



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์  
Mae Fah Luang Foundation under Royal Patronage

Annual Report

2019



**Her Royal Highness Princess Srinagarindra**  
established the **Mae Fah Luang Foundation under Royal Patronage**  
with a private donation of \$3,098 as seed capital on 29 April 1972  
to help solve the root problems of social issues, namely  
**"Sickness, Poverty and Ignorance".**



**Her Royal Highness Princess Maha Chakri Sirindhorn**

was appointed by

**His Majesty King Bhumibol Adulyadej the Great**

as the Honorary President in 1996.

Since then, Her Royal Highness has continued to carry on the vision of the Princess Mother for the greatest benefit of the people and inspire the next generation to become responsible citizens.

# Message from the Chairman of the Board

Mae Fah Luang Foundation under Royal Patronage essentially embarked on the development journey the moment Her Royal Highness Princess Srinagarindra pledged to change the lives of the ethnic hill tribes in remote areas and give them honest livelihoods. This was in 1972, long before the concept of Alternative Development had become widely known.

The main goal of the “King’s Development Principle” of His Majesty King Bhumibol Adulyadej the Great and the Mae Fah Luang Development Model of Her Royal Highness Princess Srinagarindra is to lift the people out of the cycle of “Illness, Poverty and Ignorance” so they can gain self-reliance and dignity.

Over the past 47 years, Mae Fah Luang Foundation has progressed from introducing substitution crops to Sustainable Alternative Livelihood Development (SALD). In the past few years, this effort has been fully expanded into the urban context through the Roi Jai Rak Project, Tha Ton sub-district, Mae Ai district, Chiang Mai province. This is due to the divergence of drug issues into the urban environment in the form of the production, trade and trafficking of synthetic drugs, particularly in the upper part of Thailand’s northern provinces, adversely affecting the entire country. It was therefore necessary to apply best Alternative Development practices to address drug issues in the urban context to build immunity and reduce risks, to prevent the communities from reverting to illicit drug activities.

At the same time, Mae Fah Luang Foundation has continuously assumed the advocacy role for Sustainable Development in partnership with national-level organisations at international conferences. Mae Fah Luang Foundation has moved from drug mitigation at the UN Commission on Narcotic Drugs (CND) to forums on crime and rule of law in addressing the current global drug issues at the 28<sup>th</sup> Commission on Crime Prevention and Criminal Justice (CCPDJ) in Vienna, Austria, following the success of Doi Tung Development Project to address issues of crime and drugs in a sustainable manner.

From our Alternative Development effort at Doi Tung, Chiang Rai province over 30 years ago to the solving of synthetic drug issues in Thailand and overseas today, Mae Fah Luang Foundation is confident that the King’s Development Principles and the Mae Fah Luang Development Model are a beacon, leading the way to create stability in a manner that transcends time and location.



Mom Rajawongse Disnadda Diskul

Chairman of the Board

Mae Fah Luang Foundation under Royal Patronage

# Message from the Secretary General



The achievements of Mae Fah Luang Foundation under Royal Patronage over the past five decades have shown the success of our concept to develop the people potential that allows them to be self-reliant and live in harmony with the natural environment. This was propounded by His Majesty King Bhumibol Adulyadej the Great and Her Royal Highness Princess Srinagarindra to create immunity during a crucial period of today's rapid global changes, particularly the environmental crisis that has repercussions on all humankind, regardless of which part of the world they live in, rural or urban context, or financial status.

Mae Fah Luang Foundation has continuously carried on our development work according to royal initiatives, with environment being one of the main aspects. This is due to the awareness that the lifestyle of humans has an inevitable correlation with the health or degradation of nature.

Mae Fah Luang Foundation has a full commitment to be an environment-friendly organisation. An environmental activity that we have implemented since 2002 is sustainable waste management at the Doi Tung Development Project in Chiang Rai province. The amount of waste to landfill has been gradually reduced from 130 tons per year to zero in 2019, thanks to the hearts and the hands of our 1,800 employees as well as the tourists in Doi Tung.

On the social enterprise side, DoiTung brand has also set a goal to create the least environmental impact through the principle "Use Less", or reducing its reliance on fossil fuels, and "Emit Less", or reducing pollutants into the environment, and introducing Circular Economy into every stage of its operations so that the brand will not leave a negative impact on the state of the earth.

The economic, social and environmental stability of the communities are incentives for the Mae Fah Luang Foundation team to follow through tirelessly on the royal initiatives, with the end goal being the quality of life of the local communities as well as the health of the environment under the concept "When people survive, the forests can thrive".

A handwritten signature in black ink, consisting of stylized cursive letters and Thai characters.

Thanpuying Putrie Viravaidya  
Secretary General

Mae Fah Luang Foundation under Royal Patronage

# Board of Directors Mae Fah Luang Foundation under Royal Patronage



## Board of Directors

1. M.R. Disnadda Diskul	Chairman
2. Thanpuying Putrie Viravaidya	Board Member and Secretary-General
3. Mr. Nakorn Pongnoi	Board Member
4. Mr. Banyong Pongpanich	Board Member and Treasurer
5. Ms. Phawana Niemloy	Board Member and Secretary
6. Khunying Puangroi Diskul na Ayudhaya	Board Member
7. M.L. Dispanadda Diskul	Board Member
8. Capt. Jitas Sornsongkram	Board Member
9. Dr. Veerathai Santiprabhob	Board Member
10. Mr. Thapana Sirivadhanabhakdi	Board Member
11. Mr. Manoon Sankunakorn	Board Member
12. Dr. Kulpatra Sirodom	Board Member
13. Mr. Pipatpong Israsena na Ayudhya	Board Member
14. Ms. Buranee Rachjaibun	Board Member

## Advisors to the Board

1. Mr. Apilas Osatananda	Advisor to the Board
2. Mr. Chiochan Kiengsiri	Advisor to the Board
3. Dr. Riksh Syamananda	Advisor to the Board
4. Dr. Sumet Tantivejkul	Advisor to the Board
5. General Pang Malakul na Ayudhaya	Advisor to the Board
6. Ms. Pattama Petchriang	Legal Advisor

## Advisors to the Chairman

1. Dr. Alessandro Calvani	Advisor to the Chairman
2. Dr. Rom Hiranpruk	Advisor to the Chairman
3. Mr. Boonchob Suthamanuswong	Advisor to the Chairman

## Advisors to the Executive Committee

1. Ms. Tongjai Thanachanan	Advisor to the Executive Committee
2. Mr. Abhirarm Chandrasen	Advisor to the Executive Committee



## Vision

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

## Mission

To catalyse the growth of sustainable economic, social, cultural and environmental development by implementing integrated development, cooperation, consultation, and training

To establish the Foundation's approach as Thailand's principal development model

# Timeline of the Mae Fah Luang Foundation under Royal Patronage



## 1972

- Her Royal Highness Princess Srinagarindra, the Princess Mother, established the Thai Hill Crafts Foundation under the Patronage of H.R.H. Princess Mother.

## 1973

- Opening of the first Thai Hill Crafts store in Chiang Mai Province

## 1974

- Launch of the hill tribe youth training programme, allowing them an opportunity to attend school in the town of Chiang Rai, learn about communal living and mutual support as well as leadership skills.

## 1985

- The Foundation changed its name to "Mae Fah Luang Foundation Under the Patronage of Her Royal Highness the Princess Mother".

## 1987

- Her Royal Highness the Princess Mother visited the 31<sup>st</sup> Watershed Conservation Unit located at Doi Tung and declared "I will reforest Doi Tung". This was the origin of the Doi Tung Development Project (DTDP) and the construction of Doi Tung Royal Villa.

## 1988

- The government launched 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.



1989

1990

1992

1993

## 1989

- Founding of Navuti Co., Ltd. to mark the 90th birthday anniversary of Her Royal Highness the Princess Mother. The company aimed to plant economic forests within the Doi Tung Development Project area, with six partners namely the Crown Property Bureau, Mitsui Company (Thailand), the Siam Commercial Bank, the Bank of Asia, the Euchukiat Company, and the Sumitomo Mitsui Banking Corporation, all of which agreed not to expect any return on investments. All profits would be designated for further social and community development. It would become Thailand's first full-fledged social enterprise.

## 1990

- The vocational training centre for sewing and weaving was set up in Doi Tung, which is now called the "Cottage Industry Centre and Outlet". The first shop was opened at the Doi Tung Development Project, and is now known as "DoiTung Lifestyle".

## 1992

- The Mae Fah Luang Arboretum at Doi Chang Moob was created to collect and preserve rare plant species such as rhododendron and native orchids. It also provided livelihoods for communities living along the Thai-Myanmar border, a notorious drug trafficking route.
- The Pha Mee Drug Rehabilitation Centre was founded to provide treatment for almost 500 drug users and to prepare them to re-enter society with dignity, with options for an honest and stable livelihood.

## 1993

- Their Majesties King Bhumibol Adulyadej the Great and Queen Sirikit the Queen Mother visited Mae Fah Luang Arboretum at Doi Chang Moob. His Majesty King Bhumibol Adulyadej the Great named the viewpoint at the highest point of the Nang Non Range "Siri Lae Myanmar".



The sale of this product contributes to the achievement of drug free world. Through alternative sustainable development, villagers who once depended on opium production and use can now earn secure legitimate incomes by making these products.



1994

### 1994

- The coffee roasting and macadamia processing facilities were set up as the next stage of the economic forest.

1995

### 1995

- The first Cafe DoiTung was opened at Doi Tung Development Project.

1996

### 1996

- After the passing of Her Royal Highness the Princess Mother, His Majesty King Bhumibol Adulyadej the Great accepted Mae Fah Luang Foundation under his royal patronage, and graciously appointed Her Royal Highness Princess Maha Chakri Sirindhorn as the Honorary President.

1998

### 1998

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

2000

### 2000

- The United Nations Educational, Scientific and Cultural Organisation (UNESCO) commemorated the centenary of the birth of Her Royal Highness the Princess Mother by recognising her as the world's "Great Personality in Public Service"
- Doi Tung Development Project achieved financial self-sustainability, with profits from its social enterprises - handicrafts, tourism, food production, and agriculture - being sufficient to cover operational costs and additional development programmes in the Doi Tung area.

2002

### 2002

- Sustainable Alternative Livelihood Development Project (2002-2004) commenced in Yong Kha, Shan State, Myanmar, becoming the first international outreach project for MFLF.
- The United Nations Office on Drugs and Crime (UNODC) awarded DTDP a label with its logo recognizing that income from DoiTung products "contributes to the achievement of a drug free world"
- M.R. Disnadda Diskul, then Secretary General of the Mae Fah Luang Foundation under Royal Patronage, was appointed as member of the UNODC Steering Committee on Thematic Evaluation on Alternative Development.



**2003**

**2005**

**2006**

**2008**

### 2003

- The Montessori Learning Approach was introduced for early childhood development at Ban Kha Yaeng Phattana School, Doi Tung Development Project, using a child-centred approach that builds a strong foundation for life-long learning.
- A medical training centre was set up in partnership with the Japan International Friendship and Welfare Foundation (JIFF) to develop the skills of medical personnel and provide medical equipment to the four member countries of the Mekhong Sub-Region - Laos, Myanmar, Vietnam and Thailand.

### 2005

- His Majesty King Maha Vajiralongkorn Phra Vajiraklaochaoyuhua (then His Royal Highness Crown Prince Maha Vajiralongkorn) presided at the opening of the Hall of Opium.
- Partnered with Siam Commercial Foundation to launch a royal tribute reforestation project (Reforestation Against Poverty) at Pang Mahan Village, Thoet Thai Sub-district, Chiang Rai Province, using the Assisted Tree Regeneration method.

### 2006

- The Balkh Livestock and Rural Enterprise Development Project (2006-2010) commenced in Balkh Province, Afghanistan.
- Sustainable Alternative Livelihood Development Project (2006-2010) commenced in Aceh Province, Indonesia.
- Partnered with Chaipattana Foundation to expand the reforestation project to Puna Village, Thoet Thai Sub-district, Chiang Rai Province, using the Natural Tree Regeneration method or "reforestation without planting".
- DoiTung coffee was granted Geographical Indication (GI) from the Department of Intellectual Property, Ministry of Commerce.

### 2008

- Advocacy for Alternative Development for a Sustainable Livelihood in Thailand to be included in Resolution No. 2008/16 of the United Nations Economic and Social Council.



2009

2011

2012

2013

## 2009

- M.R. Disnadda Diskul, then-CEO of DTDP, was recognised by the Schwab Foundation for Social Entrepreneurship as the "Social Entrepreneur of the Year 2009" for the region of East Asia and Southeast Asia.
- Partnered with the Royal Initiative Discovery Foundation to implement an integrated development pilot project according to Royal Initiative in Nan province (2009-2012), covering 21 villages in three districts, namely Tha Wang Pha, Song Khwae and Chalermphrakiet.

## 2011

- Sustainable Alternative Livelihood Development Project (2011-2017) commenced in Yen-an Chaung Township, Magway Division, Myanmar.
- Launch of "Kladee" or "Sustainable Flood Relief Project" in 13 provinces - Phitsanulok, Phichit, Nakhon Sawan, Uthai Thani, Chai Nat, Lopburi, Sing Buri, Ang Thong, Ayutthaya, Nakhon Pathom, Nakhon Nayok, Pathum Thani and Nonthaburi. The project was aimed at aiding flood victims to recover their livelihoods.

## 2012

- Sustainable Alternative Livelihood Development Project (2012-2017) commenced at Tachileik and Mong Hsat districts, Shan State, Myanmar.
- The United Nations General Assembly adopted the MFLF's SALD approach as proposed during the ICAD conference at the Doi Tung Development Project in 2011 as universal guidelines for development projects that would solve problems and needs of the communities effectively and sustainably.

## 2013

- Launch of the Nan Reforestation Project (2013-2017), covering 250,000 rai (40,000 hectares), building upon the livelihood development project initiated in 2009.
- MFLF was approached by the United Nations High Commissioner for Refugees (UNHCR) to implement the "Profiling Project of Temporary Shelters along the Thai-Myanmar Border" of approximately 130,000 displaced people in nine temporary border camps to help understand the demographics and their future livelihood preferences.



2014

2015

2016

## 2014

- MFLF received the 19th Nikkei Asia Prize awarded by Nikkei inc. media corporation of Japan as an "Outstanding Organisation for Culture and Community".

## 2015

- Her Royal Highness Princess Maha Chakri Sirindhorn indicated her wishes during the annual Board Meeting for the Doi Tung Development Project to implement teaching the Thai language in schools in Mae Fah Luang District.
- Partnered with the Royal Initiative Discovery Foundation (RIDF) to repair check dams, reservoirs, and pipe networks in Nan Province. MFLF conducted training and operations for a total of 663 check dams covering 100,000 rai (16,000 hectares) of farmland throughout the province, and increasing income for local farmers by \$18,587,533 a year.
- DoiTung coffee was granted Geographical Indication (GI) from the European Union.

## 2016

- Partnered with the Office of the Basic Education Commission, Ministry of Education, to reform the school curriculum for children whose first language is not Thai in schools in Thoet Thai, Mae Salong Nok, Mae Salong Nai and Mae Fah Luang sub-districts in the Mae Fah Luang district, Chiang Rai province. A total of 26 schools were targeted for this project which covered 2017-2021.
- Scaling up of the water system development and management project in Mae Fah Luang District
- Partnered with Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) under the "Global Partnership on Drug Policies and Development" (GPDPPD) to provide consultancy work to countries facing issues of illicit crop cultivation and other related issues.



2017

2018

2019

## 2017

- Partnered with the private sector and other development foundations in a project called "Team D". The four foundations include MFLF, RIDF, Rakkaew Foundation and Thailand Sustainable Development Foundation; the 10 corporations include Bang Chak Corporation PCL, Charoen Pokphand Group Co., Ltd, Mittr Phol Co., Ltd, Pracharath Rak Samakhee (Thailand) Co., Ltd, Siam Cement Group PCL, Siam Commercial Bank PCL, Tesco Lotus Co., Ltd, Thai Beverage PCL, Bank of Ayudhya PCL and Unilever Thai Trading Limited. The project was an integrated approach to area-based development for sustainability according to King Rama IX's development principles and the Mae Fah Luang Development Model.

## 2018

- Her Royal Highness Princess Bajrakitiyabha Narendira Debyavati visited the Roi Jai Rak Project for the first time since its inception in November 2017 in Tha Ton sub-district, Mae Ai district, Chiang Mai province.

- DTDP achieved success in its Zero Waste to Landfill waste management efforts within the Doi Tung Development Project area.

## 2019

- Participated in the Workshop to Drive the Integrated Northern Border Drug Mitigation Operation Plan (2019-2022) together with the National Command Centre for Drugs, Ministry of Justice, to ensure the effective implementation of drug mitigation plans
- Partnered with the Republic of the Union of Myanmar to inaugurate **Nam Moei Check Dam** at Mong Lin, Tachileik Township, to address flood and drought issues
- Partnered with the "Dental Unit of His Majesty the King", Faculty of Dentistry, Chulalongkorn Hospital, Royal Initiative Discovery Foundation, Yala Province and Yala Provincial Health Office, to organise the Royal Tribute Mobile Dental Clinic 2019 to provide dental health checkup and treatment, and disseminate knowledge on oral hygiene to the general public free of charge in Bannang Sata District, Yala Province. This was the second such event in the three southern border provinces, and received the full cooperation of all sectors.

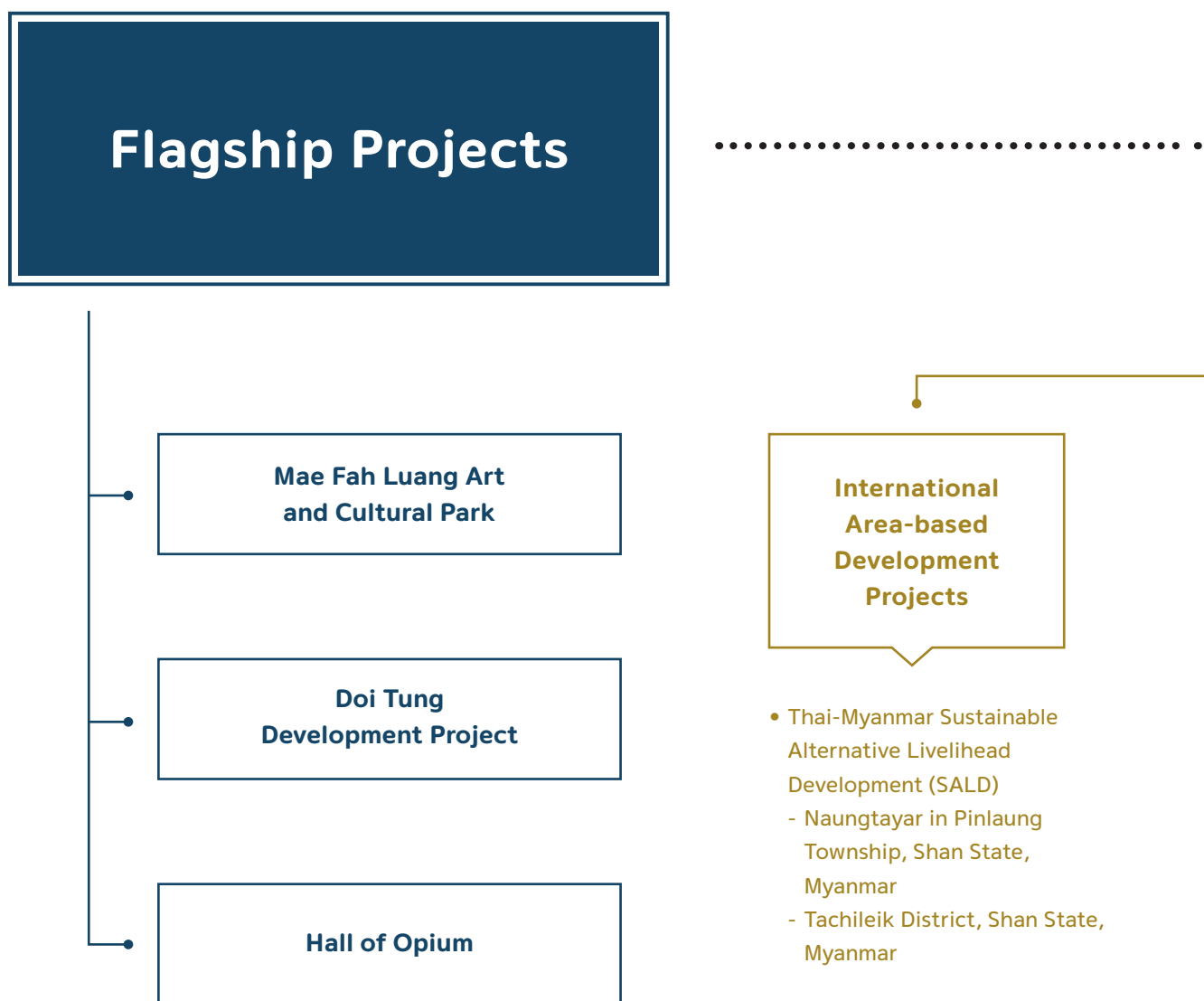


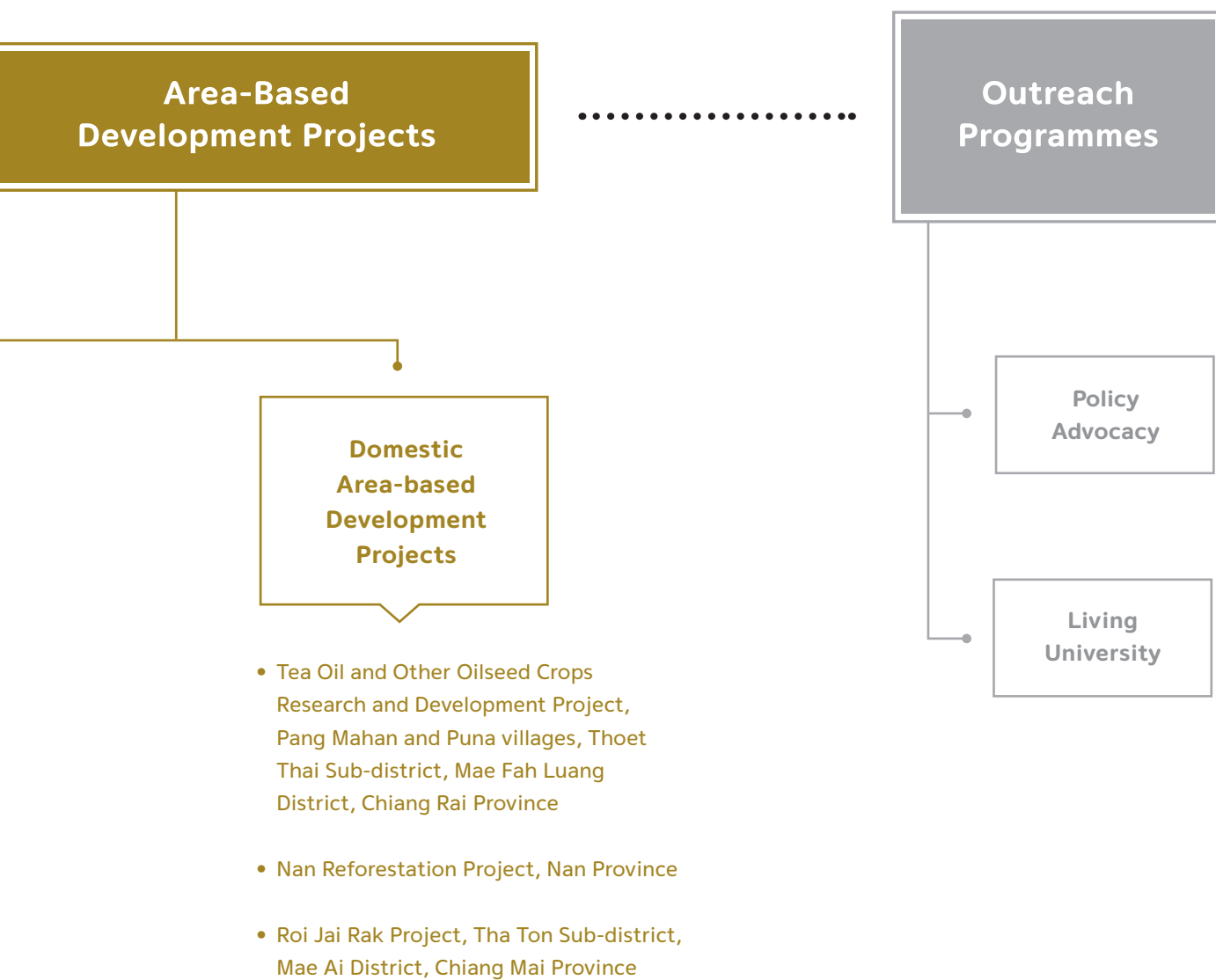
- MFLF signed an MOU for joint innovation development with Geo-Informatics and Space Technology Development Agency (GISTDA) on the use of aerospace technology and geo-informatics during "Thailand Space Week 2019" to support development work based on His Majesty the King's sustainable development principles.
- Doi Tung was declared as one of 10 top cultural travel destinations in Thailand by the Ministry of Culture.
- The first seminar on "Developing the Thai Language Syllabus for Children whose First Language is not Thai" to exchange knowledge, processes and skills in Thai language teaching for primary school students in order to achieve greater efficiency as shared by experienced teachers of 39 pilot schools within the Doi Tung Development Project area and in project extension areas.
- The Autumn/Winter 2018-2019 fashion collection from the DoiTung brand was displayed at Milan Design Week 2019 in Milan, Italy, to showcase contemporary Thai textiles that reflect the artisanal communities on DoiTung, combined with creative designs made from natural materials that are eco-friendly and promote a sustainable society that is recognised on the global stage.

- Fashion products from the DoiTung social enterprise that received the DEMark Award Winner 2019 were showcased at the "Thai Textile: A Touch of Thai" exhibition in Japan organised by the Thai Ministry of Arts and Culture together with representatives from both the government and private sectors.



# Operation Structure of the Mae Fah Luang Foundation under Royal Patronage in 2019





# Production of Greenhouse Gases

## 1. Goal and Indicators of Greenhouse Gas Mitigation related to Business Operations, Global Warming Management and Climate Change

To assess environmental impact for public disclosure, Mae Fah Luang Foundation has been continuously collecting data on the carbon footprint of the organisation (CFO) in the form of carbon dioxide equivalent, or greenhouse gas emissions and removals from the daily work routine of personnel and manufacturing such as energy consumption, fuel for manufacturing, and travel.

This is to create awareness of the impact from work operations in an attempt to move towards an eco-friendly organisation. Mae Fah Luang Foundation has prepared the policy to reduce the amount of greenhouse gas emission to zero emission in the near future. In 2019, Mae Fah Luang Foundation emitted a total of 5,985 tons of carbon dioxide equivalent.

Chart showing greenhouse gas emissions of Mae Fah Luang Foundation in 2019

Locations	Scope 1 Fuel Combustion	Scope 2 Electricity Consumption	Scope 3 Other Consumption such as soil, paper, etc.	Total carbon emission (unit)
Doi Tung Development Project	1,815.04	2,269.89	21.11	4,106.04
Mae Fah Luang Foundation Bangkok Office	128.77	497.95	7.35	634.07
Hall of Opium	10.38	438.43	2.60	493.41
Roi Jai Rak Project	220.45	33.09	2.34	255.89
DoiTung Lifestyle Shops / Cafe DoiTung	13.64	205.76	1.65	221.05
Nan Project	115.33	18.74	0.16	134.23
Other Development Projects	67.40	-	3.40	70.80
Mae Fah Luang Art and Cultural Park	7.53	60.12	1.47	69.12
<b>Total</b>	<b>2,378.54</b>	<b>3,565.98</b>	<b>40.08</b>	<b>5,984.61</b>

Mae Fah Luang Foundation has also implemented a carbon offset programme by supporting carbon credits from organisations with reduced greenhouse gas emissions, and organising carbon neutral events such as the 6<sup>th</sup> Colours of Doi Tung Festival from December 2018 – January 2019.

Note: The above figures were calculated according to the system set by the Thailand Greenhouse Gas Management Organisation and is currently awaiting verification and certification.

## 2. Thailand Voluntary Emission Reduction Programme (T-VER) to use only the amount of natural resources that can be renewed, emit pollution in an amount that can be absorbed and destroyed, and produce alternative energy to help combat the global environmental issues

Mae Fah Luang Foundation promotes ongoing environmental conservation and eco-friendly operations under the principle “Use less”, referring to non-renewable fossil fuels, and “Waste less”, or reducing the amount of waste into the environment. This extends to a reduction in energy use intensity (EUI) — the ratio of energy used to income — by 36% in 2014, and an increase in the use of circular energy by 45% in 2018.

Doi Tung Development Project also participated in the Thailand Voluntary Emission Reduction Programme (T-VER) of the Thailand Greenhouse Gas Management Organisation (Public Organisation). This was a collaborative effort of the staff and villagers in the project area, all of whom agreed to set a Zero Emission goal by offsetting greenhouse gas emission with carbon credits accumulated.

## 3. Internal Greenhouse Gas Mitigation Efforts

Mae Fah Luang Foundation conducts development projects to improve the quality of life, while conserving the natural resources of the community to ensure the greatest benefit is achieved. Mae Fah Luang Foundation is concerned with the impact of global warming caused by greenhouse gas emission from the organisation’s own operations. Mae Fah Luang Foundation has also conducted various environmental activities such as the Green Village Project, the Environmental Quiz, 5S Project, Big Cleaning Day, Lunch Box Saves the World (providing container loans for staff to buy their lunch instead of single use containers). These are aimed at creating awareness among staff members, so they can adjust their work and daily lifestyle.

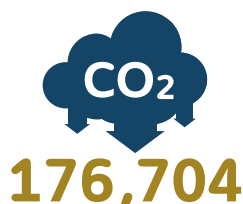
## 4. Climate Change Awards

### Green Energy Building Grade A

Mae Fah Luang Foundation received an assessment of A (Very Good Performance Building) and label for energy performance, office building category, from the Department of Alternative Energy Development and Efficiency, Ministry of Energy. This energy performance label was part of the effort to advocate for the implementation of ministry rules that categorise building types as well as energy conservation designs for the entire building. It also promotes the assessment of energy consumption within each office building.

## Key Achievements in 2019

The Thailand Voluntary Emission Reduction Programme (T-VER) within the Foundation’s Reforestation Programme, Nan Province:



- The forest coverage of the project has been listed on the T-VER registry in the voluntary category.
- Expected greenhouse gas mitigation/absorption stand at 176,704 tons carbon dioxide equivalent per year.
- The forest conservation knowledge in communities was promoted with cooperation from local communities in protecting 20,036 hectares of conservation forests within the project area.



# Mae Fah Luang Art and Cultural Park

## Basic Information



**Time frame**  
1973-Present



**Location**  
313 Moo 7,  
Pa Ngew Village,  
Mueang Chiang Rai District,  
Chiang Rai Province  
**Area** 24 hectares



**Beneficiaries**  
Approximately 500 youths  
who have participated  
in training workshops;  
12,203 tourists

## Background

Originally known as Rai Mae Fah Luang, the Mae Fah Luang Art and Cultural Park started first as the office of the Thai Hill Crafts Foundation (the original name of MFLF). It was a place to “cultivate people”, since it was a ‘home’ to ethnic youths who had received a scholarship to study in a town school. They also learnt extra-curricular skills such as how to live with others. It later developed into a centre for Lanna arts and culture, a knowledge centre with a collection of ancient Buddhist artefacts, Lanna architecture, teakwood artefacts and antiques dating back over a century. Rotating exhibitions are held regularly by various artists. Highlights in the park include the Princess Mother Monument Courtyard and various pavilions including Haw Kham Luang, Haw Kham Noi, Sala Kaew and Haw Kaew. It is set in a large landscaped garden with mature trees and a lake, making it a popular tourist destination in the north, and a choice venue to welcome state visitors.

## Key Achievements in 2019

### Annual Exhibition “Mae Fah Luang and Chiang Rai 2019”

The exhibition is aimed at allowing the younger generation in Chiang Rai, and the general public, to pay their respects to Her Royal Highness Princess Srinagarindra, the Princess Mother, who helped to improve the wellbeing of the ethnic hill tribes as is evident today.





### Mae Fah Luang Flower Festival

On Thursday 18 July 2019, Mae Fah Luang Foundation, together with the Chiang Rai municipal government, organised the Mae Fah Luang Flower Festival to pay tribute to and commemorate Her Royal Highness Princess Srinagarindra, the Princess Mother, on the occasion of the 24<sup>th</sup> year of her passing. The festival was attended by representatives of the government and private sectors and the general public.



### Sra Klao Dam Hua Festival

On 20 April 2019, Mae Fah Luang Foundation joined hands with the Chiang Rai municipal government to organise the "Sra Klao Dam Hua Lanna Festival of Chiang Rai Province 2019" to celebrate the Songkran Festival in the traditional Lanna style that has been celebrated through generations. The event comprised bathing rites for 16 wooden Buddha images, all of which feature outstanding Buddhist art elements. Bathing is done via a Naga Conveyor into a silver bowl linked to the Buddha images by a sacred cord. Special offerings were set up in front of a portrait of Her Royal Highness Princess Srinagarindra, the Princess Mother, comprising Nam Khamin Sompoy, a traditional Lanna spiritual herbal drink made of turmeric and Acacia Concinna that is believed to ward off all ill. The event also featured local cultural activities such as poetry recitals by Lanna poets, and a ceremony to pay respect to 36 elders who have contributed to society.

### QR Code System for Artefacts

In 2019, Mae Fah Luang Foundation implemented the QR Code system for 272 of the artefacts on display at the Mae Fah Luang Art and Cultural Park. This will allow visitors easy and instant access to information on each piece.



# Hall of Opium, Golden Triangle Park

## Basic Information



**Time frame**  
2005-Present



**Location**  
Sob Ruak Village,  
Chiang Saen District,  
Chiang Rai Province

**Area coverage**  
40 hectares



**Beneficiaries**  
57,083 visitors/year

## Background

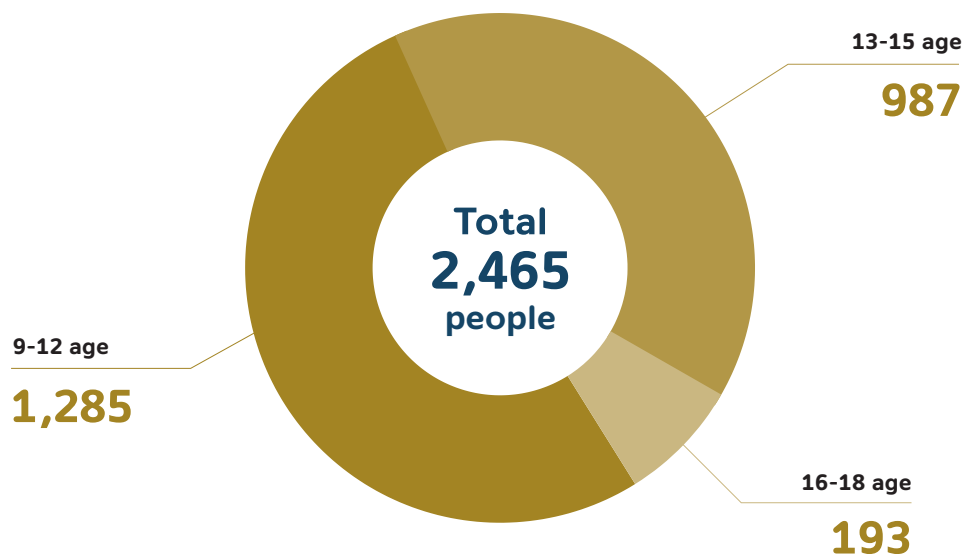
This is an interactive knowledge centre on the history of opium that dates back 5,000 years, with the aim of creating awareness for visitors about the dangers of addictive drugs through an exhibition in a modern multi-media format designed to be fun and captivating, entertaining while providing information or edutainment. The aim is to reinforce youth conscience to stay away from drugs, reducing demand; a parallel approach to Doi Tung Development Project which served to reduce supply.



## Key Achievements in 2019

### Children and Youth Development Network Project for Drug Prevention

In 2019, the project reached a target group of 2,465 participants: 1,285 in the 9-12 age group; 987 in the 13-15 age group; and 193 in the 16-18 age group.



1. Five drug immunity courses were developed: three short courses (3 days 2 night) to build immunity against drugs for children and youth from Chiang Rai Province; and two full courses currently under revision of data to better understand the target group.

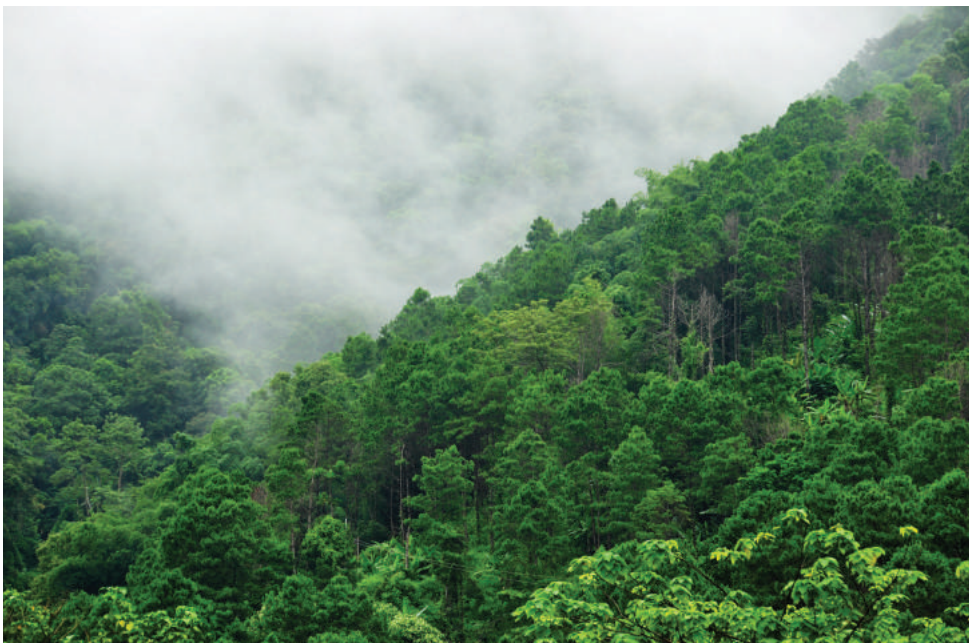
2. Development of four learning and media kits: "Top Kiang" Game Box, 008 Mystery Game Box, Five Addiction Bases learning tool, and Faidee Community Activity Booth Kit

3. Games competition for the 9-12 age group and 13-15 age group





## Doi Tung Development Project



## Basic Information



### Time frame

1988-Present



### Location

Covering 29 villages on the Nang Non mountain range, Chiang Rai Province

### Area

17,118 hectares  
(under current supervision)



### Beneficiaries

1,746 households of  
11,000 people

## Background

Doi Tung Development Project (DTDP) is a Sustainable Alternative Livelihood Development (SALD) project under the auspices of Mae Fah Luang Foundation under Royal Patronage. It was established in 1988 by Her Royal Highness Princess Srinagarindra, the Princess Mother, as a result of her resolution, “I will reforest on Doi Tung” to help improve the quality of life and revive the national resources there. Doi Tung is located in the Golden Triangle, at that time the world’s largest drug producing region.

At the start of the project, the forests were found to have been totally razed and left barren, local communities were living in a state of abject poverty, with no access to education or basic health care. The villagers were mostly stateless and the area was controlled by militia, giving the people no choice but to resort to illegal practices such as slash and burn farming, opium poppy cultivation, drug and human trafficking.

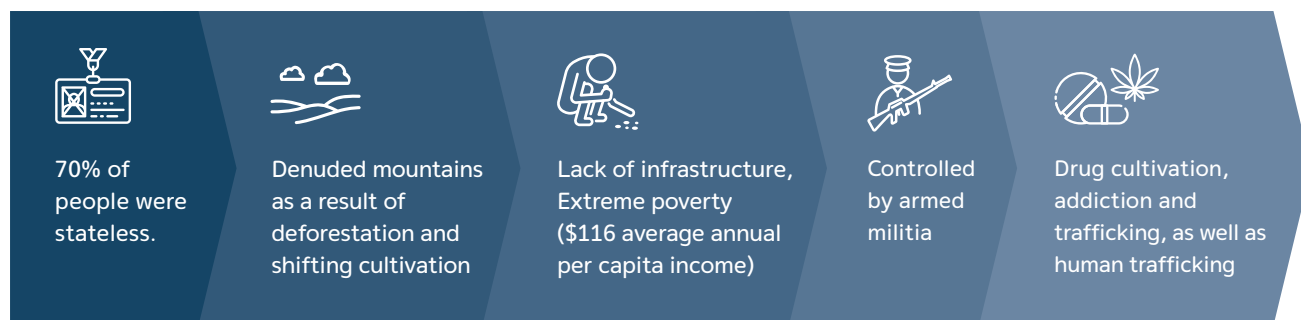
Her Royal Highness Princess Srinagarindra, the Princess Mother, realised that the root of these problems was “poverty and the lack of opportunity”, so she addressed the basic issues of “sickness, poverty and ignorance” in a holistic manner through a people-centric approach. Economic gains had to be balanced with social stability and environmental plenitude. This was done by developing the basic infrastructure, creating jobs and livelihoods that suited the geo-social conditions of the area, developing knowledge and skills that covered the entire value chain, restoring the natural environment and improving education for the youth. The mechanism used to create a stable income for the community was the social enterprise under the DoiTung brand, which emphasised the use of high quality natural materials, folk wisdom and craftsmanship with a heart. There are five business units: handicrafts, horticulture, processed food, cafe, and tourism.

The success of DTDP’s development work in the past has gained international recognition, making it a Sustainable Alternative Livelihood Development Model that has been replicated in communities suffering from various issues in many countries such as the Republic of the Union of Myanmar, the Islamic Republic of Afghanistan and the Republic of Indonesia.



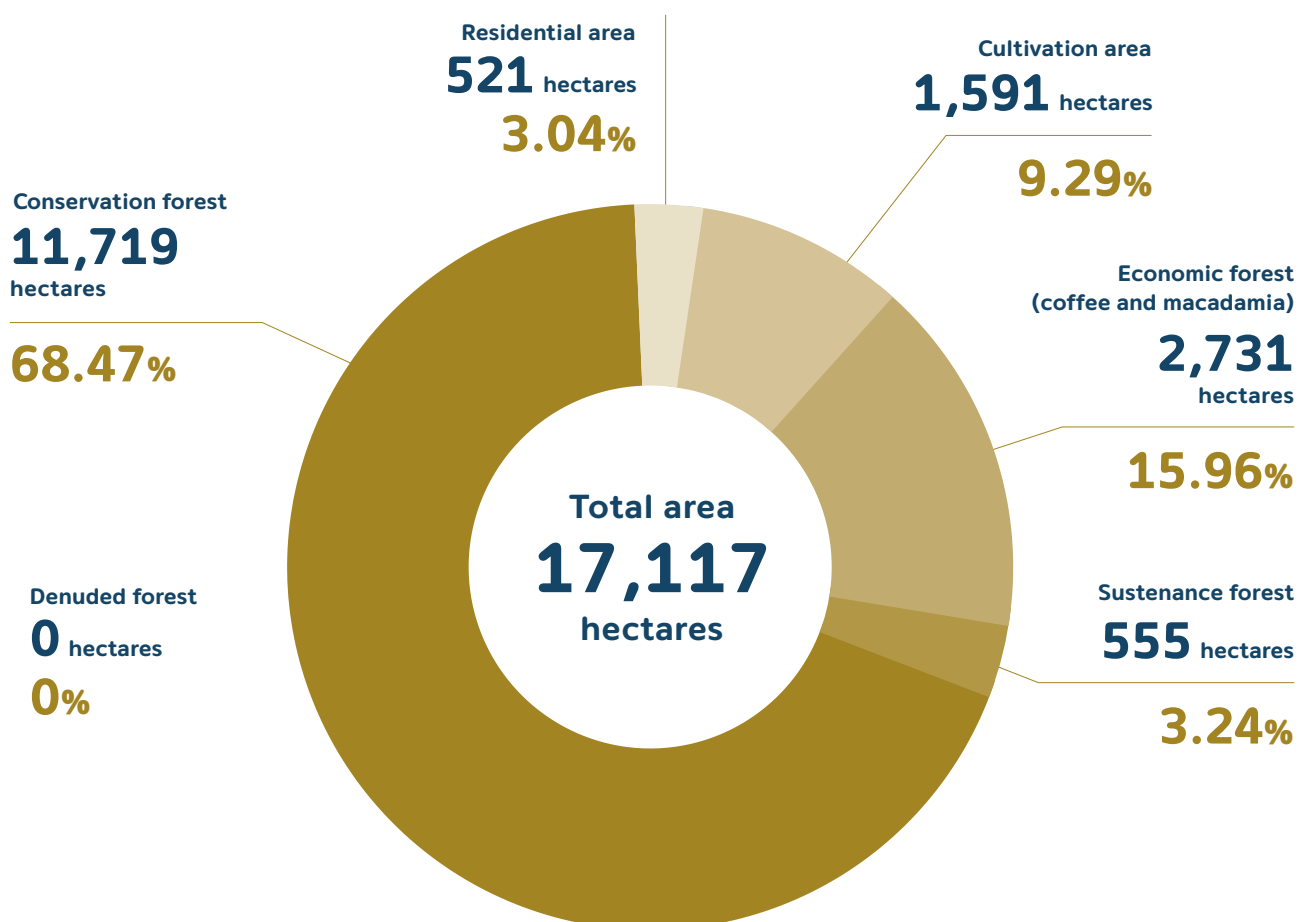
## Doi Tung Development Project

### Fundamental Problems



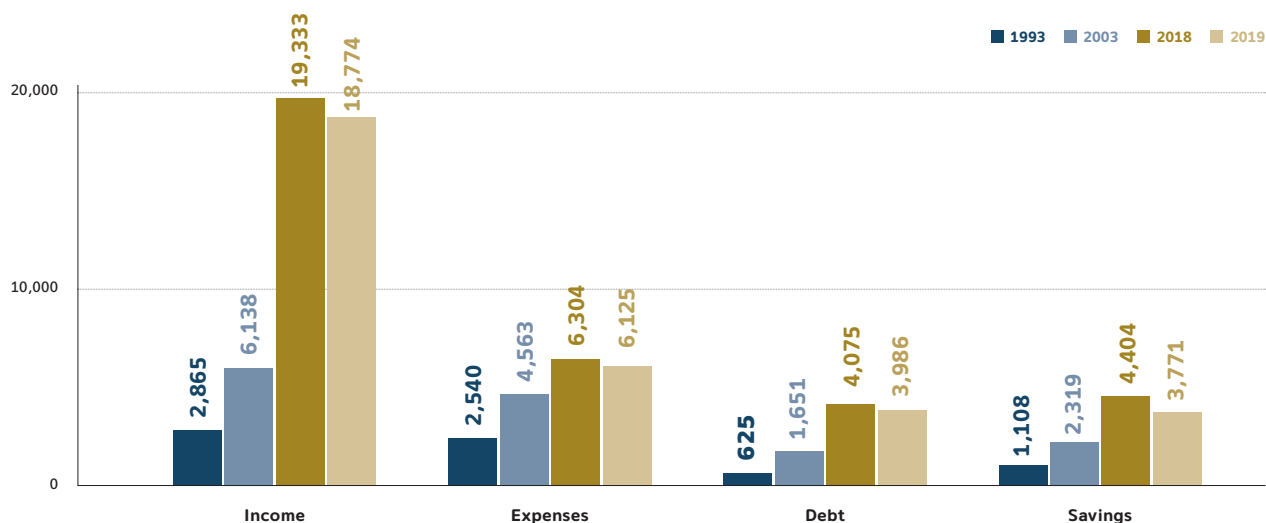
### What do the people get?

#### Environmental Impact: Land Usage of Project Area





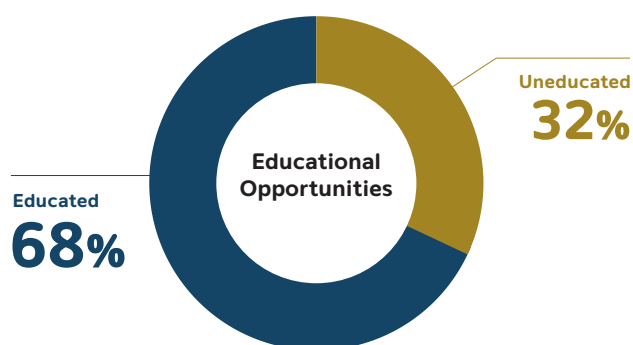
## Economic Impact: Comparison of Income, Expenses, Debt and Savings (US\$/household/year)



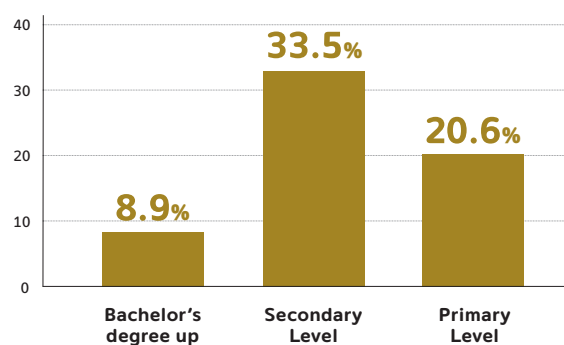
From the fundamental issue of poverty where villagers earned an income of US\$ 121/person/year, DTDP was able to address the problem, raising the income to US\$ 3,479/person/year by 2019.



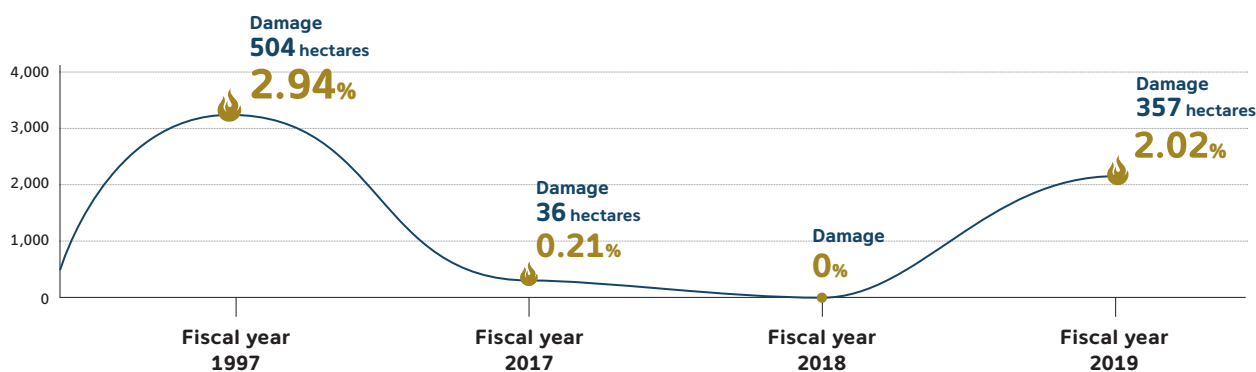
## Social Impact: Educational Opportunities of the Community



### Level of Education



### Comparison of Wild Fires



## The Doi Tung Development Project

### Key Achievements in 2019

## 1. DoiTung Brand



### 1.1 Continued Improvement of Craftsmanship

"DoiTung & Friends 2019" project was a collaborative effort between prominent urban designers and artists, namely Sombatsara Teerasaroch, Kullawit Laosuksri, Vatanika Patamasingh na Ayudhya and Kimberley Anne Woltemas, and ethnic artisans on Doi Tung to create special collections that would combine the local craftsmanship with the urban lifestyle, inspired by life, nature and folk wisdom. Proceeds after deducting expenses went to help "cultivate people" to enable the community to be self-sufficient in line with the vision of Her Royal Highness Princess Srinagarindra, the Princess Mother, who said, "Help them to help themselves". The collection was displayed and sold at the DoiTung & Friends pop-up store from 13 November - 1 December 2019 at Siam Paragon Shopping Centre.



## 1.2 Design for Sustainability

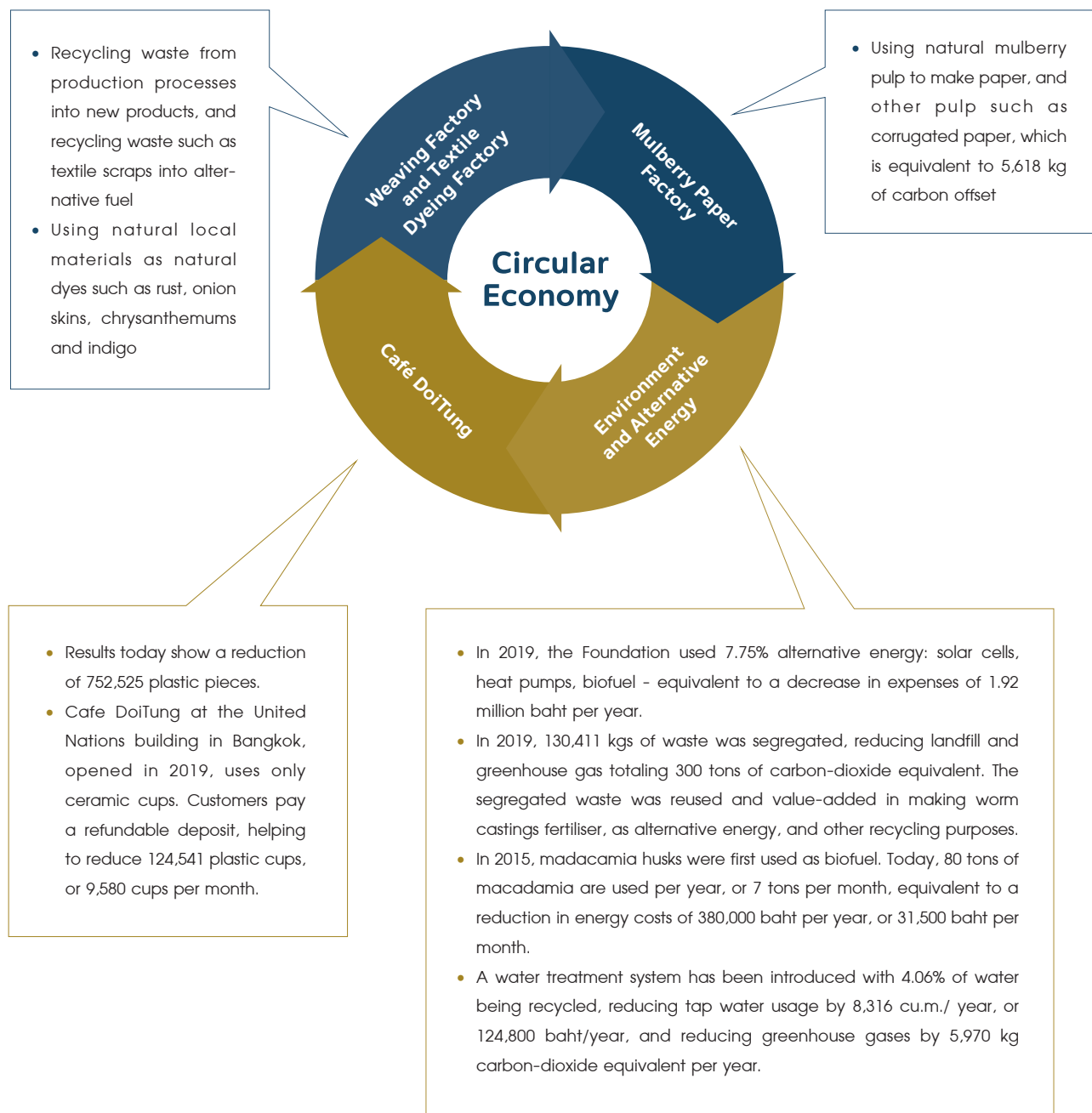
Mae Fah Luang Foundation aims to preserve ethnic craftsmanship and upgrade the quality of local artisans in order to create jobs and sustainable income through the creation of the DoiTung brand. Products are inspired by traditional ethnic costumes and tribal lifestyle on Doi Tung combined with modern design concepts that are practical for everyday use. Production of the items emphasises eco-friendly procedures at every stage starting with the concept that uses recycled material left from other production processes to minimise waste.

In 2019, DoiTung brand won the “Design Excellence Award” or “DEMark 2019” given for outstanding product design by the Department of International Trade Promotion, Ministry of Commerce. Awarded products were “MAWATA-HILLTRIBE Bumble Jacket” and “OVERSIZE — HILLTRIBE Bag” which won in the creative and innovative fashion and apparel category, while the “Husk” ceramic collection won in the lifestyle category.

- The “MAWATA - HILLTRIBE Bumble Jacket” is a product made of handwoven textiles from natural fibres mixed with metallic fibres. The natural fibres are soft, lustrous, small and delicate, provide warmth, and are breathable, making the items comfortable to wear. Metallic fibres add colour and sparkle. The design incorporates environmentally-friendly processes through the use of manufacturing waste, or “Mawata” in Japanese, to replace polyester and down normally used in making jackets.
- The “OVERSIZE - HILLTRIBE Bag” is inspired by the ethnic hill tribe shoulder bag used daily on Doi Tung. It addresses the modern urban lifestyle in terms of design and function by enlarging the traditional size and incorporating contemporary woven patterns using a combination of natural and metallic fibres lined with polyester that adds durability and shock-resistance. It is produced under the Zero Waste concept to create the least possible waste.
- The “HUSK” ceramic collection design is inspired by macadamia nuts, an economic crop that creates income and a sustainable livelihood for the Doi Tung communities. It was designed and produced by local artisans on Doi Tung who received skills training through a special collaborative project between Mae Fah Luang Foundation and Kasama city in Japan. Macadamia husks left from the food production process are used to fuel the ceramic kilns. The ashes are used to create unique colours and patterns on the ceramic products, while benefiting the environment at the same time.

### 1.3 Eco-Friendly Production Process

Products under the DoiTung brand are manufactured taking into consideration the effects on the environment and the community, and therefore aim for Zero Waste under the Circular Economy concept. This addresses waste reduction through 3 methods: Reuse, Recycle and Rematerialise.



### 1.4 Internal Eco-Friendly Activities

In 2019, Mae Fah Luang Foundation streamlined the online procedure for booking and approving air travel for field work, linking it to related divisions such as the Vehicle Division. A total of 498 staff members used the system, which supported 2,567 travel requests, reducing paperwork by 5,134 sheets.

## 2. Social Enterprise

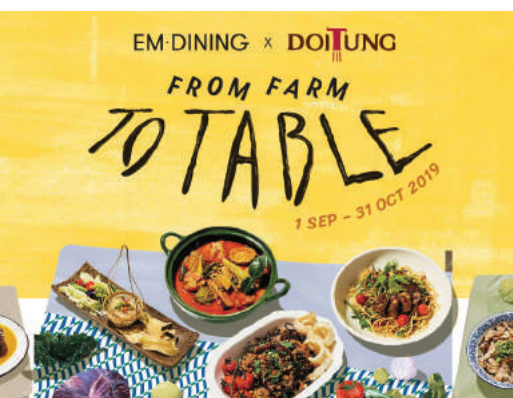
### 2.1 Promotion of Local Entrepreneurs



- The 6<sup>th</sup> Colours of Doi Tung Festival

Mae Fah Luang Foundation held the 6<sup>th</sup> Colours of Doi Tung Festival at Doi Tung Development Project, Mae Fah Luang District, Chiang Rai Province, with the aim of encouraging local communities to upgrade the quality of their products and services towards becoming professional entrepreneurs. The festival also encourages the proper use of resources. The 6<sup>th</sup> Colours of Doi Tung Festival took place from 4 December 2019 to 12 January 2020, or a total of 27 days.

What do the People Get?	Income for local entrepreneurs	Number of local entrepreneurs	Income per entrepreneur
	<b>8.3</b> million baht	<b>156</b> entrepreneurs	<b>53,102</b> baht/27 days



- From Farm to Table, From Doi Tung to EM Dining

Mae Fah Luang Foundation, in conjunction with the Emporium and the EmQuartier shopping centres, organised the "From Farm to Table, From Doi Tung to EM Dining" to use farm produce from Doi Tung Development Project, produced by villagers and farm groups in the project area such as Mei San black pig, Ayam Cemani black chicken, organic rice, pesticide-free vegetables, Akha chilli paste and grains, transformed into special dishes for visitors in Bangkok. Participating restaurants included Greyhound Cafe, Kub Khao Kub Pla, Nara, Sava and Vanilla Cafeteria. This allowed urban diners to enjoy local produce from Doi Tung, and helped to raise the standard for raw materials to empower local entrepreneurs. The event was held over 60 days, and brought a total of 1.2 million baht into the local communities.

- Natural Dyes

Mae Fah Luang Foundation introduced the natural dye project to scale up the handicraft activities in three villages. Communities were encouraged to work with DoiTung designers to create handicrafts that retained the unique local identity enhanced with modern creative design elements. Skills training programmes also included participation in the SUPPORT Arts and Crafts International Centre of Thailand seminar for interested villagers to open up access to markets and increase income for the community.





#### • Upgrading Coffee Plants to Improve Yield

Mae Fah Luang Foundation offered 100,000 high grade coffee saplings to farmers to replace inferior coffee plants which will help to increase future yields. A total of 23 local foundation staff were also sent for training on how to promote coffee cultivation to local farmers. The standard of coffee cherries bought from farmers was also raised, with emphasis on ripe cherries without weevils. Mae Fah Luang Foundation continues to emphasise fact-sharing with farmers so they can improve and develop their coffee produce, resulting in an increase of approximately 12 million baht for coffee growers.

## 2.2 Social Enterprise Leaders

#### • Promotion of Social Impact Assessment (SIA)

Mae Fah Luang Foundation has been operating social enterprises while taking into consideration the social impact assessment through internationally accepted methods that cover every dimension. This social impact assessment can also be used with operating results of other activities in the same industry. It also allows each social entrepreneur to assess whether or not their operation successfully achieves their mission. Mae Fah Luang Foundation therefore partnered with experts from Singapore to conduct SIA for two domestic social enterprises, helping them to understand the assessment process, and get clear assessment results.



#### • Upscaling Vanilla Crop Project

Mae Fah Luang Foundation upscaled the vanilla crop project, one of the research projects on new high-value economic crops. The foundation began conducting research on vanilla in 2017, starting with three small experimental plots, expanding to 1.6 hectares at Ban Pha Mee Learning Centre, Doi Tung Development Project, which is a model farm for crops suitable for different geographical conditions, providing a learning centre for farmers interested in applying the knowledge on their farms.

#### • Economic Crop Database Development

In 2019, Mae Fah Luang Foundation set up a database for individual macadamia trees in the project area in an attempt to improve yield per tree. Data is stored in categories such as species, age, grade, quality of yield, diseases, geographic factors, climate, temperature, humidity and precipitation.

Data was also collected on 40,000 trees from over 20 species, with the results of the data analysis used for more efficient planning and policy-making by the management team, from the selection of strong species for seedling culture, efficient farm management, improvement of production process and waste reduction to provide a sustainable alternative occupation for the community.

## 3. Cultivating a New Generation of Leaders

### 3.1 Formal Education

The education development project places emphasis on a child-centred approach with the aim of helping children grow up into responsible adults that can contribute to their families and communities, and be good citizens. Childhood-development continues according to their age and class level, with training workshops for school administrators and teachers on new teaching methods, academic techniques and psychology. Experts from the private sector are also invited to provide guidance.

In 2019, the curriculum comprised the following:



#### 1. The Montessori Teaching Approach

This method helped prepare children between the age of 2-6 in early childhood and kindergarten levels for moving up to higher levels.

In 2019, the Montessori method of teaching within the Doi Tung Development Project area was expanded to the entire Mae Fah Luang District, in the following early childhood learning centres and schools:

	2017 Academic Year		2018 Academic Year		2019 Academic Year		Total
	Early Childhood	Kindergarten	Early Childhood	Kindergarten	Early Childhood	Kindergarten	
Increased schools	9	8	5	11	3	10	46
Classroom	17	20	10	30	8	25	110
Teachers with training	22	20	17	31	15	54	159
Pupils	427	542	239	801	200	623	2,832
Pupils: Teacher	19.4	27.1	14.1	25.8	13.3	11.5	17.8

The project also produced a video showing the teaching process, and with details on how to use the Montessori teaching materials for the benefit of new teachers and to help experienced teachers revise their knowledge. The video also informs on benefits for the pupils, which is equivalent to the standard of the Ministry of Education's primary curriculum.

#### 2. Project-Based Learning

This is a partnership school project with St Andrews International School Bangkok implemented in 2018 in eight schools in the Doi Tung Development Project area for grade 4-6. This project promotes group activities to develop exploration and fact-finding skills, stimulates a logical and continuous thought process through asking questions, stimulates interaction and opinion-sharing among pupils, promotes critique and presentation skills in front of the class which will enhance speaking skills.

As for teacher training programmes, joint meetings were held to plan and exchange ideas on the improvement of the learning process through Professional Learning Community (PLC), both within individual schools and cross institutes, with the full cooperation of the families and communities.

In 2019, participating schools requested the expansion of the programme into grade 1-3 and grade 7-12 in all eight schools in the Doi Tung Development Project area.

Academic Year	Grade 1-3			Grade 4-6			Grade 7-9			Grade 10-12		
	Classes	Pupils	Teachers	Classes	Pupils	Teachers	Classes	Pupils	Teachers	Classes	Pupils	Teachers
2018	0	0	0	24	328	38	0	0	0	0	0	0
2019	24	368	34	24	328	40	12	232	10	6	140	12

- Vocational Skills Curriculum Development for the Secondary Level

The vocational skills curriculum was developed for three schools in the Doi Tung Development Project area that offer secondary level classes, namely Ban Huai Rai Samakkhi School, Mae Fah Luang Kindergarten and Ban Pa Sang Na Ngoen School. The curriculum aims to allow pupils to gain practical skills of the entire the work process, from the creative process, sourcing knowledge independently, to the actual production stage of a quality product, entrepreneurial skills as well as sales and income creation, through a Project-Based Learning method.

All three schools organised activities that encouraged pupils to devise a systematic planning process towards becoming entrepreneurs, through both direct marketing and online marketing, to practice developing products through a creative process with products that meet consumer standards, and to create innovative products and income for themselves and their families. This is compiled in a clear syllabus that is continuously improved.

Ban Huai Rai Samakkhi School, which offers up to grade 12, provides a dual vocational curriculum: upon graduation, pupils receive a vocational certificate. At the other two schools, pupils who complete grade 9 can continue their studies at vocational colleges.

- Expanding the Thai Language Syllabus for School Children whose First Language is not Thai in the Doi Tung Development Project and Surrounding Areas

Her Royal Highness Princess Maha Chakri Sirindhorn instructed Mae Fah Luang Foundation to promote the teaching of the Thai language in Mae Fah Luang District where pupils from various ethnic groups do not use Thai as their mother tongue. With Thai language skills, they will be able to continue their studies at higher levels, and lead a normal life in society. The programme began in 2017, and covered 36 schools in Mae Fah Luang District, Chiang Rai Province, and three schools in the Roi Jai Rak Project, Mae Ai District, Chiang Mai Province. This programme received support from the Chiang Rai Primary Educational Service Area Office 3 and the Chiang Mai Primary Educational Service Area Office 3.



Mae Fah Luang Foundation implemented the same curriculum as used in the Doi Tung Development Project area, with the following average results for grade 1-3:

Number of years in the program	Reading Skills (out of 100 points)		Writing Skills (out of 100 points)		Development groups
	Before joining the program	After joining the program	Before joining the program	After joining the program	
Over 3 years	61.70	88.95	44.76	81.40	8 schools at DTDP
3 years	40.91	67.91	12.81	62.15	Expanded area 1
2 years	54.99	80.24	25.19	74.98	Expanded area 2
1 year	23.34	52.45	16.22	49.53	Expanded area 3
2 years	53.64	72.03	19.35	49.15	Roi Jai Rak

After following up with pupils who did not pass the reading and writing skills assessment tests, it was found that some had learning disabilities according to the Ministry of Education criteria. From 11,192 pupils in 39 schools, a total of 844 pupils (8%) suffered from learning disabilities. Mae Fah Luang Foundation therefore conducted a research project in conjunction with the Pediatric Department, Faculty of Medicine Siriraj Hospital, Mahidol University, Division of Developmental and Behavioural Pediatrics.

The project set up seven Thai language development centres, using a centrally located school as the base to coordinate, organise training workshops, supervise, follow up and evaluate results of the Thai language teaching program, to ensure it achieves the set goal.

- Thai Language Teaching at Grade 4-6

As a result of the Thai language development courses at grade 1-3, school administrators and teachers requested that the program be expanded to grade 4-6 on top of the listening, speaking, reading and writing skills, to enable pupils to communicate at a higher level. Mae Fah Luang Foundation therefore requested support from the Sirindhorn Thai Language Institute, Chulalongkorn University, to develop a new curriculum for this program.

- Education Development Support Activities

True Corporation Public Company Limited provided the following technical support:

- Data collection for 39 schools including history of the school, management structure, personnel, environmental analysis, pupils, basic infrastructure, knowledge centres and achievements of the school, so as to provide an overview of the school for public access.
- True CLICK LIFE SIS program, an online information centre to support the learning process for teachers and pupils of every level. Information is presented through multimedia formats with animation and games to assist learning skills and test knowledge acquisition. This program has been tested at eight pilot schools within the Doi Tung Development Project area.

Siam Commercial Bank PCL provided the following support:

- Drinking water systems at 39 schools and two early childhood development centres; prepared manuals of water systems for each school to support self-maintenance.
- Set up the Huai San Early Childhood Development Centre to care for 50 children to replace the original facility - a classroom in the Suksa Naree Anusorn 3 Border Patrol Police School.
- Carried out repairs at Sukruethai Early Childhood Development Centre, built additional toilets, hand-washing facilities, kitchen and canteen areas.

## 3.2 Extracurricular Activities

- Creative Learning Space for Children and Youth (Faidee Centre)

Doi Tung Development Project developed a course to nurture future good citizens to further the sustainability concept within the project area. The program aims to link the children's likes and interests with the potential vocation and creative leisure activities. This will build a solid foundation for them, and prevent straying off the straight and narrow. It will also provide leadership and management training skills. The 13 courses include Doi Tung Junior Chef, Faidee Cafe, Little Librarian, Basic Wildfire Suppression, Waste Segregation, Doi Tung Agriculture, First Aid, The Investigator, Bamboo Bow and Arrow, Thai Sweets, Music, Art, and Recreation. The centre has 760 members.



- Scholarships

In 2019, there were a total of 35 youth applicants for scholarships, with 16 successful applicants: two for Mae Jo University, two for Mae Fah Luang University, six for Rajabhat Chiang Rai University, one for Phayao University, one for Rajabhat Suan Sunandha University, and four for Chiang Rai Vocational College. The following activities were held for scholarship recipients:

1. 23 skills training workshops such as Orientations for new scholarship recipients, Lessons Learnt and Post Studies Planning, and Relationship Building between scholarship recipients.
2. As part of the process to encourage graduates to return to their hometown to work, a total of eight graduates returned after completing their studies.



- Faidee Kids Camp

The learning concept "Building Love from Knowledge and Beauty" at the Faidee Kids Camp at Doi Tung Development Project, Chiang Rai Province, organised by Mae Fah Luang Foundation in partnership with Rabbit in the Moon Foundation, offered an opportunity for city children to experience "sciences and arts" in the natural world in an attempt to nurture quality "seedlings" and reduce the social gap among the future generation. Five Faidee Kids Camps were held, with 118 participants.

# Tea Oil and Other Oilseed Crops Research and Development Project

## Basic Information



### Time frame

2006-Present



### Location

2 areas - Pang Mahan and Puna villages, Mae Fah Luang district, Chiang Rai province

### Area coverage

- Pang Mahan Village  
2,726 hectares
- Puna Village  
5,332 hectares

### Total area

8,058 hectares



### Beneficiaries

572 households of  
3,183 people

## Background

This project was initiated in 2006 to address poverty issues, provide alternative livelihoods for the local communities, and address environmental degradation and forest encroachment. Mae Fah Luang Foundation partnered with Chaipattana Foundation to conduct studies and grow tea oil trees as economic crops on the royal initiative of Her Royal Highness Princess Maha Chakri Sirindhorn who recognised the medicinal benefits of the plant and its high market price that would offer great economic stability to local communities. Land for cultivation was allocated for the villagers, and a variety of occupations introduced, while the villagers had to participate in forest conservation efforts to allow man and forest to coexist in a sustainable way following the royal initiative of His Majesty King Bhumibol Adulyadej the Great.

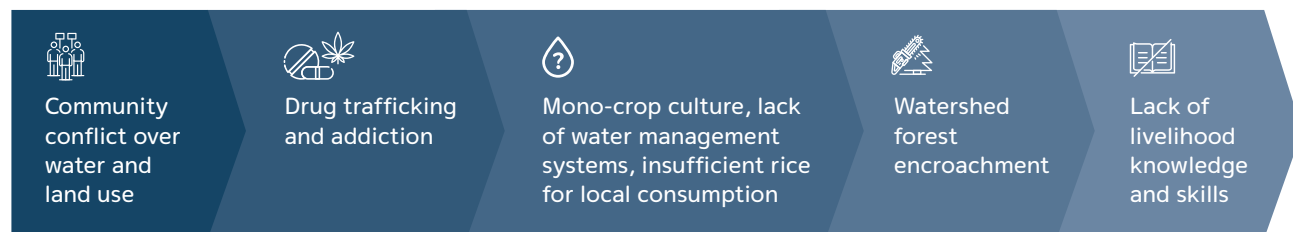
## Key Achievements in 2019

Achievements in 2019 were divided into tea oil crop cultivation and promoting livelihood opportunities for those living under the poverty line. In the past year, tea oil crop cultivation was directed at replanting 114,108 new high quality trees, and grafting 54,908 good quality shoots. Data collection on individual trees was also carried out to help devise an effective crop cultivation strategy.

To promote livelihood opportunities for those living under the poverty line, the project team introduced black-boned chicken farming to 200 households and meishan pig farming to 91 households, as well as other livelihoods that suit the needs and limitations of the local villagers in terms of available land, know-how and market accessibility. This included a pilot plot of 8 acres to plant post-rice harvest crops, with 12 farmers participating; community handicraft promotion activities with 29 participants. A nursery for Assam tea saplings has also been initiated that will target 100 households in 2021.

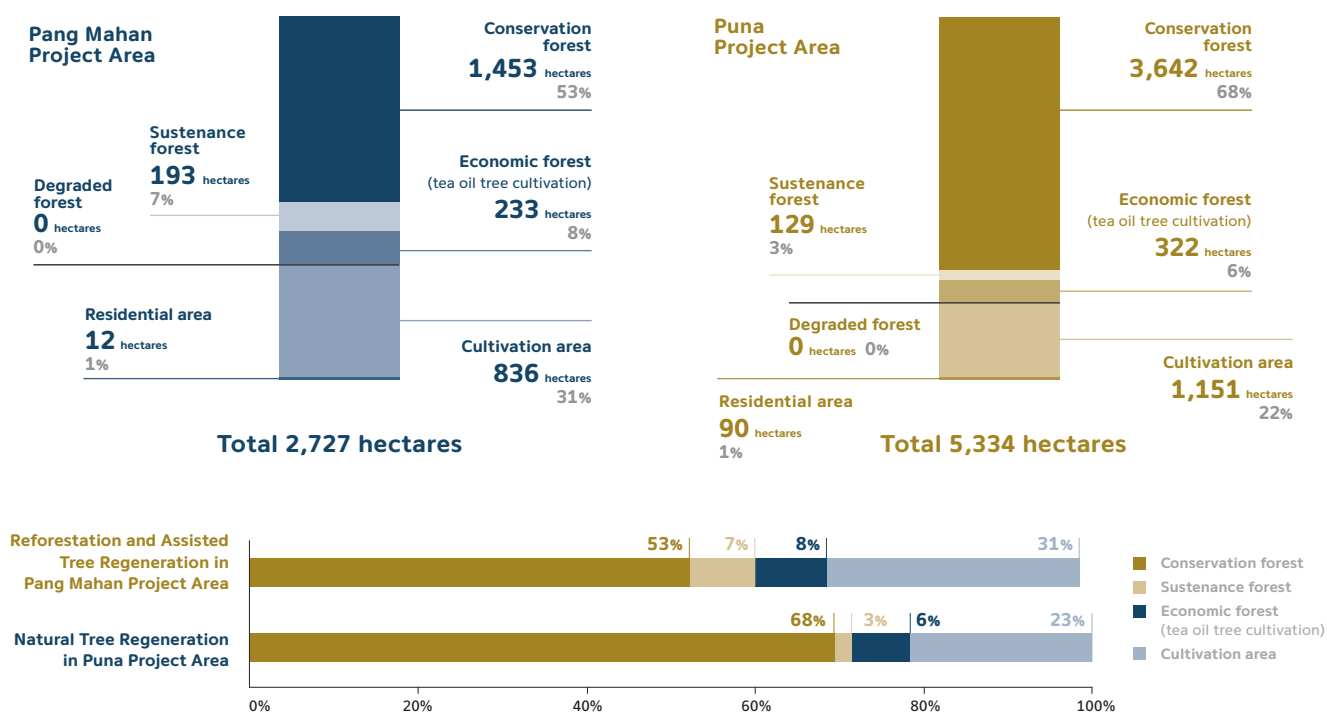
From an economic survey of 572 participating households, results show an average income of US\$ 6,955/household/year compared to US\$ 1,768/household/year at the start of the project. Data from the survey will be used to prepare a livelihood promotion plan for villagers in the project area.

## Fundamental Problems

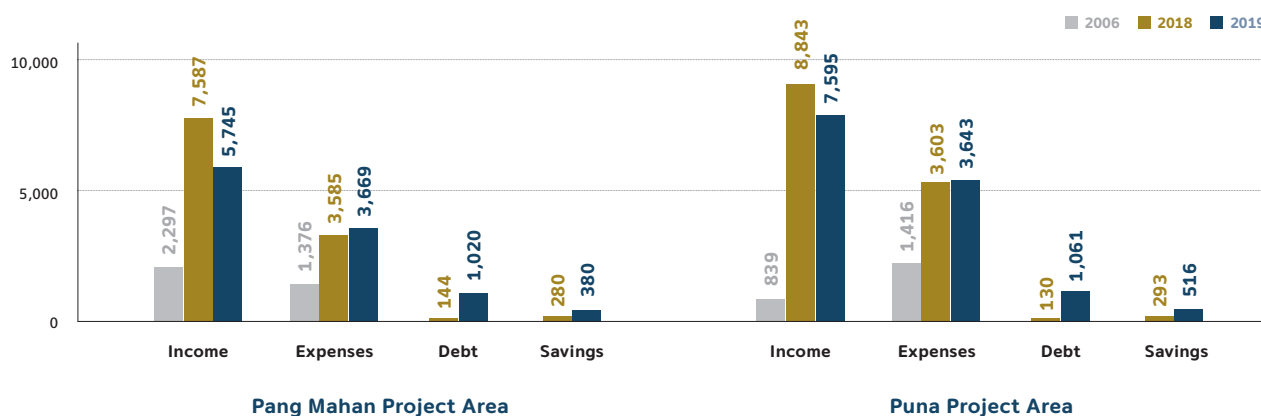


## What do the people get?

### Environmental Impact: Land Usage in Project Area



### Economic Impact: Comparison of Income, Expenses, Debt and Savings (US\$/household/year)



# Nan Reforestation Project

## Basic Information



**Time frame**  
2013-Present



**Location**  
Covering 3 districts,  
4 sub-districts,  
20 villages in Nan  
province

## Background

The Nan Reforestation Project was an extension stage of the Nan Integrated Development Project under Royal Initiative which began in 2009. Mae Fah Luang Foundation partnered with the Royal Initiative Discovery Institute to implement this project to address issues of poverty and improve the livelihoods of villagers in the project area. Activities included improving water management systems for utilisation, consumption and agriculture, promoting livelihoods through agricultural and livestock development, setting up seedling and livestock funds as well as processing, all of which targeted the concept of “cultivating people” according to the Princess Mother’s concept of “cultivating land, cultivating people” and wish for villagers and forests to co-exist in harmony.

That is to say, sustainable reforestation must enable communities to have a better quality of life, and also benefit from the forests. Not only will this prevent them from encroaching on forests, but also encourage them to protect and preserve forests.

Mae Fah Luang Foundation carried out this reforestation project between 2013-2017, funded by the Office of the Permanent Secretary, Office of the Prime Minister, with the aim of restoring the natural environment in the project area, increasing forest coverage and improving the well-being of the people, encouraging them to have a sustainable co-existence with the forest. The main activities included sapling cultivation, land management to provide a clear demarcation between forests and cultivation and residential areas, setting up a village committee to establish rules and regulations on the use and conservation of forest resources, and the planting of “Three Forests, Four Benefits”. The area was divided into conservation forests to protect watersheds and biodiversity, sustenance forests to provide fuel and food sources to be managed by the communities, and economic forests which would be the key sustainable income earner to replace mono-crop cultivation. Economic forests not only serve to reduce the need for vast agricultural areas and slash and burn methods required for mono-crop cultivation, they also create a firebreak to prevent wild fires spreading into conservation forests and sustenance forests.

## Key Achievements in 2019

In 2019, Mae Fah Luang Foundation continued to concentrate on improving the quality of produce from economic forests, namely coffee and cashew nuts, as well as forest conservation by encouraging community participation in managing wild fires and assisted tree regeneration. Activities in the past year included:

## 1. Sourcing Markets for Economic Crops

Markets were sourced for 16.90 tons of parchment coffee worth US\$54,878, and 10 tons of cashew nuts worth US\$8,490, resulting in a total income of US\$62,173 for the community.

## 2. Wild Fire Management

The community participated in the management of wild fires in 3 districts by repairing watch towers, constructing 11 firebreaks with a total distance of 20.5 kms. In 2019 there were no reports of wild fires or stubble burning in Tha Wang Pha and Song Khwae districts, though wild fires were reported in Chaleram Prakiet District, with damage to 450 hectares of forest. Even then, the rate of wild fires in 2019 decreased by 96% compared to the base year of 2013 when a total of 12,189 hectares of forest were damaged by wild fire.

## 3. Monitoring of Economic Forests

Economic forests were monitored by experts; a monitoring system was designed for a 14-hectare cashew tree demonstration plot as well as a calendar for the care of cashew trees to improve efficiency and standards.

## 4. Assisted Tree Regeneration of Conservation Forests

Villagers in Chaleram Prakiet District participated in an assisted regeneration project of conservation forests with 1,500 seedlings planted in the areas damaged by wild fires in 2019. Field staff also reached out to Thung Chang District, Nan Province, an area outside the Nan Reforestation Project, to distribute seedlings to participants of the Faidee Youth Camp forest conservation activity called "Right to Breathe" by the Young Presidents' Organisation for their assisted tree regeneration activities. Since 2019 was the culmination of this activity, the project team will complete the monitoring the results of the YPO project within the first quarter of the 2020 fiscal year.

## 5. Outbound Study Visits

Farmers in the project area and Mae Fah Luang Foundation staff were taken on a study visit to cashew orchards in Ubon Ratchathani and Yasothon provinces in preparation for setting up the cashew research and development plots in 2020.

## 6. Inbound Study Visitors

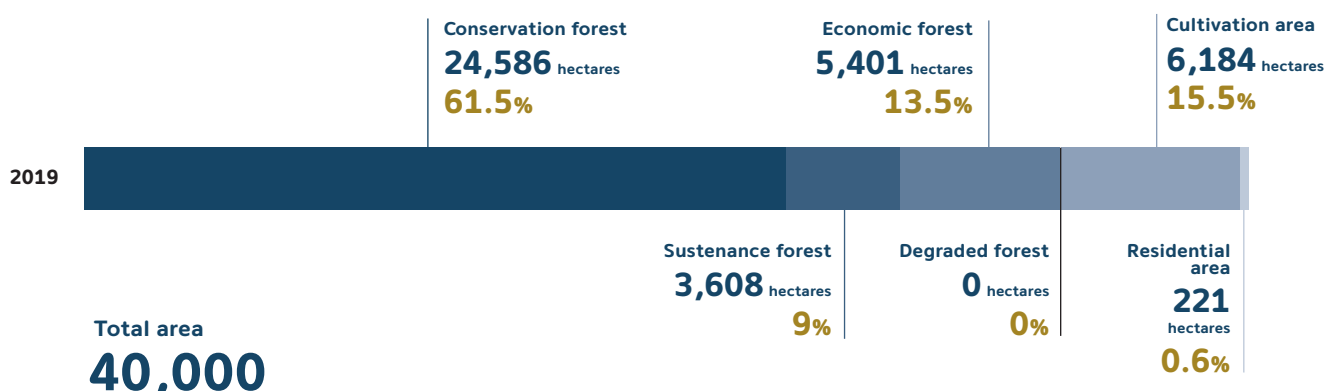
Piangkor Knowledge Centre welcomed 15 groups of visitors from the government and private sectors and the public.

## Fundamental Problems



## What do the people get?

### Environmental Impact: Land Usage in Project Area





# Roi Jai Rak Project

## Basic Information



**Time frame**  
2018-2029



**Location**  
Covering 4 villages in the Huay Muang Ngam river basin namely Ban Muang Ngam Neua, Ban Huay San, Ban Hua Muang Ngam and Ban Muang Ngam Tai, as well as 20 villages in Tha Ton sub-district, Mae Ai district, Chiang Mai province  
**Area coverage** 5,939 hectares



**Beneficiaries**  
1,067 households/4,297 people

## Background

Roi Jai Rak Project was initiated to support the government's drug mitigation policies and measures, create national stability through capacity building activities for local communities, provide alternative sufficient livelihoods and build immunity within communities which had previously earned an income through illicit activities, offering them honest livelihood alternatives. This was done by creating tangible role models to create awareness and understanding within the communities which would lead to a desire for change. The process of "Survival, Sufficiency, Sustainability" was applied for a sustainable solution to drug issues in an urban context, as well as a long-term area-based development program implemented in a holistic and participatory manner to embrace eco-social as well as environmental dimensions. This reflects the needs of the local communities and creates a sense of ownership among stakeholders. Integrated efforts from both the government and private sectors ensured that the potential of the communities would be achieved in the areas of agriculture, livestock, irrigation, handicrafts, processing and value-added in the production chain, tourism as well as environmental management that would eventually lead to self-sustainability for the community.

## Key Achievements in 2019

In 2019, Mae Fah Luang Foundation continued to create awareness among all stakeholders in the project in order to achieve an "explosion from within" where the community is ready to embark on the development project together with the Roi Jai Rak project team in Mae Ai district, Chiang Mai province. The area-based development project covered various dimensions that would lead to licit alternative livelihood options that would create a stable income and build immunity against drugs and other illicit practices in a sustainable manner. The development project covered the following dimensions:

- **Water Systems:** The project team addressed the issue of water by installing a system to provide water for utilisation and consumption. Pipes were laid into a tank,

and 2 tanks were built to benefit 681 villagers. An irrigation system was developed by repairing and building 19 check dams, digging 50 serial reservoirs, repairing 3 portions of a field irrigation system with a total distance of 782 m, benefiting 898 villagers. The total area served by the water system was 347 hectares.

- **Agriculture:** The project team introduced a refined agricultural model that put emphasis on quality produce, with efficient and standardised plot management by testing both short-term crops and long-term crops that locals were already accustomed to growing, with know-how input from the project team to improve quality and yield, and encourage less reliance on chemicals that are harmful to health and the environment.

- The project team organised activities to improve yield of lowland rice and highland rice for the 2<sup>nd</sup> consecutive year. The resulting harvest showed an increase in yield per acre of participating farmers for both kinds of rice.

- Promotion of chrysanthemum as an economic crop for 23 farmers in 1.6 hectares of land grown as instructed by the project team for quality produce. The project team bought a total of 1,326 kgs of produce from farmers, creating a total income of US\$21,529.

- The project team joined hands with CP Starlanes Co Ltd to grow quality mangoes for export by sharing know-how on crop management and fruit selection. Exports for 2019 totalled 15,904 kgs valued at US\$26,135.

- **Livestock:** Quality livestock was distributed to 212 villagers in the form of a revolving fund to provide sustenance as well as supplementary income. Livestock health care and advice was also provided by livestock volunteers.

- **Handicrafts:** Skills training workshops were offered to women's groups to provide a supplementary occupation. A total of 42,484 items were produced for the DoiTung brand. Ten industrial sewing machines were also provided as the centre of operations, and delivery logistics planned for efficiency.

- **Tourism and Processing:** "Kad Luang Roi Jai Rak" market was set up to allow villagers within and outside the project area to sell their produce in an orderly manner to replace the roadside market on Highway 1098 (Mae Chan — Fang) which obstructed traffic and was hazardous. It also served to test the potential of the area to become a cultural tourism destination that reflected ethnic diversity, contributing to a long-term income for the communities.

- **Public Health:** An integrated effort from relevant units was promoted to organise the "Asa Tham Dee 2" (Volunteer for Good) activity with 93 volunteers to expand the ongoing drug rehabilitation program. The project also provided materials and workshops to help the villagers building 904 small

water filters so every household can have access to clean water for use and consumption. so every household can have access to clean water for use and consumption.

- **Education:** Improved the infrastructure of existing schools and childcare centres, developed water systems to provide clean water for use and consumption, encouraged pupils in their learning process, supplemented teaching materials following the Montessori method at all 3 child-care centres in the project area, and constructed a new child-care centre at Ban Huay San village.

- **Land Usage Management:** The project team held meetings to demarcate areas of responsibility for each village, surveyed existing firebreaks, joined villagers in planting 22,890 banana and cotton trees to replace forests damaged by wild fires during the last dry season, and to create a natural firebreak over a distance of 77.50 kms.

- **Other Activities:**

- Data was used to compare changes in the eco-social conditions of the 24 target villages of 1,286 households. The data indicated that villagers had an increased livelihood capital compared to the start of the project in 2017. Over 99% of villagers had enough water and rice for household consumption for the entire year, and had more livelihood choices to increase household income. Economic data showed that villagers had increased income and assets, giving them more spending power to clear their debts, leading to increased expenses and lower outstanding debt. However, there was still a disparity of income, with the average income at US\$1,534/person/year. Despite showing a 31% increase over the previous year, 52% of villagers still live below the poverty line for Chiang Mai Province (US\$1,005/person/year).

- Her Royal Highness Princess Bajrakitiyabha Narendira Debyavati has followed the progress of the project closely since 2018, and paid three visits to the project area to observe the progress and visit the people, helping to boost the morale of the local community.

- The project team, together with the Royal Initiative Discovery Foundation, organised a training course and field work on how to implement His Majesty King Bhumibol's initiatives in the mitigation of drug trade and trafficking for local government administration officers in the northern provinces, with the project area as the training centre. This was aimed at scaling up the Roi Jai Rak Project into all 19 border districts in 4 provinces. A total of 103 groups comprising 6,372 participants joined the training programme. Project team members also provided continued workshops in the respective areas under the theme "Fieldwork in Implementing the Sufficiency Economy Principle Course 2" for another 8 groups of 567 participants.

## Roi Jai Rak Project

### Fundamental Problems



**Poverty**  
villagers lacked knowledge and skills to earn a living; economic disparity



**Lack of Water Management**  
insufficient water for utilisation and consumption during the dry season; lack of irrigation systems; ineffective use of water for agriculture



**Drug Issues**  
drug users and traffickers were still rampant, as well as the influence of drug trafficking networks.



**Agriculture:**  
excessive use of farming chemicals; lack of agricultural knowledge; insufficient water during the dry season; degraded soil; high rate of livestock mortality due to lack of necessary livestock know-how

### What do the people get?



**Environmental Impact: Land Usage in the Project Area**

Conservation forest and sustenance forest

**3,497** hectares

**59%**

Economic forest

**1,423** hectares

**24%**

Cultivation area

**864** hectares

**14%**

Sustenance Forest

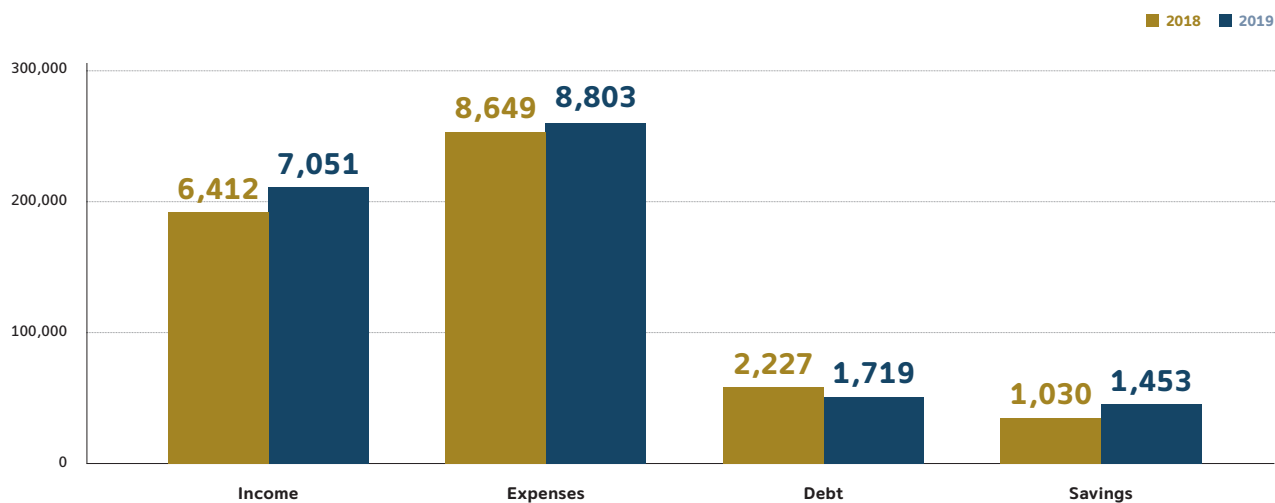
**156** hectares

**2%**

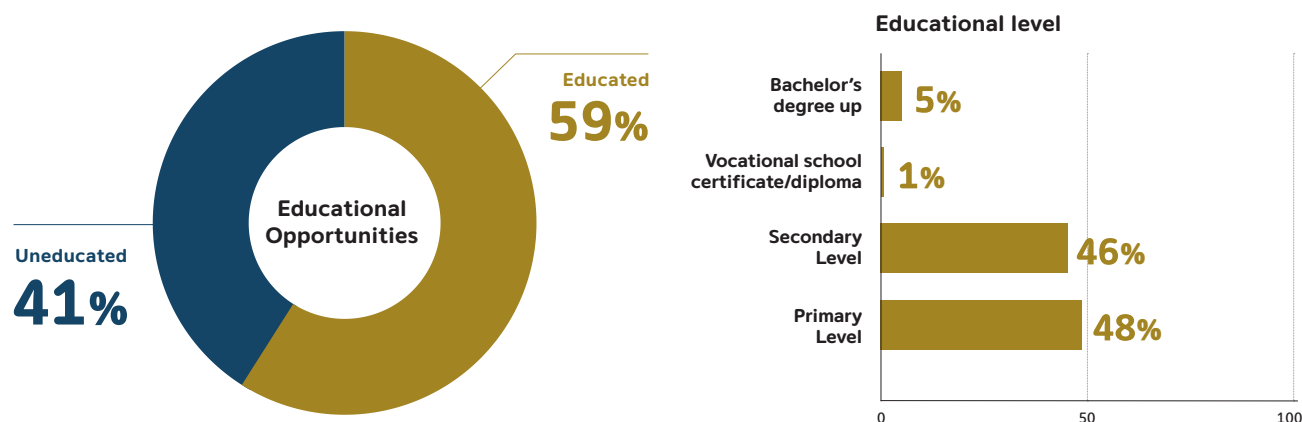
Total area  
**5,940**  
hectares



## Economic Impact: Comparison of Income, Expenses, Debt and Savings (US\$/household/year)



## Social Impact: Educational Opportunities for the Community



## Data of Wildfires in 2019





# Thai-Myanmar Sustainable Alternative Livelihood Development Project (SALD)

## Basic Information



### Time frame

2018-2025 Scaled up from original project in Tachileik and Mong Hsat districts from 2012-2017



### Location

1. Naungtayar Subtownship (southern Shan State) covering 4 village clusters of 99 villages

**Area coverage** 54,714 hectares

2. Tachileik District (eastern Shan State) covering 3 village clusters of 30 villages

**Area coverage** 17,090 hectares



### Beneficiaries

1. Naungtayar project area  
5,764 households/26,953 people
2. Tachileik District project area  
1,445 households/7,462 people

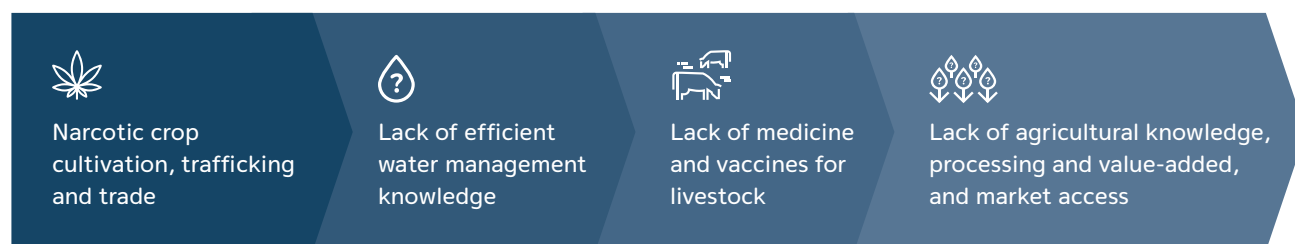
## Background

The project was aimed at addressing drug issues in the area, namely opium poppy cultivation and trafficking in the target area through providing alternative legitimate livelihood options that would provide a sufficient and stable income for the community and reduce poverty according to the Mae Fah Luang Development Model. It would also enhance stability along the Thai-Myanmar border and create a model for integrated and holistic area-based development through a participatory approach that the government of Myanmar could replicate in other regions of the country.

Mae Fah Luang Foundation implemented development projects in two areas as requested by the government of Myanmar, namely Naungtayar Subtownship, Pinlaung Township, Southern Shan State, and the northern part of Tachileik District, Eastern Shan State.



## Fundamental Problems



## Key Achievements in 2019

In 2019, Mae Fah Luang Foundation concentrated on consistently creating awareness, gaining insight and access to communities, engaging with the government sector of Myanmar and the communities, and implementing Quick Hit activities to gain trust from the communities towards the project team. An area-based approach helped to transfer knowledge on the effective management of community resources, leading towards licit alternative livelihoods that earned a suitable income to improve the well-being of the community, and reduce risks of a reliance on drugs and other illegal activities. Achievements according to area are:

### 1. Naungtayar Subtownship, Pinlaung Township, Southern Shan State

- Water system development to provide access to water for use and consumption, and improved water capital for agriculture by providing materials and know-how supplemented by local labour to build 9 agricultural check dams, 7 utility check dams, 8 water tanks with a total capacity of 283 cu.m, a pipe system of 16,194 m, benefiting 3,252 villagers and 127 hectares of farm land. A water management fund was also set up and rules established by the community for the sustainable use and preservation of water resources.

- The project team conducted a training programme for 413 tea growers on pruning techniques, weeding and processing; supported the construction of roasting machines and 3 processing factories to upgrade the quality of the community tea products and create value-added.

- Partnered with the Pinlaung livestock unit to organise skills training workshops for 1,649 community livestock volunteers or paravets, and set up a livestock medicine fund to provide immediate treatment for sick animals. Paravets were able to treat 414 animals, and vaccinate 7,893 animals. The team distributed napier grass seeds to plant an experimental livestock feed plot to improve nutrition for cows and buffalo.

- Conducted eco-social surveys of those interested in coffee cultivation in target areas; analysed the potential for growing high quality coffee to create a stable long-term income for the community.

### 2. North Tachileik District, Eastern Shan State

- Water system development to provide access to water for use, consumption and agriculture by providing materials and know-how supplemented by local labor to build 5 agriculture check dams, 7 utility check dams, 10 water tanks with a total capacity of 53.6 cu.m, and 16,180 m of water pipes to benefit 2,066 villagers and 355 hectares of farm land. A water management fund was also set up and rules established by the community for the sustainable use and preservation of water resources.

- Training programmes on livestock healthcare, as well as a livestock medicine fund were organised for paravet volunteers to provide efficient treatment for livestock in the target area. A total of 436 animals received treatment and 6,099 animals were vaccinated. The project team also fumigated 630 pig pens to control and prevent African Swine Fever (ASF). In terms of nutrition, a napier grass demonstration plot was planted for animal feed.

- A duck fund was established, providing a total of 667 Khaki Campbell and Muscovy egg-laying ducks to 37 households to enhance food security and increase income for the community in the form of a revolving fund.

- 84 small water filters were installed to provide drinking water for schools, health stations, temples, drug rehabilitation centres and the community to increase access to clean drinking water and reduce expenses.

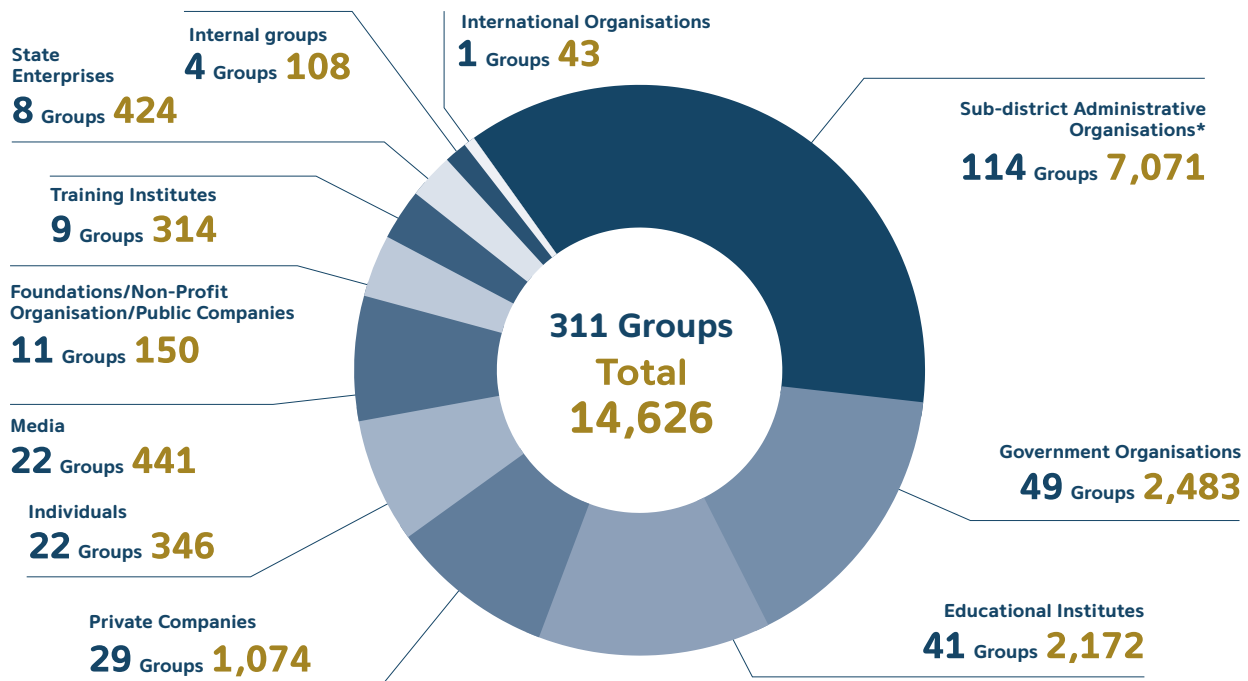
- Medicine and medical supplies for Tachileik Hospital and health stations in 3 village clusters were supported to allow public health centres in Tachileik District to provide sufficient and effective medical care for the local communities.



## Living University

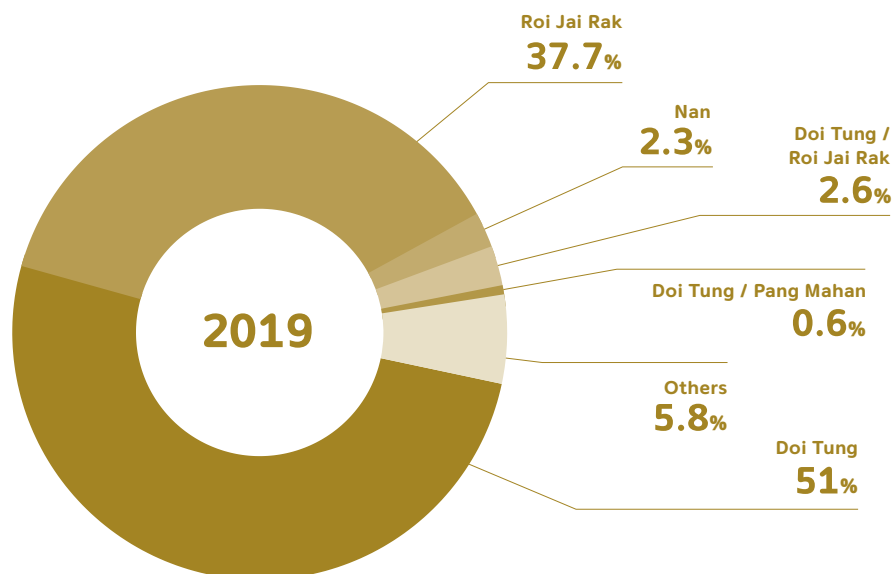
The Living University Division is responsible for organising training workshops and study visits within the Mae Fah Luang Foundation's project sites, and also partnering with other organisations to hold training workshops off-site. These are aimed at disseminating the Mae Fah Luang Development Model to a wider audience. In 2019, the Living University Division held 311 workshops for 14,626 participants — 258 local groups and 53 overseas groups, as follows:

**Chart 1: Chart showing breakdown of group categories of study visits in 2019**



\*Most were groups that came from the partnership with the Royal Initiative Discovery Foundation under the programme "Experiences on the Application of His Majesty King Bhumibol's Development Model Course 1" comprising 103 groups of 6,415 participants, and the "Practical Workshop on the Application of His Majesty the King's Sustainable Economy Principle Course 2" comprising 8 groups of 664 participants.

**Chart 2:**  
Chart showing breakdown  
study visits to project  
areas in 2019



Sirindhorn Scholarship students from Mae Fah Luang University and high school level from schools in Chiang Rai, Phayao, Phrae and Nan provinces on a study visit to Doi Tung Development Project on 22 March 2019.



Teachers from Panya Prateep School observe sustainable development work and get hands-on experience with recycling waste and making earthworm casting fertiliser at Doi Tung Development in order to apply the guidelines to environmental management in the school.



#### International Internship Programme

On 28 September 2019, Mae Fah Luang Foundation organised a networking event for international interns at its Head Office in Bangkok for former interns from 2010-2018 to nurture a close relationship and create a network of young change makers who will contribute to society in the future. A total of 22 participants from a total of 56 past interns over nine years attended the event.



# Policy Advocacy and Other International Conferences

As a result of its 30-year experience in the field of Sustainable Alternative Development, Mae Fah Luang Foundation has partnered with the Thai Government and other international alliances to promote the Thai development model in an effort to advocate policies at international level through the following forums:

1. Commission on Narcotic Drugs (CND): Representatives from Mae Fah Luang Foundation have continuously joined the Thai government delegation at the CND to advocate for the Thai Sustainable Alternative Development model at international level. During the 62<sup>nd</sup> Session of the CND conference in Vienna, Austria, from 14-22 March 2019, Mae Fah Luang representatives played the following roles:

- Supporting the Thai government in advocating the resolution on Alternative Development in Vienna, Austria, hosted by the United Nations Office on Drugs and Crime (UNODC), the governments of Thailand, Germany, Peru, and Mae Fah Luang Foundation following the resolution of the 61<sup>st</sup> CND.

- Supporting the governments of Thailand, Germany, Austria, Colombia, Peru, EU and UNODC to host "The Future of Alternative Development" side session. Guest speakers included ACM Prachin Chantong, Deputy Prime Minister and Minister of Justice. The session was attended by over 150 participants.

- Supporting the London School of Economics and Political Science (LSE) and the German development agency GIZ to host a side session and joined the speakers' panel on the topic "Understanding the Development Implications of Illicit Economies" which was attended by over 60 participants.



2. Commission on Crime Prevention and Criminal Justice (CCPCJ): Mae Fah Luang Foundation sees the importance of linking and advocating the Thai Alternative Development principles and sustainable development model in forums on criminal justice and rule of law as well as those on narcotic drugs in response to the current global drug issues that affect the economy and society in various dimensions. Mae Fah Luang Foundation representatives joined the Thai government delegation in the 28<sup>th</sup> CCPCJ in Vienna, Austria, on 20-24 May 2019, and joined the speakers' panel in the side session on "Fostering a Culture of Lawfulness in Support of the 2030 Agenda" organised by the

Thailand Institute of Justice (TIJ). Doi Tung Development Model was raised as a case study to emphasise the importance of empowering the community and creating a culture of regulations that would promote the rule of law and a sustainable solution to crime and drug problems.

3. Expert Group Meeting on Alternative Development (EGM on AD): Mae Fah Luang Foundation hosted the EGM 2019 in conjunction with the governments of Thailand, Germany, Peru and UNODC from 15-17 December 2019 in Chiang Rai. The conference, held consecutively since 2016, aims to create a platform for experts in the field of Alternative Development to exchange perspectives in advocating for the inclusion of important issues into international forums, especially the Commission on Narcotic Drugs (CND). EGM on AD 2019 saw 58 participants comprising government representatives from 14 countries, international organisations, academia, civil society and the private sector. The meeting comprised two parts:



3.1 Study visit to Doi Tung Development Project, a globally acclaimed model of Alternative Development which has been scaled up to a level where villagers become entrepreneurs, implement community rules and regulations, and build a circular economy.

3.2 Meeting on Alternative Development, with the following key outcomes:

- Private sector participation is an important factor in the success and sustainability of Alternative Development. It is necessary to have a suitable private sector partner, with similar visions and operation policies, to jointly assign roles and work procedures in a clear and precise manner.
- In Alternative Development forums, rule of Law is often linked to the suppression of illicit drug perpetrators. Thailand proposed the concept of community rule of law, where Alternative Development projects cultivate the culture of respect for community rules, such as encouraging communities to set and enforce their own rules alongside existing laws.
- Today, drugs are not just an issue for rural communities that cultivate illicit crops, but are an urban issue, particularly the use of synthetic drugs. Alternative Development methods and practices should therefore be adapted to address urban drug issues, such as the people-centric approach, listening to the needs of the communities, creating licit livelihoods, addressing the issue of poverty and implementing long-term measures.



4. The 6<sup>th</sup> Asia-Pacific Forum on Sustainable Development (APFSD): On 28 March 2019, Mae Fah Luang Foundation, the Ministry of Foreign Affairs, Social Enterprise Association and Asian Venture Philanthropy Network jointly hosted a side session during the APFSD on the topic “Leveraging Partnership for Empowering People and Ensuring Inclusiveness and Equality: Role of Private Sector and Civil Society in Achieving SDGs”, which was attended by over 70 people.

5. The 7<sup>th</sup> High-level Political Forum on Sustainable Development (HLPF): On 9-15 July 2019, M.L. Dispanadda Diskul, CEO of Mae Fah Luang Foundation, was one of the guest speakers at the side session on the topic “Regional Contributions to Empower People and Promote Equality: Experiences, Lessons Learnt and Way Forward” during the HLPF, a United Nations forum on Sustainable Development under the banner of the United Nations Economic and Social Council (ECOSOC) in New York, USA. Experiences were shared on the social enterprise operations of Doi Tung Development Project to mitigate economic, social and environmental issues in a holistic manner, and how to plan for a policy on circular economy in the future. It was attended by over 70 participants.



6. M.L. Dispanadda Diskul, CEO of Mae Fah Luang Foundation, attended the ASEAN Plus Three (APT) summit: The Ministry of Social Development and Human Security, through the Department of Social Development and Welfare in its capacity as secretariat for the Thai Social Enterprise Office, together with Social Enterprise Thailand, British Council and ESCAP, hosted the ASEAN Plus Three summit on the topic of social enterprise from 6-8 March 2019 at Hotel Swissotel Bangkok Ratchada on the topic “Mobilising Social Enterprise towards Successful Sustainable Development Goals in ASEAN”. Deputy Prime Minister Gen Chatchai Sarikalaya presided at the opening.

M.L. Dispanadda Diskul, CEO of Mae Fah Luang Foundation, in his capacity as President of Social Enterprise Thailand, joined a panel by British Council Hong Kong, ESCAP Thailand, and Social Enterprise Singapore Association to discuss “Mobilising Social Enterprise towards Successful Sustainable Development Goals in ASEAN”.



M.L. Dispanadda emphasised that the mobilisation effort towards Sustainable Development Goals was everyone's responsibility, not just for social enterprises or any individual organisation. Everyone can become a change maker, and those in business should consider the company's impact on society and the environment, while consumers can show their support by patronising products and services that are socially and environmentally-friendly. These principles and practices are part of "Sustainable Development", and key factors in solving issues of narcotic crops and synthetic drugs.

7. The 11<sup>th</sup> International Influences on Drug Abuse: M.L. Dispanadda Diskul, CEO of Mae Fah Luang Foundation, was the keynote speaker on the topic "The Future of Alternative Development" at the 11<sup>th</sup> International Influences on Drug Abuse organised jointly by the Office of Narcotics Control Board, Chulalongkorn University and other alliances to create awareness on the proliferation, prevention and mitigation of drug abuse in Thailand and overseas, to stimulate real implementation, and to develop the potential of researchers, academics and practitioners working in the field of narcotic drugs.



Drug issues have now evolved from narcotic crops to synthetic drugs. Data from UNODC show that narcotic crop cultivation in this region has decreased, while synthetic drug abuse has increased. A total of 26% of trafficking of methamphetamines and Crystal Meth in Thailand is from neighboring countries, resulting in a high mitigation cost of 5,500 million USD.

Drug mitigation normally takes the form of prevention and suppression as a strategic measure. But Alternative Development takes a different perspective, seeing that those who are caught up in the vicious cycle of drug trafficking break the law because they have no choice and no opportunity in life. If poverty still persists, and society does not provide an opportunity for them to have a new life, the problems will remain unsolved. Only if they can be provided with better income opportunities and an improved way of life can the problems be solved in a sustainable manner.

Having implemented projects in the field of Alternative Development, both in Doi Tung Development Project area, other outreach areas in Thailand and abroad for several decades, Mae Fah Luang Foundation has proved that "Alternative Development" can not only solve problems of narcotic crop cultivation—an issue in the past—but also synthetic drugs such as methamphetamines and Crystal Meth, which are major issues today.

## Partnership with German Development Agency GIZ

Since 2016, Mae Fah Luang Foundation has partnered with the German development agency GIZ on the Global Partnership on Drug Policies and Development (GPDPD) to exchange ideas on effective Alternative Development policies for countries that cultivate narcotic crops, with phase 1 of the partnership ending in 2018.

In 2019, Mae Fah Luang Foundation and GIZ signed an agreement for phase 2 of the partnership for the continuity of the operations. Phase 2, dating from November 2019 to December 2021, comprises three educational visits to Thailand's Alternative Development projects for target countries, and two consultations in countries that wish to implement Alternative Development.

# Special Events and Activities

• **Her Royal Highness Princess Maha Chakri Sirindhorn** visited Mae Fah Luang Foundation's project areas in Chiang Rai Province to observe the progress of the Sustainable Alternative Development projects on 15 February 2019. On hand to welcome Her Royal Highness at Doi Tung Development Project, Chiang Rai Province, were M.R. Disnadda Diskul, chairman of Mae Fah Luang Foundation; Thanpuying Putrie Viravaidya, Secretary-General of the Foundation; and members of the project team.



to representatives or village heads of each participating village. She listened to their problems and needs, their opinions towards the project, and also shared her own views with the villagers, and proposed to them the project's agriculture and livestock development programme which are the main livelihoods of the local villagers. Her Royal Highness also questioned the local government officials on the problems and obstacles they faced in their work, the results of implementing community regulations, and the situation and changes within the community after implementing the Roi Jai Rak Project. The fact that Her Royal Highness personally followed up on every detail greatly boosted the morale of the villagers and local government officials as well as the project team in carrying on their development project for drug mitigation.

• **Her Royal Highness Princess Bajrakitiyabha Narendira Debyavati** made three visits to the Roi Jai Rak Project, Tha Ton Sub-district, Mae Ai District, Chiang Mai Province. The project had been implemented to support the government's drug mitigation policies:

- **The First Royal Visit:** On 18 October 2018, Her Royal Highness briefed representatives of various government units on the project's year-end operation results, observed the work of the "Asa Tham Dee" (Volunteer for Good) group or drug rehabilitation volunteer group. HRH was briefed on public health activities, and established community rules and regulations within the project area. Her Royal Highness also talked to the local villagers who were on hand to welcome her.

- **The Second Royal Visit:** On 20 November 2018, Her Royal Highness presented money wages to the first group of Asa Tham Dee volunteers who had passed the drug test and completed their training with the project team. Her Royal Highness also held discussions with officials of the Ministry of Public Health on health issues and the possibility of setting up a drug rehabilitation centre in the project area. Her Royal Highness was briefed on lowland rice, then joined 354 villagers in harvesting jasmine rice, before viewing the products on sale at the Kad Luang Roi Jai Rak community market.

- **The Third Royal Visit:** On 3 July 2019, Her Royal Highness presented Roi Jai Rak Project identification cards



#### Workshop to Drive the Integrated Northern Border Drug Mitigation Operation Plan (2019-2022)

M.R. Disnadda Diskul, Chairman of Mae Fah Luang Foundation, attended the Workshop to Drive the Integrated Northern Border Drug Mitigation Operation Plan (2019-2022) which was presided over by ACM Prachin Chantong, Deputy Prime Minister and Minister of Justice, in his capacity as Director of the National Command Centre for Drugs. He laid down policies and guidelines on driving the seven strategies of the plan to ensure action is taken effectively by the relevant units. The workshop, which took place on Friday 29 March 2019 at the Grand View 1 Hall, Chiang Mai

Grand View hotel, Muang District, Chiang Mai Province, was attended by 250 participants from four northern border provinces - Chiang Mai, Chiang Rai, Mae Hong Son and Phayao.

#### M.R. Disnadda Diskul, Chairman of Mae Fah Luang Foundation and Outstanding Alumni of Indiana University, attended the “70<sup>th</sup> Anniversary of Relations between Thailand and Indiana University”

To mark the “70<sup>th</sup> Anniversary of Relations between Thailand and Indiana University”, Indiana University invited M.R. Disnadda Diskul, Chairman of Mae Fah Luang Foundation, to attend the celebration as an IU alumnus and recipient of the Thomas Hart Benton Mural Medallion in 2016, the institute’s highest honor.



M.R. Disnadda Diskul was also invited by Kelley School, Indiana University, to give a speech on the importance of close cooperation between the university and its alumni as being a true force capable of creating benefit for society and the world. On the partnership between Kelley School and Mae Fah Luang Foundation, M.R. Disnadda said, “Today, Indiana University, and particularly Kelley School, is one of our important academic allies. We offer opportunities for graduate students to come and study the work of Doi Tung Development Project for the entire semester. This field programme allows them to adjust their business strategies to suit the geo-social environment in a realistic manner.”



#### Mae Fah Luang Foundation and the Republic of the Union of Myanmar jointly inaugurated the Nam Moei Check Dam at Mong Lin, Tachileik Township, Republic of the Union of Myanmar, to address flood and drought issues

On 4 April 2019, M.L. Dispanadda Diskul, CEO of Mae Fah Luang Foundation, together with Tachileik Township, Republic of the Union of Myanmar, inaugurated the Nam Moei Check Dam to combat flood and drought for the benefit of villagers and farmers, to provide them with year-round access to water, and to develop the area’s potential as a travel destination to create a sustainable income. Also attending the event, which took place at Mong Lin, Tachileik Township, Republic of

the Union of Myanmar, were representatives of the government sector, ONCB, the private sector and the general public.

The Nam Moei Check Dam was a collaborative effort between the people of Mong Lin, with Mae Fah Luang Foundation providing the know-how, technical support, materials and equipment based on King Rama IX’s development principles using the people-centric approach. Local villagers need to play a participatory role at every stage of the project, starting with declaring their problems and needs, designing the project and implementing the development programme by themselves in order to create a sense of ownership, so they can eventually scale up and expand the development project on their own in the future beyond the project’s completion. The check dam has been successful in alleviating the flood problems that the people of Mong Lin had been facing for several years. During the dry months, the check dam will enable villagers to collect water for household use as well as for farming, increasing yield and crops, as well as their annual income. It also has the potential to be developed into a new travel destination.



### Seminar on “Development of the Thai Language Syllabus for Children whose First Language is not Thai”

Mae Fah Luang Foundation, together with the Chiang Rai Primary Education Service Area Office 3 and Chiang Rai Rajabhat University, organised a seminar from 8-9 August 2019 at the International Auditorium, Chiang Rai Rajabhat University, on the topic “Development of the Thai Language Syllabus for Children whose First Language is not Thai” for 39 model schools in the Doi Tung Development Project area and in project extension areas. This included demonstration lessons by teachers in Chiang Rai Province

and teachers in the upper northern provinces in similar environments. The seminar had an attendance of over 600 including administrators of educational institutes, teachers, pupils, students and the general public from Chiang Rai and neighboring provinces.

Today, Mae Fah Luang’s development know-how has become a recognised model that is widely accepted. Its main principle is “cultivating people” that will lead to sustainable solutions. The younger generation is the key, so for the development of education, Mae Fah Luang Foundation is aware of the need for local children whose first language is not Thai to have a good grasp of the Thai language. A sound and sustained Thai language syllabus is therefore a priority, with 8 schools in the Doi Tung Development Project area being designated model schools over the past 13 years.

### Mobile Dental Clinics 2019

To pay tribute to the vision of His Majesty King Bhumibol Adulyadej the Great, and to mark the birthday of His Majesty King Maha Vajiralongkorn on 28 July 2019, Mae Fah Luang Foundation, together with the “Dental Unit of His Majesty the King”, Faculty of Dentistry, Chulalongkorn Hospital, Royal Initiative Discovery Foundation, Yala Province and Yala Provincial Health Office, provided dental health checkup and treatment, and disseminated knowledge on oral hygiene to the general public from 10-11 July 2019 at Bannangsata Intarachat School, Bannang Sata District, Yala Province. It was the second time such event of 2019 held in the three southern border provinces, and was supported by volunteer dentists who provided a range of dental treatments and disseminated knowledge on oral hygiene to the public. A total of 2,689 patients received treatment.



### MOU Signing to Use Aerospace Technology for Sustainable Development

M.L. Dispanadda Diskul, CEO of Mae Fah Luang Foundation signed an MOU with Geo-Informatics and Space Technology Development Agency (GISTDA) for innovation development on the use of aerospace technology and geo-informatics during “Thailand Space Week 2019”, an international space exhibition at Impact Forum, Muangthong Thani. The technology is aimed at supporting development work based on His Majesty King Bhumibol’s sustainable development principles.

The MOU allows for knowledge exchange and sharing, research and development of aerospace technology and geo-informatics, as well as the application of data collected to improve the quality of life of the people and plan for sustainable community management according to His Majesty the King’s Sufficiency Economy Principles.



### Inspiring the Younger Generation through the “DoiTung” Short Film Series

On 17 May 2019, Mae Fah Luang Foundation launched a series of five short films under the DoiTung brand that reflected the social enterprise concept at Quartier CineArt, 4<sup>th</sup> floor EmQuartier. They were aimed at inspiring the public and raising awareness of society and the environment, as well as the meaning of social enterprise.

The five short films reflect different perspectives of DoiTung, from the happiness of those within the organisation, their dedication, their love for their work, the opportunities given and taken to create something new, the chance to devote time and development opportunities to create quality pieces of work, and finally, the end result or gain being the happiness from sharing everything with the community and society in a sustainable manner. The short films can be viewed on the DoiTung YouTube channel and the DoiTung Club Facebook page.

### “Thai Textile: A Touch of Thai” Thai Art and Culture Exhibition on the Concept “Thai Textiles on the International Stage” in Japan

M.L. Dispanadda Diskul, CEO of Mae Fah Luang Foundation, submitted a special collection of fashion items from DoiTung brand that combined artisanal craftsmanship with eco-friendly innovation in a yarn made from waste products for presentation at “Thai Textile: A Touch of Thai” under the campaign “Promoting Thai Art and Culture Overseas” in Japan. This was organised by the Ministry of Arts and Culture together with representatives from both the government and private sectors to mark the birthday of Her Majesty Queen Sirikit, the Queen Mother, and to promote Her Majesty’s achievements in the conservation of Thai textiles through the “Thai Textiles on the International Stage” concept. The event, held from 19-26 August 2019 in Japan, was attended by dignitaries from Thailand and Japan.

On display were “MAWATA — HILL TRIBE Bumble Jacket” and “OVERSIZE — HILL TRIBE Bag”, both of which had won the DEMark Award 2019, and the DoiTung Autumn/Winter 2018-2019 collection.



### DoiTung Showcased Products at Milan Design Week 2019, and retail at La Rinascente in Milan, Italy

For over 20 years, Mae Fah Luang Foundation has been developing “contemporary Thai textiles” by the artisanal communities on Doi Tung to distinguish them from designs made from natural products, resulting in unique innovations that are eco-friendly and promote a sustainable society. This has gained international reputation, and DoiTung brand was therefore invited by the Department of International Trade Promotion, Ministry of Commerce, to showcase the DoiTung Autumn/Winter 2018-2019 collection at Milan Design Week 2019 from 9-14 April 2019.

DoiTung brand also retailed its Spring/Summer 2019 collection at La Rinascente, one of the world’s top 13 department stores in Milan, Italy, from 16-29 April 2019.

### The Ministry of Culture Declares Doi Tung to be 1 of 10 Top Cultural Travel Destinations in Thailand

In May 2019, the Department of Cultural Promotion, Ministry of Culture, declared Doi Tung Development Project to be one of 10 top cultural travel destinations in Thailand. The citation declared that it was a knowledge centre for art and culture, conserving an important national heritage. It encouraged community participation to create value-added to local and national art and culture, and was well-known both in Thailand and internationally.

# Statements of Financial Position

For the years ended  
30 September

	Note	2019	2018
(in Baht)			
<b>Assets</b>			
<b>Current assets</b>			
Cash and cash equivalents	4	109,176,850	178,111,042
Cash and cash at banks for specific purpose funds	4	11,783	9,081,681
Current investments	5	1,508,974	1,488,140
Short-term Investments	10	1,434,309,346	1,021,838,230
Trade accounts receivable	6	43,105,705	36,446,472
Inventories	7	202,848,463	187,692,570
Interest receivable		6,947,875	1,749,259
Other current assets	8	41,664,129	22,071,592
<b>Total current assets</b>		<b>1,839,573,125</b>	<b>1,458,478,986</b>
<b>Non-current assets</b>			
Investment in subsidiary	9	13,750,000	13,750,000
Other long-term investments	10	-	390,000,000
Property, plant, and equipment	11	287,233,179	270,124,499
Intangible asset	12	7,517,647	8,350,623
Leasehold right		-	41,668
Other non-current assets	13	13,986,653	14,349,911
<b>Total non-current assets</b>		<b>322,487,479</b>	<b>696,616,701</b>
<b>Total assets</b>		<b>2,162,060,604</b>	<b>2,155,095,687</b>

The accompanying notes are an integral part of these financial statements.

For the years ended  
30 September

	Note	2019	2018
(in Baht)			
<b>Liabilities and fund balances</b>			
Current liabilities			
Trade accounts payable and other payables		38,629,646	32,975,205
Advances received		5,666,765	7,875,110
Accrued expenses	14	33,446,160	32,922,688
Other current liabilities	15	8,701,947	4,176,595
Total current liabilities		<u>86,444,518</u>	<u>77,949,598</u>
<b>Total liabilities</b>		<b>86,444,518</b>	<b>77,949,598</b>
Specific purpose funds	16, 17	152,378,080	165,099,182
<b>Fund balances</b>			
Fund balances	17	1,737,934,415	1,721,200,095
Reserve for project	17	185,303,591	185,303,591
Unrealised gains on revaluation of investments	10	-	5,543,221
Total fund balances		<u>1,923,238,006</u>	<u>1,912,046,907</u>
<b>Total liabilities and fund balances</b>		<b>2,162,060,604</b>	<b>2,155,095,687</b>

The accompanying notes are an integral part of these financial statements.

# Statements of Financial Position

For the years ended  
30 September

	Note	2019	2018
(in Baht)			
<b>Statement of revenues and expenses</b>			
<b>Revenues</b>			
Revenue from sale of goods and rendering of services		524,897,928	584,578,524
Revenue from donations	16, 17.1	349,205,054	290,068,884
Investment income	18	46,398,237	26,440,267
Insurance reimbursement		69,535	8,186
Other income		91,118,907	65,077,738
Total revenues		<u>1,011,689,661</u>	<u>966,173,599</u>
<b>Expenses</b>			
Cost of sale of goods and rendering of services		220,272,247	243,779,644
Selling and service expenses	19	170,306,846	176,520,858
Administrative expenses	20	604,376,248	531,216,651
Total expenses		<u>994,955,341</u>	<u>951,517,153</u>
<b>Excess of revenues over expenses</b>		<u>16,734,320</u>	<u>14,656,446</u>

The accompanying notes are an integral part of these financial statements.



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์  
Mae Fah Luang Foundation under Royal Patronage

#### **Annual Report 2019**

This Annual Report summarises the activities of Mae Fah Luang Foundation under Royal Patronage from October 1, 2018 – September 30, 2019.

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