



ROI JAI RAK

THE MAE FAH LUANG FOUNDATION UNDER ROYAL PATRONAGE

Roi Jai Rak Project

DRUG AND DEVELOPMENT

DRUG SUPPRESSION ALONE IS NOT A SUSTAINABLE WAY IN TACKLING AN ILLICIT DRUG PROBLEM

An illicit drug problem is a new form of security issue that poses serious threats to our national security and stability. In the modern era, the common illicit drug has changed from narcotic crops to synthetic drugs as they can be produced in a shorter amount of time, spread quicker and more widely; and cause serious harm to the community. The United Nations Office on Drugs and Crime (UNODC) has reported that in the past 10 years, the amphetamine and methamphetamine seizure increases from 8 tons in 2008 to 70 tons in 2017. The UNODC predicts that the amount will continue to increase to 132 tons in 2027 or 16 times higher in 20 years.

The illicit drug market value in the Southeast Asia region is estimated at 495,000 million baht per year. Thailand shares 26% of the market value or 126,895 million baht per year which results in government budget allocation of 13,226 million baht to combat the illicit drug issue. In addition, the opportunity cost of drug offenders in jails is up to 26,621 million baht. In total, Thailand loses

166,742 million baht annually to address illicit drug problem.

Not only does illicit drug problem link to the national economy but it also plays vital role in social and environmental aspects e.g. crime, domestic violence, and human-caused forest fire. Nevertheless, the most important factor in all of these is 'human'. Poverty is usually a root cause that leads people to involve with drug and illicit activities. Therefore, an effective approach in tackling illicit drug problem has to address the actual root causes which are poverty and lack of opportunity. If a person has a licit job opportunity that helps them to support their families, send their children to schools, and sustain their livelihood; the person will not want to get involved with illicit drugs or any crimes that lead to risk, danger and instability in life.

Hence an effective approach to the drug issue is to combine development efforts together with the rules of law. The ultimate goal is to ensure that the community can live a licit livelihood with pride and dignity. More importantly, the community no longer needs to rely on narcotic drug or illegal activities. Therefore, the Roi Jai Rak Project has to draw in relevant stakeholders to work together using development activities as a leading medium in tackling illicit drug problems holistically. However, the project has to distinguish villagers who involve in

illicit drug because of poverty and lack of opportunity from those who are greedy. The laws have to be strictly enforced, if given certain amount of time and a person turns down an opportunity to earn licit living but chooses to continue involving with illicit drug and illegal activities.

INTEGRATING DEMAND AND SUPPLY REDUCTION STRATEGIES

The aim of the Roi Jai Rak Project is to include everyone to work together to ensure peace, stability, and sustainability of the community. The Mae Fah Luang Foundation under Royal Patronage is the key agency in driving the integrated project with budget support from the Office of the Narcotics Control Board (ONCB). The project attempts to prevent the community from drug abuse by creating diverse licit employment opportunities, reducing household expenses as well as having a long-term strategy that leads to the community's sustainable income. The project also helps developing education quality and sustaining the environment of the community. These measures will reduce the risk of community from going back to drug operation on the supply side. Demand reduction activities are also implemented through holistic and community-based rehabilitation programme. Both supply and demand reduction strategies will lead to balanced and sustainable development.

PROVIDE LICIT EMPLOYMENT OPPORTUNITIES – RESTORE HUMAN DIGNITY

After the arrest and prosecution of the drug kingpin “Laota Saenlee” on 11th October 2016, Her Royal Highness Princess Bajrakitiyabha Narendiradebyavati, a state prosecutor to the case, clearly understood the context of the problem and its harmful effects on the society and realised the importance of introducing a development project to the area. The development project has a vital function in providing new chances and opportunities to the community to have licit jobs and lawful source of income. This approach is a sustainable way of dealing with the drug issue. Therefore, during a conference of the Commission on Narcotic Drugs (CND) in March 2017, HRH Princess Bajrakitiyabha Narendiradebyavati encouraged the Mae Fah Luang Foundation under Royal Patronage to work at Huay San village by adapting the Sustainable Alternative Livelihood Development approach from the Doi Tung Development Project to Huay San village. On 18th October 2018, HRH illustrated the background information of the project establishment to the committee and subcommittee members of the Roi Jai Rak Project. The following is an excerpt from HRH speech:

“While working on the case, I received a handful of information



about the case and the area as I was working with the Narcotics Suppression Bureau. The officials were working very hard to ensure that the persecution was comprehensive and fair. But what about the other villagers? We had to find a solution for them as well. It was widely known that this area has a severe drug problem. There were drug users, small-scale as well as large-scale drug dealers. The problem was deep-rooted and unsolved. Large-scale drug dealers were charged and brought to trial. However, if we did not have any prevention measurement in place, we would have new small and large-scale dealers. Using solely suppression strategy might lead to mistrust, hate and anger among the community against government officials and could generate new problems.

Suppression of illicit drug would not solve the hunger issue in the long run. It could not help restoring dignity of the community members. The hunger and education problems would persist. These problems would then force the community members to rely on illicit drugs as they could generate higher income from illicit drug business in comparison to other licit jobs, providing that human dignity of the villagers were not restored and they were not accepted by other communities. Therefore, I discussed with the Mae Fah Luang Foundation at the UNODC conference in Vienna about a development project initiative that would solve the root cause of this problem. The possibility of combining law enforcement with the development project was also discussed. If we manage

to prevent the community members from breaking the law, what could they do to sustain their lives? Hence, the Roi Jai Rak Project was launched in order to connect everyone together; and to create a bond that leads to prosperity of the community. The project not only involves the local villagers but it also drew in all relevant local government authorities. A frequently asked question to me was ‘why do I help drug dealers?’ My simple answer is, water for consumption and job employment are the basic rights of every Thais. Why wouldn’t we let them have water for drinking and using? Aren’t they Thai?. This does not mean that there is no law enforcement or no prevention and suppression of drugs in place. We have to find out together how law enforcement can go together with development. The Roi Jai Rak Project kicked off after the visit of ‘Khun Chai’ to the community to sound out the opinions of the locals. I did not join him on the first visit as I was working on the case of Lao Ta. Once the case was closed, I finally had a chance to visit the village for the first time.” (An excerpt from the speech of HRH Princess Bajrakitiyabha Narendiradebyavati to the committee and subcommittee members of the Roi Jai Rak Project on 18th October 2019)

ABOUT THE PROJECT

OBJECTIVE

To improve the livelihood of the community based on with the King’s Wisdom by using Sustainable Alternative Livelihood Development approach in tackling illicit drug problem; as well as other illegal activities in a sustainable manner. The long term goal of the Roi Jai Rak Project is to become a model project to address synthetic drug problem. The project uses area-based development approach that addresses economic, social and environmental dimensions holistically.

PROJECT DURATION

Thailand fiscal year 2018 – 2029 (12 years in total)

THE ROI JAI RAK PROJECT AREA

THE MAE FAH LUANG DEVELOPMENT APPROACH IS AN AREA-BASED APPROACH. THEREFORE THE PROJECT AREA DOES NOT LIMIT TO THE AREA OF HUAY SAN VILLAGE BUT ALSO INCLUDES THE ENTIRE WATERSHED AREA.

The project initial plan aims at Huay San village. However, the Mae Fah Luang development approach is an area-based approach which does not limit the project area according to the administrative division but identify the project area based on the extent of shared natural resources as it allows development to address economic, social and environmental aspect holistically. In this case, the project area is identified using a watershed area. The Roi Jai Rak Project is operated in the Huay San and Huay Meung Ngam watershed area.

PROJECT AREA/ VILLAGES/ HOUSEHOLDS/ POPULATION

The Roi Jai Rak Project covers an area of 5,939 hectares. It comprises of 4 main villages, namely Huay San, North Meung Ngam, South Meung Ngam, and Suk Reutai and 20 smaller villages, namely Kor Ae, Pong Nam Ron, Yha Pa, Yha Ge, Ar Piang, Si Lang, Huay Tao, Ha Hok, Bha Lah, Hua Nam, Sam Lang, Singapore, Ar Ter, Pa Kluay, Saen Suk, Klang Na, Ar Su, Lao Aung, Huay Pa Kaem, and Sob Ngam. The project area is located in Taton sub-district, Mae Ai district, Chiang Mai province. There are 1,067 households in the area with 4,297 residents.



PROBLEMS IN THE AREA

ILLICIT DRUG, DOMINATION OF LOCAL DRUG DEALERS, OPPRESSION AND EXPLOITATION OF LOCAL VILLAGERS LEADING TO VULNERABLE NATIONAL SECURITY

Huay San village is a vulnerable area as it lies at the border of Thailand next to the infamous narcotic drug producing area. The location of the village allows it to become a significant warehouse and distribution centre of illicit drugs. Mr. Lao Ta Saenlee, a former village head of Huay San, was a village mafia who had a strong connection with drug networks across Southeast Asia region e.g. Khun Sa. Lao Ta had widespread drug trafficking networks across Thailand.

Mr. Lao Ta Saenlee was a major target of the government authorities among other domineering narcotics drug lords of Thailand. He was arrested once on charges of drug but he was dismissed. The locals were terrified by his domination and his networks. Hence, Huay San village became a restricted area that outsiders including government authorities as well as merchants did not dare to enter. Only the people in Lao Ta's network can roam around. Lao Ta and his allies dominated the village using his own invented rules. They oppressed other villagers and took advantages of them. A number of villagers told about the torture and abuse that they were facing under the domination of Lao Ta and his son. Torture methods included cropping ears, slitting throat and killing. His power terrified the villagers and the surrounding communities. Nevertheless, Huay San villagers also exploited this opportunity by using Lao Ta's name that was known across Mae Ai and Fang district to smuggle narcotics. Every household was involved in illicit drug trade and had their own drug trafficking networks.

COMMON PROBLEM – INCOME INEQUALITY AND SCARCE RESOURCE

While illicit drug problem has a serious impact in the area, other basic problems such as water quality, soil fertility, forest degradation and poverty are also persisting. The local community are facing problems concerning water as well as other natural resources. Lack of proper water management causes water pollution from untreated waste water as well as insufficient water supply for consumption and cultivation in drought season. Monoculture and heavy use of chemical lead to soil degradation. Local are suffered from price fluctuations; and falling price of agricultural products as they do not possess skills and knowledge to process their products to add the value and increase their income. Another pressing issue is livestock production. Lack of knowledge on breeding as well as an improper production and farm management lead to high mortality rate.

PROBLEM SOLVING APPROACH

SUCCESS STORY OF DOI TUNG

“Nobody wants to be bad, but they do not have the opportunity to do good.” is an excerpt from a speech of the “Princess Mother” (Princess Srinagarindra). This excerpt has become a fundamental ground for the Sustainable Alternative Livelihood Development at the Doi Tung Development Project. The Princess Mother was able to understand that problems in Doi Tung area i.e. opium cultivation, drug trafficking, militia groups, deforestation, and prostitution, were symptoms of the actual root causes which were poverty and lack of opportunity.

Doi Tung was a denuded area. Slash and burn cultivation were a common practice of the villagers. The area was also under the domination of armed forces. The locals had no citizenship,

no basic infrastructure and no access to health care or education. Therefore, villagers had to rely on income from illicit crops i.e. opium in order to survive. The Doi Tung Development Project started from integrating 35 departments from 6 ministries to work together in the area under shared missions. Extensive survey was conducted to gain a deep understanding of the community. The survey comprised an in-depth socio-economic survey of each household and a ground survey for geographical conditions and was conducted by an extended team from all relevant stakeholders including the head of the village and villagers themselves. Simultaneously, opportunities for job and skill-training based on the local wisdom, potential of the area and market were then provided to all people. The natural resources were restored, while improved well-being of the community was also in focus. Value adding process was introduced to the community to help generate long term income for the community. As a result,

social enterprise under the “DoiTung” brand was established. The current stage of the Doi Tung Development Project is to build the local capacity and to empower them so that the people are equipped to continue the development work; and to take into account the social, economic and environmental dimensions of their communities. This approach is an aspiration of the Princess Mother whose emphasis was on “help the people to help themselves.”

3S MODEL: WELL-STRUCTURED DEVELOPMENT MODEL WITH PEOPLE AT THE CENTRE TO HELP THE PEOPLE TO HELP THEMSELVES

Survival emphasizes on developing and improving an access to basic life necessities including water, soil, forest, basic infrastructure, and public health. At the same time, community members should be able to lower their household expenses and increase income from licit

activities through diverse development activities. Ultimately, the community members must have enough money for household consumption and do not need to rely on loans for daily lives. The natural resources must not be further destroyed and the community is able to manage the natural resources themselves.

Sufficiency emphasizes on the increase of productivity and value of their products and services which allows the community members to be able to sustain themselves financially. Community members should have secure incomes and savings and be able to reduce or repay their debts, acquire higher education, know their rights and duties, follow the community rules, promote local cultures and take a proactive part in managing, preserving and restoring the ecosystem.

Sustainability emphasizes on community members being self-immune. Self-immunity according to the Sufficiency Economy refers to having ethics and moral considerations, having a social responsibility, adhering to the good governance practices, managing natural resources in a sustainable way. The community members should have sound judgement and appropriate actions; to lead the community development activities; to solve local issues by themselves; and to exchange and dissemination of knowledge within and outside the community.

Each community has different quality and quantity of available natural resources and geo-social realities. These factors lead to different living conditions across communities. Some communities can be categorized in the **survival stage** as the community members have sufficient food for consumption and they do not need to rely on loans for daily lives. However, some communities are in the **sufficiency stage**. The community members can repay their debts on time as they start to have stable income. They have access to a better education and a better livelihood. Likewise, some communities are able to reach the **sustainability stage**. The community members have stable savings and incomes. They are economic self-reliance and able to manage their own local enterprises. Therefore, the identification of community stages of development can help the project to appropriately plan the development activities that are suitable to the context of the communities. The appropriate yet flexible development plans will help the project to gradually achieve the desired development outcomes and above all to reach the ultimate goal of the project, which is “help the people to help themselves.”

“Help the people to help themselves.” is a sustainable development approach as it is allowed the community members to take the lead in the development. Therefore, they are able to carry on the



development activities themselves in later stages. Community members are also equipped with analytical, critical and problem solving skills. Thus, they are resilient and can rely on themselves. A very crucial element in development is community empowerment. Mutual understanding and community engagement must be built since the beginning of the project. The knowledge and know-how have to be transferred from the project to the community members by gradually doing and working together. At the final stage, the project should only provide advices to the community members, while the community members are the main actors.

MULTI-DIMENSIONAL AREA-BASED DEVELOPMENT

The Mae Fah Luang Foundation uses an area-based development approach to address development in all dimensions including water system, agriculture, livestock, handicraft, education, health, added value process as well as tourism. The main purposes of the development are to generate long-term and stable income for everyone; to ensure a better livelihood of the community; to provide licit job opportunities to the community members; to equip community members with self-immunity against illicit drugs and other illegal activities; as well as to allow fair access to natural resources.

In addition, the development has to be balanced between social, economic, and environmental dimensions in every working stage.

RULE OF LAW

The incorporation of the rule of law in the project practice enables the development to be sustainable. The rule of law must be based on geo-social reality and derived from a bottom-up process where community members are involved and have active participation. Thus, the community will comply with the rules and regulations as they have ownership in it and the culture of lawfulness is fostered and embedded in the community members. Development allows this participatory and bottom-up process to take place since trust and mutual understanding has been forged among community member through many development activities at the beginning of the development process. These activities usually involve the majority of community members and address common problems of the area; thus, benefits a lot of people, such as irrigation development and forest restoration.

DEVELOPMENT ACTIVITIES AT THE ROI JAI RAK PROJECT

THE START OF THE PROJECT

On 15th March 2017, during the conference of Commission on Narcotic Drugs (CND) in Vienna, Austria, HRH Princess Bajrakitiyabha Narendiradebyavati kindly encouraged M.L. Dispanadda Diskul, CEO of the Mae Fah Luang Foundation, to implement an Alternative Development project at Huay San village, Ta Ton sub-district, Mae Ai district, Chiang Mai province, using the Mae Fah Luang Foundation's hands-on experiences from operating the Doi Tung Development Project to address the problem of illicit drug and illegal activities in the area.

On 9th October 2017, Secretary General of the Office of the Narcotics Control Board (ONCB) and the ONCB staffs scheduled a meeting with M.R. Disnadda Diskul (Khun Chai), Chairman of the Mae Fah Luang Foundation. The Secretary General requested the Mae Fah Luang Foundation to lead an Alternative Development project at Huay San Village. M.R. Disnadda Diskul agreed only 50% to implement the project as the other 50% depended on the willingness of the community. Therefore, the first community meeting was scheduled on 15th November 2017 for the community members to voice their opinions and express their needs as well as their problems, and more importantly to decide whether or not they would allow the Mae Fah Luang Foundation to work there.

THE FIRST COMMUNITY MEETING

The first community meeting was held on 15th November 2017. It was a collaborative effort of the government agencies from 3 levels: central, regional, and local. There were 263 authorities and 208 local villagers. In total 471 participants from 64 different agencies joined this meeting. The villagers could



voice their opinions freely and expressed their opinion on the Mae Fah Luang Foundation working in the area as well as their urgent problems and needs. In the past, the area was under the domination of ‘mafia’; no one dared to work with the community. However, by bringing in 64 government agencies to the community meeting together ensured that, from now on, the light will shine over this area and it will become safe and peaceful.

QUICK HIT ACTIVITY – AN URGENT ISSUE OF THE COMMUNITY (WATER SYSTEM) THAT LEADS TO COLLABORATION BETWEEN LOCAL PEOPLE AND LOCAL GOVERNMENT AGENCIES

The staffs of Mae Fah Luang Foundation stayed in the village right after the first community meeting finished. Their first activity was to survey the water

system which was a pressing issue that villagers mentioned during the community meeting. From the initial survey, the project discovered the problem with water storage and distribution system of the Huay San village. This problem caused insufficient water supply for drinking and household consumption, especially in the drought season. Water was not clean and the water system was neglected. The rich villagers gained better access to water supply in comparison to the poor.

On the next day (16th November 2017), the operation kicked off. The local community, army personnel, police officers as well as official forest rangers walked together to survey water sources and volume. Officers from government agencies took turn in helping the team on a daily basis. Working closely together, the relationship between the villagers and officers was significantly improved. Mistrust was transformed into bonding and cooperation. Conversations with

humor and laughter among the working group became usual. The development of water system is a “Quick Hit” activity that immediately resolves the urgent problem of the community. More importantly, trust and understanding between the community and the foundation are formed.

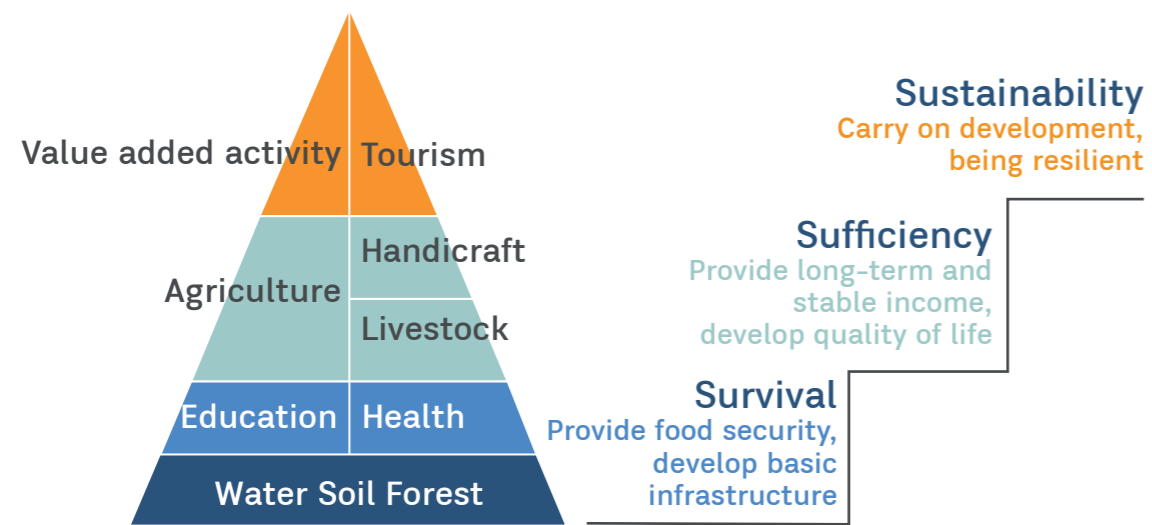
The first activity of the project was building a weir at the height of 930 meters above the sea level. This weir would allow the villagers to have enough water supply for drinking and household use throughout the year. The distance from the weir to the water storage at the top of the village is 14 kilometers. Villagers had to carry piping equipment with a total weight of 39 tons up and down the hills. On the day, men, women and even the children were there to support each other in building the weir. Many villagers were moved by this mutual effort. It was the first time that villagers were aware of

common interest. They managed to finish the construction work within 3 days.

With this weir, the villagers have enough water for consumption throughout the year. They no longer need to fight over the water. More importantly, the villagers are equipped with the repair know-how as they were building the weir together with the staffs of the Mae Fah Luang Foundation throughout the construction period. As soon as the construction of the weir was completed, construction of 200 cubic meters water storage tank began. The storage tank is used for water distribution to each household. Within 23 days, the villagers managed to finish building the tank with the support from different government agencies.



DEVELOPMENT IN ALL DIMENSIONS FOR A LONG-TERM STABILITY AND SUSTAINABILITY



WATER SYSTEM

An extensive water system was developed. The system includes natural water source, weir, water reservoir, distribution system and water storage for domestic consumption. Check dams are also built to preserve moisture of the forest and to increase groundwater volume.

DOMESTIC WATER SUPPLY SYSTEM

The water systems for drinking and household consumption in Huay San, Huay Meung Ngam, South Meung Ngam, and Sob Ngam were established, while the broken weir at North Meung Ngam was successfully repaired. The villagers were the project leader. They surveyed the water sources; they built the weir; they connected the pipping system with the storage tank and they

installed the water distribution system to each household in the village. The project only supplied them with materials and equipped them with know-how. Likewise, experts from the Provincial Waterworks Authority also supported the villagers by providing consultancy and advice on designing village plumbing system. The total number of beneficiaries from the water system development for drinking and household consumption is 2,684.

The water system development increases the water flow which allows the villagers to have sufficient water throughout the year. More importantly, the development allows equal access to water resources for everyone. The villagers are able to manage and share water resources. This is a tangible example of how development addresses inequality and unifies the community members.

IRRIGATION SYSTEM

The irrigation system was developed to maximize the benefit of available water supplies. Farmers are able to increase their productivity, quality and cropping intensity. As a result, they are generating higher income.

CHECK DAM

Suitable areas for building 404 check dams were identified and constructed. Check dams keep the watershed areas moist and help reduce soil erosion in rainy season, and allow efficient water distribution for agricultural use.

AGRICULTURE IMPROVEMENT

Farming is the primary occupation of the community members. Therefore, the project has invited agricultural experts to explore integrated farming system (Krasat Praneet) in the project area. The main purpose of the integrated farming is to achieve higher yields and quality improvement. The project puts the focus on existing varieties of short-term and long-term crops in the local area. The villagers are also encouraged to grow vegetables for household consumption to reduce expenses. Study trips were organised for fruit farmers and project staffs. The goal of the trips is to emphasize the importance of quality improvement and chemical control which will allow the farmers to sell their products to the

premium market at the higher price.

SETTING UP 75-RAI DEMONSTRATION PLOT

The 75 Rai (12 hectares) demonstration plot was established to be an example of multi-dimensional development activities that will be implemented in the area including water, forest, agriculture, and livestock. The entire agricultural supply chain are demonstrated at the plot, from the upstream process (cultivation and production) to midstream process (market planning) and downstream process (value-adding process). All activities are based on the local context with adaptation of modern know-how and small machines. The demonstration plot serves as a community learning centre for the community members as well as other agencies to use as a model for other areas. The demonstration plot is divided into different sections as followed.

- Upland fruit trees demonstration plot – Mahachanok mango, Nam Dokmai mango, Thong Dee pomelo, Khao Yai pomelo, Monthong durian, sugar-apple, avocado, Paen lime, citrus limon, Namhom coconut, rambutan, banana, and etc.

- Lychee demonstration plot – Two current experiments are pruning lychee trees to a rounded shape which reduces the tree height to a more manageable

height for the farmers, and making lychee wood charcoal.

- Sufficiency economy agricultural demonstration plot – Vegetables, short – medium – long term crops and livestock are integrated into one small plot to provide food security, reduce cost and increase income through efficient management of small cultivation area which is an example of integrated farming (Kraset Praneet).

- Rice terrace and irrigated rice farming system – Water supply system is managed to increase the rice yield. The microbial pesticide is introduced to eliminate the use of chemical-based pesticides.

- Siam tulip and Chrysanthemum demonstration plot – These two types of flowers are selected for landscape improvement. The flowers are later processed to produce value-added products.

- Seedling and sapling nurseries – Nurseries are constructed to supply saplings to the community members.

- Irrigation system – The system comprises of the water reservoir with plastic liner, concrete water reservoir, distribution system to cultivation plots and rice fields, solar water pump and ram pump.

FIELD EXPERIMENT TO INCREASE CROP YIELDS

Experiments on short and long-term crops were conducted to find an efficient method to increase yields through production planning, growing method, harvesting, grading and marketing. Training is offered through on-the-job training in the demonstration plot. Hands-on experiences equip the project staff with an ability to give advice to other community members on efficient farm management. The project has also set up a laboratory for producing microbial pesticides. The microbial pesticides are used in the demonstration plot. Likewise, the project encourages the farmers to use microbial pesticide as a substitute for chemical pesticides alongside with other organic methods as chemical pesticides are harmful to the health and environment.

SHORT-TERM PRODUCTIVITY CROPS

Integrated farming method (Kraset Praneet) which emphasizes on accuracy and precision throughout a cultivation process was used to improve the existing local crops such as rice, Japanese pumpkin and corn. Then, the project will share results and practices with the local farmers to increase the quality and yield of the products.

LONG-TERM PRODUCTIVITY CROPS

The aim of the project is to increase yield and quality of long-term productivity crops in the local area e.g. mango and lychee to achieve higher income generation for the local communities. To achieve the goal, the project introduces suitable pruning method for lychee trees; and drip irrigation system to optimize water-use efficiency which was supported by Siam Cement Group as well as collaborates with the Department of Agriculture in local farmer registration for Good Agricultural Practices (GAP) certificates which allow farmers to export their products.

In addition, the project provided saplings of 3 economic trees, namely Talab Nak mango, rambutan and Robusta coffee to local farmers who were interested in growing them in their cultivation areas. The economic crops can generate long-term income for the community. They also increase total area of forest and replace single-crop cultivation.

The project works with high-quality fruits community enterprise to train the farmers, who have an interest in improving their mango quality, to use top grafting techniques and change from local species to Golden Nam Dokmai and Maha Chanok species which have higher market price and are in great market demand.

SUPPORT HIGH-QUALITY FRUITS COMMUNITY ENTERPRISE (IN COLLABORATION WITH CP STARLANES. CO., LTD.)

The project mediates between the farmer's group and CP Starlanes.CO., Ltd. on the fruit purchase agreement. The project bridges the gap between the farmers and the private sector and ensures that fair trade is practised as well as supports the farmers with equipment and facility for sorting and grading mangos that meet export quality. The staff from the company also provided training to local farmers on proper technique of harvesting and appropriate harvesting amount per day for logistics arrangement to the factory. Apart from that, local farmers were taught to do quality control of the products and the safe amount of chemical use from the blooming to harvesting period which is aligned with the standard of the company which is safe for consumers.

LIVESTOCK DEVELOPMENT

Livestock extension and development activities are designed to reduce poverty. All factors of livestock management is addressed: breed, feed, facility, caretakers, know-hows, medicines and distribution mechanism. This holistic approach help increase quality for the products, reduce economic costs and generate stable income.



Better livestock breeds were provided to the community members through the livestock bank mechanism. Livestock health improvement and veterinary services were also offered while school students were encouraged to take part in a mortality rate reduction activity. In addition, the project supported building materials for constructing animal barn to poor household.

ESTABLISH LIVESTOCK MEDICINE BANK AND PROVIDE LIVESTOCK HEALTH SERVICES

A group of community members was selected by the community to participate in an animal husbandry and farm management training program at the Phu Phan Royal Development Study Centre, Sakon Nakhon province. The aim of the training was to have ‘para-vets’ in the project area. Para-vets play a vital role in looking after the animal health and treat animal illness. The reduction of mortality rate results in lower farm management cost, higher income and increase in assets. Having para-vet also boosts the readiness of the community in other dimensions and stages of development activities in the area of livestock.

The project has set up livestock medicine fund to reduce the mortality rate of animals. Livestock volunteers (para-vets) give vaccines to sick animals and collect service fees from the community members. The collected money is used for purchasing new medicines. The volunteers also provide accurate advice to the community members on raising livestock.

BREEDING PROGRAMS

Livestock bank is established. The range of species are pigs, black-bone chickens, ducks for eggs and ducks for meats. The project selected the first batch of beneficiaries by looking at their readiness in raising livestock. The selection criteria included having appropriate animal barn and capacity in taking care of the livestock. According to the rules of the livestock bank, the beneficiaries have to pay back to the bank within the agreed time – not with money but with the newborns from the breeding stocks they were given to, so the bank can provide livestock to other households. This mechanism allows the livestock bank to expand on its own and increase livestock population in a sustainable way as the community members are taking lead in monitoring.

LIVESTOCK FEED PROGRAMS

Villagers are encouraged to produce livestock feed from banana trees which are vastly grown in the area to reduce feeding cost. The project also grows Napier grass and shares the stems to local farmers who are keen on growing the grass. Napier grass is a nutrient-rich ingredient for animal feed. Nutrient-dense feed makes the livestock healthy and promotes animal weight gain.

BARN CONSTRUCTION MATERIALS BANK FOR THE POOR

Barn construction materials bank for the poor is established. The available raw materials are cement, wood, metal mesh etc. The fund is established to provide an opportunity for community members who have an interest in raising livestock but do not have money for building the barn. The beneficiaries of the fund have to return the money to the fund once they gained the money from selling their livestock.

RAISING CHICKENS PROGRAMME FOR YOUTH TO REDUCE HOUSEHOLD EXPENSES

Students from Suksanareeanusorn 3 School and Suk Ruetai School were trained on how to raise chickens. They were also trained to give chickens the appropriate vaccines. After the training, 10 chickens were given to each student. The students had to look after the chickens for 3 months and ensured that none of the chickens were dead. If they accomplished, they will be rewarded with school supplies or sport equipment they wished. The teachers and parents help monitor the performance of each student. Diaries were provided to students to note the progress. The main objective of this project was to equip students with know-how in raising chickens and to reduce chicken mortality rate in the area. More importantly, students had a chance to involve in development programs of the project.



IMPROVING HANDICRAFTS

The project supports the handicraft business of the locals by training women group who has basic handicraft skills further skill in sewing and using sewing machine. The training aims to develop villagers' craft skills and standard, as well as to support a handicraft group formation.

SUPPORT HANDICRAFT PRODUCTION

The project has also supported the community in their handicraft production to achieve higher product value by offering skill improvement training and marketing channel.

Handicraft team from the Doi Tung Development Project works with the women group that produces handicrafts. The team closely monitors the production progress and regularly provides advices to the women group, who signed up for producing handicrafts for the DoiTung brand.

DEVELOPMENT OF TOURISM INDUSTRY AND VALUE-ADDED PRODUCTS

In this phase of the project, the community market was built and started to operate to serves as a space for villagers to sell their products. During the same time, the initial landscape improvement was developed. In addition, the project has established a product development centre to experiment all kinds of agricultural product processing and to create new value-added products that would help decrease the risk of price fluctuation and it could potentially lead to new job employment opportunity for the community members.

COMMUNITY MARKET

Community market was built as a part of landscape transformation for tourism development. Tourists can stop by the market to buy local products such as agricultural products, traditional clothes, and traditional weaving products. These products also represent the unique characteristics of ethnic groups in the project area i.e. Karen, Lisu, Chinese, Akha, Yao, Tai and Lahu. Local food stalls and a massage shop are also parts of the community market. The market offers

new employment opportunities for the villagers and also generate additional income for them. While the project uses a strict guideline in assessing the quality of each shop in the market, it also helps develop the villagers' capacity and skills in producing crafts and other products that meet current market demand. A know-how in operating coffee shop is also offered to villagers who are willing to operate a café at the market.

EDUCATION DEVELOPMENT

The project has been working on education development since the beginning as the community voiced this need when they participated in study visit to the Doi Tung Development Project. There are 3 schools in the project area, namely Suksanareeanusorn 3 School, Suk Ruetai School and Chotkunakasem Ban Mueng Ngam School. Education development can be divided into 2 prongs that work hand-in-hand. The first prong is to develop the learning capacity in the classroom with the focus on 3 dimensions - teaching approach, management and teaching staff; and school environment including the buildings. The latter prong is creative activity outside of the classroom that helps students acquire self-immunity and strength.

MEETING WITH TEACHERS AND PARENTS TO FOSTER A MUTUAL UNDERSTANDING

After a group of school teachers and parents returned to the community from a study visit to observe education development at the Doi Tung Development Project, a meeting session between school management staffs and parents was organised. The main purpose of the meeting was to gain an insight on parents' opinions towards the need of education development and desired to learn approach. The staff of the project also explained about Montessori approach in teaching Thai as it is vital for children's daily life. Being able to communicate in Thai will reduce the risk of children being exploited in the future. In addition, the illicit drug use among the youth needs to be prevented. Therefore, the project has collected information of students that had high potential in using illicit drugs as the project planned to organise youth engagement campaigns with them. The data would be analysed by looking at the risk factors of drug addiction e.g. income, family, hobbies and dream occupation. The project would also compare this data with the data from socio-economic survey which would help the project in planning for active prevention programmes to eradicate an illicit drug problem among youth.

THAI LANGUAGE CLINIC PROGRAMME

Thai language skill of each student in primary grades 1-3 was assessed.

The assessment result showed that 175 students need to improve their Thai. Among the group, 33 students were from Suksanareeanusorn 3 School in Huay San village, 73 students were from Suk Ruetai School from and 69 students were from Chotkunakasem Ban Mueng Ngam School. Therefore, the project organised training for improving Thai for this group of students. After the training, students took another assessment. The assessment result has indicated an improvement of Thai language skills of every student. All students gained a better score in comparison to the first assessment.

CONSTRUCTION OF HUAY SAN CHILD DEVELOPMENT CENTRE

In collaboration with Huay San community and Sub-district Administrative Organization (SAO) of Ta Ton district, the project identified suitable location as well as a budget source for building a Huay San Children Development Centre. The Centre used to share facility including the building with the Suksanareeanusorn 3 School; however, Huay San village has a growing rate of student enrolment each year. Therefore, Siam Commercial Bank supported the community with the budget for building a new children development centre, while the UTS Construction Co, Ltd. helped constructing the centre.

IMPROVE THE INFRASTRUCTURE AT SCHOOLS

Together with the school teachers and villagers, the project has improved the water system at schools. The pipping system that connects to the school water storage tank with the water source was improved to maximize the capacity of the pipping system.

SANITATION AND HEALTH PROMOTION

A TRAINING SESSION ON BUILDING WATER FILTER SYSTEMS

The project organised a training session on building a household water filter system for the villagers. The materials were provided in the session for the villagers to learn how to construct a water filter system as well as how to install and maintain the system. The training aims to provide villagers with clean water for drinking and household consumption as well as building capacity of the villagers to build and maintain water filter system on their own. As a result, 1,108 water filter systems were made.

“VOLUNTEER FOR GOODS” – A PROGRAMME FOR FORMER DRUG USERS

The ground survey of the project showed a considerable number of illicit drug users in the project area. As a result,

the Mae Fah Luang Foundation realises that the illicit drug problem has to be tackled using a comprehensive strategy in a sustainable way. The problem could not be solved by addressing only the supply side. In order to tackle this issue, the demand for illicit drugs also needs to be addressed. Hence, army officers, local authorities, Mae Ai Public Health office and Thanyarak Hospital are invited to work with the project. The “Volunteer for Goods” program, a programme for drug users was initiated. Illicit drug users were invited to participate in the programme voluntary. The participants underwent a 60-day rehabilitation programme with close supervision from army officers and medical staffs. The ultimate goal is to provide the volunteers with a second chance to lead a life with pride and dignity as well as acceptance from the community. The volunteers got the chance to participate in occupational training which helped them to work with the project and earn licit income. The only condition for the volunteers is that while working for the project they must get a negative result for drug tests.

While the “Volunteer for Goods” or “Asa Tham Dee volunteers” were participating in rehabilitation program, the project worked with army officers, local authorities, Mae Ai Public Health office and Thanyarak Hospital to organise a “Lang Bann Lang Jai” project (Cleanse

the Home & Heart). Houses of the Asa Tham Dee volunteers were searched in order to find and get rid of illicit drugs and related equipment. The team also talked to the families, community members, particularly head of the village, on being supportive to the volunteers upon their return. The volunteer should be welcomed as a winner who manages to overcome drug addiction. The support from the families and community would significantly help reduce the risk of returning to drug use habit of the volunteers.

LAND USE MANAGEMENT

The project cooperates with government authorities to manage the land use in the area using land allocation in alignment with the “Doi Tung Model.” The Doi Tung Model is a concrete land allocation model that allows people and nature to coexist in harmony. The model aims to foster a balance between human income generation and natural resources perseverance. Community meetings were organised to align the understanding across villages on the borderlines between villages and responsibility of each village to survey existing firebreaks; to agree on building new firebreaks to cover the whole project area; and to discuss a plan on growing trees along the borderline between cultivation area and conservation forest area.

SUMMARY OF THE ROI JAI RAK PAST PROJECT ACTIVITIES (PHASE 1-5). BOTH PARTS BELONG TO THE THREE-STEP IMPLEMENTATION PRINCIPLES OF “UNDERSTANDING, OUTREACH AND DEVELOPMENT; AND REHABILITATION, PREVENTION AND SUPPRESSION

Activity	Phase 1: 15 Sep 2017 – 14 Feb 2018	Phase 2: 15 Feb – 14 May 2018	Phase 3: 15 May – 14 Aug 2018	Phase 4: 15 Aug – 14 Nov 2018	Phase 5: 15 Nov 2018 – Now
Under-standing	“Let’s meet with smile on our faces and not at the court” ¹	“Together, we will transform the area into tourist destination” ²	“ Partner with private sector to create employment and access to markets” ³	“...The RULE OF LAW and DEVELOPMENT ...” ⁴	“...Solving problems at the root causes” ⁵
Outreach	1. Create mutual understanding	1. Believe	1. Build trust	1. Have faith	1. Adapt and apply an alternative development approach from the King’s Wisdom to tackle problems in the target area
Develop-ment	2. Integrate all relevant stakeholders	2. Return analysed survey data to the community	2. Layout plans for the education system improvement	2. Create a mutual understanding among working groups in provincial and district levels	2. Manage and improve soil, water, forest, agricultural value-added activities, handicrafts, livestock and processing
	3. Develop water system for household consumption with participation of community	3. Gain a deep insight into local problems and needs	3. Employ local women	3. Create self-establish village rules	3. Drug users and dealers are also Thai and human. They have the right to access to water for consumption, employment and stability in life
	4. Learning by doing together – study visit trips of local leaders and villagers	4. Survey the cultivation area	4. Develop a youth sport field	4. Provide an opportunity for Asa Tham Dee volunteers (former drug users)	4. Develop a tourist attraction that serves as the Sufficiency Economy Learning Centre
	5. Build development volunteer team	5. Survey the forest area	5. Appoint working committees	5. Form high quality fruit farmer groups	5. Bring in all relevant stakeholders for consultation and planning
	6. Conduct baseline survey	6. Plan the 12-year project	6. Build a meeting hall and repair the project’s office	6. Plant flowering trees to attract tourists	6. Build unity among government agencies, villagers and between the government agencies and villagers
	7. Survey volume of water resource	7. Employ local workers at demonstration plot	7. Grow the first batch of rice and other crops at the demonstration plot to create more job employment	7. Develop a drug prevention plan for 4 provinces, 19 districts in the upper north region	7. Foster culture of lawfulness by start using self-established village rules
	8. Document history of the community	8. Set up livestock bank and monitor the livestock health	8. Build water reservoir systems	8. Establish community health care	8. Develop the education system and incorporate lessons on ethics and morality in the classes

Activity	Phase 1: 15 Sep 2017 – 14 Feb 2018	Phase 2: 15 Feb – 14 May 2018	Phase 3: 15 May – 14 Aug 2018	Phase 4: 15 Aug – 14 Nov 2018	Phase 5: 15 Nov 2018 – Now
Rehab-ilitation	1. Transform local mindset	1. Work in development with the community	1. Continually work with the community in development	1. Organise the Asa Tham Dee rehabilitation programme batch 1	1. Organise the Asa Tham Dee rehabilitation programme batch 2
Prevent-ion	2. Work in development with the community	2. Ask the leaders for cooperation in providing the name list of drug users voluntarily	2. Coordinate with diverse government authorities to form rehabilitation team	2. Organise a house search activity (Lang Baan Lang Jai)	2. Support the use of community rules
Suppress-ion	3. Learn the geo-social reality	3. Meet each individual for initial screening of drug users who want to join “volunteer for Goods” (Asa Tham Dee)	3. Set up protocol and procedure for Asa Tham Dee rehabilitation Programme	3. Organise community meetings to revise community rules with bottom-up and participatory process	3. Arrest drug smugglers in and nearby the project area
	4. Build trust	4. Persuade more drug users to join the rehabilitation programme	4. Prepare budget for Asa Tham Dee rehabilitation programme	4. Police officers identify and arrest small-scale drug dealers and smugglers	4. Enforce Anti-Money Laundering Act with assets that are linked to drug trafficking
	5. Build confidence	5. Build mutual understanding with the community and relevant authorities not to arrest the Asa Tham Dee volunteers	5. Organise meetings to finalise plan for Asa Tham Dee rehabilitation programme	5. Support the use of community rules	5. Organise shifts of village security to patrol and stay on duty
	6. Close the gap between government authorities and the people	6. Evaluate the condition of drug users	6. Adjust manpower and personnel of relevant government agencies	6. Train village security teams	6. Build a mutual understand and continually listen to the community
	7. Stay in the community	7. Prepare facilities for rehabilitation in the community	7. Monitor small-scale drug dealers	7. Police officers identify and arrest small-scale drug smugglers from the near-by area	7. Monitor conflicts between government authorities and the community members
	8. Ensure no execution of search and seizure	8. Monitor small-scale drug dealers	8. Monitor former domineering groups	8. Monitor former domineering groups	8. Check firearms possession and monitor illegal immigration in the area

“ VOICES FROM THE COMMUNITY

DRUG ABUSE REDUCES BY 70%

- “Many villagers, who used to sell drugs and had a lot of money, come to find a new job. Some make money from sewing. Some try to apply for a job at the demonstration plot. They said they can dig the soil. They can do anything. They want to earn the 300 baht daily wage as it is a reliable source.”

- “In a gambling card game at funerals, people used to bet with a 1,000-baht banknote. Some paid a thousand or up to ten thousand baht per round as if money was worthless. Money was easy to earn. One might lose ten thousand or hundred thousand baht a night. Now we only bet twenty baht per round. Some would only bet with coins, a hundred baht at maximum. Now, we only play card game to kill time. We no longer play until 4 or 5 o’clock in the morning.”

- “I no longer see children who get money from their parents to play local gamble game.”

- “I can hear the rumbling sound of car engine passing through the village less often. I used to hear them until one or two o’clock at night as people drove in and out to hang out but now not anymore.”

- “I used to wear my clothes once or twice before I threw them away. Now I still wear the same clothes although they look faded.”

- “I haven’t seen people from other areas coming to buy drugs in our village.”

- “Teenagers go to work at the demonstration plot. They stop using drugs.”

FEWER FIGHTS AMONG TEENS

- “Kids from Huay San were really fierce. They were

like a tiger. They often ganged up on others and got into fights. The Chinese at Suk Ruetai village were terrified of Huay San villagers. But Huay San villagers are now quiet. They are like a mouse. When the cat or the project is here, they stay quiet. Villagers say that it depends on the leader. If the leader has the power, so as their subordinates. It is better now that we have the project. Teens from different villages are now friends. They now live in harmony.”

- “I used to go out to relax. I spent money carelessly. I could get 1,000-2,000 baht a day from my parents just to travel to a nearby district, Fang district for example. If I travelled a little bit further, they would give me ten thousand baht a time. Now I’m working at the demonstration plot so I earn 300 baht per day. I’m not worried too much about the money. People need to adjust to change.”

- “My kid is more responsible and caring now. He also becomes punctual. He gets up to work by himself. He knows his duty. We, as his parents, are relieved. We worry less about him. He earns 6,000 baht a month from working at the demonstration plot. He gave me all the money for our household expenses. He no longer asks me for money.”

HUAY SAN VILLAGERS AS WELL AS OTHERS FEEL MORE SAFE

- “In the past, we could not just walk through Huay San village without permission. Now we can go to the village. We can join the meetings. We are all equal now.”

- “Since I started to work at the project’s demonstration plot, I know many people outside of my village; for example, Mueng Ngam villagers. Meung Ngam village is only a kilometre away but I had never talked to anyone from the village before the project came.”

- “In the past, we were not allowed to talk to people from other villages. Especially women, we could not even leave our houses to talk to other villagers. If you did, they would scold you and told you to go home or they might ask whether you were a spy, why would you talk to the outsiders. Now I can go to work. I can join a study trip with the project. I can even talk to people from other villages.”

PERSONAL FEELINGS AFTER THE PROJECT IMPLEMENTATION

- “I feel encouraged and hopeful. At least we can do good things and we don’t need to rely on drugs. In the past, I didn’t care much about my children but

it's different now. After work, I think of my children first. At least I have my children. Others might not love me but my children always love me.”

- “The term “giving opportunity”, we had never experienced it before. But since the project has started, although I’m not part of the volunteer group of former drug users, I cried out of joy. The project asked everyone to welcome the volunteers who came to work by forming a heart-shape circle around them, holding each other’s hand, giving them a new chance. Giving opportunity is like a rebirth to them.”

- “Why does the project care about the drug users? They give us a job and money. If anyone goes back to drugs again, the person is not human. They should leave this country.”

- “I’m happy because the Roi Jai Rak Project helps me with marketing. I have a fruit plantation, I will have a market that offers a fair price to sell to.”

- “I’m happy to be a part of the Roi Jai Rak Project so I will have a good job in the future. We are farmers. We earn money for our community and we can ensure that our village is drug-free. We are safe. We can roam around with ease in mind.”

PERSONAL FEELING AFTER RECEIVING A PROJECT’S ID CARD

- “I’m so happy because I live alone by myself. I don’t have any children. The Roi Jai Rak Project helps me out. Now I feel secure as I have identification.”

- “I am thrilled to get the project’s ID card. The project supports us in many ways; for example, giving us saplings and other helps.”

- “I’m happy to get the Roi Jai Rak ID card. This program helps villagers who don’t have national ID card to feel secure living in Thailand.”

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Help the People to Help Themselves

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Princess Srinagarindra





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