the Hall of Opium, Golden Triangle Park, as a knowledge centre for the demand side of this narcotic drug. The Hall of Opium gives the history of opium, its uses and dangers, and its economic, social and environmental ramifications, presented through modern interactive multi-media technology as a form of edutainment.

In 2016, Mae Fah Luang Foundation organized two events here:

**Hall of Opium's Faidee Youth United Against Drug Camps.** Organised for the third consecutive year in conjunction with the Office of Narcotics Control Board, the camp had 3,333 participants in 45 groups from 55 schools in three communities in Chiang Rai. The camp served to proactively carry on the royal initiative of HRH the Princess Mother, targeting the children and youth in the region who are both major players in drug prevention and high-risk groups themselves. They learned about the dangers of narcotic drugs not only to themselves, but also to their families and society at large, so they could build up their immunity towards drugs, find a clear direction and goal in life, and choose

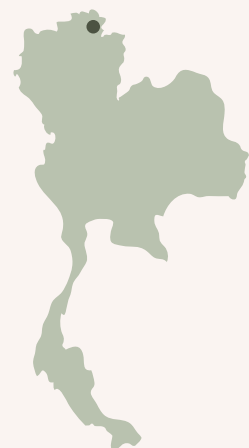
DTDP is targeted on solving demand of narcotics, Hall of Opium aim at reducing supply of narcotics



the correct and drug-free path. Activities, which served to provide a learning process that was also fun, were devised jointly by relevant stakeholders including teachers, parents and community leaders, who also observed and participated at the camp to help build up immunity. Children and youth who completed the workshop also carried out a related "Mini Hall of Opium" workshop to relay their knowledge and experience to 2,398 of their peers in another 15 schools in two communities. In effect, a total of 7,010 people benefited from this workshop.

**Curriculum to develop the potential of youth leaders and solve drug problems among youth in the northern region.** This was developed through three workshops in conjunction with the Office of the Narcotics Control Board Region 5 for 181 youth representatives aged 13-18 from Chiang Rai, Phayao, Phrae, Nan, Chiang Mai (Om Goi district), Lamphun, Lampang and Mae Hong Son provinces. They learned about the dangers of narcotic drugs, and later shared their experiences through further activities in their own communities.





### General Information

#### Project area

14,962.4 hectares

Covering 29 villages

#### Beneficiaries

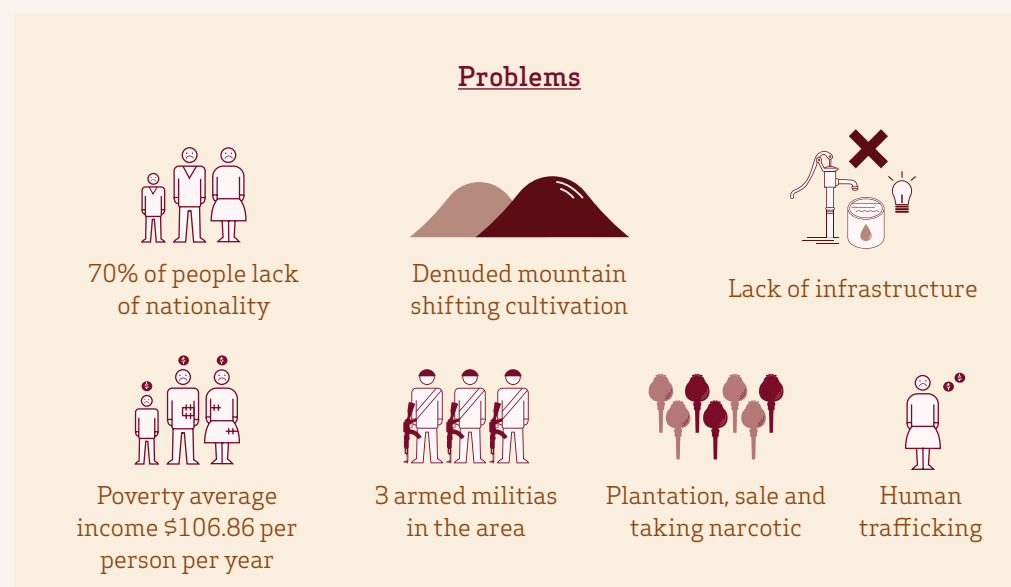
1,714 households

10,551 people

#### Project duration

1988 - present

## Doi Tung Development Project (DTDP)



The DTDP is moving into its final phase of “sustainability”. Work is therefore concentrated on capacity building so the community can continue the development work on their own. The Doi Tung social enterprise brand has to be strengthened for greater stability, ensuring a certain quality standard at every step of the manufacturing process, building in environmentally-friendly procedures, and creating a network of partnerships to upgrade the brand.

**To develop the potential of the Doi Tung communities**, the second “Colours of Doi Tung” festival was held under the theme “Colours of a Legacy Continued” from 28 December 2015 - 31 January 2016. The event was an opportunity for villagers to develop the potential of their folk crafts and resources, learn about service and hospitality, entrepreneurship based on their unique cultural values, as well as environmental and social responsibilities, in addition to providing a stable income. DTDP selected vendors who met a required standard, with sufficient potential and preparedness, to attend a workshop on calculating capital investment, improving quality, sales and packaging. There were a total of 89 booths at the fair selling food and drinks, handicrafts, souvenirs, local fruit and vegetables, as well as folk performances. The fair brought an income of \$177,159.73 to the Doi Tung community, up 104% from the previous year.

Child and youth development is the heart of development work at this phase. In 2016, MFLF joined hands with the Office of the Basic Education Commission (OBEC), Education Region 3, to organize teacher training workshops for eight schools in the area, according to level. For Kindergarten- Grade 3 the workshop highlighted “The Montessori Method of Education and Teaching Thai using the Montessori Method”. For Grade 4-6, the workshop emphasized “Project Based Learning” using the natural classroom on Doi Tung, and the “Socratic Approach” in conjunction with the Foundation of Virtuous Youth, with emphasis on how to teach by asking questions that encourage thinking and helping each other discover the answers. For teachers of Grade 7-9, the emphasis of the workshop was on curriculum development to promote vocational skills based on the local context



with regards to problems and demands, as well as the development of a vocational curriculum based targeting the local community. An Advanced Mathematical Thinking Project using an Open Approach and Lesson Study was also held in conjunction with the Faculty of Education, Khon Kaen University to help elementary education teachers to devise conditions that would allow students to find solutions and present options. The workshops also encouraged teachers to work as a team to jointly devise a learning and evaluation process to improve teaching methods in and between schools.

Every year, the DTDP in partnership with various universities apply scholarships for its youth. In 2016, ten children in Doi Tung were awarded scholarships and as a part of the condition, to join activities during the holidays to nurture a sense of responsibility and patriotism, and to become quality citizens. Extra-curricular activities included skills development according to age group, such as vocational counselling for participants to find their future direction, and understand the demands of the labour market both within and beyond their own locality. Sharing their own experiences in these workshops were their seniors in Doi Tung who were working in various jobs both within and beyond their communities, to help them plan their education programme. There was also a “National Artist to Young Artists on Doi Tung” to inspire, improve artistic skills, and instill the value of their environment through the medium of art. Together with former youth participants, they set up the “Faidee Club” in various schools to build upon their social entrepreneurship skills.



**To strengthen the Doi Tung social enterprise**, the main strategy for 2016 was to build up international partnerships; increasing sales targets for IKEA under the campaign “The Next Generation Initiative”. Sales increased by 68% in 2016, covering handwoven textiles, mulberry paper and ceramics products. Not only this campaign help to bring quality products from the hands of Doi Tung villagers to the global market, it also introduced global standards of quality to Doi Tung, helping to upgrade our manufacturing process. DTDP also joined hands with the city of Kasama in Japan, which is renowned for its pottery, in an effort to upgrade Doi Tung ceramics production. Two Kasama artisans held a training workshop on ceramics production process for seven Doi Tung ceramic artists, from designing, moulding, glazing, and firing, to create a unique identity for Doi Tung ceramics. Doi Tung’s artisans also submitted their work for exhibition and sale at the annual Himatsuri Pottery Festival along with local ceramic artists in Japan.

A brand awareness activity was held under the name “Doi Tung & Friends”, with guest designers namely event organizer Sombatsara Tirasaroj, fashion guru Kullawit Laosuksri and actress Khemupsorn Sirisukha, who worked with Doi Tung craftsmen to create a special limited edition collection of products. Customer relations events were also held at Doi Tung Lifestyle store, MFLF head office on Rama IV Road, such as the Gift Festival, “Green Thumb Beginner” workshop, “Tray Garden” workshop, “Feng Shui decoration” workshop, “Painting with Natural Colours” workshop, “Making Pompoms with Doi Tung craftsmen and, most significantly, a Coffee Salon with Mr. Jose’ Yoshiaki Kawashima, who has a world-wide reputation as the “Coffee Hunter”. Mr. Kawashima shared his knowledge on coffee quality and how to improve coffee quality with coffee aficionados.

In Horticulture social business unit: Mae Fah Luang Gardens continued to concentrate on landscape design, year-round maintenance and the presentation of new flower species. The newest addition to the garden was **the Doi Tung Tree Top Walk**, which allowed visitors to view the gardens from a new perspective. The Mae Fah Luang Arboretum at Doi Chang Moob was enhanced for bird-watching activities, with both domestic and migratory birds. The Lady’s Slipper programme was another success, with awards received at various events such as the 12th Asia Pacific Orchid Conference 2016 held on the theme Orchids and Human Beings, the National Agricultural Fair 2016 at Maejo University, Chiang Mai, the 35th Lanna Flower Festival at Ban Den Health Garden, Chiang Mai, and the 7th Thai Paphioclub Meeting Day organized by the Paphiopedilum Club of Thailand.

In Tourism social business unit: Activities concentrated on strengthening the hospitality operations, training personnel on service standards, and creating a support system that would provide greater efficiency. Both restaurants on Doi Tung emphasized the use of organic ingredients and local produce from Doi Tung communities, and other farmers in Chiang Rai.

In Food social business unit: To make Doi Tung Arabica coffee an outstanding brand, emphasis was put on raising the standard of planting and nurturing the plants for long-term benefits. New species were tested in pilot plots, and farmers were trained on the specific care for coffee plants at various stages for higher yield in both quality and quantity, as well as easier harvesting. As a result, 5 rai (2 acres) of pilot plots of Arabica coffee yielded 11,000 kgs of coffee. New technology was introduced to various steps of the production process in the form of a new application to help survey existing crops and follow up on every step of the process. In the case of any inconsistencies, staff can pinpoint the problems and provide immediate rectification. Quality control can be implemented from start to finish for greater efficiency.



**To building in environmentally-friendly measures**, In 2016, the DTDP joined hands with Chiang Mai University to recycle waste. Macadamia husks, scraps of mulberry paper and yarn were converted into **biofuel** for use in the various factories, reducing the amount of waste from macadamia husks by 30%, and the amount of Liquid Petroleum Gas (LPG) used in the factories by 11%.

DTDP has also set up a systemized **waste separator unit** to reduce landfill, to create an income from waste separation that will cover operating costs, and to be a model for the surrounding communities. Waste is separated into four groups: 1) Resalable waste, 2) Biodegradable waste which is turned into compost, as fodder for black soldier fly larvae, earthworm farms and making EM fermented organic fertilizer, 3) Hazardous waste, for delivery to professional toxic waste disposal companies, and 4) General waste, to be used as landfill. Today, the amount of landfill has been reduced by 83%. The waste separator unit has also started **growing organic vegetables from compost** to sell to DTDP restaurants. Weeds from clearing land for fire blockades are also used to make compost, reducing the smoke and haze that would have resulted from burning. Dead bamboo is made into bamboo charcoal, reducing the amount of fuel for wild fires and creating value-added by processing into various products such as air purifiers, soap and shampoo. The use of compost in 90% of macadamia plantations has led to the introduction of bee-keeping to help pollinate the flowers, which increased nut yield by 20%, as well as 15 tonnes of macadamia honey from 1,000 bee huts. Natural methods of pest control for macadamia plantations were also used, such as the use of red ants to control plant lice.

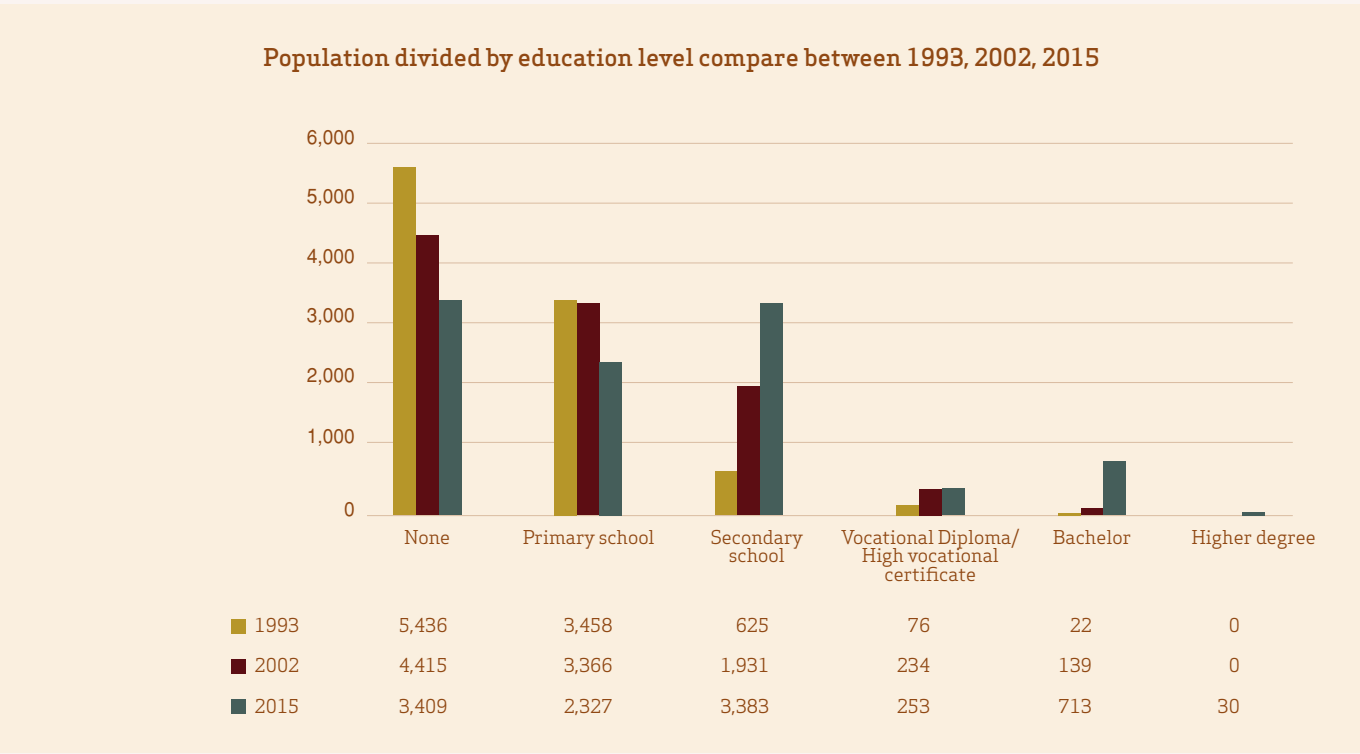
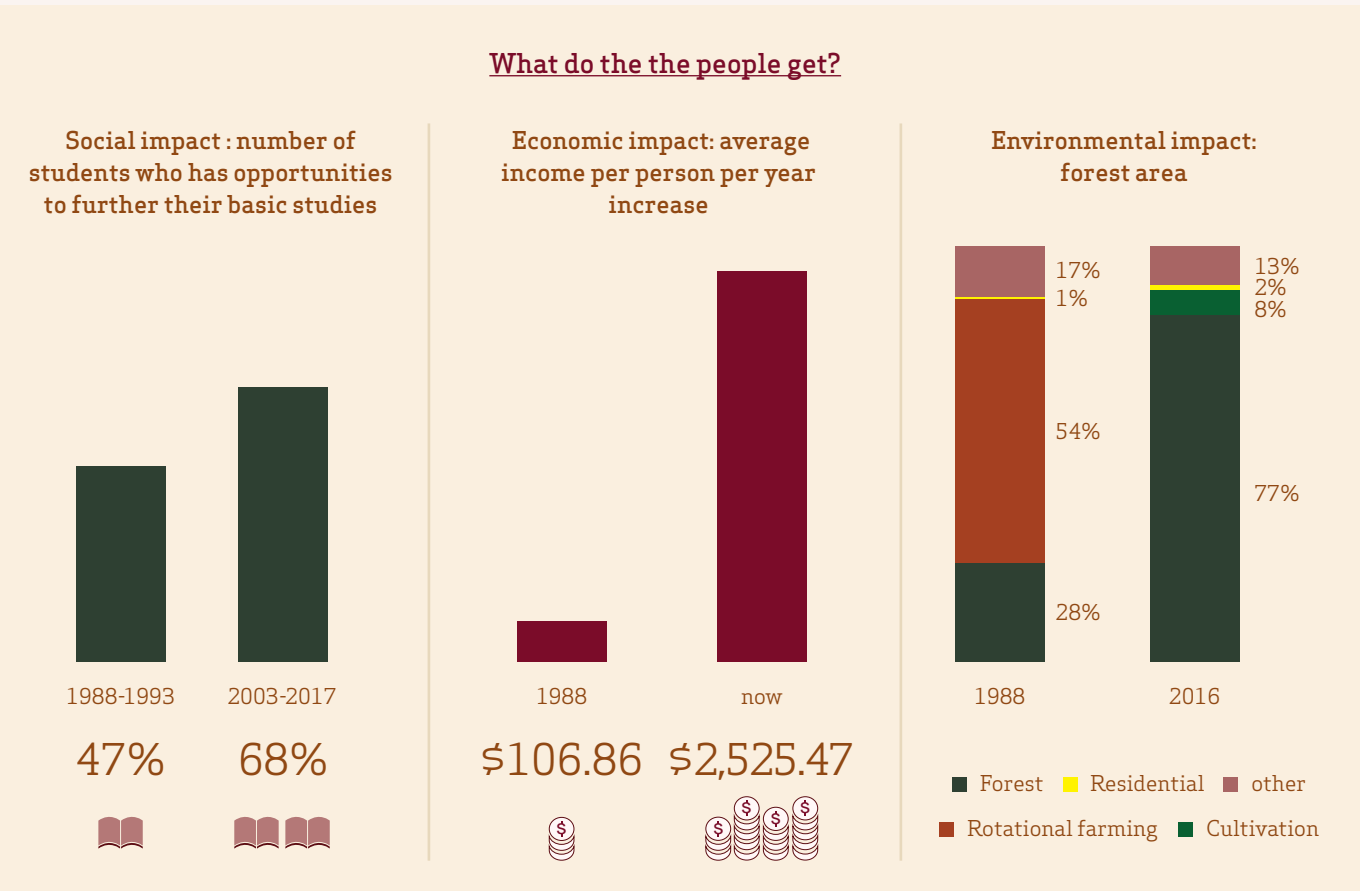




Eco-efficiency has been applied to DTDP factories to improve fuel efficiency, and compare product value with the environmental impact of the factories. A contest was held between factories to encourage workers to implement energy-saving measures.

MFLF has launched a Carbon Neutral Organisation campaign, with a Green Game among various departments to instill habits for a carbon neutral lifestyle, with the carbon offset calculated into its equivalent in number of trees planted. Today, MFLF's Bangkok office has reduced greenhouse gases by 22 tons carbon dioxide equivalent, or a reduction of 3% from the previous year.

A key factor of the DTDP is commitment to ongoing creativity and development. The lush forest cover has returned to Doi Tung, but DTDP will continue to improve Doi Tung's eco-system together with the local communities, planting diverse trees, particularly local species, and particularly in areas affected by forest fires in previous years. DTDP also joined hands with the Chaophya Abhaibhubejhr Hospital Foundation to survey Doi Tung's potential, and the market demand, for growing Jiaogulan herbs as a supplementary vocation for the Doi Tung community, allowing man and forest to co-exist.







## Outreach Project

A development model that can be modified to suit any area. From DTDP's lessons learned and development experiences, the model has been adapted to other regions, both domestically and internationally. The model serves to address issues of poverty and the lack of opportunity, the roots of social problems, and stand as a development model on a global scale.



**General Information**

**Project area**  
40,000 hectares covering  
20 villages in 3 districts

**Beneficiaries**  
1,723 households  
7,392 people

**Project duration**  
2013-2017

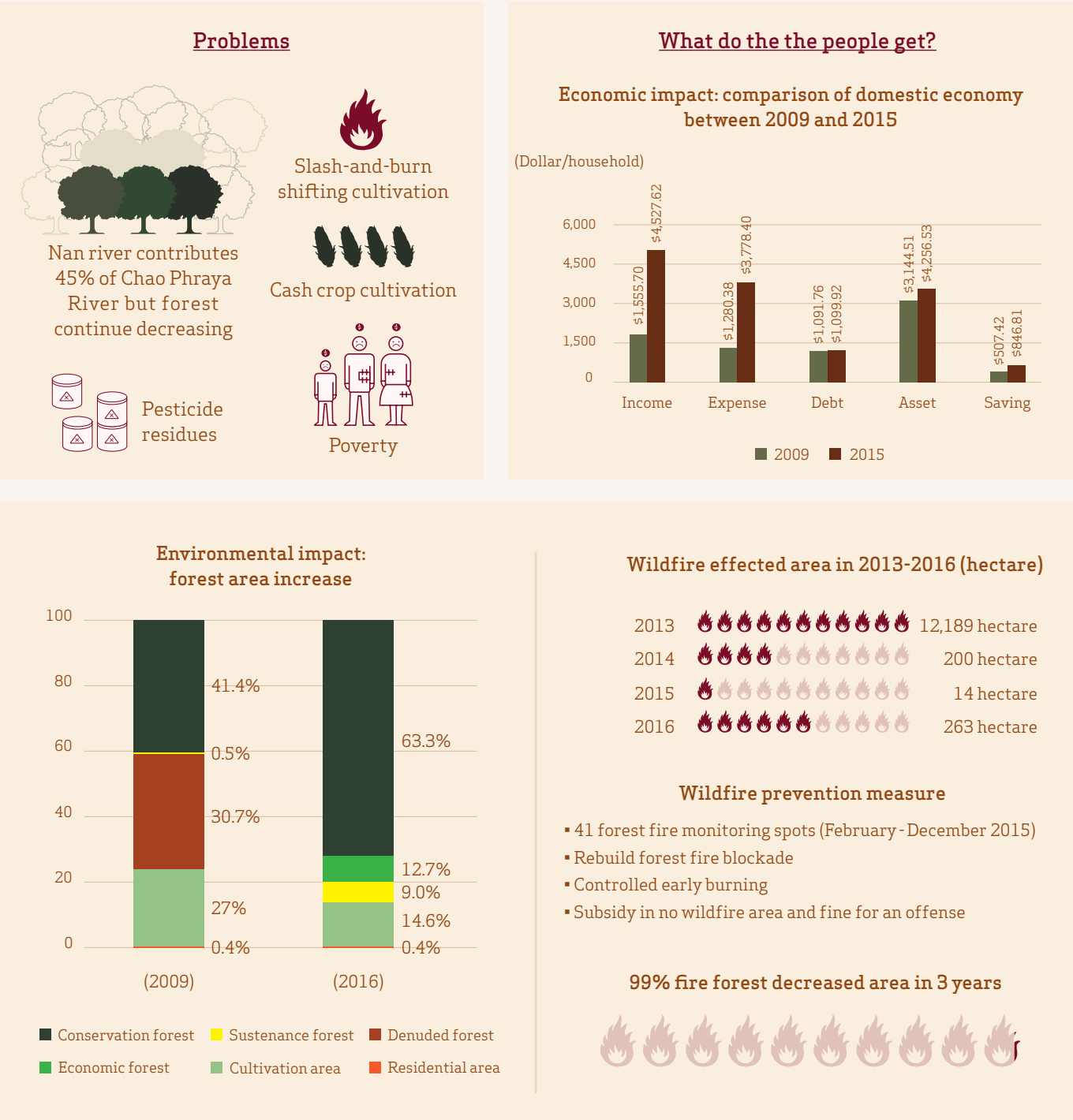
## Nan Reforestation Project

The Nan Reforestation Project is currently in the second stage of “Sufficiency”; when local communities have food security, and do not have to rely on loans for their daily lives, have access to production factors-water and soil-that is to say, they can “Survive”, MFLF will move on to the “Sufficiency” stage to ensure a stable and long-term income through product processing and value-added, as well as capacity-building for the communities to manage their resources in a sustainable manner for the greatest benefit.

In 2016, the Nan Reforestation Project aimed to expand economic forests by 6,170 rai (987 hectares), and conservation forests by 6,813 rai (1,090 hectares). This was done by creating an understanding and awareness among the villagers, and working with them to transform former shifting cultivation areas and denuded forests into 8,034 rai (1,285 hectares) of economic forests. Another 1,915 rai (306 hectares) of conservation forests were planted, bringing the total to 9,949 rai (1,592 hectares), missing the target by 3,034 rai (485 hectares), due to a request by villagers to increase economic forests by 1,864 rai (298 hectares), and delaying the planting of 4,898 rai (784 hectares) of conservation forests until the following year. However, the communities continued to maintain the 87,865 rai (14,058 hectares) of forest planted between 2013-2015. MFLF also prepared 917,190 saplings designated for planting in the said area.

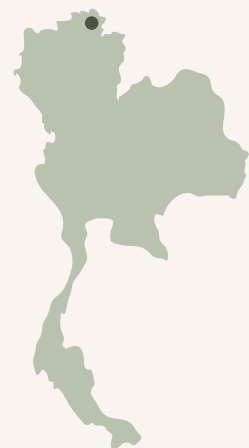
MFLF put great emphasis on the quality of the trees in the economic forest. Development volunteers-young men and women from local communities-are trained by MFLF to conduct field surveys on a regular basis to record the growth of the villagers’ trees. Agricultural experts are also brought in to give advice.

This year, the project initiated a banana chips programme to create value added for kluay nam wa bananas that were introduced to villagers in 2009 to plant as a firebreak and as food for pigs. A partnership was formed with a private banana chips company who sent experts to survey the potential of the local bananas, and give advice on harvesting and processing procedures, as well as be the marketing arm for community produce. The communities then set up their own social enterprise to process bananas, with a small size factory that could process bananas to meet the desired quality and standard, thereby bringing in a stable income to the community.



Three Faidee Youth Camps were held under the theme “We care for forests; forests care for us”, comprising 169 participants. With activities that highlighted “learning by doing”, analytical thinking, as well as fun, the camps attempted to convey the messages of “worth and value” and “the link between man and forest” to encourage a participatory approach to reforestation, and instill a sense of environmental awareness for future generations of local people. Activities included “Planting paduak trees on paper” to calculate the gains from planting 1 rai (0.40 acres) of paduak trees, so that participants would understand the significance of the concept “cultivating land, cultivating people”. Participants were then asked to relay the message to others, and ask their parents for a plot of land where they could grow paduak trees, an important economic plant. In 2016, a total of 7,145 trees were planted as a result of the camps, reducing the area of shifting cultivation by 70 rai (11 hectares).





## Tea Oil and Other Oilseed Crops Research and Development Project

Her Royal Highness Princess Maha Chakri Sirindhorn initiated a project for the study and development of tea oil and other oilseed crops to find a viable new economic crop for local communities in the long term. It also served as a pilot project for tea oil plantations in Thailand.

MFLF therefore joined hands with the Chaipattana Foundation to undertake this project, setting up a Knowledge Centre and a management system that would make tea oil a viable and sustainable economic crop for local villagers. In 2016 a total of 63 tonnes of tea oil was produced, which was handed over to the Chaipattana Foundation for processing, packaging and marketing.

However, the project's tea oil production is still unstable. Attempts have been made to reproduce plants by making cuttings and grafting, testing various strains of tea oil plants at different altitudes, as well as adding different minerals to the soil to increase yield, while also exterminating pests.

### General Information

#### Project area

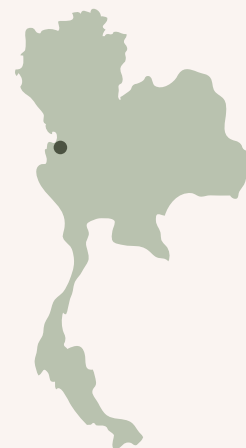
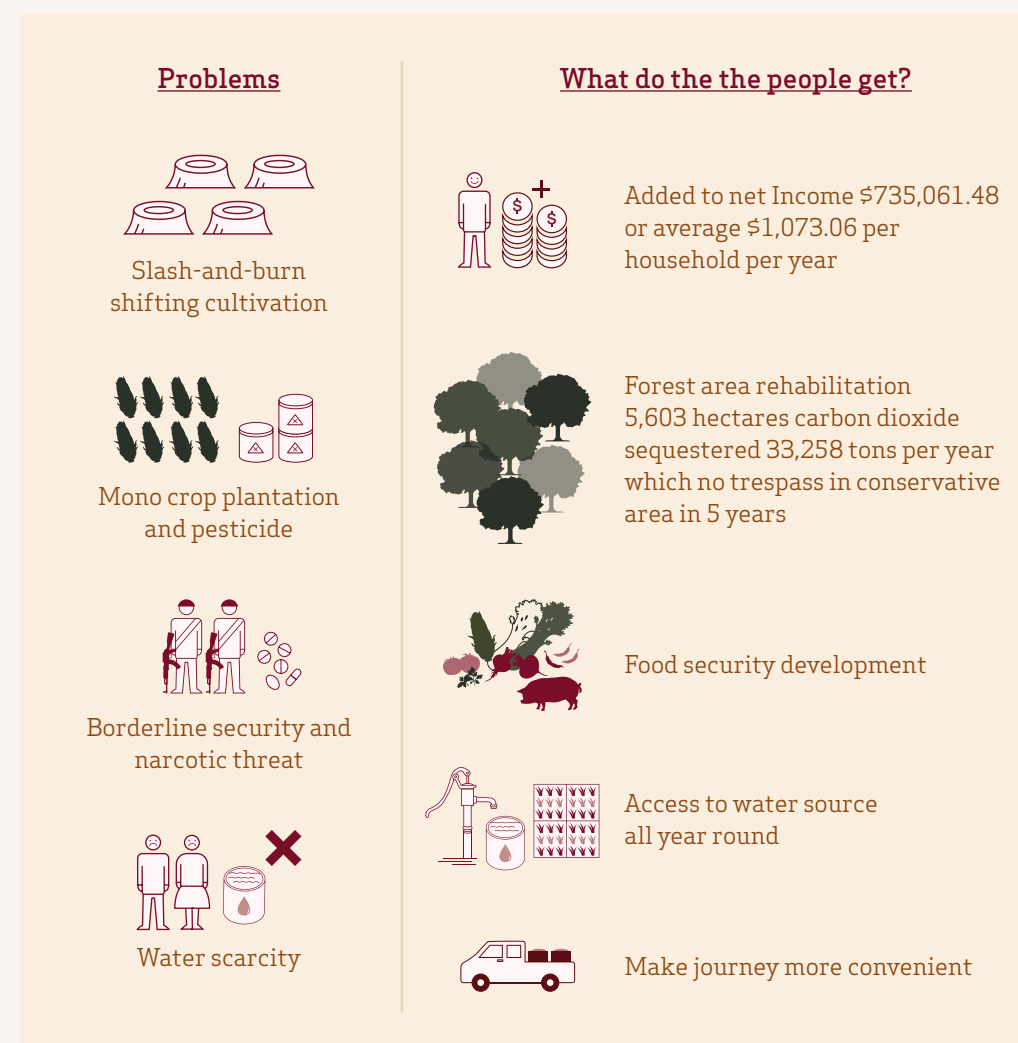
- Pang Mahan plantation area 225 hectares
  - Mae Mhor, Puna, and Jatee village plantation area 322 hectares
  - DTDP and Pha Mhee research centre 37 hectares
- Total 584 hectares

#### Beneficiaries

685 households  
4,118 people

#### Project duration

2005 – present

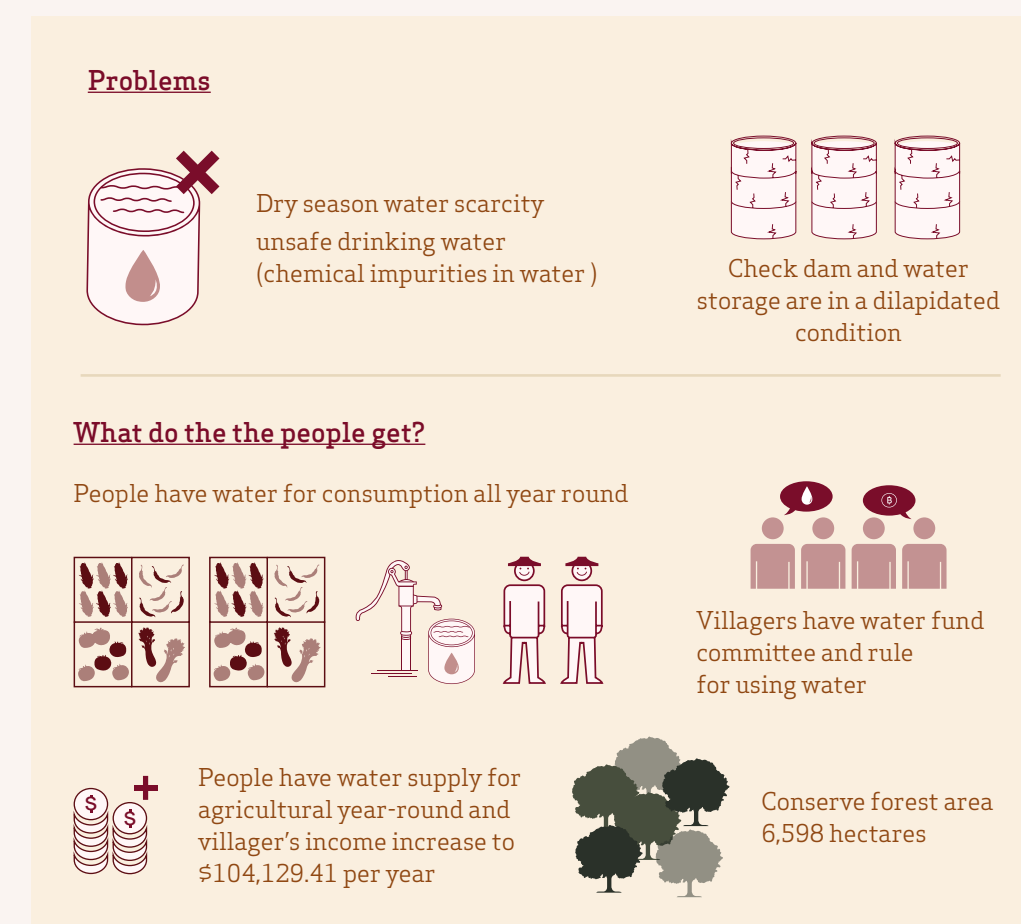


## Water System Development in Umphang

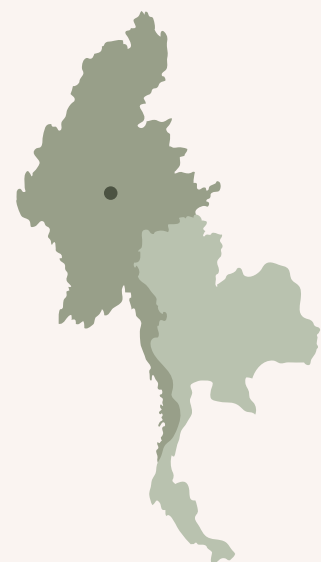
The irrigation project in Umphang district, Tak province is still in the “Survival” stage. It follows on from the profiling project on displaced people in nine temporary shelters along the Thai-Myanmar border, a joint project between MFLF and the United Nations High Commissioner for Refugees (UNHCR) since 2014. MFLF initiated a project to develop the potential of the refugees for sustainable agriculture at Nu Po Temporary Shelter, Umphang district, Tak province in 2015. Together with the Umphang Wildlife Sanctuary, an irrigation system was developed for Thai-Karen villagers living outside the shelters in 2016.

This community covered an area of 41,236 rai (6,598 hectares), but there was an insufficient water supply. To help the community take better care of the forests and reduce the need for shifting cultivation, MFLF worked with the local villagers to establish a comprehensive irrigation system, from building a check dam, a water retention system, irrigation system, as well as water management system. The emphasis was on a participatory approach that gave villagers a sense of ownership from the start. They had to provide their own labour, while MFLF provided knowledge, know-how and materials. As a result, the villagers had a greater opportunity for agriculture, growing rice and fruit, with a year-long water supply.

The villagers were also encouraged to set rules and regulations, with a village committee supervising water usage. A water management fund was set up with fees of \$1.70-2.83 per year collected from each household.







## General Information

### Project area

26,192 hectares  
covering 29 villages

### Beneficiaries

3,154 households  
12,785 people

### Project duration

2011 - present

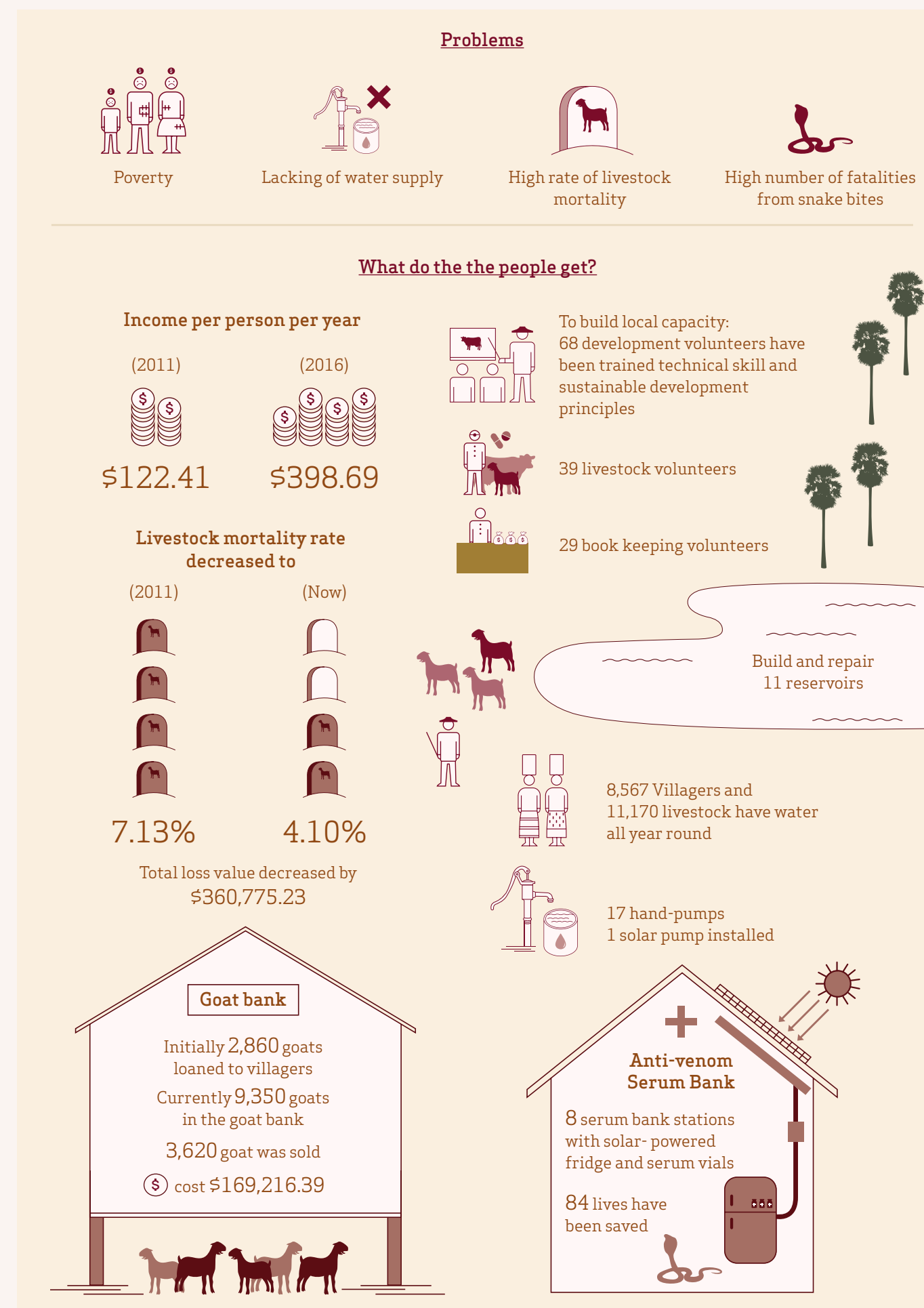
# Sustainable Alternative Livelihood Development (SALD) Yen-an Chaung Township, Magway Division, Republic of the Union of Myanmar

The Sustainable Alternative Livelihood Development (SALD) project in Yen-an Chaung, Magway Division, Republic of the Union of Myanmar, was at the “sufficiency” stage, and was set to be handed over to the community. Work at this stage therefore concentrated on capacity building, providing the villagers with management skills so they could carry on the development work in their own areas. It was also necessary to adjust the strategy to allow the give the social enterprise brand “Happy Owl” greater stability.

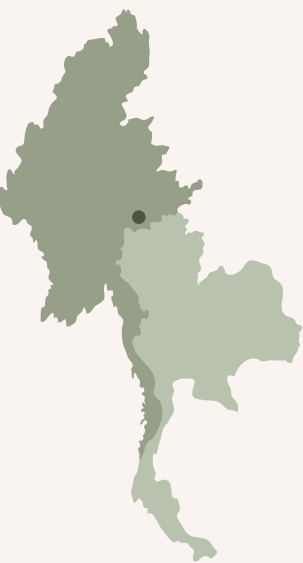
To prepare for the conclusion of the 6-year project according to the agreement with the government of Myanmar, MFLF had to ensure that the community had the capability to manage the development project on their own. In 2016, the emphasis was on capacity building, particularly management skills. It was necessary to ensure that the skills, already learned through six years of the project’s participatory approach, will be sufficiently ingrained to let the community continue to manage the project on their own in the long term without making a loss. Training included management skills, calculating investment capital, calculating payment and fact-checking. Significantly, the Livestock Breeding and Veterinary Department of Myanmar, which partnered with MFLF to train livestock development volunteers from the start of the programme, presented certificates to all the participating community volunteers who, despite their lack of formal education, had been trained as para-vets and had hands-on experience to the point that they were able to treat animals, reducing the death rate of livestock significantly, and improving the overall health of livestock within the programme.

Various funds were set up in the community to help them manage their resources and audit the funds, such as the Water Bank, where each village would agree on a fee according to the capability of each household and size of the reservoir, to be used for the reservoir’s maintenance; the Anti-venom Serum Bank, to be paid by every household to maintain the solar-powered refrigerator, and buy snake serum in the future; the Livestock Medicine Bank to buy medicine and vaccines for livestock. A livestock pharmacy was also set up near Yen-an Chaung market, the ownership and management of which was gradually handed over to local volunteers to provide them with a supplementary occupation, and increase the role of the village committee in auditing the various funds for greater transparency.

After its launch into the Myanmar market, the Happy Owl social enterprise brand was faced with conditions that were different from the Thai market, and strategies for production, packaging, pricing and marketing had to be adjusted. MFLF is working with the National Food Institute to adjust the product to suit the Myanmar market.







General Information

**Project area**  
24,480 hectare  
covering 56 villages

**Beneficiaries**  
2,571 households  
13,569 people

**Project duration**  
2013- present

# Thai–Myanmar Sustainable Alternative Livelihood Development Project (SALD), Tachileik and Mong Hsat Districts, Shan State, Republic of the Union of Myanmar

The Thai-Myanmar Sustainable Alternative Livelihood Development Project (SALD), Thachileik and Mong Hsat Districts, Shan State, Republic of the Union of Myanmar, is currently at the “survival” stage. The project took a 3-pronged approach in 2016: public health care, food security and increasing household income.

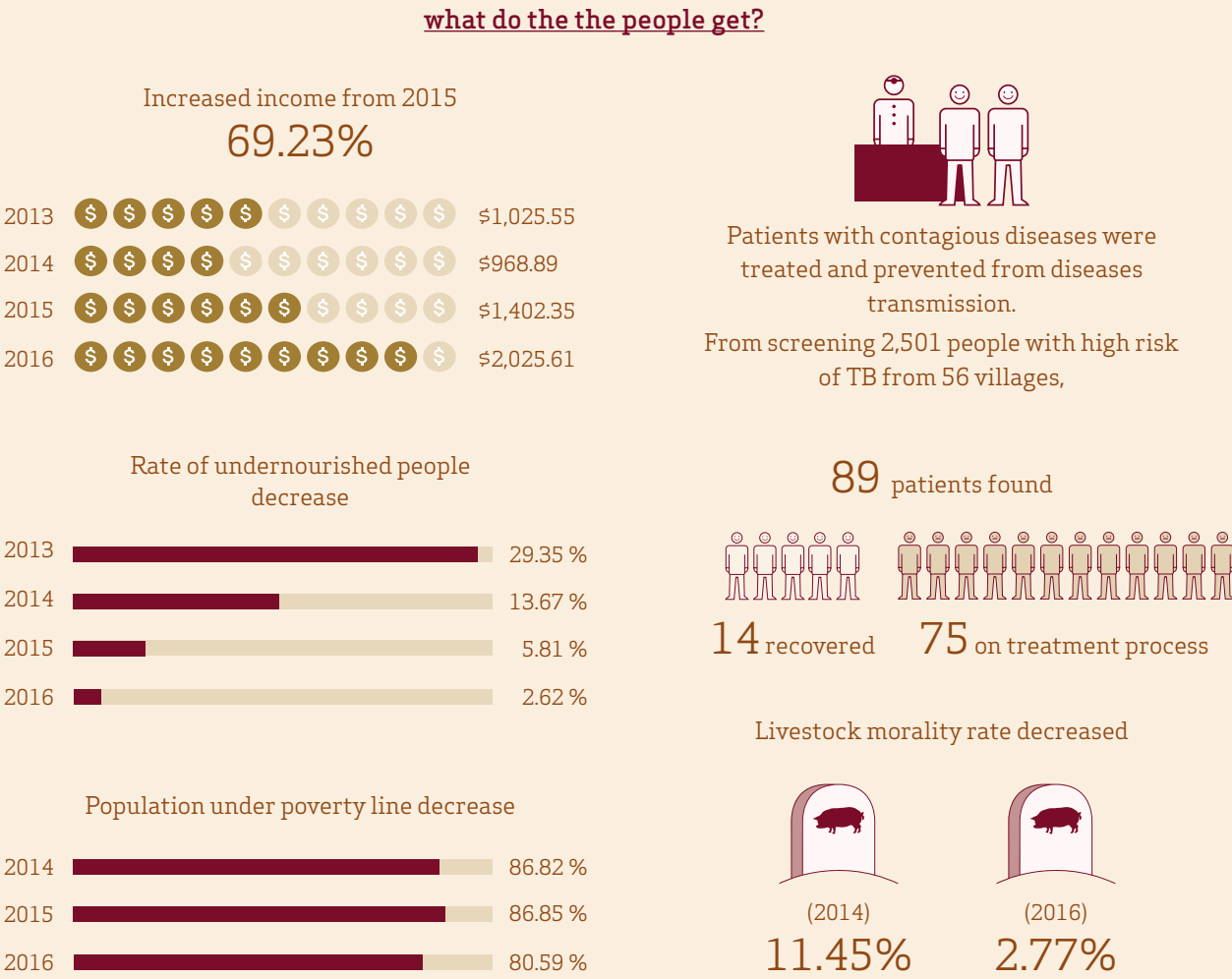
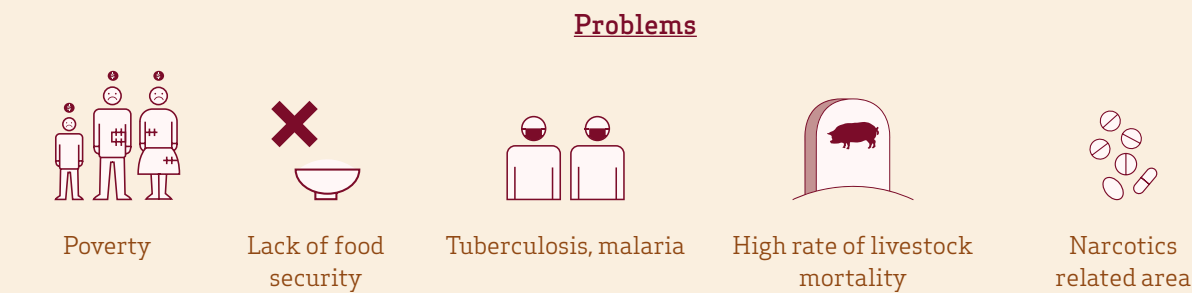
**Public health care:** Due to the lack of personnel and medical supplies, basic public health was inadequate. Tuberculosis was also rampant especially in the Wa region. The project concentrated on capacity building for health volunteers to represent the villages as “community mothers” to work pro-actively in the field of public health, disseminating knowledge and information to villagers and school children, building a health database, keeping alert on the community health situation, visiting patients and providing first aid treatment under the supervision of local nurses and the project’s public health team. TB patients were also screened, with high-risk patients being sent to government hospitals.

**Food security:** SALD worked with local schools to organize vegetable plot gardening activities, so schools could be models for food security exercises, helping to reduce household expenses. A parent-child-teacher network was created to support the planting of a school vegetable garden. Teachers taught children how to plant and care for the garden, prepare vegetable seedlings that could be taken home and planted. The project supplied necessary equipment, and teachers led the activities and followed up on the vegetable plots at the children’s homes. The project also encouraged every household to “grow everything they eat, and eat everything they grow”, using integrated-farming approach, and advised on how to increase yield. They set up a farmers’ group and organized agriculture workshops based on the needs of the villagers, with the aim of reducing household expenses. A livestock bank was also set up for pigs, black-bone chickens, goats and fish, with vaccination services and treatment provided by para-vets who were trained through a hands-on approach. Livestock mortality rates decreased from 11.45% in 2014, to only 2.97% in 2016.

**Income generation:** MFLF created options to generate income, both in the short-term and long-term, and acted as an intermediary between farmers and the market through various activities such as the promotion of short-term crops during the rice planting season, and alternative crops after the rice harvest that catered to market demand in order to generate a quick income. During the dry season of 2016, MFLF helped 636 farmers to generate extra income, constituting 50.6% of arable post-harvest land. During the rainy season, a total of 1,622 farmers also managed to generate extra income. MFLF also bought farm produce from farmers to create an incentive to grow alternative crops such as perilla, bamboo grass, coffee, paper mulberry, paddy, maize and soy beans, with over 1,532 people benefiting from this activity.

Poor villagers were encouraged to grow economic plants such as coffee, cashew nuts and ternstroemia gymnanthera. They were repaid with rice for taking care of these economic plants during the first three years prior to harvest. Not only would this provide them with a long-term income, but also reforest the land and provide food security. In 2016, this project involved 168 villagers and 3,756 kgs of rice, bringing the total of economic forests from 2014-2016 to 3,222 rai (515 hectares), and the number of participants to 610.

Support was also given to 21 community groups, with MFLF helping to create a network with the market for the products, such as the Tai Yai Tong On reed mat group and the Lahu bamboo basketry group.







## Engagement

Participatory approach for a sustainable society: From a localized development project, we aim towards creating opinion leaders who can advise, disseminate and promote His Majesty the King's principles, on a national and international level. At the same time, we aim to expand the participatory approach to wider society to adapt the King's concepts into different scenarios for society and country that is sustainable.





## Social Entrepreneurship Model

Drawing on DTDP's lessons and experiences in social entrepreneurship over the past 30 years, MFLF in 2016 therefore concentrated on strengthening its role as a leader of SE on a national level, and creating allies and partnerships in order to help create and increase efficiency of other SEs with hope to address problems in Thai society on a wider scale. A tree-pronged strategy was introduced:

1. Nurturing an environment that is conducive to social entrepreneurship. MFLF executives joined the Thai Social Enterprise Promotion Board and the Sub-Committee for Social Enterprise Certification Application, as well as over 25 SE networking organizations in order to learn and share information on SE, and create a network of allies in solving social and environmental problems in the future.

2. Creating a SE network to enhance the potential of SE operators and increase opportunities for expansion. This included forming a partnership with the Chao Phya Abhaibhubejhr Hospital Foundation to share hill tribe folk wisdom on herbs in the DTDP area, Mae Fah Luang district, Chiang Rai province, in order to preserve traditional practices, increase potential and create value-added in the form of alternative medicine products for the future.

3. Creating new SE businesses and developing new markets. In 2016, MFLF selected seven agricultural groups in seven provinces, namely Chiang Rai, Chiang Mai, Phayao, Roi Et, Surin, Yasothon and Ubon Ratchathani, who were ready to embark on an organic rice SE under the brand "Hello", with MFLF as the intermediary to develop marketing opportunities. A total of 875 households benefited from fair market prices, receiving an increased income of 30% compared to normal rice farming. A surplus of \$7,830.47 will go to the organic rice development fund for future use.

## Creating a participatory society

In 2016, MFLF aimed to widen horizons, create awareness and adjust attitudes of urban society and opinion leaders through a hands-on experience in hope to reduce social disparities between ideologies and close the gap between the rich and the poor.



**"Khon Yuen Dai, Mai Yuen Ton" (Standing Tall Together)** project from 18-22 May 2016, which came out of the concern about the haze and deforestation problems in the north, especially in Nan province, as shown through trending social media. MFLF invited change-makers on a study visit to Nan and Chiang Rai in MFLF's project areas to survey denuded forests, the source of the Nan River, and to talk to the villagers, in order to understand reality on the ground. Each change-maker had to share his/her experience through his/her social media channel, on-line media and various television programmes.

**"Faidee Kids Camp"** for nature appreciation. Two 5-day camps were held in October 2015 and February 2016 at DTDP. City children learned how to live with nature, and how ethnic hill tribes co-exist with nature. These were children with the means and potential to become future leaders, but were limited by their urban lifestyle which is

dominated by digital technology, keeping them out of touch with nature, real life or other societies. At the end of the camp, parents noted that their children had a changed attitude, a reduced ego, with a greater understanding, appreciation of nature, and its relation with other things in the world.

**"13th Cycle for Doi Tung"** to vie for the Princess Maha Chakri Sirindhorn Cup. This was held on 25 October 2015 as a tribute to HRH the Princess Mother. The 12.5 km route started from the Cottage Industries and Outlet Centre, Huay Khrai sub-district, Mae Sai district, to Doi Tung Royal Villa. This event was publicized on the Cycle for Doi Tung Facebook page, and had 2,859 participants.



## Living University

MFLF initiated the Living University concept to disseminate lessons learned from applying the King's development concepts and the Mae Fah Luang development approach to the DTDP and other outreach projects, to advocate this development model in the national development agenda, and to inspire change-makers to adapt this knowledge in other projects in society. This is taught through a hands-on experience, by interacting with local villagers as well as actual practice and field visits.

In 2016, study visits were organized for 8,783 people in 252 groups from various organizations in the public and private sectors as well as the media who showed an interest in the topic "The Mae Fah Luang Development Model" at DTDP and the Nan Reforestation Project. These included 217 local groups and 35 international groups.

Educational institutes both in Thailand and overseas: Chulalongkorn University, Thammasat University, Mahidol University, Kasetsart University, Khon Kaen University, Prince of Songkla University, Mae Fah Luang University, Chiang Rai Rajabhat University, Princess Chulabhorn Science High School Phitsanulok, and schools within the DTDP area, Tokyo University, Kaio University, Osaka Prefecture University in Japan, University Teknologi Malaysia, and Indiana University, USA. Other institutes included the Capital Market Academy, the Institute of Security Psychology, the National Defence Studies Institute, the Japan-America Institute of Management Science (JAIMS) who have offered a joint programme for over five years.

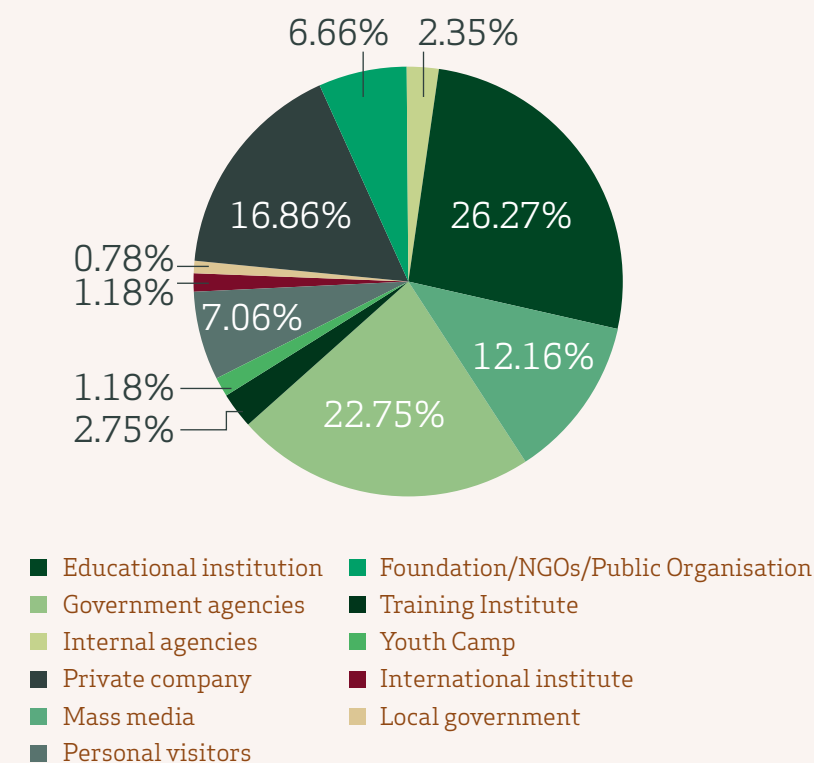
Government units: Office of the National Security Council, Ministry of Foreign Affairs, and the Office of Narcotics Control Board.

State enterprises and private companies: Pracharath Rak Samakkee Thailand Company, PTTLNG Co Ltd, Pasak Hillside (Betagro) Co Ltd, Siam Commercial Bank, Electric Generating Authority of Thailand.

Non-profit organizations: Chao Phya Abhaibhubejhr Hospital Foundation, Teach For Thailand Foundation, Tabina Foundation from Indonesia. Individuals: The Ambassadors of Germany and Korea, representatives from Nigeria and Ghana, agriculture experts from Nepal, government representatives from India.

The Living University also offers training courses to inspire new outlooks and provide specific skills such as the 2-month internship programme (June-July 2016), with applications from 70 participants from 46 universities in 11 countries, which were shortlisted to eight participants (including four overseas participants from four universities and four Thai participants from three universities) who worked on two projects: 1) The Marketing Potential for Organic Rice, and 2) Study and Testing Natural Dyes.

Living University stat divided by group

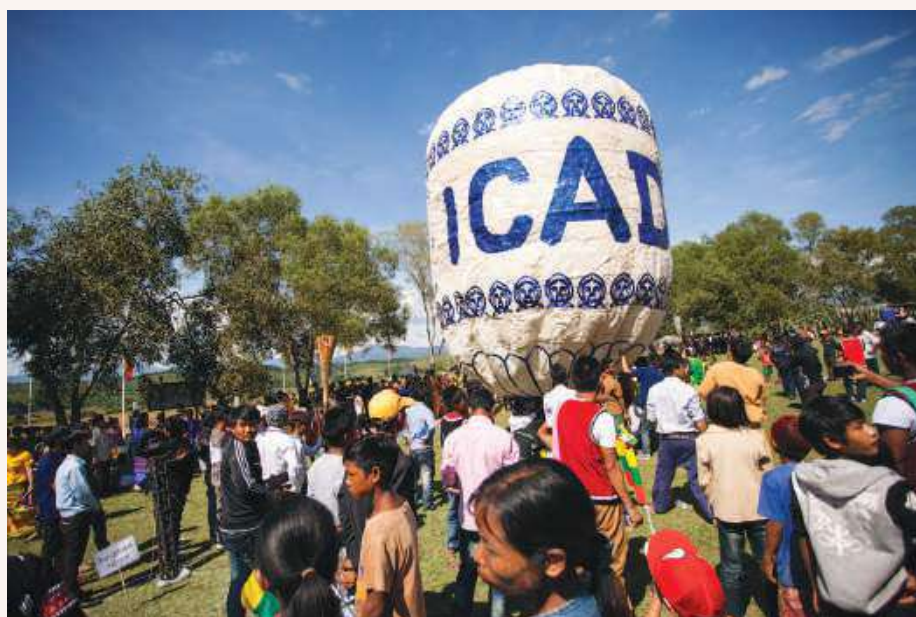


Both projects catered to the needs of the local community. Participants were able to combine the MFLF development model with local wisdom, resulting in tangible results. Their lessons learned were put into a report and presented to MFLF and community representatives.

There was also a two-month Development Practitioner course for 42 development volunteers of the Royal Initiative Discovery Institute who would be working in the southern border provinces. The aim was to acquaint them with the concept of sustainable development, field work procedures, and provide them with the skills knowledge, attitude and qualities to work with local communities to assess their problems and needs, and find a practical and sustainable solution.







## Policy Advocacy Seminars

In 2016, a number of important events were held to advocate the King's development concepts and the Mae Fah Luang development approach both of which have yielded tangible results, for policy-makers to create an understanding and awareness through a series of seminars on both national and international levels.

**International Conference on Alternative Development 2 (ICAD2):** MFLF, the Office of the Narcotics Control Board, the Ministry of Justice, the Highland Research and Development Institute (Public Organisation), United Nations Office on Drugs and Crime (UNODC) and the German government jointly organized this international workshop and exhibition to advance the United Nations Guiding Principles on Alternative Development towards practical application, to use sustainable AD practices along the King's concepts to solve narcotics issues as evidenced in both Thailand and Myanmar. There were 176 participants from 40 countries from every continent, including representatives from the government and private sectors, academics, NGOs, financial institutions, narcotic crop cultivators. It was held from 18-24 November 2015 at DTDP, Chiang Rai province, and at the Thai-Myanmar Sustainable Alternative Livelihood Development Project (SALD), Tachileik and Mong Hsat districts, Shan State, Republic of the Union of Myanmar, and in Bangkok.

**7th Asian Informal Drug Policy Dialogue:** This was an annual conference organized by GIZ of Germany, the Transnational Institute (TNI) to formulate policies to address drug issues in the region. It was held from 5-6 January 2016 in Phnom Penh, Cambodia, and was attended by 48 participants from the government and private sectors, international organisations, who discussed proposals to be incorporated policies for UNGASS 2016. M.L. Dispanadda Diskul, Deputy CEO of MFLF was invited to deliver a report from ICAD2.

**59<sup>th</sup> Session of the Commission on Narcotic Drugs (CND):** Representatives from MFLF were invited to join the Thai contingent to attend the 59th Session of the Commission on Narcotic Drugs in Vienna, Austria, from 14-21 March 2016. The aim was to come up with recommendations for "Promoting the Implementation of the United Nations Guiding Principles on Alternative Development". MFLF, in conjunction with the Office of the Narcotics Control Board, UNODC, the governments of Germany and Colombia, to **host a side event on "Alternative Development: Framing the Post-UNGASS Agenda"**, which was well attended by over 120 participants. The MFLF representative emphasized the need to work closely with the private sector on AD because sustainability depends on market demands, and the private corporations are now looking for quality products with a story that will provide value-added.

**1st Brandenburg Forum on Drugs and Development:** M.L. Dispanadda Diskul, Deputy CEO of MFLF, attended the 1st Brandenburg Forum on Drugs and Development in Brandenburg, Germany, from 11-13 July 2016, organized jointly by the government of the Netherlands, UNODC, GIZ of Germany, and the Transnational Institute. This was an informal dialogue to review UNGASS 2016 and discuss guidelines for the new Action Plan for International Drug Control in 2019.



Statement of Financial Position

	30 September	
	2017	2016
	Bath	
Assets		
<b>Current assets</b>		
Cash and cash equivalents	394,033,260	100,817,314
Cash and deposits to financial institution for special projects	29,748,876	38,356,867
Current investments	595,208,833	794,278,000
Investments in short-term securities	155,559,810	394,171,268
Trades receivable	28,186,184	26,807,149
Inventories	166,393,274	170,508,071
Accrued interest	3,742,703	2,629,560
Other current assets	16,321,415	14,146,895
<b>Total current assets</b>	<b>1,389,194,355</b>	<b>1,496,715,124</b>
<b>Non-current assets</b>	13,750,000	13,750,000
Investment under equity method	305,000,000	295,000,000
Other long term investments	237,922,697	262,719,926
Property, plant and equipment	375,000	-
Other non-current assets	11,928,915	11,894,811
<b>Total non-current assets</b>	<b>568,976,612</b>	<b>583,364,737</b>
<b>Total Assets</b>	<b>1,958,170,967</b>	<b>2,080,079,861</b>
<b>Liabilities and accumulated capital</b>		
<b>Current liabilities</b>		
Trades payable and other payable	29,596,422	43,887,844
Unearned revenue	5,746,815	4,080,547
Accrued expense	49,004,294	40,760,949
Other current liabilities	5,790,070	2,393,515
<b>Total current liabilities</b>	<b>90,137,601</b>	<b>91,122,855</b>
<b>Total liabilities</b>	<b>90,137,601</b>	<b>91,122,855</b>
Special project funding	195,133,204	501,197,310
<b>Accumulated capital or reserved money</b>		
<b>Accumulated capital</b>	1,474,597,416	1,489,726,249
Unrealized gain (loss) fair value	200,000,000	-
adjustments of investments	(1,697,254)	(1,966,553)
<b>Total accumulated capital</b>	<b>1,672,900,162</b>	<b>1,487,759,696</b>
<b>Total liabilities, special project funding and accumulated capital</b>	<b>1,958,170,967</b>	<b>2,080,079,861</b>

Statement of Income

	30 September	
	2017	2016
	Bath	
<b>Revenues</b>		
Sales and service revenues	506,277,381	487,229,391
Donation income	32,540,888	69,700,834
Investment income	37,333,229	33,059,886
Insurance compensation	28,355	533,634
Other income	248,818,160	174,975,828
<b>Total revenues</b>	<b>824,998,013</b>	<b>765,499,573</b>
<b>Expenses</b>		
Cost of goods and services	196,047,924	215,129,144
Sales and service expense	161,338,105	175,500,618
Administrative expense	282,740,817	323,909,902
<b>Total expense</b>	<b>604,126,846</b>	<b>714,539,682</b>
<b>Revenue over expense</b>	<b>184,871,167</b>	<b>50,959,891</b>

# The Year in Review



**21-25 October 2015**

HRH Princess Maha Chakri Sirindhorn presided at the opening of the 19th "In Remembrance of Somdet Ya" exhibition at Siam Paragon shopping centre to mark the birthday anniversary of HRH the Princess Mother. The event was held on the theme "20 Years... The Memory Lives On"



**October 2015-February 2016**

3<sup>rd</sup>-5<sup>th</sup> Faidee Kids Camp. Nature appreciation camp for urban children aged 9-12 to allow them to experience the beauty of nature and enjoy adventures in a natural classroom, and learn how man can co-exist with forests during their school holidays.



**25 October 2015**

"13<sup>th</sup> Pun Doi Tung" (Bike for Doi Tung) to mark the birthday anniversary of HRH the Princess Mother.



**19-24 November 2015**

International Conference on Alternative Development 2 (ICAD2) in Myanmar, Chiang Rai and Bangkok.



**28 November 2015-31 January 2016**

"The 2<sup>nd</sup> Colours of Doi Tung" festival under the theme "Colours of a Legacy Continued", held during weekends and long holidays to allow local communities to try their hand at enterprise and become business owners, and enhancing Doi Tung as a creative travel destination.



**4 March 2016**

Dr. Kris Yensudjai, designer of Doi Tung brand, presented his collection "The Savage Guardian" created from hand-woven textiles by hill tribe communities on Doi Tung, and inspired by the Royal Guards to reflect the concept of the Doi Tung communities being the protector of the forest.



**4 April 2016**

M.R. Disnadda Diskul, Chairman of MFLF, was presented with the Thomas Hart Benton Mural Medallion by Michael A McRobbie, President of Indiana University, USA, in recognition as an outstanding alumni, for his lifetime achievement and contributions towards social development, bringing a good name to the university.



**9 April 2016**

Thanpuying Putrie Viravaidya, Secretary-General of MFLF, opened the "20 Years... The Memory Lives On" exhibition to mark the anniversary of the death of HRH the Princess Mother. The exhibition conveyed the vision and achievements of the Princess Mother in the form of installations created from product scraps from the Doi Tung Development Project.



**18-22 May 2016**

"Standing Tall Together" campaign for the new generation of 30 change makers who visited Nan and Chiang Rai provinces to gain an awareness and a first-hand experience of the issues behind forest fires and the disappearance of watershed forests in Nan.



**10-12 July 2016**

MFLF organized a study visit to the reforestation project in Nan province for high-ranking representatives from 18 government units and private corporations such as the National Economic and Social Development Board, the Office of the Prime Minister, the Ministry of Natural Resources and Environment, the Electricity Generating Authority of Thailand, the Securities Exchange of Thailand, Siam Commercial Bank, Thai Beverage PCL, Charoen Pokphand Group and Chulalongkorn University, to provide them with a model to replicate in their own reforestation projects, as well as to create a network of civil society to carry out reforestation projects under the concept "Cultivating Land, Cultivating People" in line with the government's policy.



**28 July 2016**

M.L. Dispanadda Diskul, Deputy CEO of MFLF, was a panellist in the discussion "Sustainable consumption form: the next growth" at the SET Social Impact Day 2016.



**29 July 2016**

HRH Princess Bajrakitiyabha brought convicts from the "Kamlang Jai" project to the DTDP for a study visit and a discussion between convicts and the local communities to create inspiration and gain insight into the application of development principle.



**20 August 2016**

Mrs. Pimpan Diskul na Ayudhaya, Director of the Knowledge and Learning Centre, was a speaker at the TEDxBangkok 2016, speaking on her own experience led her to discover how to link the two worlds of concrete jungle and natural forest.



**21-30 September 2016**

Doi Tung & Friends project launch, with a special limited edition collection of products created by guest designers, namely event organizers Sombatsara Tirasaroj, fashion guru Kullawit Laosuksri, and actress Khemupsorn Sirisukha, along with a special ceramics collection made by Doi Tung artisans.





มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์  
Mae Fah Luang Foundation under Royal Patronage

## **MFLF Annual Report 2016**

1. This annual Report summarizes the activities of the MFLF in fiscal year 2016 (October 1, 2015 to September 30, 2016)
2. Please note that some figures are provision values and figures may vary according to the timing and method of calculation.
3. All sums indicated with a dollar sign (\$) refer to US dollars and are calculated at an exchange rate of \$1.00 = 35.2980THB (Bank of Thailand rate in 2016)
4. All maps contained in the report are approximate.

**June 2017**

**Mae Fah Luang Foundation under Royal Patronage**

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