



มูลนิธิแม่ฟ้าทลวง ในพระบรมราชูปถัมภ์

Mae Fah Luang Foundation under Royal Patronage



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PREFACE

The road winds up towards a mountain peak in Mae Fah Luang District, Chiang Rai Province. It is flanked on both sides by lush forest coverage, interspersed with cottages clustered on the hill side. A healthy abundance of trees of all sizes stretches as far as the eye can see, reflecting the growing well-being of the countless villagers, with no sign of the devastation and denuded hill sides from decades back.

Thirty years ago, Preecha Viseskajornsak, an Akha tribesman from Liche Village on Doi Tung, enthusiastically began growing coffee and macadamia following the advice of the Doi Tung Development Project. He was eager to learn all about these new crops, realizing that they held a better future for him than the opium poppies his forefathers used to grow.

During his son, Songyos's school holidays, Preecha would take him to the field to help harvest the coffee cherries. Preecha let Songyos keep all the proceeds from his coffee harvest. And because he had been taught since childhood to love the coffee trees, Songyos continued to acquire new knowledge to build upon his father's coffee business. It now proudly exports 30-40 tons of coffee a year.

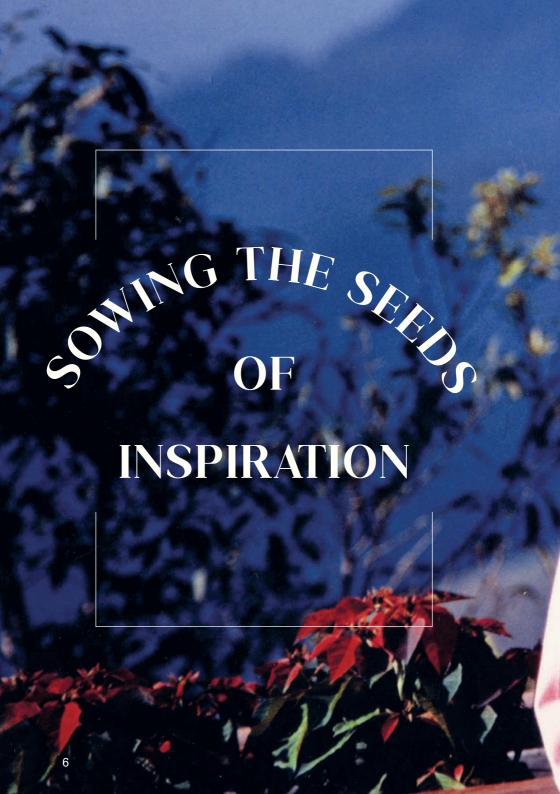
Every Sunday, Songyos hands over the running of his coffee shop to his two children, from opening to closing, to give them a little pocket money, and prepare them to take over the business in the future.

The story of this family is just one picture that shows the vision and mission of Mae Fah Luang Foundation under Royal Patronage (MFLF) to "Cultivate Land, Cultivate People" that has been implemented for several decades. It is not only Songyos's family that has improved its well-being from generation to generation, but over 1.2 million people from over 20 provinces in Thailand, plus six countries that have benefited from the knowledge and efforts of MFLF, helping to improve the well-being of families and societies as a whole.

From its inception back in 1972 as the Thai Hill Crafts Foundation under the Royal Patronage of HRH Princess Srinagarindra (the Princess Mother) - later renamed Mae Fah Luang Foundation under Royal Patronage, and the Princess Mother's declaration "I will reforest Doi Tung.", this eventually became a coordinated effort to reforest over ten thousand hectares of degraded hillsides, and develop livelihoods for over 10,000 villagers on Doi Tung.

Today, MFLF has reached a milestone of five decades carrying out the royal vision to improve the well-being of the people. When their economic and environmental situation showed positive results, MFLF began to move forward into a new era of development, making forests a source of carbon credits while promoting new livelihoods for the communities, an innovative move to create a circular economy for the communities, the private sector and the environment.

From past to future, MFLF continues to be a true friend for a sustainable society.









The image of Her Royal Highness Princess Srinagarindra (the Princess Mother) visiting villagers by helicopter, bringing with her necessities, food, equipment and medical personnel, had continuously been a much-loved image for the poor in remote areas and hill tribe villagers for decades. As a result, they called her "Mae Fah Luang", a "Royal Mother from the Sky" who came to relieve their woes and suffering.

In 1972, Her Royal Highness founded the Thai Hill Crafts Foundation under the Royal Patronage of HRH Princess Srinagarindra to create a fair market for hill tribe handicrafts. When the scope of work expanded to improving the quality of life through economic, social and environmental development, the foundation changed its name to the Mae Fah Luang Foundation under the Royal Patronage of HRH Princess Srinagarindra in 1985, with the Doi Tung Development Project as its flagship project which was launched in 1988. This was the start of the sustainable alternative development concept based on capacity building.

◆ HRH Princess Srinagarindra visited the Doi Tung Development Project on December 10, 1992.

THE BUDS CRESS MPRINTERS 10







Mae Fah Luang Foundation (MFLF) works to end the cycle of hardship through an integrated, people-centered approach while also implementing economic, social and environmental development to change the lives of those living in dire poverty, allowing them to eventually be self-sufficient.

One of the first steps for implementing development work is to survey and analyze facts. MFLF will send their development team into the field to conduct surveys of the target villages, talk to the people and find out their problems first-hand. This phase covers several months in order to collect data — census, geography, local issues — so together, solutions can be discussed and devised accordingly.

Since the heart of development work is capacity building, it is necessary to develop human potential by building a team of local volunteers in each community, so they can become the force behind the development of their own communities in the long term. This group of volunteers will learn through practical training, and act as mediators between the MFLF project team and the community, enabling them to gain the necessary knowledge and experience to continue the development work on their own in the future.

This principle of developing human potential also aims to create a balance between economic, social, environmental and cultural development as reflected through three flagship projects in Chiang Rai, namely the Mae Fah Luang Art and Cultural Park, the Doi Tung Development Project, and the Hall of Opium, Golden Triangle Park.

MAE FAH LUANG ART AND CULTURAL PARK

At its inception, Mae Fah Luang Art and Cultural Park set out to be a life school. From 1979-1985, it provided scholarships for hill tribe youth from remote villages that had no access to formal education. It provided room and board for them in a family atmosphere while they attended school in Chiang Rai city. They would be taught life skills: how to do household chores, grow vegetables and cook, so they would be self-reliant to also gain social skills which, in turn, would encourage them about sacrificing for others, hard work, how to be righteous community leaders and reduce their own ego.

When the government's rural development projects reached more remote areas, the Mae Fah Luang Art and Cultural Park was turned into a center for Lanna arts and culture, and now houses the region's most extensive collection of Lanna artefacts, and is officially known as the "Mae Fah Luang Art and Cultural Park".





DOI TUNG DEVELOPMENT PROJECT

Over 30 years ago, if you had a bird's eye view over high mountain peaks in Mae Chan District, Chiang Rai Province, you would see nothing but the red earth of denuded hillsides as far as the eye could see, with only a few isolated spots of green.

Doi Tung in the past was a land where villagers had no contact with infrastructure or agricultural know-how. Their lives were dire, and they were destined to a vicious cycle of suffering, illicit livelihoods, narcotic crop cultivation and trade. Many fell victim to the drug trade and addiction, or even worse, sex trafficking, in the hope of a better life.

This scenario changed drastically with the arrival of the Princess Mother to Doi Tung on 15 January 1987. She realized that the root of the problems in the area was poverty and lack of opportunity for an alternative way of life. She initiated the Doi Tung Development Project (DTDP), even when she was already 87 years of age.

DTDP began by "cultivating people", improving the quality of life of the local communities methodically, based on the belief that if the project could help the villagers out of the vicious cycle of "Sickness, Poverty and Ignorance", the various social issues and environmental degradation caused under the need for survival could be overcome.

The Princess Mother vowed to instigate change in the area and for the lives of the local ethnic hill tribes, as she once remarked:

"I will build my house here, but if there is no Doi Tung Development Project, then I will not live here. I have wished to plant forests for over 10 years now."

Even if we hope to see success in the blink of an eye, in reality change and development can never achieve overnight success. The work of DTDP can be divided into 3 phases:



The first phase is "Survival" or developing the basic necessities of life — providing public amenities and healthcare to allow the communities to be free from hunger. Basic livelihood options that didn't require forest encroachment as in the past were promoted. This would help the people reduce their expenses, increase their income, and reduce household debt.

The first livelihood that came hand in hand with reforestation was the cultivation of economic crops, namely coffee and macadamia. DTDP gave the villagers the right to their own coffee plants; if they tended the plants well and they yielded good crops, the villagers would also benefit. This feeling of ownership motivated them to put their effort into the crops, tending to the plants with their heart and soul. Many of them were able to become entrepreneurs, with their own flourishing coffee businesses.

Macadamia could be processed into a variety of products that could fetch high prices. The trees were also perennials and, if well tended, could become cherished members of the family, growing with the generations.

The next development phase was "Sufficiency", which targeted environmental restoration, upgrading the quality of life, providing value-added to local products, as well as promoting livelihoods suitable to the geo-social conditions and existing folk wisdom. This would allow the communities to build upon this knowledge to create a stable and sustainable income. DTDP also devised alternative livelihoods for the new generation other than working in food processing plants or handicrafts. These included plant tissue culture and tourism that provided opportunities for enterprising young people who felt a bond with their native village.

The "DoiTung" brand was later created to enable the development efforts to progress. This social enterprise comprises five business units: handicrafts, agriculture, processed food, café, and tourism. The brand has been self-sustained since 2000, and is considered a model business to help villagers attain self-reliance. Part of the proceeds from the DoiTung social enterprise is reverted to the villagers themselves, while another part is used to improve public health, education and the environment on Doi Tung.

DTDP has come a long way from its origin as a narcotic crop replacement program, and is now a Sustainable Alternative Livelihood Development program. Subsequently, the United Nations Office on Drugs and Crime (UNODC) awarded DoiTung products a certification in recognition of its success in solving problems through peaceful and sustainable development methods.

The Doi Tung residents are currently in a significant phase of development which will lead towards "Sustainability". DTDP has put great emphasis on the education of children and youth, instilling in them a quest for lifelong learning, encouraging them to reach their full potential, through a child-centerd approach. The Montessori method of teaching is applied to primary school children, allowing them to learn by doing, known as Constructionism, with a multi-faceted learning process that goes all the way through to high school. This includes Task-Based Learning, Project-Based Learning, and Vocational Learning that meet real-life requirements. This will enable local children to be in tune with the fast-moving world outside, building up their immunity against external threats, empowering young leaders who will be able to take charge of their own community's development projects in the future in a sustainable manner.

Since 2016, DTDP has placed more emphasis on Thai language lessons for ethnic children in the project area in line with the concern of Her Royal Highness Princess Maha Chakri Sirindhorn for the local youth, and the aim to reduce the number of those unable to read and write Thai to zero.

Furthermore, annual scholarships are given to local children to enable them to further their studies at university level. To date, over 250 students have been awarded scholarships, with a number of them returning to work in different capacities at DTDP, carrying on the development legacy within their communities effectively.

If you look at Doi Tung from a bird's eye view today, you would see that the seeds of inspiration sown by the Princess Mother have taken root and matured into lush green forest cover as far as the eye can see. Under the shady canopy of this forest cover is a community that has a much-improved and sustainable way of life.







HALL OF OPIUM, GOLDEN TRIANGLE PARK

The Hall of Opium, Golden Triangle Park, was a royal initiative of the Princess Mother when she visited the Golden Triangle, an area where Thailand, Laos and Myanmar converge. In the past, this area was one of the world's most notorious opium cultivation areas, producing more than half of the world's opium supply. The area was rife with opium fields, militia protecting the drug trafficking route, and fights between traffickers. Today, this historic area welcomes millions of tourists each year.

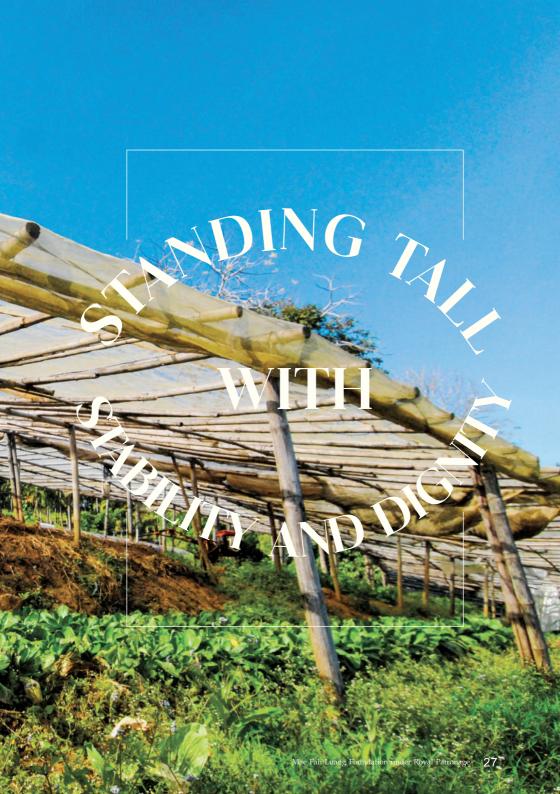
MFLF established the Hall of Opium, Golden Triangle Park, which was officially opened in 2005, as a learning center for the 5000-year history of opium, its benefits and dangers, which would help to address the problem of "demand", while DTDP addressed the problem of "supply".

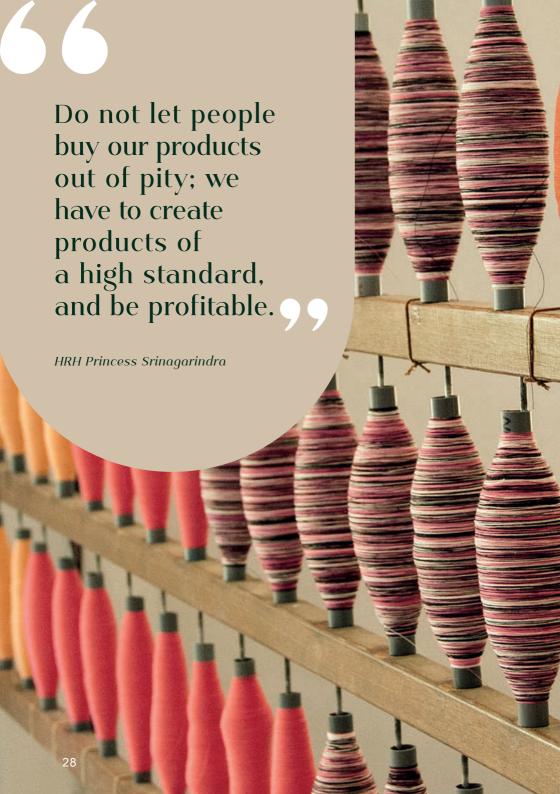
The Hall of Opium is located on a 250-rai (40 hectare) plot of land by the Mekong River, Chiang Rai Province. It has 5,600 sq. m. of exhibition space with some of the most modern exhibition technology in Thailand, recounting the history of opium through interactive multimedia as a form of edutainment that will help build social immunity against drugs.













DOITUNG

The DoiTung brand is a social enterprise under the banner of DTDP. The principle of this social enterprise is to develop human potential and environmentally-friendly manufacturing. Not only has the brand combined local folk wisdom with modern business strategies, it has also sought out professionals to help improve the existing products. DoiTung provided regular skills training for the villagers so they can eventually become competent and self-reliant, without the need to rely on external resources. Marketing platforms have also been created to promote DoiTung products, creating recognition not only in Thailand but also overseas.

The DoiTung brand comprises five business units: handicrafts, agriculture, processed food, café and tourism. Its goal is to provide an alternative livelihood that caters to the different interests of the local people, and the demand of the modern-day labor market. This will allow them to build upon the skills they learn, or move into other careers, and also increase income opportunities. Meanwhile, diversification helps to reduce risks that arise from one single business.



HANDICRAFTS



Each handicraft item under the DoiTung brand is a symbol of the folk wisdom of the indigenous hill tribes that has been passed down for generations. The intricate pieces have all been created by the hands of the community.

DTDP has helped to train the community artisans to upgrade the quality of their work, and create products that meet the demands of consumers, while at the same time preserving the ethnic identity. Each strand and stitch reflects the inspiration from nature, local ways of life, and diverse ethnic cultures.

DoiTung handicraft products range from home decorative items, pottery, mulberry paper products, clothing and other fashion accessories. The manufacturing process follows environmentally-friendly practices as dictated by DTDP's goal in restoring the natural environment together with social development and capacity building for the local communities.

With a strong foundation of craftsmanship to build on, combined with a little help from contemporary designers, the result is a collection of successful products that are a source of pride for the artisans.



AGRICULTURE

Although agriculture has always been the backbone of the ethnic hill tribes on Doi Tung, in the early days it had always been limited by a lack of knowledge and access to basic infrastructure. The road for farmers on Doi Tung was therefore paved with difficulties.

DTDP therefore tried to improve the basic infrastructure and disseminate know-how to enable local farmers to improve their yield, or have the option of alternative vocations. They could choose to grow decorative plants or design garden landscapes. The aim was to promote economic plants combined with suitable technology.

In addition, plant research and development laboratories were introduced to promote skills in plant tissue culture, as well as expertise in the cultivation of crops with high economic potential such as coffee, macadamia and tea oil trees, with vanilla being a potential economic crop for the future.

Research and development also served to improve and propagate the Doi Tung Lady's Slipper orchid, a local orchid species that had almost become extinct. Today, the DoiTung Lady's Slipper orchid is enjoying a resurgence through this conservation process, and has become a sustainable world heritage.

PACKAGED FOOD

DoiTung has promoted the cultivation of perennials with high economic value that would provide a long-term income for local villagers. The plants selected for the project were Arabica coffee and macadamia, both of which were suited to the mountain topography and climate, had a ready market, and the potential to be processed for value-added. A lot of labor was required for cultivating, harvesting and processing coffee, which was an added advantage in terms of job-creation and income generation within the community.



Economic crops not only generate income, they also help reforestation efforts. Arabica coffee grows under a forest canopy and the beans ripen slowly. Coffee cultivation is therefore linked to forest conservation in a sustainable manner. And although macadamia takes a while to bear fruit, when tended carefully, it will provide yields for up to 80 years, as well as smiles and lush natural foliage for the villagers.

Coffee and macadamia products from the Doi Tung communities have developed into the processing industry. High quality products include roasted coffee beans, ground coffee, roasted macadamia nuts, macadamia honey and cookies.

Not only is DoiTung brand the country's only producer of macadamia honey, it is also aiming to be the country's biggest grower of vanilla, with the first harvest of vanilla pods and vanilla syrup in 2021.

Doi Tung's communities that have embarked upon the road to development, from the cultivation of economic crops, modern agricultural promotion, and food processing, can be compared to the nurturing of a quality seedling into a strong and healthy tree with deep roots that ensure it thrives well into the future.



CAFÉ DOITUNG

Café DoiTung was launched to build upon its agricultural produce and create new opportunities for the future, with the profits being reverted to the community's economic, social and environmental development efforts.

One constant compliment that coffee enthusiasts have given to DoiTung coffee is that the quality of our Arabica coffee beans is comparable to international standards, both in its aroma and rich taste that one expects of a high grade Arabica coffee grown at altitudes of 800 meters above sea level, under a lush forest canopy, and carefully selected and harvested by hand.

DoiTung coffee was also awarded the GI (Geographical Indication) by the Department of Intellectual Property, Ministry of Commerce, Thailand in 2005, and by the European Union in 2020. This serves to ensure that the rights to this coffee belong to the Doi Tung communities, and guarantees that DoiTung coffee can be traced back to its provenance, and the quality can be proven as "original" DoiTung coffee.

The quality of DoiTung coffee and its benefits on improving the quality of life of the communities have been recognized, resulting in the coffee being exported overseas. There are also a few Café DoiTung in Japan.



TOURISM

Today, the vivid colors of nature and the fresh air from the lush forest foliage have helped to draw visitors from all corners of the country to enjoy the scenic landscape of the Doi Tung forests once again. It is like a natural classroom where visitors can come and experience the charming and unique way of life of the ethnic hill tribes, and learn about the history of the area which was transformed from a red zone to a green zone of lush vegetation.

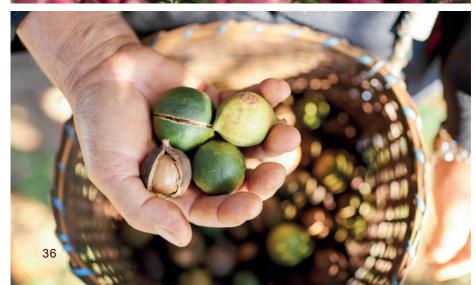
Tourism on Doi Tung therefore takes the form of eco-tourism that combines the natural environment with cultural diversity, the local history, as well as the changes in the lifestyle of the local people from past to present, with opportunities for education and growth, happiness and quality of life.

Doi Tung is therefore an important Thai tourist destination that has been awarded the PATA Gold Award for tourism destination development from the Pacific Asia Travel Association, as well as acknowledged by the Ministry of Culture as one of Thailand's Top Ten Cultural Tourism Destinations that offers knowledge, a platform for the exchange of art and cultural heritage for educational purposes.

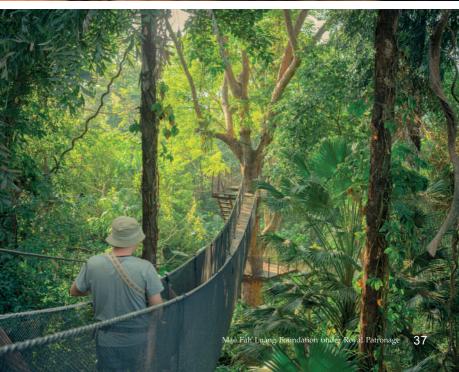
The tourist spots on Doi Tung include Doi Tung Royal Villa, Mae Fah Luang Garden, the Hall of Inspiration, Doi Tung Lodge, Mae Fah Luang Arboretum at Doi Chang Moob. There are also two other venues in Chiang Rai Province, namely Mae Fah Luang Arts and Cultural Park in Muang District, and the Hall of Opium, Golden Triangle Park, in Chiang Saen District.



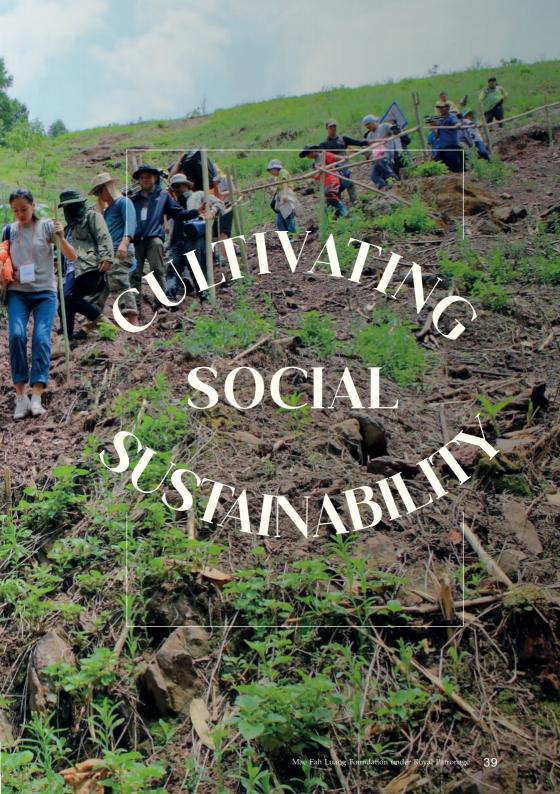


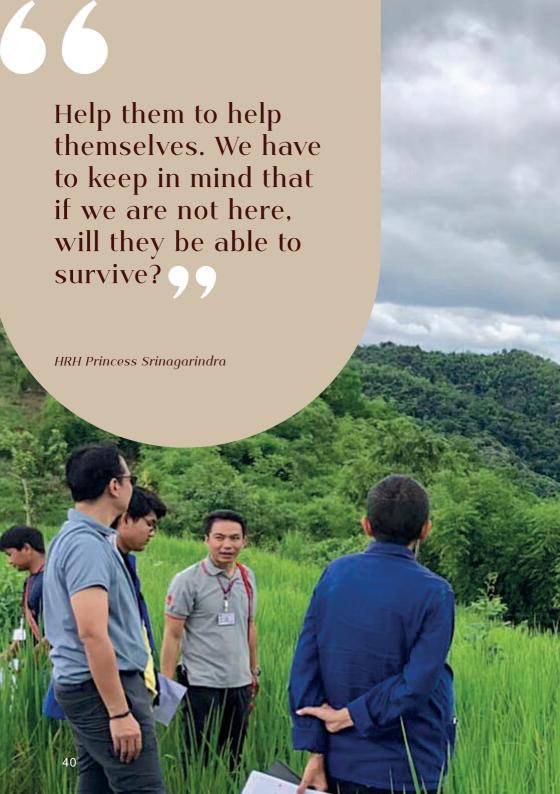












The "3S Model" by Mae Fah Luang Foundation refers to Survival, Sufficiency, and Sustainability, principles of the people-centric sustainable development approach. It is based on the participation of the community to give them a sense of ownership of the development process from start to finish.

MFLF and the Thailand Development Research Institute (TDRI) have devised a set of indicators known as the "3S Indicators" based on the UN Sustainable Development Goals (SDGs) as well as other international indicators that are in line with UN principles for international standardization.

MFLF development practitioners use the 3S Indicators to evaluate the potential of the target community at the start of a project when they conduct field work to collect data and build trust among the villagers. They will then be able to use this data to plan development procedures that will answer the true needs of the community, and improve their well-being.



Goals for Survival

Emphasis on access to target community and developing basic necessities

Economy

- Enough produce or income for daily needs
- Access to natural resources

Society and Culture

- Access to basic public amenities - Access to basic education
- Access to basic public health services
- Ensure security for lives and assets

Environment

- Stop ecological degradation
- Participatory management of natural resources

Goals for Sufficiency

Emphasis on value-adding, creating a stable income, and promoting education

Economy

- Stable income and savings
- Increased quality and value of production and management
- Vocational alternatives

Society and Culture

- Correct practice of rights and duties
- Access to further education
- Good health
- Family planning

Environment

- Ecological restoration and conservation
- Risk mitigation for natural disasters

Emphasis on creating a self-reliant community with a positive attitude towards self-development, and immunity against change

Economy

- Livelihoods that are socially and environmentally responsible
- Social security

Society and Culture

- Upscaling ideas and knowledge
- Immunity to changes that might have negative effects on the community

Environment

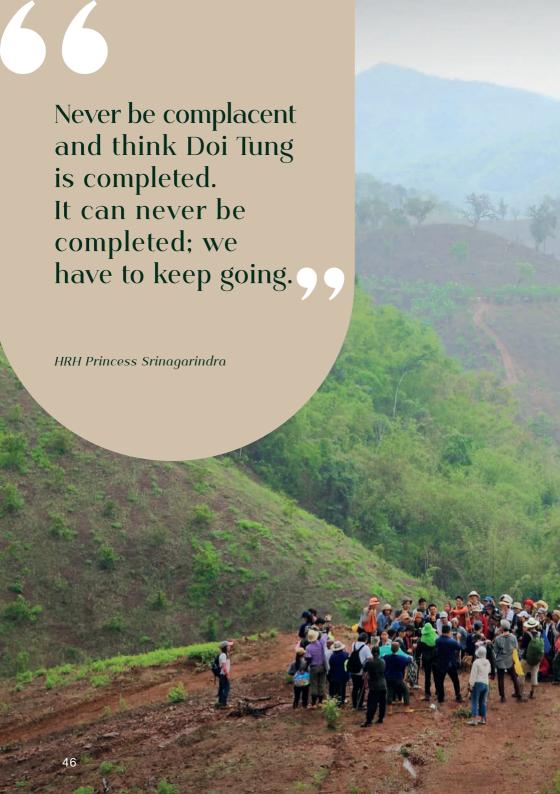
- Sustainable ecological management practices













The "Doi Tung Model" consisted of the lessons learned and development experiences gained from over 30 years of the DTDP that can be replicated in other target areas with the same goal, in other words, management of resources and development of the community's well-being.

From past to present, MFLF has initiated a number of outreach projects. Some of which have been completed, and some still ongoing.

Roi Jai Rak Project

Basic Information

Time frame: 2018-2029

Location: Huay Muang Ngam River valley covering 4 villages:

Ban Muang Ngam Neua, Ban Huay San, Ban Hua Muang Ngam and Ban Muang Ngam Tai

as well as 20 villages in Tha Ton Subdistrict, Mae Ai District, Chiang Mai Province

Area: 37,119 rai (5,939 hectares)

Beneficiaries: 1,067 households; 4,297 people

MFLF was approached by the Office of the Narcotics Control Board (ONCB) to partner in a narcotics mitigation project by providing opportunities and alternatives for a legitimate livelihood to the communities of the Huay San and Huay Muang Ngam river basins, with emphasis on addressing poverty, disparity and lack of opportunity as the root of the problems. This was done through various economy boosting activities to create a stable income for the community, incentivize them to conduct legitimate livelihoods, with the long-term goal being to create a model sustainable narcotics mitigation program in an urban environment.





- 2,684 villagers (62% of total in the project area) benefited from the water distribution system for use and consumption, providing access to water all year round.
- Additional 3,554 rai (569 hectares) or 25% of total agricultural area in the project gained access to water, benefiting 1,123 farmers.
- 30% increase in lowland rice yield and 12% in upland rice yield
- Agricultural promotion for pumpkin and chrysanthemum crops created an income of 1,585,582 baht (US\$50,826), while garden vegetable plots helped reduce household expenses under the concept "Plant everything you eat; eat everything you plant".
- Partnership with CP Starlanes Co Ltd to provide marketing channels and knowledge to help Ban Huay San fruit enterprise members to export their produce and earn an income of 804,225 baht (US\$25,780).
- The livestock fund provided food and household asset security worth 1,456,070 baht (US\$46,675).
- In terms of handicrafts promotion, women groups of Ban Huay San manufactured products for the DoiTung brand, earning an income of 1,005,240 baht (US\$32,224).
- The community market, part of the food processing and tourism business units, created an income of 3,664,652 baht (US\$117,472).
- The Montessori method of teaching for kindergarten and primary school children is promoted at six schools and child development centers within the project area, with 761 pupils benefiting from this effort.
- Partnership with the Office of the Narcotics Control Board (ONCB)
 and local government offices to carry out volunteer activities
 with 146 drug addicts who volunteered to enter the rehabilitation
 program, and to provide skills training and seed money to set
 up legitimate businesses, and immunity against the risk of relapse.
 Only 12% were tempted to revert to drugs.
- Village labor was recruited to support project activities, creating an income for 150 villagers, totaling 1,240,000 baht (US\$39,749) per month.



Basic Information

Time frame: - 2013-2014: Profile data collected from displaced persons in temporary shelters along the Thai-Myanmar border

- 2014-2018: Capacity building for displaced persons

Location: Nine temporary shelters in four provinces along the Thai-Myanmar border

Beneficiaries: 20,797 households; 109,992 people



In 2013, MFLF was approached by the United Nations High Commissioner for Refugees (UNHCR) to assist in implementing the Profiling Project of Temporary Shelters along the Thai-Myanmar Border to understand the demographics and plan for the future livelihood of these people. This information formed the basis of the proposal on the assistance of the displaced which was presented to the Thai and Myanmar governments, the UNHCR, and related organizations. MFLF also assisted with skills training and repatriation preparations.



- 1,990 displaced persons received healthcare.
- 263 displaced persons joined skills training workshops and field trips in preparation for repatriation.



Kladee: Sustainable Flood Rehabilitation Program

"Overcome the Crisis through the Sufficiency Principle."

Basic Information

Time frame: 2011-2012

Location: Areas affected by the flood of 2011 in 13 provinces in the lower northern region and the central region (Phitsanulok, Nakhon Sawan, Uthai Thani, Phichit, Chainat, Lopburi, Singburi, Ang Thong, Ayutthaya, Nakhon Pathom, Nakhon Nayok, Pathum Thani and Nonthaburi)

Beneficiaries of Phases 1-2: 1,075,461 people from 13 provinces covering 3,456 villages



In 2011, Thailand faced debilitating floods that affected everyone particularly those living in 13 provinces in the lower northern region and the central region. MFLF partnered with the government and private sectors to rehabilitate flood victims by providing them with dry seasonings, vegetable seedlings that could be picked within a few days, and seeds for additional crops, so they could recover and earn an income to sustain themselves. This was a step forward from providing them with the usual necessities.



- Flood victims were able to reduce household expenses by 341 baht (US\$11) per household, and increase income by 3,107 baht (US\$100) per household by selling their produce within five months.
- After the flood, long-term activities were developed such as the vegetable farming for school lunch project for school children, and the fruit trees initiative for residents of Ayutthaya province.





"Integrated efforts and area-based approach are the roots to the conservation of watershed forests

Basic Information

Time frame: 2009-2011

Location: 21 villages in 4 subdistricts, 3 districts namely Tha Wang Pha, Song Khwae

and Chalerm Phrakiet in Nan Province

Area: 250,000 rai (40,000 hectares)

Beneficiaries: 1,723 households; 7,392 people



Prior to this, 250,000 rai (40,000 hectares) of land along the Nan River was suffering from severe degradation. MFLF together with the Royal Initiative Discovery Foundation (RIDF) initiated the model project in Nan Province, in partnership with government and private sectors and local communities, to address problems of forest encroachment, monoculture, chemical fertilizers and natural disasters. The key was to improve soil fertility and introduce terraced rice fields to regain forest cover and increase yield for farmers.



- The enhancement of soil fertility and irrigation system increased fertile land from 2.121 rai (339 hectares) to 5,901 rai (944 hectares) within three years.
- Rice harvests increased from 868,920 kg per year to 2,821,881 kg per year within three years, with enough for local consumption and a surplus for sale, earning an income of 26,911,200 baht (US\$862,650).
- Vegetable plots, post-harvest crops and livestock earned an additional income of 30,670,998 baht (US\$983,171), helping to partially clear outstanding debts.
- 52 local development volunteers were trained to support development work within their own communities and other areas.

Nan Reforestation Project – National Model Reforestation Project

"A National Model Project on Watershed Conservation and Area-based Development"

Basic Information

Time frame: 2013-2017

Location: 21 villages in 4 subdistricts, 3 districts namely Tha Wang Pha, Song Khwae and Chalerm Prakiet

Nan Province

Area: 250,000 rai (40,000 hectares)

Beneficiaries: 1,723 households; 7,392 people

This project was scaled up from the Integrated Rural Livelihood Development Model Project for Nan Province based on Royal Initiative (2009-2011). When MFLF and partner organizations achieved a certain level of success in addressing issues of poverty and hunger, the next step was to promote reforestation through the balanced utilization of land and resources in the river basin to allow a sustainable coexistence between man and forest. This became a national model project on forest management in the north of Thailand whereby watershed forests are designated conservation forests, economic forests are planted, as well as utility forests for foraging and residential areas. When villagers have a sense of ownership, they will help to protect the forests and use them in a sustainable manner.





What do the people get?

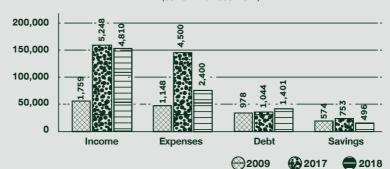
ENVIRONMENTAL IMPACT: PROJECT LAND UTILIZATION

		Sustenance Forest 0.5%	Residential Area 0.4%
	Conservation Forest 41.4%	Denuded Forest 30.7%	Cultivation Area 27%
2009			

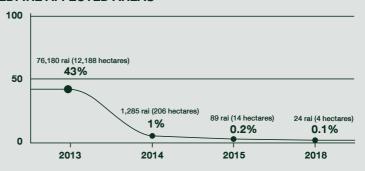


Sustenance Forest Residential 0.5% 0.4%

SECONOMIC IMPACT: AVERAGE INCOME / PERSON / YEAR (US DOLLAR / HOUSEHOLD)



WILDFIRE AFFECTED AREAS



Tea Oil and Other Oilseed Crops Research and Development Project

"Development of high-value economic plants creates a stable income to allow man and forest to coexist in a sustainable manner."

Basic Information

Time frame: 2006-present

Location: Pang Mahan and Puna villages, Thoet Thai Subdistrict,

Mae Fah Luang District, Chiang Rai Province

Area: 46,739 rai (7,478 hectares)

Beneficiaries: 621 households; 3,489 people

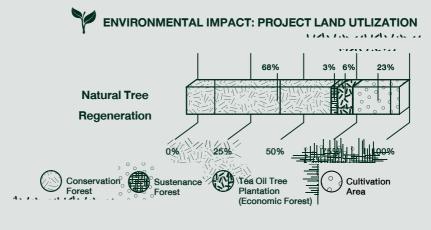
Her Royal Highness Princess Maha Chakri Sirindhorn requested that MFLF collaborate with the Chaipattana Foundation to conduct research into tea oil trees, a high-yield crop, in the villages of Pang Mahan and Puna, Mae Fah Luang District. The local villagers would tend the trees to create a knowledge center and lay the foundation for a long-term livelihood while protecting the ecological system in the country's northern forests. The project applied the "Natural Tree Regeneration" method to allow nature to heal itself, and developed an irrigation system, promoted agriculture and basic livestock to achieve food stability and a sustainable coexistence between man and forest.







- Average annual household income increased from 59,860 baht (US\$1,919) to 212,728 baht (US\$6819) within 13 years.
- Since 2011, the 629,991 tea oil trees have generated an income of 133,380,000 baht (US\$427,5550) from tending the plots, and 11,665,825 baht (US\$373,953) from the sale of tea oil products.



Reforestation Project in Commemoration of His Majesty King Bhumibol Adulyadej, FTP 33

"Cultivate Land, Cultivate People; No Hunger, No Deforestation."

Basic Information

Time frame: 2005-2009

Location: Pang Mahan Village, Thoet Thai Subdistrict, Mae Fah Luang District,

Chiang Rai Province

Area: 14,015 rai (2,242 hectares)

Beneficiaries: 7,639 people

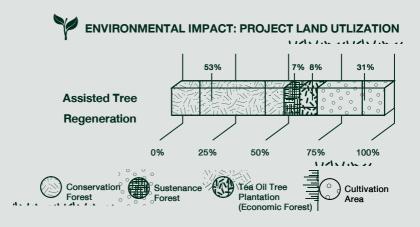
This reforestation project in a sensitive border area suffering from poverty and drug issues was replicated from Doi Tung model's "Cultivate Land, Cultivate People" concept to directly address the issues. This was done using the "Assisted Tree Regeneration" method in which only species indigenous to the area are planted, and does not require cutting down trees to plant seedlings as before. It also led to food security and helped restore watershed forests that would improve the villagers' quality of life and make them self-sufficient and sustainable, so they would not revert back to forest encroachment.







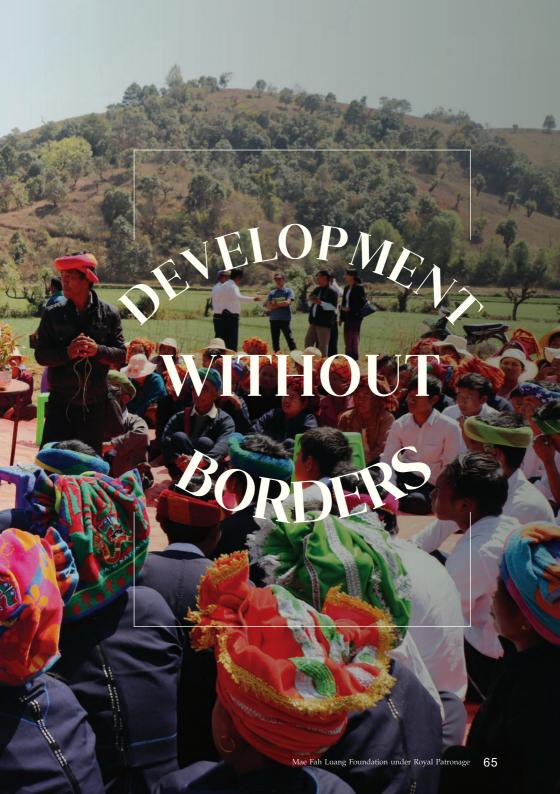
- Average annual household income increased from 18,611 baht (US\$597) to 106,382 baht (US\$3410) within 6 years.
- From the start of the project until today, there has been no wild fire, which is a testament to the success of the forest conservation awareness campaign.





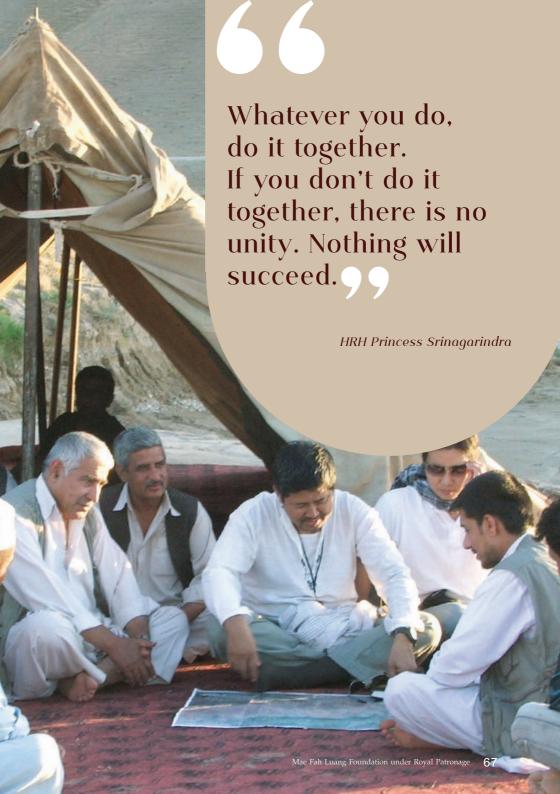






The King's Development Principles and the Mae Fah Luang Development Approach are not limited to only remote regions or Thailand's border areas; this development knowledge can also be applied to various other areas of the world.

Even though the socio-environmental conditions of each area may differ, the key factor is to promote self-sufficiency and sustainability for the communities. This development concept can be applied without borders.



Thai-Myanmar Sustainable Alternative Livelihood Development Project at Naungtayar Subtownship, Pinlaung District, and Tachileik District, Shan State

"Upscaling of the Sustainable Alternative Livelihood Development project in Myanmar in narcotic crop cultivation regions as well as cross-border drug trafficking routes."

Basic Information

Time frame: 2018-2025

Location: Naungtayar Subtownship, Pinlaung District, and Tachileik District, Shan State

Area: Naungtayar 341,964 rai (54,714 hectares); Tachileik 106,810 rai (17,089 hectares)

Beneficiaries: Naungtayar 26,953 people; Tachileik 7,462 people



This project was scaled up from original project in Tachileik and Mong Hsat districts from 2013-2017, with the main goal being to continue addressing drug issues and trafficking in the area, through alternative livelihood options. MFLF began with basic amenities such as irrigation systems, improving rice yields to provide food

security, training veterinary staff, setting up livestock medicine funds, and the promotion of Napier grass cultivation as animal feed. The next step was to promote alternative livelihoods suited to the geo-social environment such as maize cultivation as animal feed, coffee and tea cultivation.



- 23% of villagers in the project area benefited from the irrigation system that gave them yearround access to water for general use and additional post-harvest crops.
- Villagers gained access to clean water, reducing water expenses by 139,680 baht (US\$4,478).
- Cost of labor for this project amounted to 813,667 baht (US\$26,082) for local workers.
- The cultivation of maize as animal feed is promoted in conjunction with Charoen Pokphand Produce Co Ltd, increasing profit margins for farmers by 457,710 baht (US\$14,672).
- The duck and chicken fund increased household assets by 227,250 baht (US\$7,285).
- Tea processing techniques helped to increase the value of tea leaves by 90%, and could be shared with other tea farmers.

Thai-Myanmar Sustainable Alternative Livelihood Development Project (SALD) at Tachileik and Mong Hsat districts, Shan State

"Boosting immunity for communities along the Thai-Myanmar border; addressing regional drug problems."

Basic Information

Time frame: 2013-2017

Location: Tachileik and Mong Hsat districts, Shan State

Area: 154,836 rai (24,774 hectares)

Beneficiaries: 2,510 households; 12,844 people



Public health, food security, as well as capacity building formed the three-pronged thrust of the development plan to boost the community's immunity against drug threats and encourage self-sufficiency.

MFLF introduced quick fix measures to ensure survival for the community by

sending in mobile medical units to conduct tests for dengue fever, tuberculosis, malaria and improve the condition of the local health station. Next was to develop water systems, agriculture and livestock systems to help the community achieve self-sufficiency and sustainable development.



- 12 public health volunteers proactively disseminated healthcare information and kept alert for contagious diseases within the community.
- 172 tuberculosis victims were sent for immediate treatment until fully recovered, and successfully prevented other contagious diseases.
- 84% of households had access to clean water.
- Households with enough rice for consumption for the entire year increased from 71% to 98%.
 Households with secure habitats increased from 16% to 37%.
- Economic forests increased by 3,372 rai (540 hectares).
- 56 development volunteers were ready to take on long-term development of their own community.

Sustainable Alternative Livelihood Development Project, Yenan Chaung Township, Magwe Division

"The improved quality of life in this arid region and capacity building have made the community a knowledge center for Sustainable Alternative Livelihood Development in Myanmar."

Basic Information

Time Frame: 2011-2016

Location: Yenan Chaung Township, Magwe Division

Area: 216,266 rai (34,603 hectares)

Beneficiaries: 3,249 households; 12,814 people



Yenan Chaung Township lies in the center of Myanmar, and suffers from arid conditions and poverty. MFLF therefore targeted the promotion of livestock and crops that require less water, followed by the development of a water system for future utilization and consumption.

MFLF conducted training workshops

for community representatives on integrated livestock care that would provide food security and generate an income for the community. Today, the Yenan Chaung project has become a knowledge center for livestock and sustainable development for government officials and other communities.



- The anti-venom serum bank saved 85 lives and has a sustainable revolving fund.
- Water retrieving time has been reduced from 71 minutes/day to 31 minutes/day.
- Animal mortality rates have been reduced from 7% to 5%, culminating in savings of 58,591,841 baht (US\$1,885,801).
- The number of households under the poverty line was reduced from 97% to 52% within 6 years.
- The goat bank was increased by 8,539 goats valued at 14,089,350 baht (US\$453,471), generating an income of 7,132,950 baht (US\$229,577) for the community.
- 68 development volunteers led their own long-term community development efforts.
- The community became an integrated livestock knowledge center, welcoming 297 representatives from the Myanmar Livestock Department on study visits.

Sustainable Alternative Livelihood Development Project, Yong Kha Village, Shan State

"Answering the basic needs of the community and building trust leads to a long-term development solution of drug problems."

Basic Information

Time Frame: 2002-2004

Location: Yong Kha Village, Shan State Area: Approximately 14 villages Beneficiaries: 6,022 people



With the need to address drug-related issues and contagious diseases, it was necessary to build a strong public health system as a basic priority for the community.

Yong Kha Village in Shan State suffered from drug-related issues and contagious diseases such as malaria, tuberculosis and scabies. MFLF therefore

launched a long-term public health development plan with emphasis on water and agriculture to provide food security before addressing income-generating activities in the community. Hospitals and schools were built, and local volunteers received training on public health, while school children were taught farming skills.



- Malaria infections dropped from 20% to less than 2% within 3 years, while malaria fatalities dropped to zero within 1 year.
- 3,000 villagers helped dig an irrigation canal with a budget of 225,000 baht (US\$7,242), increasing arable land by 2,000 rai (1,159 hectares). Villagers were able to grow sustenance and cash crops three times a year, with enough food to eat all year round.
- The total investment in the project was 25,600,000 baht (US\$823,946), or 4,240 baht (US\$136) per person per year. Within 3 years, the project generated economic benefits for the community in cash and in kind equivalent to 28,182,960 baht (US\$907,080), or 4,680 baht (US\$151) per person per year.

Afghanistan

The Balkh Livestock and Rural Enterprise Development Project, Balkh Province, Islamic Republic of Afghanistan

"Livestock development helps to raise the standard of living through an area-based approach using the 'Afghans helping Afghans' model."

Basic Information

Time Frame: 2006-2012 Location: Balkh Province

Area: 10 square kilometers, 15 villages **Beneficiaries:** 464 households

This project was initially funded by the Government of Belgium, with support from various other sectors, to revive the karakul sheep population, a valuable resource for the region.

The main responsibility for MFLF was livestock development planning that was designed to suit the geo-social environment, after which the Afghan government and local communities implemented the project themselves.

MFLF organized training programs for livestock volunteers and set up a sheep bank. Each year, participants would exchange 10% of female lambs for veterinary services. These lambs were presented to households who have requested loans to carry out their own livestock activities. This helped to rehabilitate the economy through social enterprise, raising the number of new livestock farms and the number of healthy sheep, while reducing their mortality rate.

This method allowed the villagers to help one another as a form of capacity building and community development.





Indonesia

Sustainable Alternative Livelihood Development in Aceh

"Addressing health issues and creating a sustainable rural development knowledge center to tackle narcotic crop cultivation in a sustainable manner"

Basic Information

Time Frame: 2006-2010 Location: Aceh, Indonesia

Area: 9 villages

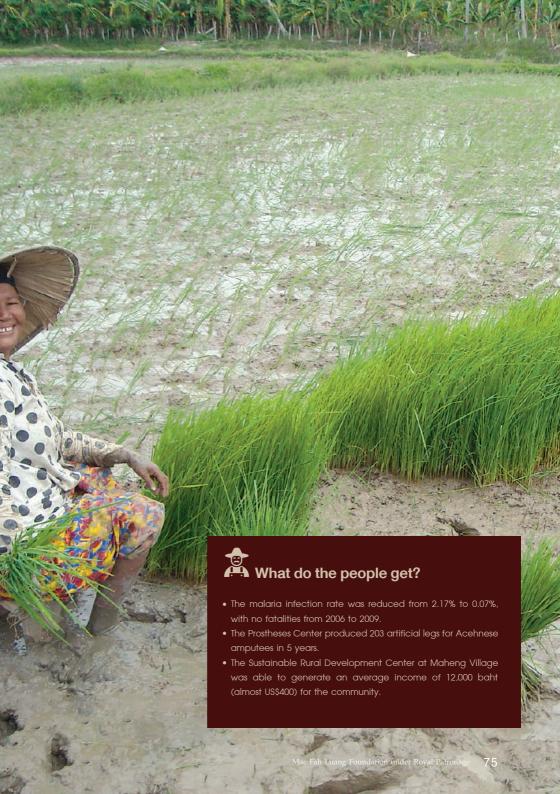
Beneficiaries: 8,434 people

This project proved to be extremely challenging due to the diverse issues in the area, from civil conflict, the Asian Tsunami, malaria infection, and the high number of physically handicapped.

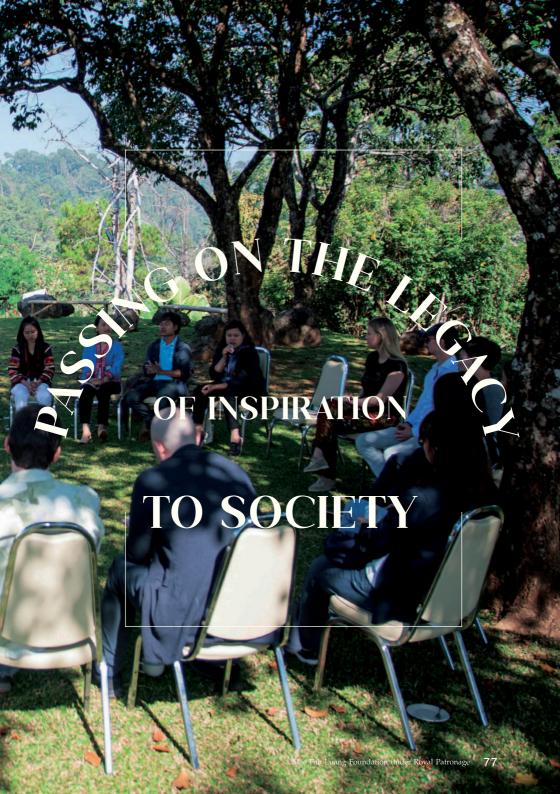
MFLF therefore reinforced the public health system, providing treatment and prevention for malaria in Lamteuba and neighboring villages. A number of volunteers were brought to Thailand for training workshops with the Prostheses Foundation of HRH the Princess Mother so they could lead the training of the handicapped as well as medical personnel within their own communities.

To improve the quality of life of the villagers, MFLF set up the Sustainable Rural Development Center at Maheng Village which was promoted as a one-stop learning and demonstration center on irrigation, agriculture, livestock, and public hygiene. It is now a learning center for study visits by various delegations.













Within 10 years after the Doi Tung Development Project (DTDP) was launched, its success earned a lot of praise for the Princess Mother, to which Her Royal Highness replied, "We have only just started, but it is going in the right direction". She was well aware that rural development was a long-term endeavor that would only yield results after decades. She would always emphasize to the development team to think of the benefits for the community as the key factor.

Other than development and field work, MFLF's equally important responsibility was to disseminate the King's Development Principles and the Mae Fah Luang Approach for the greatest social benefit on the national and international levels.

MFLF is the principal driving force behind the establishment of Social Enterprise Thailand that is aimed at building the ecosystem for social enterprises in Thailand, facilitating the growth and strategically scaling impact. At the international level, MFLF is a key partner of the Thai Government and allied countries in advocating for policies on Sustainable Alternative Livelihood Development at top-level forums, such as the Commission on Narcotic Drugs (CND), the Economic and Social Commission for Asia and the Pacific (ESCAP), the United Nations Economic and Social Council (ECOSOC), and the United Nations General Assembly Special Session (UNGASS). This has put a spotlight on Thailand as a knowledge center on Sustainable Development that has led to actual implementation in many countries.

LIVING UNIVERSITY

Every single tree and every single square inch of the land in the Doi Tung Development Project is infused with a body of valuable knowledge. It is like a compilation of experiences and lessons learned in the field of Sustainable Alternative Livelihood Development that has yielded tangible results, and can be replicated in different scenarios.

Being a model project that others can learn from and replicate to address issues in various areas has led to the name "Living University", a classroom that builds a new generation of people to carry out development work, reduce ideological and economic disparity in society between urban and rural dwellers.

Each year, MFLF's development projects, particularly DTDP, welcome approximately 10,000 visitors on study trips, from government agencies, the private sector, universities, international organizations as well as students. The workshops are conducted by MFLF's own development practitioners and folk elders.

In this "classroom", participants have a chance to get down to the nitty-gritty, go into the field and listen to the villagers, learn and experience the real world in order to help their compatriots.

Next on the agenda for MFLF is how to use this wealth of knowledge to benefit society at large, the whole country, and the world, so that the King's Development Principles and the Mae Fah Luang Approach will continue to help humanity without end.





CHILD AND YOUTH DEVELOPMENT PROGRAM

MFLF has been conducting child and youth development through extracurricular activities since 2012.

MFLF organized the Faidee Kid's Camp in 2013, planting the seeds of the Princess Mother's vision and principles in the hearts of the children from the city to instill an awareness of the importance of the natural environment, and create a bond between nature and city children whose urban lifestyle could not offer them. Next was to expand into creating a child and youth development network in Chiang Rai Province and nearby areas aimed at drug prevention. The Hall of Opium Faidee Kids Camp against Drugs targeted youth between the ages of 9-18.

Meanwhile, another initiative is held to cater to the needs of those living an urban lifestyle, with activities such as how to transform small plots into vegetable gardens, how to cultivate miniature gardens in glass jars to learn about ecology. The point was to create an awareness of nature and nurturing plants in our own homes.



TURING 47TH GRACE

If you can help them, it amounts to giving them a new lease of life. We should definitely do it.

HRH Princess Srinagarindra

The Doi Tung Development Project began by addressing the lack of opportunity in every aspect of life such as education, statelessness, and poverty of ethnic people in remote areas with no access to basic public amenities. The next stage was to provide vocational training to raise the standard of living and help them escape the cycle of poverty in a sustainable manner. Today, the development efforts have allowed the local villagers to possess skills and security in life, as well as a sense of pride in being self-reliant, and be aware of the importance of being a cog in the wheel that propels their village forward in economic, social and environmental dimensions.

Here are some stories from our Doi Tung villagers.

Songyos Viseskajornsak

Ethnicity: Akha

Liche Coffee Business Owner

"I learned all about growing coffee from my parents who had been employed by the Doi Tung Development Project. Then I studied the coffee processing and brewing techniques by myself to create my own coffee brand called Liche Coffee. Today we export coffee from the Akha villagers to Korea, and we have a cafe at Huay Khrai. We've also had a stall at the Colors of Doi Tung Festival for many years. This festival has allowed me to meet customers from all over the country, exchange experiences and expand business opportunities into new customer bases. DoiTung does not regard other coffee brands as competitors; they wish to encourage local people to earn an income and become self-reliant. Anyone can create their own brand and become a business owner."



"Every area needs development, but how do we ensure that development goes in the right direction? I see this as a challenge. Working with the Mae Fah Luang Foundation has allowed me to see the big picture of development work, both on Doi Tung and in other areas. The direction of development work today has to lead towards sustainability in all aspects. In terms of vocational promotion, we have to encourage community entrepreneurs according to their individual skills, such as processing or homestays. Whoever wishes to start his own business project can come and consult the Mae Fah Luang Foundation. It is a way of setting a standard to upgrade Doi Tung, with the ultimate goal being to give villagers a chance to grow and support their own communities in a stable manner."

Aranya Apisathirapong

Ethnicity: Lahu Knowledge Analyst and Administrator, Knowledge and Learning Center



Orawan Sophonamnuaykij

Ethnicity: Akha
Employee of the Textile Factory,
Quality Control Division

"I never went to school. Before coming to work at the textile factory, I couldn't even speak Thai. I couldn't read. Life was very difficult. I didn't want my children to suffer like me, so I tried to provide them with a high education so they had the knowledge to improve their lot. Now all my four children have graduated from university on scholarships from the Mae Fah Luang Foundation. The eldest has returned to be a teacher at Doi Tung, the second is a business owner, the third works in an export company, and the youngest is a public health academic. Without the Mae Fah Luang Foundation's support, my children would never have had the opportunity for education, no matter how smart they might be."





Tasanee Sophonamnuaykij

Ethnicity: Thai Math Teacher, Ban Kha Yang Pattana Schoo

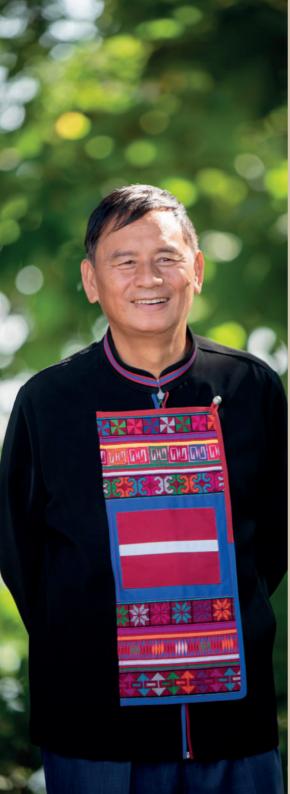
"I received a scholarship from the Mae Fah Luang Foundation to go to university, and I returned to teach at Doi Tung because this is my home. Doi Tung Development Project made me what I am, and I could never turn my back on it. As a child, I grew up in a remote village, not knowing what the outside world was like. But when schooling arrived, it gave a new meaning to my life, improved my quality of life, allowed me to help society, and gave me a sense of self-worth. Today, the opportunity for education is much different from my days; the way of teaching has also changed a lot. Children cannot just wait to have knowledge handed to them; they have to learn by doing, and use technology to enhance their learning process."

Chatupong Aphipornpaisal

Ethnicity: Lahu
Reforestation Assistant Manager
Social Development Department

"We are trying to teach the younger generation of Doi Tung how the older generation overcame environmental issues and reforested the area. That's why every project by the Mae Fah Luang Foundation has to have the participation of the local youth, such as building check dams and reforestation. We have to teach them how to preserve nature, which is our life's capital. Another important problem we have now is waste. Our responsibility is to reduce to Zero Waste, which has achieved success in Mae Fah Luang Foundation's project area. In our own communities, we are beginning to mobilize efforts starting with schools, making them aware that society cannot move forward based only on technology. Environmental preservation has to go hand in hand."





Verachit Varanchitkul

Ethnicity: Yunnanese
Chief of Mae Fah Luang
Subdistrict Administrative
Organization

"Today, so many environmental projects around the country have failed because they didn't have participation from the local people. This is different from the DTDP's approach where the local communities play the biggest role in caring for the forests. Together, we set rules and regulations for making use of the forests, allocate residential areas, farming areas and community forest areas. Every activity has to be planned together with the village committee. The rules in each community may be different; here we don't prohibit villagers from foraging, but we have to make clear that forests need a certain amount of time to recover by itself, so foraging has to be done moderately and not excessively to ensure that the ecological balance is not compromised."

MOVING FORWARD TOWARDS SUSTAINABILITY



MFLF has had five decades of experience in implementing community development, both within and outside the country, starting with the Doi Tung Development Project, and expanding to other outreach projects benefiting over 1.2 million people in Thailand and overseas. At present, MFLF is taking on a new role to combine community development and environmental conservation to address the global crisis.

Countless natural disasters have occurred around the world in the past few years, such as the most serious wild fires and floods in Europe, China, India and the US. July 2021 was the month that registered the highest temperature in history. The United Nations and experts around the world urged the global community to come together to address these climate changes immediately and urgently, otherwise this climate upheaval will have dire far-reaching effects on life, habitats, agriculture and nature.

MFLF has introduced an innovative way to elevate forests into a source of carbon credits, and an alternative for communities living with forests to have a sustainable livelihood and income. This will benefit both man and nature, and requires a holistic effort from the public and private sectors and the communities under the concept "Take Care of Forests, and We Will Take Care of You."

Pilot projects were introduced in Chiang Mai, Chiang Rai, Phayao and Mae Hong Son provinces in 2020, comprising 16 community forests covering a total area of 19,611 rai (3,138 hectares). This was registered under the Thailand Voluntary Emission Reduction Program (T-VER) to offset the carbon dioxide sequestered from the atmosphere by forests, to be sold as carbon offsets to corporations who wish to compensate for the carbon emissions. This provides an incentive for communities and forests to enjoy a sustainable coexistence, while setting up a forest preservation fund and community development fund that aim to preserve a rich forest environment to further sequester carbon dioxide and promote a new livelihood for villagers, while also helping Thailand achieve its UN Sustainable Development Goals through a people-centric approach.

MFLF has scaled up the "Take Care of Forests, and We Will Take Care of You" project into the "Carbon Credits in Community Forests for Sustainable Development" project, working in conjunction with the Ministry of Natural Resources and Environment as well as interested private sector alliances. The goal is to achieve 6.3 million rai (1,008,000 hectares) by 2035, and an estimated 6 million tons carbon dioxide equivalent of carbon credits certified by T-VER annually for domestic carbon offset demands.

Today, MFLF is moving forward into its sixth decade, steadfast in its mission as an organization to implement development projects, disseminate knowledge, advocate for policy changes, and provide consultancy to make the world a better place to live in.

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For five decades, the Mae Fah Luang Foundation under Royal Patronage is committed to helping the people stand on their own, to strengthening their communities, and to empowering them to help others in need. Our Development Principles has proven applicable in many countries of different geographical, social, and economic conditions.

Today, the Mae Fah Luang Foundation is renowned not only in Thailand, but throughout the world for it has given inspiration and has been applied in different contexts. The Mae Fah Luang Development Approach is a shining beacon leading the way to a stable and more equitable society that benefits all.