



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์
Mae Fah Luang Foundation under Royal Patronage

Annual Report
2017



Help the People to Help Themselves

Board of Directors

Mae Fah Luang Foundation under Royal Patronage



Her Royal Highness Princess Maha Chakri Sirindhorn
Honorary President



Board of Directors

1. Most Rajawongse Siromadu Diskul Chairman
2. Thaepraying Puksa Visessaya Board Member and Secretary-General
3. Khunying Prungsri Diskul Na Ayudhya Board Member and Deputy Secretary-General
4. Dr. Sunet Tamwiyat Board Member
5. Gen. Paoe Mabuk Na Ayudhya Board Member
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2. Dr. Kubota Shiori Advisor
3. Dr. Romy Hinweisnik Advisor
4. Mon Rajwongse Uesica Sukhavati Advisor
5. Ms. Boonchob Sathiamaneewang Advisor
6. Mrs. Patama Patcharising Legal Advisor
7. Ms. Tengjai Therasophon Advisor to the Executive Committee

Message from the Chairman



It was 48 years ago when Her Royal Highness Princess Sirindhorn, the Princess Mother, introduced Hill Tribe embroidery and accessories to the market, improving the quality of the products and creating a sustainable income for the hill tribe villagers. She also provided opportunities for Hill Tribe youth in remote areas to live at Rai Mae Fan Luing, a second home where they could learn to live together, to go to school, and develop their leadership potential. This has now become the Nao Pen Luing Foundation under Royal Patronage which has a mission to catalyze the growth of sustainable development through an integrated approach, both in Thailand and abroad.

Today, the transformation of the local lives of people within the Foundations project area is the proof that the Nao Pen Luing approach is guided by Her Royal Highness Princess Sirindhorn, the Princess Mother, and the development principles of His Majesty King Bhumibol Adulyadej, Rama IX – approaches based on developing the potential of individuals and the concept of sufficiency – have allowed villages to gain self-reliance, and are the key to sustainable development.

In 2017, the NPLF played a leading role in advocating sustainable development policies at both domestic and international levels, as well as promoting community enterprises. A number of new projects have been launched to solve problems of survival, illicit drugs and social diversity, as well as to build a new generation of youth to become good and reasonable citizens. Several of these projects are in partnership with other foundations, the government and private sectors as well as international governmental organizations, leading to a greater and multi-dimensional model that can be adopted and replicated on a broader scale. These efforts have also allowed Thailand to achieve the 17 goals and 169 targets of the Sustainable Development Goals set by the United Nations as the global agenda for the next 15 years. The NPLF continues to strive to carry on the royal initiatives of HRH the Princess Mother and HM King Bhumibol Adulyadej to make Thailand a leader in the global development arena.

Mr. Reungsriwan Chansuda
Chairman of the Board
Nao Pen Luing Foundation under Royal Patronage

Message from the Secretary-General



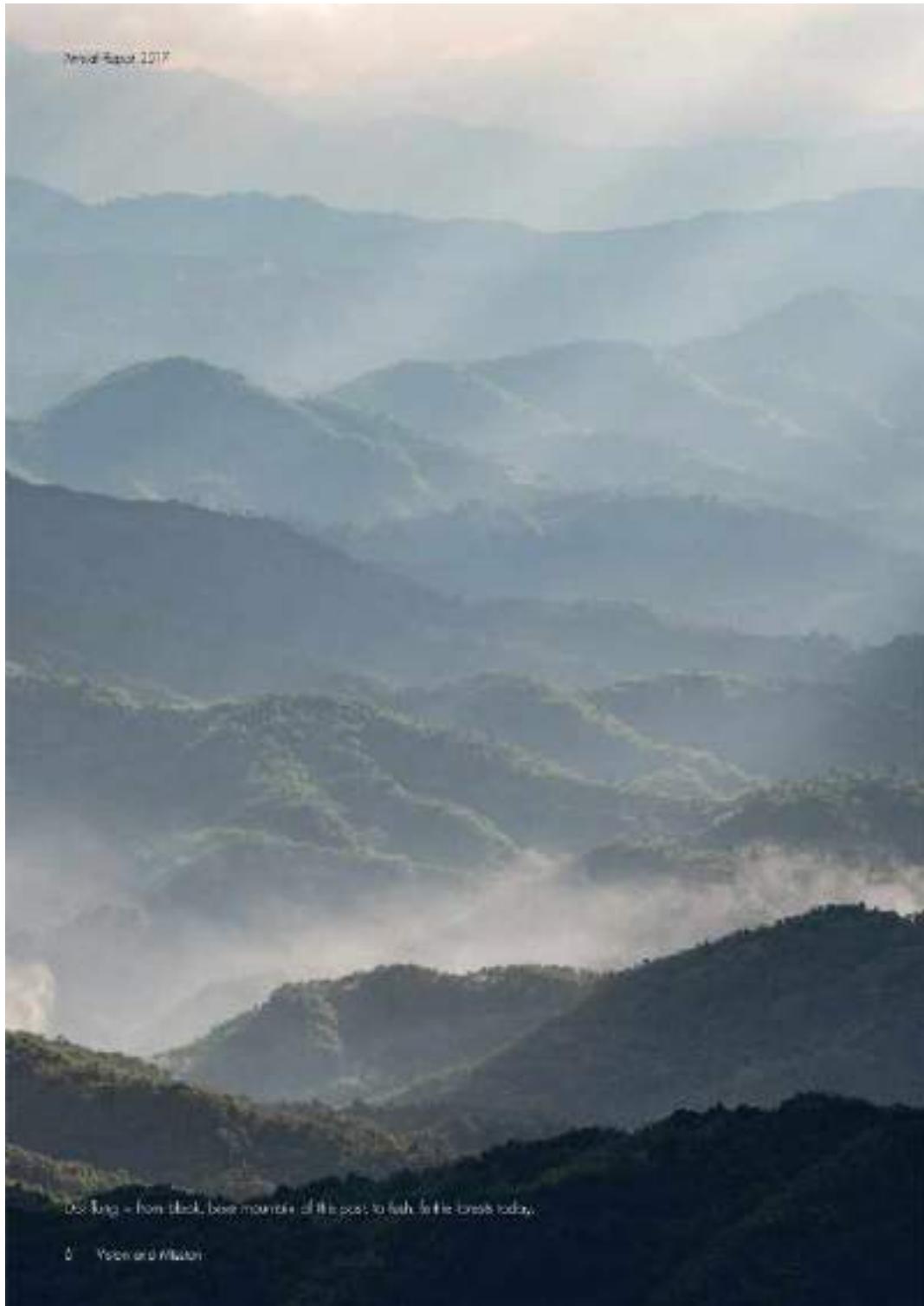
The Mai-Fai-Luing Foundation under Royal Patronage strives to carry out the royal initiatives of Her Royal Highness Princess Sirindhorn, the Princess Mother, to alleviate sickness, poverty and lack of education which are the roots of social life, in order to provide opportunities and livelihood options for people without discrimination against nationality, race or religion.

"Help the People to Help Themselves" was the guiding principle in the Princess Mother's development projects. This was to ensure that all development projects would continue to function under the operation of the locals even when the NPLF had exited from the project area. In 2017, the villages of Yenan Chauk Township, Magway Division, Republic of the Union of Myanmar, and the communities of Taungkaw and Mong Hsa Districts, Shan State, Republic of the Union of Myanmar, have attained the necessary skills, knowledge, awareness of the concept of sustainability, and are able to jointly manage their resources and funds. The NPLF has therefore adapted to the role of consultant, and transferred the development operations to the communities to execute and expand on their own.

The Dor-Tung Development Project has been internationally recognized as a model project for alternative development for a sustainable livelihood, since villages within the project area have been able to transform themselves from intense poverty and reliance on illicit drugs and occupations into a community that is happy, with their dignity regained, and second to none in the world. In 2017, we have therefore concentrated on using the potential of the villagers to enhance their creativity, their ability to think and act, and to share with other communities their experiences and lessons learned.

From a small start in development 48 years ago, the role of the NPLF has grown from a development practitioner to an advocate for sustainable development policies on a national and international level, helping to define policies and guidelines, providing consultancy, sharing our research and representing Thailand in global arenas in the exchange of ideas on sustainable development, alternative development and community entrepreneurship. This enhanced role and responsibility serves to build upon the royal initiatives of HRH the Princess Mother, as well as the aspiration of HM King Bhumibol Adulyadej, "What can we do so people will not forget Mother?"

Thanyapeng Pukka Visavadya
Secretary-General
Nao Pen Luing 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 principal development model.



Milestones



1972	1973	1974	1979	1984	1987	1988	1989
Her Royal Highness the Princess Mother founded the Thai Hill Tribes Foundation under the Patronage of Her Royal Highness Princess Mother, then, in 1982 the Thai Hill Tribe Foundation was renamed "Under the patronage of Her Royal Highness the Princess Mother" to "Under the Royal Patronage."	Opening of the Hill Tribe products shop by the Thai Hill Tribes Foundation near her Royal Patronage.	Breeding Training programme was set up for hill tribe youth from remote areas so they had an opportunity for education at the town of Chiang Rai, learn how to live together, support each other and develop their leadership potential.	Partnership with United States Agency for International Development (USAID) value the Hill Tribe Youth Leadership programme and provided the scholarship for 26 hill tribe children to study at school and stay at the Mae Fah Luang until they finish compulsory education and entrance to university.	1 st Wat Si Mae Fah Luang was held on the occasion of the 4 th Birthday Anniversary of Her Royal Highness the Princess Mother of Rose Mai Fah Luang, Ban Rue Wang, Mueang Chiang Rai, Chiang Rai Province.	Incorporation of Ban 1584 hermitage (2,000 rai) Reformation Project to mark the 90 th birthday of Her Royal Highness the Princess Mother.	• Anouk Co., Ltd. was established to run the Economic Poverty Project, with its shareholders namely the Crown Property Bureau, Mitau & Co., (Thailand) Ltd. State Commercial Bank, Asia Bank, Deistributed Company, and Sompresa Mutual Savings Corporation. Shareholders agree that they will not take back initial investment and all profits will be channeled for further social and community development of Doi Tung, making it one of the first social enterprises in Thailand;	• Muak (Thebaek) Co., Ltd. set up the Coffee Development Project to help develop Aranya coffee varieties for planting at the Doi Tung Development Project;

Milestones



1990

1992

1993

1994

1995

1996

1998

2000

The vocational training centre for sewing and tailoring was built up in Dot Tung. later known as the Clothing Industry Centre and Center. The well alike marked the opening of the first house in Dot Tung. Today, all the Dot Tung handicraft houses are known as Darling University.

- The Pha Mee Drug Treatment and Rehabilitation Centre was founded to provide assessment for drug addicts and to prepare them to re-enter society with dignity.
- The Mae Pha Laung Arboretum was set up on the drug trafficking route to give varieties of plants from different countries as well as herbs which

- The late King Bhumibol Adulyadej and Queen Sirikit, as well as HRH the Princess Mother, visited the Mae Pha Laung Arboretum at Dot Tung. Today, the Mae Pha Laung Arboretum has set up on the top of the Wang Non Range "Sir Law Myaum".
- The Mae Pha Laung Garden received the PATA Gold Award from the Pacific Asia Tourism Association under the Tourism Development category.

The coffee bean roasting facility and academic processing facility were set up.

The first Cafe Dot Tung was opened at the Dot Tung Development Project.

- After the passing of HRH the Princess Mother in 1986, His Majesty the King accepted the idea: Pek Liang Foundation under His Royal Patronage, and appointed Her Royal Highness Princess Maha Chakri Sirindhorn as Honorary President.

- The award of awarding the STOP badge to long-serving staff was initiated. HRH the Princess Mother, upon her death, gave the idea to design the badge with her name.

Educational development began at Ben Kha Yai's Primary School, Dot Tung Development Project, with the introduction of Confucianism into the curriculum whereby children "learn by doing" and learn by making".

- The United Nations Educational, Scientific and Cultural Organization (UNESCO) honoured HRH the Princess Mother as the world's "Great Personality in Peace Service" in the field of education, applied science, and human health and environmental development.

- The Dot Tung Development Project achieved financial self-sustainability. The profits from its social enterprises in handicrafts, tourism, food processing and floriculture are used to cover operational costs and social development in the Dot Tung area.

Milestones



2002

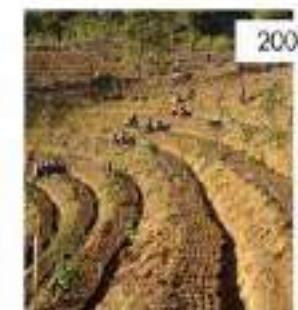


2003



2005

2006



2006



2009



2011

2002

- "Dai Tung II" (2002-2004) project commenced in Yang Oo Shwe State in Myanmar, marking the first international research project for the MFLP.
- The United Nations Office on Drugs and Crime (UNODC) presented DTII a label with its logo recognizing 80 reports from Dai Tung products "contribute to the achievement of drug free world".

2003

- Mr. Rakhengpon Cherdchai Dittel, then Secretary-General of the MFLP, was appointed to the UNODC Steering Committee on Theoretical Evaluation on Alternative Development.
- The United Nations Office on Drugs and Crime (UNODC) presented DTII a label with its logo recognizing 80 reports from Dai Tung products "contribute to the achievement of drug free world".

2005

- A child-centered approach to the Nonviolent Medical Model was introduced at Ben Kha Young Paena School, Dai Tung Development Project, for kindergarten and primary education that built strong foundation for lifelong learning.
- The MFLP joined hands with the Japan International Friendship and Welfare Foundation (JIFF) to set up a medical training centre to improve the knowledge of medical personnel in the opening of the Hall of Greater Mekong Subregion, namely Laos, Vietnam, Thailand, and Cambodia, and provide medical equipment.
- His Majesty King Bhumibol Adulyadej Bodindradebayavarangkun (BMRB) His Royal Highness Crown Prince Maha Vajiralongkorn graciously presided at the opening of the Hall of Greater Mekong Subregion, namely Laos, Vietnam, Thailand, and Cambodia.
- Launched "am-the-Siam Commercial Bank Foundation to launch the Pang Naien Rehabilitation Project, Thoiri Thai sub-district, Chiang Rai Province, using the Assisted Tree Rehabilitation method.

2006

- His Majesty King Bhumibol Adulyadej Bodindradebayavarangkun (BMRB) His Royal Highness Crown Prince Maha Vajiralongkorn graciously presided at the opening of the Hall of Greater Mekong Subregion, namely Laos, Vietnam, Thailand, and Cambodia.
- "Dai Tung IV" (2008-2012) project commenced in Battambang Province, Cambodia. Thailand to be included in Thailand No. 3889/0 of the United Nations Economic and Social Council.
- Partnered with the Chiangmai Foundation to expand the Rehabilitation project to Ban Pao, Thailand Sub-district, Chiang Rai Province, using the Natural Tree Regeneration method or "Intervention without planting".
- Dai Tung office was granted Geographical Indication (GI) from the Department of Intellectual Property, Ministry of Commerce.

2008

- Advisor for Alternative Development in Battambang Province, Cambodia. Unveiled in ceremony presided over by Schwab Foundation for Social Entrepreneurial on the "Social Entrepreneur of the Year 2009" for the region of East Asia and South East Asia.
- Won Rapongpon Cherdchai Dittel, then Secretary-General was honored by Schwab Foundation for Social Entrepreneurial on the "Social Entrepreneur of the Year 2009" for the region of East Asia and South East Asia.
- Partnered with the Royal Institute Discovery Foundation to implement an integrated development pilot project with Royal principal approach in Nan Province (2010-2013), covering 21 villages in three districts, namely Tha Wang Pha, Sung Kham, and Chomphuayok.
- "Dai Tung V" (2011-2017) project commenced in Venet District, Muang District, Muang District, Muang District, Thailand. Launch of "Mekong" or "Sustainable Food Project" at 12 provinces - Phitsanulok, Phrae, Nakhon Sawan, Uttar Thani, Chai Nat, Sing Buri, Ang Thong, Ayutthaya, Nakhon Pathom, Nakhon Ratchasima and Maha Sarakham. The project was aimed at aid food Atkins to recover their livelihoods after the major fires.

2009

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2011

Milestones



2012

*Dai Tung VT (2012-2017) commenced in Mae Hong Son, Thailand. This project adopted the UN's Guiding Principles on Alternative Development (UNGPs) on AD and had one of the first ICAD workshops hosted by the Foundation in 2011. The UNGPs on AD serve to guide countries to conduct development projects that facilitate safety and solve problems and issues in communities effectively and sustainably.

2013

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2014

*Launch of the Mae Fah Luang Refugee Project (2013-2017). Lacheng 90,000 households, building upon the awareness campaign initiated in 2001. *The MFLP was approached by UNHCR to implement the "Profiling Project of Temporary Shelters along the Thai-Myanmar Border" to help understand the demographics and future livelihood preferences of approximately 130,000 displaced people in 100 temporary camps.

2015

*Partnership with the Royal Thai Navy Discovery Foundation received its 15th Nobel Asia Prize as an "Outstanding Organization for Culture and Community".

2015

*MFLP President, Maha Chaiwat Sittitham, indicated her wishes during the Annual MFLP Board Meeting for the DTDP to approach the teaching the Thai language in schools in the Mae Fah Luang District, adjacent to the DTDP.

*Dai Tung offices were granted Geographical Indication (GI) from the European Union.

2016

*Partnership with the Office of the Basic Education Commission, Ministry of Education, to improve Thai teaching for children whose first language is not Thai in schools in Thaot Thao, Mae Salong, Kirk, Mae Daeng Mai and Mae Taw Luang sub-districts from 2017-2021. A total of 25 schools were targeted for this project.

*Expansion of the water system development and wastewater project in Mae Fah Luang District; 1,000 households, for cultivation, consumption and utility; install pipes

2017

for water distribution, build water tanks for consumption purposes in villages that did not have access to clean water system. *Partnership with Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) under the "Mae Fah Luang Sustainable Development Foundation" to approach development through the 10 corporations include Charoen Pokphand Group Co., Ltd, Thai Beverage Public Company Limited, Siam Cement Plc, Ltd, Mitr Phol Co., Ltd, Bangchak Corporation Public Company Limited, PTT, Suntory Thailand Co. Ltd, Suntory Content Group Public Company.

Flagship Project





“

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

”

The Mae Fah Luang Art and Cultural Park

The Mae Fah Luang Art and Cultural Park was originally a “home” to 1,100 youths who had received a scholarship to study in the town. Not only did they receive academic knowledge in the classroom, but also survival skills and how to adapt to living with others outside the classroom. The place therefore was like a plantation to “cultivate people”. Today, the Mae Fah Luang Art and Cultural Park is a home of Lanna crafts and architectural complex made of teak wood, providing a rich source of knowledge on Lanna art and culture.



In 2017, the Mae Fah Luang Art and Cultural Park held a number of important activities:

- Updating and completing the registration of 2,421 art objects along with description of photographs to prepare for the opening of Northern Thai Lanna Museum.

- A photo exhibition “A Tribute to His Majesty’s Royal Grace”

by National Artist Ajarn Virasorn Chodchaisalipakorn, Chirabut Somprangsuk and Thaweecha Jitowattana with a series of images portraying the activities of the late King Bhumibol Adulyadej to provide viewers with inspiration in their daily lives and work.

- “22nd Remembering Mae Fah Luang” commemoration of HRH passing away on 13 July, an annual festival in Chiang Rai where over 2,000 representatives from the public and private sectors and local residents dress up in local and royal costumes to take part in a procession to present a floral tribute to the her statue.

- A dinner reception to welcome delegates of the “ASEAN-China-UNDP Symposium on Financing the Implementations of SDGs in ASEAN”

hosted jointly by the Mae Fah Luang Foundation under Royal Patronage, the ASEAN Secretariat, the Mission of China to ASEAN and UNDP in August 2017.



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

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The Hall of Opium

The Mae Fah Luang Foundation under Royal Patronage continues ongoing activities on alternative development. Its Doi Tung Development Project (DTDP) helped to reduce the supply of narcotics – the cultivation of opium poppy – by offering alternative livelihoods. The Hall of Opium was built at the Golden Triangle to reduce the demand for narcotics by providing knowledge and information through a presentation of the history of opium, its benefits and scourges, its economic, social and environmental effects, through a multi media format.



The MFLF continues to work jointly with the Office of Narcotics Control Board (ONCB) to organize "Future Youth Camp". Now in its fourth year, the camp aims to offset the threat of addictive drugs in its various forms, with the youth of Chiang Rai as its target group. The Hall of Opium, Golden Triangle Park, and the DTDP were the venues for the camp. The 2017 curriculum was adapted for different age groups. For the 9-12 age group, it aimed to familiarize them against the threat of drugs, help them gain an awareness of the ill effects of drugs on themselves, their families and society; for the 13-15 age group, it aimed to help them gain self-esteem and learn how to make good use of their time; for the 13-18 age group, it aimed to give them a sense of direction in their lives and set a target to prevent the temptation of drugs, as well as encourage them to initiate drug prevention activities in their own communities. Since 2014, a total of 8,900 youth have participated in the youth camp, including 3,872 in 2017.

A special training course was initiated for youth leaders and the Coordinating Center of Youths against Drugs Organization of Thailand (CYDOT) to learn about His Majesty the King's development principles. A total of 34 youth members of CYDOT Region 8 (Surat Thani, Nakhon Si Thammarat, Krabi, Phuket, Chumphon, Phang Nga and Ranong provinces) were the pioneering group of participants.

The Doi Tung Development Project

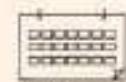
General Information



Project area
14,952.4 hectares
Covering 39 villages



Beneficiaries
1,727 households
10,299 people



Project duration
1993 – present

Problems



70% of people lack
of basic safety



Biodiversity loss:
Shifting cultivation



Lack of infrastructure



Poverty average
income \$111.14 per
person per year



Armed status
in the area



Human trafficking
and taking alcohol



Human sufficing

66

The DTDP was helped to transform the lives of stateless, illicit drugs to earn a livelihood into citizens who are self-reliant, earn a sustainable livelihood and can walk proud.
The strategy for 2017 was therefore to enhance and raise the standard of the Doi Tung brand, promote the younger generation, raise the potential and increase alternative opportunities for the Doi Tung communities, as well as increase environmentally friendly procedures in all aspects of our work.

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The Doi Tung Development Project (DTDP) was established in 1993, and helped to transform the lives of stateless villagers who depended on illicit drugs to earn a livelihood into citizens who are self-reliant, earn a sustainable livelihood and can walk proud. A barren hillside was transformed into lush green watershed forests, and has become recognized as a model sustainable alternative development project in the international arena.

The strategy for 2017 was therefore to enhance and raise the standard of the Doi Tung brand, promote the younger generation, raise the potential and increase alternative opportunities for the Doi Tung communities, as well as increase environmentally friendly procedures in all aspects of our work.



Social Entrepreneurship : The DoiTung Brand

The DTDP has developed new Typica and Gayo coffee products, added new menu items in its Cafe DoiTung stores, and introduced new products such as DoiTung Chai Macadamia Nut Cookies.

The DTDP continues to work with partners such as IKEA that has helped to raise the standard of our miners to an international level. In 2017, we launched the 0th "Starterkit 2017" collection with IKEA that is available in Austria, Sweden, Switzerland, Singapore and Malaysia.

Apart from the DTDP created 760 pieces of ceramic art inspired by the beauty of nature and culture on Doi Tung for display at the Hanabun Festival, Japan's largest ceramic festival in Kusatsu, Gunma Prefecture, Japan.

On 6 November 2017, the DTDP launched the Doi Tung & Friends 2017 collection for the second consecutive year. Influencers, Somboonsuk Tejaswiroch, Kubert Lopabut, Jiral Srivichai, Shubham Krishnamurthy, Muttika Ruangsukhya, Nai Marasing and Gunn Svartli tv Ayudhya were invited to design products for the DoiTung brand, enhancing the skills of the local craftsmen in Doi Tung with trendy and modern designs. It also encouraged urban shoppers to appreciate the inspiration, skills and local wisdom of villagers who live close to nature on the mountain.

The DTDP also experimented with natural materials that could be used as a dye base. Increase variety of Doi Tung products which will in turn generate income for villagers who grow dye plants. The production of the 'Doi Tung Nature-to-Wear' collection comprising scarves, shrubs, bags, and ready-to-wear. This collection is available at the various DoiTung Lifestyle branches.





Child and Youth Development

On 9 February 2016, HRH Princess Maha Chakri Sirindhorn visited during the MPLF Board Meeting that school children along the border areas were still illiterate despite being in Yearayom 3 level. Thai language skills would help improve their opportunities for education and lead to better livelihoods, information and communication to prevent exploitation. This would help safeguard their basic rights and those of their families. She therefore indicated her wishes to see the DTDP address Thai language learning of children in Mae Fah Luang District and neighboring areas where Thai is not the first language.



The DTDP therefore launched a project in 2017 in conjunction with the Ministry of Education to teach Thai to youth whose mother tongue is not Thai. The model Thai language curriculum for Phathom 1-3 was later expanded to 26 other schools in nearby areas within Mae Fah Luang District that were under the supervision of the Primary Education Service Area 3, with the aim of reducing the literacy rate to zero. Within 10 months of the project, the number of pupils who could not read was reduced from 81.75 percent to 42.00 percent, and the number of pupils who couldn't write was reduced from 88.26 percent to 62.71 percent in eight schools in the area. Furthermore, the attitude and policies of teachers and school directors also changed; they jointly developed teaching activities as well as teaching tools based on a child-centred approach, and a teachers' network was established between the schools.

In 2017, the DTDP joined hands with universities in the northern region to provide 22 scholarships: six for Mae Jo University, five for Payne University, six for Mae Fah Luang University, and five for Olong Raj Rajaratna University. Today there are 181 scholarship students in progress. Further studies counselling workshops were also held for 127 youth to help them analyse their strengths, skills, and career opportunities within their communities through activities such as



analyzing data and career paths, preparing portfolios, and on-the-job training. Youth who show an interest in community-based tourism are encouraged to work native tools as a "living classroom" together with their community and relevant experts. Guiding workshops for adults and youths have been organized, with youths holding their learning activities on various topics such as the cycle of water, the relationship between man and forest, adaptability and endurance.

Capacity Building for the Community

The 3rd "Colours of Doi Tung" festival was held from 3 December 2016 - 29 January 2017 to provide an opportunity for villagers to show their entrepreneurial spirit and gain a direct understanding of the market by producing quality and unique products for sale, and form shadow and sustainable community enterprises for such products as Doi Tung tea, bamboo worms, rice pencils, fish chili paste, bamboo char, and竹炭. A total revenue of 82,765 brought together local products of artesian quality from the local hill tribes as well as local delicacies that earned a total of \$243,205.87, an increase of 32 percent over the previous year. Local youth also had the opportunity for career training and gain a supplementary income. This year, a special photographic exhibition was held to show the close bonds between His Majesty King Bhumibol Adulyadej and Her Royal Highness Princess Srinagarindra, the Princess Mother as well as other members of the royal family during their visits to Doi Tung.

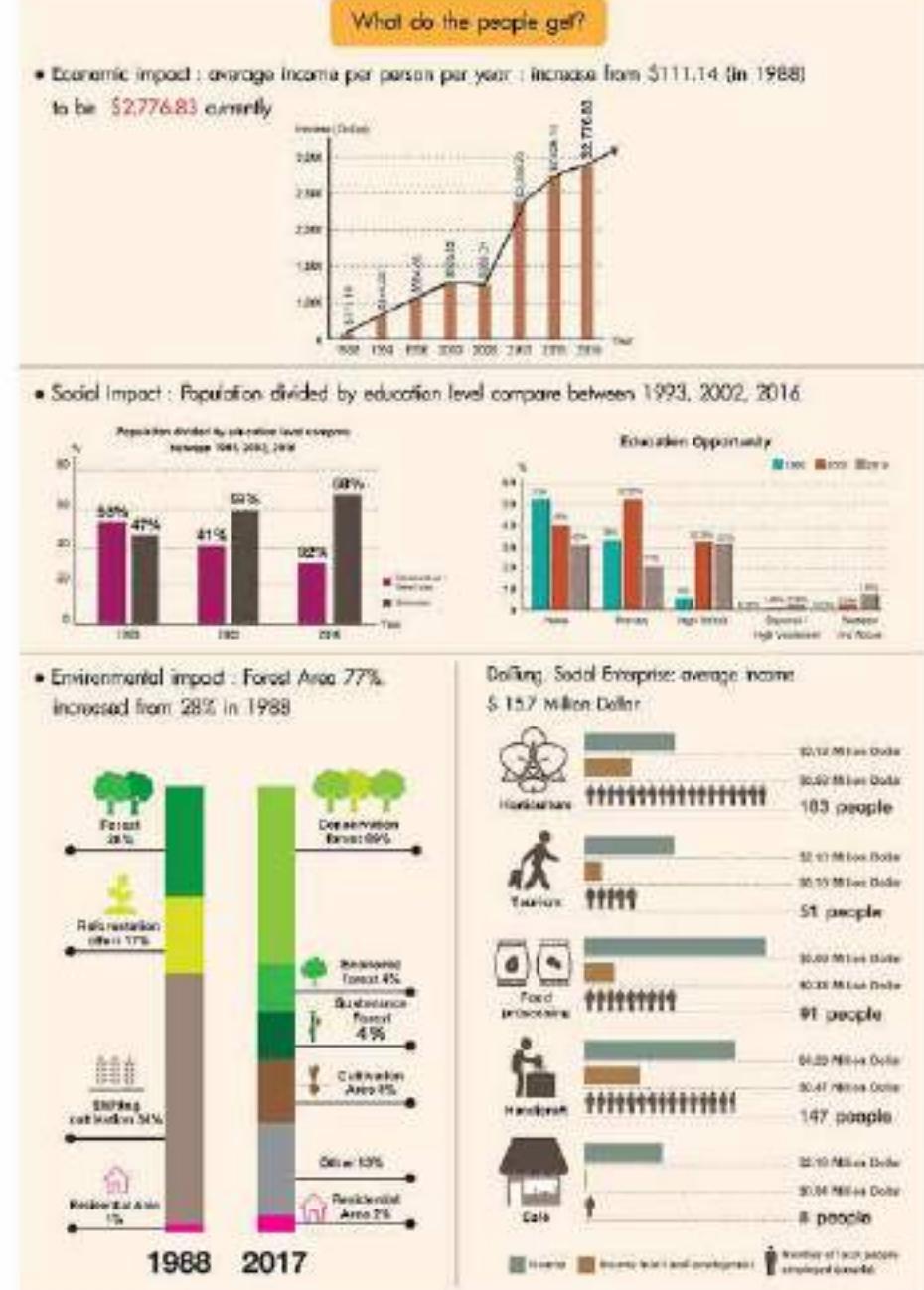
The MPLF also partnered with the Chao Phya Athitphuwek Hospital Foundation to compile traditional knowledge on Herbs, and promote traditional medicine on Doi Tung, conduct experiments and research on herbal medicine to encourage households based on mutual benefit between man and forest that could become a model for other communities. The MPLF also joined hands with the Royal Health Enterprise (RHE) to hold massage therapy training workshops as an alternative occupation for Doi Tung villagers.

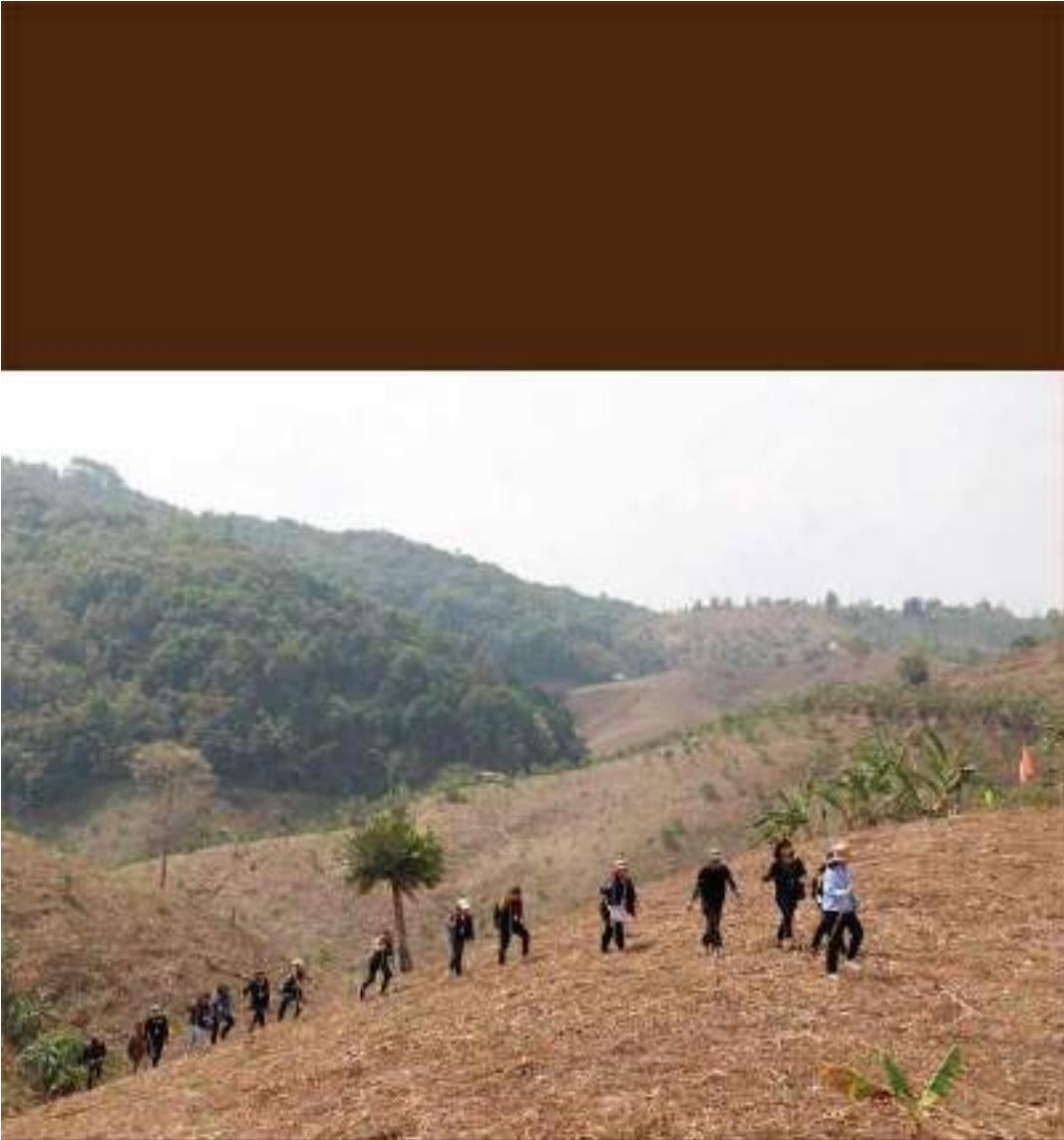


Environmentally Friendly Activities

The DTDF participated in the Thailand Voluntary Emission Reduction Programme (T-VER) which promotes the reduction of greenhouse gases and the trade of carbon credits to the domestic market. This has allowed 10,826 hectares from a total of 14,992 hectares, or a total of 73 percent of forest cover in De Tung to be registered, with a total of 106,751,000 tonnes of carbon credits equivalent (CO₂) per year, compared to a reduction of 25,000 tCO₂ from the roads.

Plans have also been put into place to deal with the threat of invasions in the DTDF area, with monthly meetings in four villages – Ban Chao Phu, Ban Arba Po Klaey, Ban Muang Laib and Ban Muang Pha Hap – and a water level monitoring system through CCTV at two locations – Ban Hady Nam Khan and Ban Suan Pha.





A photograph showing a group of approximately 15 people walking in a single file line up a dry, brown hillside. The hillside is sparsely vegetated with some small trees and shrubs. In the background, there are more hills covered in green vegetation under a clear sky.

Domestic Outreach Project

Nan Reforestation Project

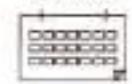
General Information



Project area
46,000 hectares
Covering 10 villages
in 3 districts



Beneficiaries
1,723 households
7,382 people



Project duration
2013 – present



In 2017, emphasis was on capacity building for the community to help them manage the use and preservation of resources in a sustainable manner. This would allow them to build upon their knowledge and skills in quality improvement and utilization of agricultural produce, since various commercial crops such as coffee and cashew nuts were already bearing fruit.

Support was given to the community in processing the produce for a more stable income. Skills and knowledge training was provided, as well as the provision of 41 drying beds for agricultural produce, 480 grangers for storing agricultural produce, three units of 40-tonne Tens, 650 coffee fermentation tanks, 100 hulling machines, and one cashew nut processing machine in the areas covering three districts in Nan Province.

The project continued to expand and preserve forest cover. The target for 2017 was to add 211 hectares of economic forests, 512 hectares of conservation forests with more than 1,000 saplings, 4,803 hectares of economic forest, 3,402 hectares of sustainable forests and 26,340 hectares of conservation forests. Together with local villages, the Project was able to achieve this target successfully.

The MFLP's "Cultivate land, cultivate people" concept, introduced in 2009, showed tangible results of being able to prevent deforestation, and encouraging people to coexist with forests in a mutually beneficial and sustainable manner. On 23 December 2016, the National Land Policy Committee, Department of Lands, presented documents to 300 villagers to lease and benefit from national forests including 375 hectares in Ban Nai Pao and Ban Huay Thaeng villages, Tien Chum Sub-district, Tha Wang Pha District; 1,803 hectares in Ban Yod, Ban Pha Lue and Ban Nam Koh villages, Yod Sub-district, Bong Khwa District, totaling 1,380 hectares. Prime Minister Gen. Prayut Chan-o-cha witnessed the document presentation ceremony. This became a model for land management on a national level.

For the third consecutive year, Int'l Peace Youth Camps were held under the theme 'We care for forests, forests care for us' from 9-10 and 23-24 September 2017 for 142 participants aged between 7-22. The camps aimed to instill a sense of environmental awareness so that local youth would protect and regenerate forests within their communities, and persuade others to do the same. The camps also aimed to encourage leadership skills and build a new responsible generation of people for the future of Nan Province.



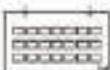
Tea Oil and Other Oilseed Crops Research and Development Project

General Information



Project area

- 564 hectares: tea oil tree
- DTDF and Pha Mhe research centre 37 hectares
- Pueng Muang plantation area: 225 hectares
- Mae Aikar, Pua, and Wiang villages plantation area: 322 hectares

Beneficiaries
5,600 people
in 31 villagesProject duration
2005 – present

Her Royal Highness Princess Maha Chakri Sirindhorn requested the Mise Fai Luang Foundation to conduct studies and grow tea oil trees in cooperation with the Chiangmai Foundation. The Princess recognized the economic potential and global demand of tea tree oil, and envisioned that it could generate a stable income for the northern people. The project began in 2005.

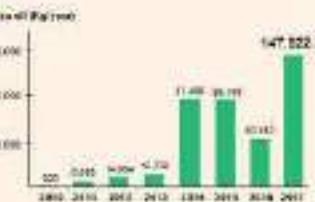
In 2017, the project emphasized plant reproduction and pruning to increase yield, the selection and grafting of tea oil trees as well as systematic selection of seedlings to be planted or regenerated to get sturdy saplings that can withstand the elements and reduce death rates. The result was a 100 percent increase in yield, or 147 tonnes, which was donated to the Chiangmai Foundation for processing and refining as high quality products.

Problems

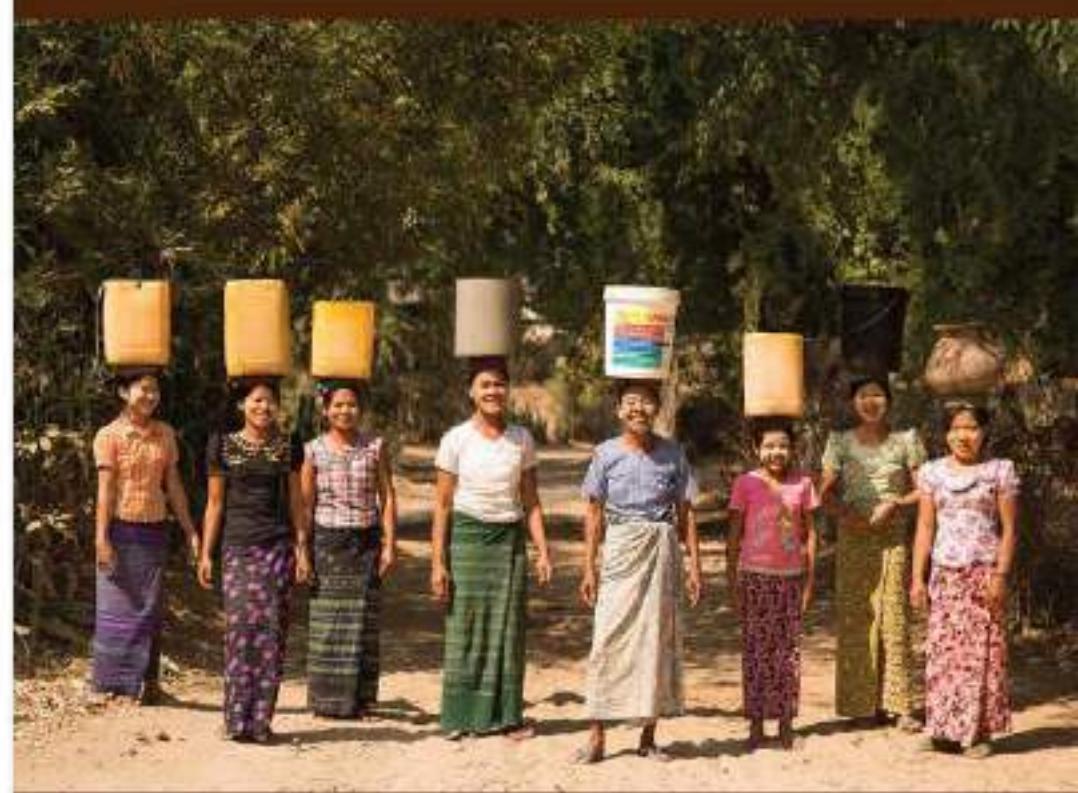
Slash-and-burn
shifting cultivationMono crop plantation
and pests/diseasesBoron deficiency and
drought threat

Water scarcity

What do the people get?

Food security
developmentAccess to water
source all year roundAccess to educational
opportunity and career
choice

International Outreach Project



Sustainable Alternative Livelihood Development (SALD) Project, Yenan Chaung Township, Magway Division, Republic of the Union of Myanmar

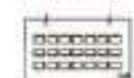
General Information



Project area
20,190 hectares covering
25 villages



Beneficiaries
3,154 households
12,705 people



Project duration
2011 - 2017

The Sustainable Alternative Livelihood Development (SALD) project in Yenan Chaung Township, Myanmar, which began in 2008 and concluded in December 2016, aimed to reduce poverty and increase the quality of life in 29 villages with 12,000 inhabitants. This was located in the mid-central region of the country. The project emphasized the holistic development of available local capital and potential, particularly livestock, an important asset for the villagers. Villagers played a participatory role in every step of the process from the start; they understood and were capable of conducting the activities on their own, and the project became a model and knowledge centre on sustainable development in the Republic of the Union of Myanmar. The project has therefore handed over to the communities to operate.

In 2017, the Livestock Breeding and Veterinary Department of Myanmar (LBVD), together with the MFLF, organized ten 7-day workshops on "Sustainable Development and Holistic Livestock Development" for 207 officials of the Livestock Breeding and Veterinary Department of Myanmar, from November 2016 - September 2017. The aim was to help these officials understand the area-based approach to sustainable development, so they could provide support, and continue to work with the villages of Yenan Chaung. The SALD project in Yenan Chaung has therefore transformed into a knowledge centre on development and livestock for the government and communities of Myanmar.

In the six years of operations, the project achieved the following:

Goat Bank

A goat bank was set up to provide assets and create an income for poor households, starting with 2,850 goats which were loaned to 280 households who had to repay the loan as agreed. The goats were then subsequently loaned to other poor families. Today, a total of 638 households have received loans from the goat bank, which has increased to 8,039 goats, issued at \$45,169.88. Villages have sold 4,323 goats, earning a total income of \$210,175.88.

Para-vets Training Programme

98 volunteers from 29 villages were provided with hands-on training in the care and treatment of local animals, how to provide initial treatment and vaccinate animals. They were then able to treat animals, reducing the death rate of livestock from 11.13 percent to 6.24 percent, a savings of \$1,725,437.85. After the handover of the project, the para-vets continued to provide veterinary treatment within their communities in the form of small enterprises, armed with basic veterinary and business skills. This allowed for the sustainable care of livestock, an important asset of the communities.

Happy Owl Products

After evaluating operating strategies and evaluating the market potential for Happy Owl products, several constraints were pinpointed, resulting in the decision to wind up the Happy Owl business. However, volunteers in the project remarked that the skills they gained from the Happy Owl production line were not limited to making soaps, but included management skills and calculating investment costs which will prove useful to any future enterprises. Today, three volunteers have started their own credit business for sale in their respective villages and nearby markets.

Community Resource Management

This includes the maintenance of the reservoir, setting up the "Water Fund" which is used for maintenance costs and future repairing, the "Semen Bank" to which every household has to contribute to maintain the solar-powered refrigerator and buy seeds, seeds, and the "Medical Supplies Fund" in each village to buy medicine and vaccines for livestock.



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

General Information



Project area
24,830 households
covering 50 villages



Beneficiaries
2,671 households
12,850 people



Project duration
2013 – 2017

The year 2017 saw the completion of the project according to the resolution of the joint Project Steering Committee. Throughout the past year, the project concentrated on three aspects of operations: public health development; food stability that also contributed to the reduction of expenses and increase of income through agriculture and livestock; and community efforts towards value-added, and education and capacity building through a handover of activities to the people and the government sector; so that the project can continue under the management of community representatives, project staff and volunteer development practitioners.

The 5-year project achieved the following results:

Public Health

The project trained women groups, particularly mothers, on management skills starting from screening, observation, examining patients and following up on cases, because there was a lack of public health personnel and equipment in the project area, and a tuberculosis epidemic, with a total of 202 cases at the start of the project, all of which were sent for treatment or hospital. Among these, 190 recovered fully, seven are still under observation by attendants via women representatives and public health volunteers, while five terminated treatment due to relocation.

Food Stability

Livestock care was highlighted, being the main source of food for the community. Livestock health was supported by training programmes in conjunction with the Livestock Breeding and Veterinary Department of Myanmar (LBVD) to train volunteers to give vaccines and provide basic treatment under the supervision of project staff. Training livestock funds were set up covering the entire project area so volunteers would be able to provide treatment and prevention in the future. This past year, volunteers treated 480 livestock owners, pig, poultry, and cattle, and administered 9,003 vaccinations, reducing livestock mortality rates from 22 percent in 2013 to 4 percent, building up trust within the community for the volunteers. Children were also given training on animal husbandry through the 'Little Chicken Keepers' programme where children were taught how to give vaccine drops to poultry. This also created a wider coverage for animal vaccines.

Agriculture

A total of 18 seed banks were handed over to the community who proved their readiness to manage them on their own under a committee. School vegetable plots were also promoted as well as long-term economic crops such as Assam Tea, coffee, *Pentaphylloides gymnantha*. There were also attempts to improve the quality of the transit and inland food processing within the community, such as making rice noodles, weaving bamboo leaf mats and basketry basketry.

Capacity Building

Training workshops on the *Mae Fah Luang Development Model* were provided for three groups, totaling 60 officials, from the Ministry for the Progress of Border Areas and National Races and Development Affairs, Myanmar, with hands-on experiences in agriculture, livestock, migration, land management and economic and social data collection. Training workshops and study visits were also held for villagers on various topics such as livestock, agriculture and public health, including how to make fish feed, how to propagate pineapple, how to breed earthworms to make compost to allow the government and communities to continue the development work on their own.

Problems



Poverty



Lack of food security



Tuberculosis, infection



High rate of
livestock mortality



Humanities related areas

What do the people get?



37.35%

Number of households that have steady house increase from 19.20% to 37.35%



97.45

Household with enough rice year round
from 70.85% to 97.45%



83.67%

Population under poverty line
(1.25 US\$ per person/day)
93.21% to 83.67%



68 dedicated staff
70 volunteers

Average household Income, Expense, Debt, and Saving (Dollar)



Policy Advocacy



National Level Policy Advocacy



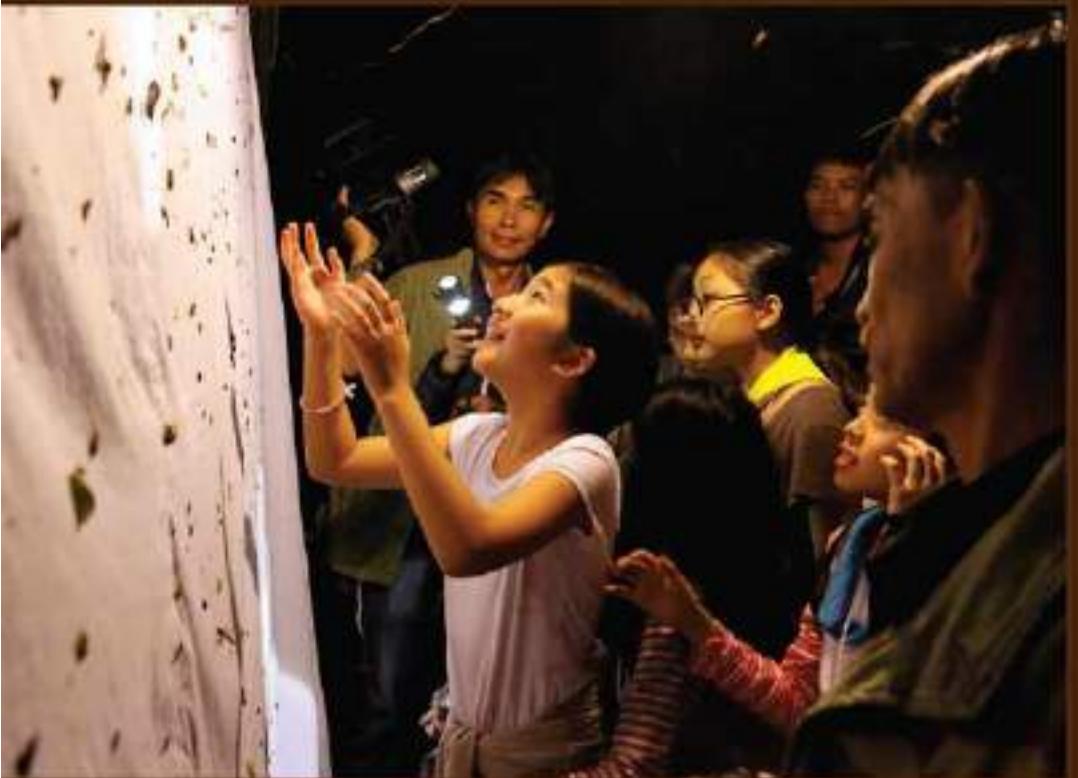
In 2017, the MFLF was a key organization in the advocacy for the establishment of BE Thailand in cooperation with leading social venture networks such as the Population and Community Development Association (PDA), the Chao Phraya Abhisitwadee Hospital Foundation, Social Health Enterprise (SHE), Green Net Cooperative and Change Fusion Mid-Club for Better Society. This was to encourage better cooperation and support between social ventures, create a wider and more positive effect on society, and share knowledge and experience on social ventures, success, lessons and operating limitations in order to gain a market edge. There are a total of 50 member organizations.

The MFLF continues to operate an official social enterprise that is sustainable, benefits society and the environment. The MFLF provides support for social ventures in terms of sales channels, marketing, and increasing business capabilities through the strength of the Coffung Bond. This year, the MFLF developed a screening criteria for social ventures that need support through the foundations' BE Platform.

The MFLF has been promoting organic rice for the second consecutive year, developing new markets for seven rice farming groups comprising 377 households in seven provinces, namely Chiang Rai, Chiang Mai, Phayao, Roi Et, Surin, Yasothon and Ubon Ratchathani. In the past year, 70 tonnes of organic rice were sold, earning an income of \$0.13 million dollars which was put into an organic rice fund for various purposes such as supporting a barn with equipment for farmers to make organic compost, test the purity of rice varieties, test for residual chemicals during the

manufacturing process, and further capacity building activities for members of the seven groups in seven provinces.

The MFLF was also instrumental in spearheading a partnership called Team D (for Development) between development foundations and the private sector to implement development projects based on the King's development approach in order to drive Thailand towards a sustainable economy, society and environment. They tried to think outside the box and pooled resources and experiences in manufacturing, waste management, management, marketing, innovations as well as community development and experiences in applying the King's development approach to create sustainable change in Thailand society. Pilot projects include the Holistic and Systematic Agriculture Development Project and the Reduction of Food Waste for Safe Agriculture Project. Team D comprises the MFLF, the Royal Initiative Discovery Foundation (RIDF), Rakkaew Foundation and Thailand Sustainable Development Foundation as well as 10 corporations namely Charoen Pokphand Group Co., Ltd, Thai Beverage Public Company Limited, Tesco Lotus Co., Ltd, Mitr Phol Co., Ltd, Bang Chak Corporation Public Company Limited, Pichetphon Rak Samakkheek (Thailand) Co., Ltd, Siam Cement Group Public Company Limited, Siam Commercial Bank Public Company Limited, and Unilever Thailand Limited.



Wider Outreach

Living University

The MFLF initiated the Living University to disseminate lessons learned from applying the Wing's development concepts and the MFLF development approach to the CTDP and other outreach projects. This is taught through a hands-on experience, by interacting with local villagers as well as actual practice and field visits. This is aimed at inspiring change-makers to adapt this knowledge in other projects in society.

In 2017, the MFLF initiated a partnership with Kelley School of Business, Indiana University's MBA AGILE Program, to allow the CTDP to be a knowledge centre and business model on how to grow a business for graduate students. The course comprised one term on campus in the US, and one week in the CTDP. In 2017, 20 graduate students took the course, with the assignment to study ways to improve the coffee business in sales channels and marketing, strategy and value-added, on-line strategies and on-line sales for coffee grown in altitudes of lower than 600 m above sea level.

The MFLF partnered with King Mongkut's Institute of Technology Ladkrabang and Suanamcharoen University to study the potential of Agriculture, Technology and Cultural Tourism. A total of nine students who joined the project had the opportunity to observe and learn, as well as derive tools to develop an ecotourism tourism destination, as well as the current situation of eco-cultural tourism and consumer behavior.

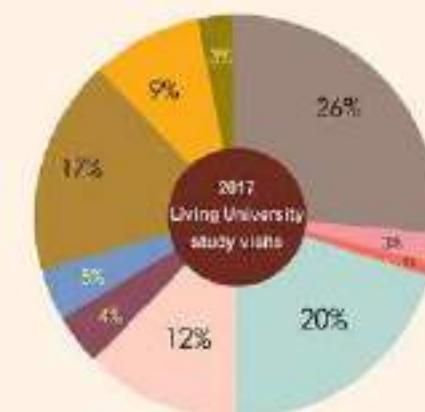
A training programme was held for an international group of nine students – three Thais (two from Thammasat University and one from Groningen University, the Netherlands), and six foreign students from Institut Universitaire de Haute Éducation Commerciales de Paris, France. They were selected from 48 applicants for two projects - Short film of Da Tung Development and Experiential Tourism Market Research and Product Development. Participants were able to learn about the MFLF's development approach and use that in creating tangible pieces of work, as well as be inspired to do good for society and share the story of the MFLF with others.

A two-month development practitioners training-course was held for the 2nd group of 54 volunteers of the Royal Initiative Discovery Foundation (RIDF) to prepare them for RIDF operators in the three southern border provinces of Thailand.

The Living University welcomed study visits from 374 groups – 331 domestic groups and 43 international groups. Among the individual groups were those of Dr. Shirleen Stone, Australian Ambassador for Women and Girls; the German Ambassador to Thailand; Mr. Antonio Maria Costa, former Executive Director of the United Nations Office on Drugs and Crime (UNODC); and Sheikha Maha bint Isa Al Khalifa, Secretary General of Bahrain's National Initiative for Agricultural Development (NAD) and Director, Office of HRH Prince of the King of Bahrain; and other country's ambassadors.



Living University stat divided by group



- Personal visitors
 - Home agencies
 - Government agencies
 - State enterprise
 - Local government
 - Educational institutes / Training institutions
 - Private company
 - International institutes
 - Foundation / NGOs / Public Organisations
 - Mass media
- The Living University welcomed study visits from 374 groups – 331 domestic groups and 43 international groups

Total 17,707 people



Government sector visits included Devawongse Venkavaram Institute of Foreign Affairs, Ministry of Foreign Affairs; new staff of the Ministry of Natural Resources and Environment; the Joint Project Steering Committee Thailand-Myanmar led by Police Brig-Gen Aung Kyi Oo, acting police chief and acting secretary, Central Committee for Drug Abuse Control; the Secretary General of the Interminister Drug Advisory Committee group from the personnel division of the Thai and Myanmar navies; the Indonesian Ambassador to Thailand and the Indonesian Ministry of Foreign Affairs.

CORPORATE visits included Temasek Nexus Asia Minor International, Singapore; KDDI Burger, Japan; B. Shinjuku, Savory, Japan; Electricity Generating Authority of Thailand (EGAT); Siam Commercial Bank; Kasikorn Bank of Thailand; Muang-Thai Agriculture Co., Ltd.

Educational institutions JMS and Fujitsu University (Global Kidron Programmes) which comes a joint curriculum with the MFLF, now in its 10th consecutive year; University of Tokyo; the business administration programmes of Mahidol University International College; the Capital Market Academy; recipients of the Khru Chao Pak Krom Luang Narathiwat Rajanagarindra award, groups 1-3.

Environment



The MFLF partnered with the Rabbit in the Moon Foundation, the Thailand Tiger Project and The Department of National Park, Wildlife and Plant Conservation to organize the "Treasure Hunt" fair, transforming a jungle into an urban setting from 18-19 August 2017 at The Enquarter. The fair aimed to distribute knowledge, create awareness and understanding, and instill a sense of responsibility for city dwellers to play a role in protecting mankind's treasures that are necessary for its survival, namely forests and nature. The fair was divided into 10 zones: Times in a city, The air we breathe, Watershed forests, Micro-organisms, small but significant, Tigers: the heart of the eco-system, Diverse wildlife, Food and medicine from nature, Nature workshops, Timeline showing the disappearance of forests as cities grow, and a Photo exhibition on the theme of nature. The aim was to show that equilibrium and survival are the true essence of the forest.

The MFLF organized "Faldo Kids Camp" for the 10th consecutive year in October 2016 and February 2017. The main principle of Faldo G-B was "Flora knowledge, grows love and beauty". The camp provided an opportunity for city children who are constantly surrounded by material objects and technology to get close to nature at the DTDP and nearby areas through various activities for urban children to develop feelings passion and respect for nature and forest such as collecting plant samples, making peer pigment from roots, infusing natural colors, leaf painting, etc.

The MFLF teamed up with the Geo-Informatics and Space Technology Development Agency (Public Organization) or GISTDA, to apply the Geographic Information System (GIS) in development work, particularly in defining target areas of work, conducting surveys and the evaluation of land utilization for the purpose of land allocation based on the Ba Da Tung Model. Conservation Forests 60 percent, Economic Forests 20 percent, Utility Forests 5 percent, Cultivation area 10 percent, and Residential area 2 percent. GIS can also help monitor land transformation and forest fires.

The MFLF received a plaque of honour from Dr. Nattawit Srisuebsri, Permanent Secretary of Ministry of Natural Resources and Environment, for its participation in the Thailand Voluntary Emission Reduction Programme (T-VER) and the success of its implementation, at the annual event hosted by the Thailand Greenhouse Gas Management Organization.

The Head Office of the MFLF also received the Green Office Award under the auspices of the Department of Environmental Quality, Ministry of Natural Resources and Environment. Environmental Awareness activities for staff included Big Cleaning Day and Garage Sale to encourage recycling as well as the 5S concept.

Events



From 13-17 February 2017 Her Royal Highness Princess Maha Chakri Sirindhorn visited the DTDP and the Tea Oil and Other Oils Research and Development Project to follow up on the progress of the project that has helped generate a stable income for the local villagers. Her Royal Highness also visited Mae Pong Non School (Thaedi Thai Sub-district, Mae Fah Luang District), and chaired the meeting of the Thai Language Curriculum Development Project for children whose first language is not Thai, and also chaired the MFLF Board meeting.

Activities with partners



The MFLF, together with the Bank of Ayudhya, led by Mr. Nenki Goto, President and CEO, organized a trip for 360 bank staff to build all check dams at Ban Pa Sung Saen Sub-District, Doi Tung Development Project, Chiang Rai Province. They were joined by M.L. Disparappa Dikul, CEO of the MFLF, and over 100 icons including the Mae Fah Luang District Chief, Chief Executive of the Mae Fah Luang Subdistrict Administration Organization, Mae Pan Luang village headman, community leaders and villagers. The project is now in its ninth year; 2,827 check dams include agriculture river and consumption water and check dams spread across 29 villages in Doi Tung Development Project.

The MFLF joined hands with Autex Randonneurs Thailand and the Nan Cycling Network to organize "Cycle Nan 30" Anniversary" with the objective of allowing participants to learn about Nan's reforestation project using the 'Doi Tung Model', as well as the management of watershed areas that allow man and forest to co-exist. Joined hands with Bangkok Airways and Singha Park to organize cycling trips in Chiang Rai and Doi Tung from June - September to allow participants to get to know Chiang Rai province, particularly the DTDP.

Promotional Activities



Nom Rajwongse Disparada Dikul, Chairman of the MFLF, gave a talk at a conference hosted by the Thai Journalists Association on the topic "The Media's Role in Perpetuating King Rama IX's Vision" on the occasion of the National Journalists Day, 8 March 2017.



Nom Rajwongse Disparada Dikul, Chairman of the MFLF, gave a talk on the topic "Sufficiency Economy and Development Management : From Philosophy to Practice" at a national level academic conference to mark the 51st anniversary of the National Institute of Development Administration (NIDA) on 31 March 2017.



Nom Rajwongse Disparada Dikul, Chairman of the MFLF, presided at the opening of the "Following In Father's Footsteps" to commemorate His Majesty King Bhumibol Adulyadej's accession to the throne on 8 June 2017, and joined the discussion on 'New Dimensions in Integrating His Majesty the King's Royal Initiatives' and 'Mark Marketplace' to create opportunities for cooperation between communities, the private sector and educational institutes.



Dr. Sandro Calvani, Senior Advisor for Strategic Planning of the MFLF, was a guest speaker at the Thailand Institute of Justice Public Forum on "Understanding the Legacy of H.M. King Bhumibol Adulyadej" on 11 July 2017.

Statement Of Financial Position

	30 September		30 September				
	2017	2016	2017	2016			
	(Baht)		(Baht)				
Assets							
Current assets							
Cash and cash equivalents	92,080,000	394,030,290	Special project funding	179,550,354			
Cash and deposits to third parties for special projects	27,025,422	29,740,870		196,133,204			
Current investments	969,126,248	699,266,833	Capital Accumulation				
Investments in short-term securities	104,912,713	188,159,810	Capital Accumulation				
Trade receivable	34,117,250	28,185,194	Accrued interest	1,780,202,408			
Inventories	103,032,106	188,393,274	Accumulated capital or reserved money	1,874,897,418			
Accrued interest	6,246,480	3,742,703	Accumulated capital	200,000,000			
Other current assets	70,036,520	16,321,415	Unrealized gain (loss) fair value	(1,120,806)			
Total current assets	1,989,936,269	1,422,194,959	Total accumulated capital	1,872,860,182			
Non-current assets			Total liabilities, special project funding and accumulated capital	2,214,551,660			
Investment under equity method	13,750,000	13,750,000	1,950,170,987				
Other long-term investments	395,000,000	272,000,000					
Property, plant and equipment	265,012,272	237,972,697	Income Statement and Expenses				
Intangible assets	208,734	375,000	Revenues				
Other current assets	10,330,806	11,920,915	Sales and service revenues	852,756,196	966,277,301		
Total non-current assets	644,332,872	635,970,612	Donation income	198,550,547	32,540,865		
Total Assets	2,214,551,660	1,950,170,957	Investment income	29,039,104	37,303,229		
Liabilities and accumulated capital			Insurance compensation	12,838,010	20,381		
Current liabilities			Other income	391,158,735	348,310,180		
Trade payable and other payable	32,425,237	29,259,422	Total revenues	1,095,059,372	1,266,940,913		
Unearned revenue	7,896,400	5,740,815	Expenses				
Accrued expenses	40,053,288	49,001,294	Cost of goods and services	219,046,879	196,047,924		
Other current liabilities	3,156,752	5,793,070	Sales and service expense	171,217,809	161,338,105		
Total current liabilities	83,586,665	80,197,691	Administrative expense	427,159,493	282,740,317		
Total Liabilities	83,586,665	80,197,691	Total expense	619,204,283	540,125,346		
Revenue over expense							
			Revenue over expense	275,504,982	126,871,187		



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์

Mae Fah Luang Foundation under Royal Patronage

MFLF Annual Report 2017

1. This annual Report summarizes the activities of the MFLF in fiscal year 2017 (October 1, 2016 to September 30, 2017)
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 = 33.9380 THB (Bank of Thailand rate in 2017)

May 2018

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