

Annual Report



Annual Report 2024

This Annual Report summarises the activities of Mae Fah Luang Foundation under Royal Patronage from 10 October 2023 - 30 September 2024.

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printery.pp@gmail.com





Her Royal Highness Princess Srinagarindra, reverently known among the Thai people as "Somdet Ya," was unwavering in Her Royal determination to expand opportunities and life choices for the people of the Kingdom. With firm faith in the innate goodness and potential of every human being, She believed that all individuals, regardless of their origin or place of residence, deserved the chance to live with dignity. This conviction extended even to those dwelling atop the Kingdom's most remote and inaccessible mountain ranges.

In 1972, Her Royal Highness graciously established the Thai Hill Crafts Foundation under Her Royal Patronage, with the initial objective of supporting ethnic communities by purchasing their handicrafts and facilitating fair price negotiations in the market.

In 1985, as the Foundation's mission broadened to encompass holistic development, covering economic, social, and environmental aspects. It was accordingly renamed the Mae Fah Luang Foundation under the Royal Patronage of Her Royal Highness Princess Srinagarindra. Later, in 1988, She graciously initiated the Doi Tung Development Project in Chiang Rai Province, laying the foundation for what would become known as the "Mae Fah Luang Development Manual," encapsulated by the principle: "Cultivate Land, Cultivate People."

Through thoughtful, context-sensitive strategies, the Project revitalized both the livelihoods of local communities and the degraded natural environment, guiding people toward sustainable, honest income generation in harmony with forest conservation. Her Royal Highness's far sighted vision has since served as the guiding light for the Mae Fah Luang Foundation's endeavours. Over the decades, the Foundation has grown into a leading institution for sustainable development, advancing Her legacy across Thailand and onto the global stage.



His Majesty King Bhumibol Adulyadej the Great graciously conferred upon

Her Royal Highness Princess Maha Chakri Sirindhorn
the position of Honorary President of the Foundation in 1996.

Her Royal Highness has since graciously continued to uphold and carry forward the royal aspirations of Her Royal Highness the Princess Mother, steadfastly working for the well-being of the people and serving as an enduring inspiration to the younger generation to become responsible and contributing members of society.



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Vision

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



"Continuity"
A sculpture by the late Misiem Yip-In-Soi in the middle of this garden

Mission

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

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

Message from the Secretary-General and Chief Executive Officer

In an era defined by rapid and complex global change ranging from the impacts of climate disruption and global economic volatility to widening social inequality, development and sustainability efforts must adopt a more systemic paradigm. In response, the Mae Fah Luang Foundation under Royal Patronage undertook a significant organizational restructuring over the past year to better address today's challenges, enhance internal resilience, and foster dynamic engagement with external partners. Most importantly, the new structure enables more integrated collaboration across departments to navigate change together.

The Foundation's four new strategic focus areas are not meant to create silos, but rather to open up space for interdisciplinary cooperation, policy innovation, and cross-sectoral engagement. These include connecting communities with fair markets, applying insights from the "Mae Fah Luang Development Manual" to inform public and private sector policy, and building mechanisms that elevate grassroots energy to influence national and global systems.

AREA BASED DEVELOPMENT PROJECT DIVISION

This division serves as a model that demonstrates how people and forests can coexist sustainably. It operates through processes that uphold human dignity, promote grassroots economic development, and integrate with emerging systems such as carbon credit markets and balanced land use. The team acts as a bridge connecting local wisdom, public policy, and market mechanisms.

NATURE-BASED SOLUTIONS

Our work emphasizes nature-based mechanisms for sustainability, such as forest, water, and biodiversity conservation, with meaningful participation from local communities. We operate on the principle that those who care for natural resources must also have security in their own lives. When systems are designed to be fair, transparent, and truly incentivizing, the outcomes go beyond carbon credits or environmental restoration. They pave the way for a more secure and resilient future for the people living in these areas.

SUSTAINABILITY ADVISORY

We believe that a true transition to a low carbon society can only be achieved when all sectors are engaged with purpose. This division focuses on providing advisory support and practical tools to help businesses and organizations transform the way they think, operate, and measure success, guided by the principle: "Understand sustainability deeply, and act on it sincerely."

SOCIAL ENTERPRISE

A tool for improving community well-being through sustainable economic mechanisms by designing products, services, and experiences that connect local values with broader consumer needs. Business is not the end goal, but a means through which communities can own their development and thrive in the modern world.

This year's organizational transformation was not merely a restructuring; it marked a strategic expansion of the "Mae Fah Luang Development Manual" as a relevant and responsive solution for today's challenges. Through collaboration among our four core divisions and partnerships across government, private sector, financial institutions, and civil society, we are creating social innovations grounded in the realities of local communities. These include developing new business models rooted in local knowledge and skills that are supported by the private sector; establishing high quality, community managed carbon credit systems; and shaping policies based on a deep understanding of the relationship between people and natural resources. These are just a few examples of how our work converges to address complex, evolving challenges in a sustainable way.

On behalf of the Mae Fah Luang Foundation under Royal Patronage, I would like to extend my heartfelt gratitude to our Board, leadership team, staff, partners, and supporters for helping bring the "The Mae Fah Luang Development Manual" to life, not only as a concept of sustainability, but as a tangible force for change, essential to the survival of humanity.



M.L. Dispanadda Diskul Secretary-General and Chief Executive Officer Mae Fah Luang Foundation under Royal Patronage

Organizational Structure and Governance

Board of Directors



Thanphuying
Putrie Viravaidya



Khunying Puangroi Diskul na Ayudhaya Board Member



Mr. Banyong Pongpanich
Board Member



Ms. Phawana Niemloy



Dr. Veerathai Santiprabhob Board Member



Mr. Manoon Sankunakorn



Mr. Thapana Sirivadhanabhakdi



Capt. Jitas Sornsongkram



Dr. Kulpatra Sirodom



Ms. Buranee Rachjaibun



Mr. Dechapiwat na Songkhla



Mr. Boonchob Suthamanuswong



M.L. Dispanadda Diskul Board Member and Secretary-General



Mr. Pipatpong Israsena na Ayudhya Board Member

Advisor to the Board

Advisor to the Board

Mr. Apilas Osatananda Mr. Sumet Tantivejkul Mr. Nakorn Pongnoi Audit Committe

Miss Somboon Supasiripinyo Mrs. Chanisa Chutipat Advisors to the Executive Board

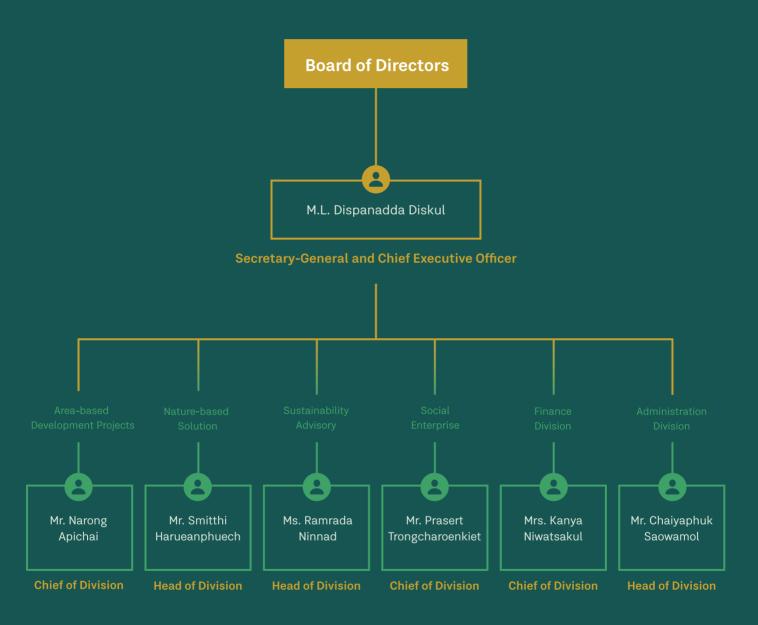
Mr. Abhichon Chandrasen Mr. Aphirarm Chandrasen Advisor to the Board

Mr. Alessandro Calvani

Legal Advise

Ms. Pattama Petchriang

The Management





Mae Fah Luang Foundation under Royal Patronage

The Mae Fah Luang Foundation under Royal Patronage was formerly known as the Thai Hill Crafts Foundation under the Patronage of Her Royal Highness Princess Srinagarindra. It was established in 1972 with the aim of preserving cultural heritage and increasing income for hill tribe communities in Thailand by promoting their handicrafts and creating market opportunities. The foundation also worked to ensure that these communities were not taken advantage of by middlemen. In 1979, the Foundation initiated the Hill Tribe Youth Leadership Project, under the royal patronage of Princess Srinagarindra and with financial support from the United States Agency for International Development (USAID). At that time, remote areas lacked schools, so the project provided an opportunity for hill tribe youth to access education. These young people lived together like a family at Rai Mae Fah Luang (now the Mae Fah Luang Art and Cultural Park in Chiang Rai), where they received scholarships, basic education, social skills, and moral training based on the principles of Princess Srinagarindra. These included compassion, self-reliance, responsibility, and honesty.

In 1985, the Foundation changed its name to the Mae Fah Luang Foundation under the Patronage of Her Royal Highness Princess Srinagarindra to reflect its expanded scope of work, which included enhancing community well-being through social and economic development, alongside environmental rehabilitation. This work has extended both within Thailand and internationally, regardless of race or religion. After the passing of Princess Srinagarindra, His Majesty King Bhumibol Adulyadej graciously accepted the foundation under Royal Patronage, which continues to this day under the current reign. The Foundation's core mission is to carry forward Princess Srinagarindra's legacy in economic, social, and environmental development, while also promoting local art and cultural activities to improve quality of life. The Foundation emphasizes people-centered development, ensuring community participation and a sense of ownership from the very beginning. It addresses problems at the root cause, promotes sustainable and ethical livelihoods, and seeks practical ways for humans and forests to coexist harmoniously, an embodiment of his principle.

Through diverse community development efforts, the Mae Fah Luang Foundation has accumulated valuable experience and developed a unique body of knowledge known as **The Mae Fah Luang Development Manual**. This approach has been applied to development projects in various parts of Thailand and internationally, including in the Republic of the Union of Myanmar, the Republic of Indonesia, and the Islamic Republic of Afghanistan, and has been shared in numerous forums both locally and abroad.

Driving Sustainable Development

Mae Fah Luang Foundation under Royal Patronage implements community development by placing people at the center. The Foundation empowers communities to become self-reliant and to utilize and conserve local resources efficiently, fostering a symbiotic relationship between people and nature, enabling long-term sustainability.

The Foundation's development work began with its flagship Area-Based Development Project, with the Doi Tung Development Project (DTDP), initiated under a Royal Initiative, serving as the first and primary undertaking. The project covers 29 villages across Mae Fah Luang and Mae Sai districts in Chiang Rai Province. Launched in 1988, the project has progressed communities from a state of survival, where resources were mobilized to meet basic needs and ensure access to education and healthcare, to a stage of sufficiency, through value-added local production, and now toward sustainability, where communities can manage risks that affect their well-being.

A social enterprise was established under the DoiTung brand, and over the course of 35 years, the Foundation has accumulated skills and knowledge in diverse areas such as drug eradication, forest restoration, water resource management, high-value crops, handicrafts, and youth development. These efforts have also fostered a new generation of local leaders and entrepreneurs. Today, the Area-based Development team continues to expand its work beyond DoiTung, while the Social Enterprise team continues to seek opportunities to increase income and provide sustainable livelihood options for communities beyond DoiTung.

Nevertheless, emerging and significant challenges, particularly those related to climate change and environmental transformation, have profoundly affected the Foundation's mission to foster sustainable and harmonious coexistence between people and nature. Over the past three to four years, the increasing severity of summer storms, shifting rainfall patterns, rising temperatures, declining humidity, and the growing frequency and scale of landslides have all highlighted the urgent need for adaptive and resilient development.



To holistically improve the quality of life in communities



To create stable livelihoods and sustainable businesses



To enhance quality of life while preserving natural resources



To expand the impact of sustainability practices at a broader scale

These environmental changes have affected crop yields, reduced household incomes, lowered quality of life, and impacted development efforts at a broader scale. Recognizing the urgency of this global crisis, the Mae Fah Luang Foundation has initiated Nature-based Solutions (NbS) to improve quality of life while conserving natural resources.

A key initiative is the Forest-based Carbon Credit Management Project for Sustainable Development. The Foundation has also begun biodiversity assessments to support sustainable management of ecosystem services.

At the same time, the Foundation recognizes the importance of engaging all sectors in advancing sustainable development. With the private sector playing a central role in economic progress, translating sustainability knowledge into practical applications is essential.

To this end, the Foundation launched a Sustainability Advisory Service, acting as an Implementation Partner for private-sector organizations seeking to turn sustainability goals into concrete and measurable outcomes.

Stakeholder Engagement

Stakeholders Stakeholder Engagement Process **Desired Impacts** Communities within • Annual household socio-economic survey · Safety and security in livelihood • Building community volunteers as local • Life skills and stable occupations the development connectors • Good stewardship of natural resources projects • Implementing people-centered development · Access to basic infrastructure, education, activities and public health · Community strength • Capable local leaders who can advance development Board of Trustees of • Meetings of the Board of Trustees • Efficiency and transparency in management • Meetings of the Executive Committee and all · Project outcomes that benefit each project's the Mae Fah Luang sub-committees stakeholders in accordance with its objectives Foundation Staff of the Mae Fah · Management team meetings • Stable employment and fair compensation • Departmental sub-meetings • Safe and supportive working environment Luang Foundation · Continuous learning and capacity building · Suggestion box • Employee engagement activities in various • Fair treatment in accordance with the law, formats aligned with the learning organization the Foundation's policies, and human rights approach principles Customers • Online and offline communication channels · High-quality products and services that are · Communication through sales representatives environmentally friendly and support · Participation in various fairs sustainable development Partners from the • Joint meetings for presentation, planning, · Projects achieve their objectives public sector, implementation, monitoring, and evaluation • Projects are transparent and accountable with relevant agencies • Benefits are delivered to local communities private sector, while preserving natural resources and civil society Business partners/ • Site visits to key and potential partners Receive quality and environmentally friendly • Skills development training for community suppliers products or raw materials members to become registered suppliers of the • Support the development of community Mae Fah Luang Foundation enterprises

Sustainability Issues

Guided by the vision and mission of the Mae Fah Luang Foundation, which operates through four core divisions, (1) Area-based Development Projects, (2) Social Enterprise, (3) Nature-based Solutions, and (4) Sustainability Advisory, key sustainability issues have been identified to guide strategic planning, resource allocation, and implementation. These issues serve to drive sustainable impact for communities while responding to stakeholder expectations. They include:

Environment

Circular economy
management

Resource management through process optimization to maximize resource efficiency, reduce usage, promote reuse, recycling, and upcycling, as well as prioritize environmentally friendly materials.

Waste management

Waste management to prevent landfill disposal, with efforts to scale successful practices to other areas and set targets for waste reduction.

Water management

Watershed-wide water management, maintaining a balance between water sources and consumption, sustainable irrigation and water resource allocation, efficient water use in various activities, water reuse, and wastewater treatment.



Management aimed at achieving Net Zero greenhouse gas emissions by 2050, including mitigation, adaptation, and resilience to climate change.

Biodiversity

Conservation and restoration of natural resources, enhancement of biodiversity, and maintenance of efficient ecosystem service provision.













Society

Human Capital Development

Improving quality of life, ensuring workplace safety, promoting well-being and benefits, supporting continuous personnel development, and adhering to human rights principles.







Community Development

Promoting community resilience, addressing drug-related issues, generating income through alternative livelihood development, and reducing poverty.







Education

Collaborating to enhance both in-class and out-ofclass learning, aiming to equip youth with the knowledge and skills essential for the future labor market.













Promotion of Sustainable Development

Promoting and advancing the dissemination and application of knowledge based on the Mae Fah Luang Development Manual through various channels, activities, and projects both domestically and internationally.



Governance

Corporate Governance and Business Ethics

There are governance mechanisms and oversight in place to ensure fair operations, transparency, accountability, and public responsibility. A comprehensive risk management system is also implemented to enhance operational efficiency.





Information Security and **Data Privacy**

Robust data and digital security measures are in place to prevent cybercrime, along with organizational oversight mechanisms aligned with the Personal Data Protection Act (PDPA).



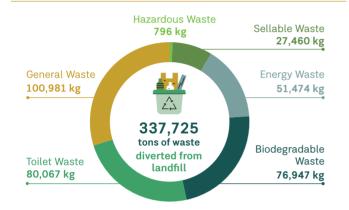


Sustainability Highlight

Income Generation

Direct Income from Livelihood Promotion **\$614,076,650 \$350,221,168** Agriculture **\$205,908,816** Employment Tourism and Other Services **B30,684,314** Livestock 477 **\$25,525,785** Handicraft 🚻 **\$1,736,568**

Amount of Waste Diverted from Landfill



Forest Coverage in the Project Area



Total Forest Areas

536.169 rai

Biodiversity*

*In the Doi Tung Development Projects





27 species



53 species

Greenhouse Gas Emissions



Scope	Emissions	Percentage Compared to Total of Scope 1 and 2	Percentage Compared to Total of Scopes 1, 2, and 3
Scope 1	1,657 tonCO ₂ e	52%	20%
Scope 2	1,501 tonCO ₂ e	48%	18%
Scope 3	5,172 tonCO ₂ e	-	62%
Others	139 tonCO ₂ e	-	-
Total for Scopes 1 and 2	3,158 tonCO ₂ e	100%	-
Total for Scopes 1, 2, and 3	8,330 tonCO ₂ e	-	100%

Knowledge Dissemination









Government 1,037



Private Companies 958

17.5%



Local Organizations 540



Foundations / Non-profit Organizations /

399





International Organizations 276



(Individual 250



Training Institutes 190



State Enterprises 137



MFLF's Internal Staff 25



Media 11

Opportunity Creation



Scholarship Recipients

73

662



No. of Youth in New-Generation Leadership and Entrepreneurship Program

210



No. of Youth Participating in Youth Development Activities at Faidee Center

No. of Youth Participating in the Children and Youth Development Project to Build a Network for Drug Prevention

2,337

Curriculum Development



Youth Development Program - Doi Tung Project Area

10 curricula



AREA-BASED DEVELOPMENT PROJECTS

The Area-based Development Projects division marks the starting point of The Mae Fah Luang Foundation under Royal Patronage development efforts. It is the Foundation's largest operational branch, with a core focus on enhancing the quality of life in communities through a holistic approach, integrating economic, social, and environmental dimensions. This is carried out through a range of area-based development projects, both within Thailand and internationally, with the model project being the Doi Tung Development Project. This initiative has since evolved and been expanded to multiple sites domestically and abroad. It represents the origin of a development approach centered on people and communities, in alignment with the principle of "Cultivate Land, Cultivate People."

Flagship Projects

Doi Tung Development Project

General Information Area: 91,997 rai | Villages: 29 villages | Population: 9,923 people

Period of Operation 1988 - Present



Through its promotion of livelihoods via the Doi Tung social enterprise brand, community enterprises, and individual entrepreneurs, alongside efforts in biodiversity conservation, community-led waste management, and fostering sustainable living practices, residents of the Doi Tung Development Project area have achieved notable progress in household well-being.

In addition, some community members have established village based tourism businesses, supported by the project through: Curated sustainable tourism route design, highlighting sustainable forest-dependent lifestyles, fairness pricing models with a profit sharing scheme that returns 20% of earnings to the village.

As of the latest data:

- Average annual household income: THB 576,838
- Average annual household expenses: THB 141,786
- · Average household assets: THB 960,326
- Average household savings: THB 140,623
- Average household debt: THB 95,215 (a decrease from the previous year)
- Debt service ratio: 5.68

The majority of income comes from employment, both within the Doi Tung social enterprise and external organizations. According to the annual socio-economic survey, income growth is also increasingly driven by family-owned entrepreneurs aligning with the project's mission.

The project continues to enhance local skills for responsible community enterprises and micro-entrepreneurship with a consequences in social and environmental. A prime example is the Black Pig Community Enterprise, where the Foundation developed a pig breed suited to the area, easy to raise, fertile, and ideal for food security. Some villagers have further added value through meat processing and sales, launching their own black pig enterprises. Buyers include restaurants and hotels in Chiang Rai.

Sustainable Waste Management

The Doi Tung Development Project places high priority on sustainable waste management as part of addressing climate change and contributing to the UN Sustainable Development Goals (SDGs). Since 2018, no waste has been sent to landfill from the project area. In 2024, 24 villages have achieved this zero-landfill goal. The project aims for all 29 villages to eliminate landfill waste by 2025.

Biodiversity and Nature-Related Risk Disclosure

The Foundation places importance on biodiversity surveys to ensure that Doi Tung's forest ecosystem is rich in resources, and a vital source of food and livelihood. The project has also committed to disclosing nature-related risks and opportunities in alignment with the Taskforce on Nature-related Financial Disclosures (TNFD).

Youth and Education Development

In 2024, the project awarded 13 full undergraduate scholarships and supported vocational skill development integrated with sustainability principles. Participation is based on youth interest and voluntary commitment, with continuous engagement throughout the year. These efforts are part of the long-term goal to ensure a self-sustaining community and instill the principle of "Reforest the Land, Rebuild the Lives."

Domestic Projects

Roi Jai Rak Project

General Information

Area: 37,119 rai | Villages: 25 villages | Population: 4,280 people

Period of Operation

2017 - Present



The Roi Jai Rak Project aims to provide sustainable alternative livelihood development to tackle the problem of synthetic drugs. It integrates vocational sustainability, establishes a foundation for efficient and participatory resource management, and promotes opportunities for individuals to become responsible citizens.

Water Access

- 567 households, representing 12% of the total, faced insufficient water for agriculture due to drought. This figure marks a decrease from last year's 15.65%
- For households receiving water for both agriculture and consumption, the project emphasizes promoting a culture of respecting rules and community-led management.
- Regarding forest conservation and care, the project collaborates with communities to reduce forest fires through the activity *Sustainable Coexistence Between People and Nature*.

Healthcare

- Communities receive healthcare through village health volunteers (Aor Sor Mor) and local hospitals.
- This helps reduce transportation time and medical expenses.

Education

- Children and youth are provided with quality education, achieving national standards in Thai language proficiency (as Thai is their second language).
- Four early childhood centers have been improved.

Livelihood and Income

Agriculture

- Agricultural careers generated THB 54.22 million in income:
 - · Short-term crops: THB 26.97 million
 - Long-term crops: THB 27.25 million

Livestock

• Generated THB 7.35 million

Handicrafts

• Generated THB 1.95 million

The project has promoted knowledge sharing, skill-building, and precision agriculture techniques. In 2024, the focus shifted toward community led knowledge transfer, with the project team serving as advisors.

Value Addition and Tourism

The project promotes micro-entrepreneurs, encourages pride in local cultural identity, and supports ethnic and cultural preservation as part of sustainable livelihoods.

- Income from value-added processing activities: THB 3.03 million per year
- Income from tourism: THB 17.95 million per year

Socioeconomic Snapshot of Roi Jai Rak Community

(Based on Household Survey)

- Average household income: THB 265,585 per year
- Average household expenses: THB 270,492 per year
- Average household assets: THB 623,075
- Average household savings: THB 54,292
- Average household debt: THB 30,483



Domestic Projects

Tea Oil and Other Oilseed Crops Research and Development Project

General Information

Area: 50,366 rai (approximately 8,058 hectares) | Villages: 29 villages | Population: 16,974 people

Period of Operation

2005 - Present



In 2024, the Research and Development Project on Oil Tea and Other Oilseed Crops successfully produced a total of 25,601 kilograms of oil tea seeds for sale to the Chaipattana Foundation's tea oil factory. Oil tea is considered a high potential economic crop. In addition, the project initiated research to enhance oil tea yield using bio-fermented liquid fertilizer derived from local organic waste and began selecting optimal mother trees for propagation based on bark-to-seed weight ratio, dry seed weight, and oil content, tailored to the local growing conditions.

At the same time, the project promoted diverse livelihood activities to enhance food security and reduce poverty, especially among households living below the provincial poverty line. Key initiatives included improving upland rice production; cultivating short term crops such as Japanese pumpkin; planting long term crops like Assam tea and coffee; raising livestock including black chickens and black pigs; and supporting community based handicrafts.

In terms of food security, the project promoted upland rice cultivation using high-yield varieties. Currently, the "Saesama" variety is being used, producing 500 kg per rai, double the yield of local varieties (250 kg/rai). Seed selection and multiplication are also systematically supported.

For short-cycle income generation, this project introduced Japanese pumpkin cultivation. Volunteers were trained to specialize in this crop, which is intercropped in unused tea plots. With a harvest period of 70-90 days, the target is 100 plants per household.

The handicraft project focuses on women and persons with disabilities, aiming to create stable and dignified livelihoods through industrial sewing training at the Doi Tung Development Project factory. Upon completing the training, participants are assigned work based on factory orders. Finished products undergo quality inspection, and payment is made upon approval. Items that do not meet the standards are returned for correction before resubmission.

According to the project's socio-economic survey, participating households earned an average annual income of THB 183,742, which is 9% above the poverty line in Chiang Rai Province (THB 166,260). This indicates positive progress in income and quality of life among project members.



Domestic Projects

Nan Provincial Area-Based Development and Conservation Project

Project Duration	Year: 2024 (Currently in its 12 th year of implementation)
Project Area	14 villages, Khun Nan Subdistrict, Chaloem Phra Kiat District, Nan Province Total area: 171,278 rai
Beneficiaries	In 2024: 5,636 individuals
Development Partners	Government Savings Bank (2022 – Present) ENSERV Holding Co., Ltd. (2023 – Present)
Initial Challenges in the Area	Deforestation due to slash-and-burn farming for shifting agriculture Chemical contamination of water sources from monoculture farming Widespread poverty and unstable household income



In 2024, the Mae Fah Luang Foundation under Royal Patronage continued to drive forward the *Nan Provincial Area-based Development and Conservation Project*, adhering to an integrated development approach that links natural resource conservation, restoration of highland-appropriate agriculture, and improvements in local quality of life. The project covers a total area of 171,278 rai across 14 villages in Khun Nan Subdistrict, Chaloem Phra Kiat District, Nan Province, benefiting 5,636 farmers.

One of the key outcomes has been the rehabilitation of 116,896 rai of watershed forest, restored to ecological richness through community participation in reforestation activities and shared resource management. A *Forest Fire Prevention Fund* has also been established across all 14 villages, serving as a mechanism to mitigate the threat of forest fires, a major concern in highland areas. As of 2024, the fund had accumulated THB 34,698,552, with regular community-level planning meetings resulting in a significant reduction in burned forest areas, only 3,043 rai, or 2.6% of total forest area, signaling strong local self-management capacity.

The partnership between the Foundation and the Government Savings Bank has expanded to five pilot villages, Huai Fong, Piang Sor, Sakieng, Huai Toei, and Sajuk, covering 10,015 rai, and benefiting 2,073 individuals from 481 households. The collaboration emphasizes community capacity building across 10 dimensions, such as:

- Basic financial literacy training
- Savings promotion through school banks and community saving groups
- Development of basic infrastructure (e.g. drinking water systems and solar-powered electricity)
- Vocational training, education, religion, and eco-tourism
- Value addition to economic crops, especially coffee, with improved infrastructure for post-harvest processing to increase value

Another example of grassroots economic development is the banana flour initiative co-developed with ENSERV Holding Co., Ltd., which began in 2022. By 2024, the community had sold raw bananas worth THB 40,514 and produced banana flour valued at THB 181,650, with a long term goal of establishing a sustainable community enterprise.

In terms of knowledge sharing and capacity building, the Piang Kor Learning Center continues to serve as a model for community based resource management learning. In 2024, the center hosted 17 visiting groups totaling 889 individuals from public, private, and civil society sectors. It also acts as a hub for collaboration with various stakeholders including the Government Savings Bank, ENSERV, Chaloem Phra Kiat District Agricultural Office, Doi Phu Kha Forest Fire Control Station, public health agencies, and subdistrict health promotion hospitals.

The work carried out throughout the year has not only delivered tangible quantitative outcomes but also reinforced community-centered development mechanisms in line with the Foundation's guiding principle of "Reforest the Land, Rebuild the Lives." This has laid a strong foundation for sustainable highland development in Nan Province and stands as a replicable model for future expansion into other areas.





International Projects

Thailand-Myanmar Sustainable Livelihood and Alternative Development Project (SALD)

General Information

Area: 298,955 rai | Villages: 96 villages | Population: 26,988 people

Period of Operation

2018 - Present



Thailand–Myanmar Sustainable Livelihood and Alternative Development Project, Nong Tat Yaw, Myanmar

The project aims to provide alternative development solutions to address drug-related issues, focusing on fundamental development and sustainable resource management, specifically water and forest resources, while promoting geo-social appropriateness context with potential for long term scalability and value-added processing.

Water Resource Development (2024)

- 91% of villagers benefited from the improved water system, resulting in year-round access to water for household use
- 95% of agricultural land was enabled for post-rice seasonal cultivation
- Villagers gained access to clean water, reducing waterrelated expenses by MMK 4.85 million
- Community-led water governance was successfully established, including a community water fund for ongoing management

Livelihood Development

Animal Feed Corn Cultivation (in partnership with Charoen Pokphand Produce Co., Ltd.):

- 2,137 households involved
- 20,809 rai of farmland
- Community profit increased by THB 312.11 million

Coffee Cultivation (Pilot Phase)

- 226 farmers participated
- 384 rai of cultivation area
- Generated income of THB 2.11 million
- Infrastructure developed for premium coffee processing, including drying stations in 2 villages

Tea Processing Improvement

- Quality enhancement techniques increased tea prices by 3 times
- Covered 483 households
- Generated income of THB 12.23 million

Livestock Promotion

- Supported 310 households
- Generated THB 10.13 million
- Each village has trained animal health volunteers

Socioeconomic Outcomes

- Average annual household income: THB 67,640, an increase recorded across all villages.
- This income level exceeds Myanmar's national poverty line, which is MMK 3 million, or approximately THB 23,000 per household per year.



International Projects

Knowledge management, innovation and knowledge dissemination

Overview

One of the key activities in the Mae Fah Luang Foundation's knowledge management efforts is the dissemination of best practices and lessons learned from practitioner development work. This includes collaboration with the Thailand Greenhouse Gas Management Organization (TGO) to develop a guideline on the use of Free, Prior, and Informed Consent (FPIC). The guideline supports the implementation of T-VER projects in the forestry and agriculture sectors and serves as a tool for assessing social impact and promoting community acceptance.

The Foundation also works with international organizations to develop case studies on sustainable development. Notably, in collaboration with the Stewardship Asia Centre, the Foundation co-developed a case study titled "Sustainable Sustainability: Why ESG is Not Enough." This study presents a perspective on sustainable development that goes beyond ESG, emphasizing sustainability leadership as the core of achieving balanced outcomes for stakeholders, society, and the

Additionally, in partnership with Singapore Management University, the Foundation participated in the development of a case study titled "The Mae Fah Luang Foundation under Royal Patronage: Uplifting the Doi Tung people in Thailand through the specialty coffee business." This study highlights the development of the coffee sector and the community's advancement into the specialty coffee market, which has become a crucial tool for generating additional income for both the community and local natural resources.



Zero Waste to Landfill Management

In 2024, the Mae Fah Luang Foundation expanded its sustainable waste management efforts under the goal of achieving "zero waste to landfill" in the Doi Tung Development Project (DTDP) area. In collaboration with domestic academic experts, the Foundation conducted a comparative impact study of waste management models and a Social Return on Investment (SROI) assessment. Findings show that waste management grounded in circular economy principles not only significantly reduces waste volume and environmental impact, but also cultivates environmental awareness and discipline at the individual, community, and organizational levels

The Foundation also collaborated with international academics to publish an English-language report titled: "Sustainable

Waste Management, The Case of Zero Waste to Landfill at DTDP, Thailand", aimed at sharing knowledge and best practices in waste management and advancing the circular economy concept globally.

Fostering Internal Innovation

Innovation is key to dynamic, adaptive development. The Foundation organized the "Mee Dee Year 2" program to support and promote internal innovation through a competition featuring solutions developed in real-world operations. Examples include:

- · Road construction using ceramic waste
- · A mobile application for project monitoring

These reflect the creativity, capability, and engagement of staff at all levels, particularly those working in the field.

Personal Data Protection Readiness (PDPA)

The Foundation prioritizes compliance with Thailand's Personal Data Protection Act (PDPA) by conducting internal workshops and training on:

- Recording of Processing Activities (ROPA)
- · Data Flow Mapping
- Data Protection Impact Assessment (DPIA)

Knowledge Sharing through Learning Tourism

From October 2023 to March 2025, the Foundation conducted sustainable training programs and CSR-based learning journey alongside community activity development.

Total study visit groups: 258
Total participants: 8,078 people
Income generated: THB 16,631,629

Knowledge from these engagements has been used to develop "Village Tour" programs within the Doi Tung Development Project to help communities generate income through sustainable tourism while preserving natural resources, cultural heritage, and traditional ways of life.

In 2024, these programs were implemented in two villages:

- Huai Pu Mai Village
- Pa Sang Na Ngern Village

Development of Innovative Educational Tools

To expand public learning, the Foundation developed interactive learning tools in the form of games:

- Board Game: "Sustainable Settlement"

 Players assume the role of community developers managing resources to build a sustainable community.
- Card Game: "Sustainable Leadership Card"
 A self-assessment tool for sustainability leadership across economic, social, and environmental dimensions.
- Card Set: "Success Factors for Sustainable Development"
 An analytical and monitoring tool for assessing strengths and development areas at the project or organizational level.

International Engagement and Leadership

The Mae Fah Luang Foundation participated in several high-level international events, including:

Expert Group Meeting on Alternative Development (EGM on AD), Lima, Peru

Theme: "Joining International Efforts on Alternative Development" with over 70 participants from Latin America, Europe, the Caribbean, and Asia, including government, civil society, and private sector representatives. Topics focused on sustainability, evolving AD frameworks, and gender equality.

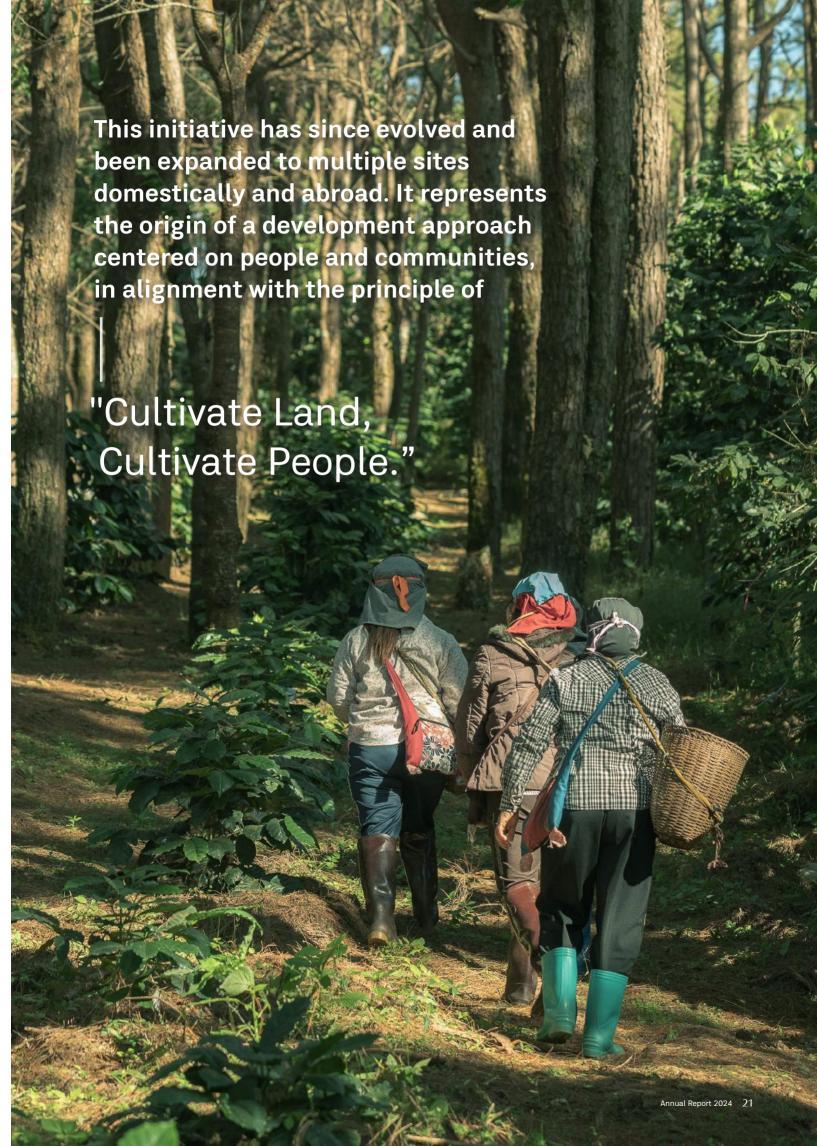
- 67th United Nations Commission on Narcotic Drugs (CND)
 The Foundation represented Thailand alongside ONCB and the Ministry of Foreign Affairs. It hosted an exhibition, co-organized side events, and was invited to speak in sessions organized by Germany, Peru, and Brazil, as well as participate in partner meetings with Colombia, Brazil, and UNODC.
- Global Innovation Lab on Drug Policy and Sustainable Development (D2 INNOLAB)

The Foundation was also a core participant at the Global Innovation Lab on Drug Policy and Sustainable Development (D2 INNOLAB), contributing to knowledge sharing on urban and rural drug-related challenges. It hosted a seminar titled: "Strengthening Peacemaking to Deal with Criminal Agendas and Illicit Economies in Southeast Asia," presenting "The Doi Tung Development Project."

Global Environmental Engagement

The Foundation also participated in COP28, the United Nations Climate Change Conference held in Dubai, United Arab Emirates. It joined a panel titled: "Community-Nature Nexus: Thriving Biodiversity, Thriving Community," sharing experiences on biodiversity conservation alongside sustainable community development.







NATURE-BASED SOLUTIONS

The Nature-Based Solutions Division was established to expand the impact of area-based development initiatives by focusing on project management that leverages natural resources and ecosystem processes to address climate and social challenges. The division aims to restore, conserve, and develop natural habitats in ways that benefit both the environment and communities.

All projects under this division continue to follow the Mae Fah Luang Foundation's core development philosophy: a people and community centered approach, guided by the principle of "Cultivate Land, Cultivate People." This reflects the understanding that climate change mitigation and ecosystem protection are intrinsically linked to improving the quality of life in communities and achieving truly integrated sustainability.

The Carbon Credit from Community Forests for Sustainability Project

Project Timeline and Scope

Phase 1 (2021): Project sites: 15 locations | Provinces: Chiang Rai, Chiang Mai, Phayao, Mae Hong Son Area: 18,372 rai | Households: 2,726 | Population: 7,988 people

Phase 2 (2022): Project sites: 37 locations | Provinces: Chiang Rai, Chiang Mai, Kamphaeng Phet, Uthai Thani, Krabi Area: 28,297 rai | Households: 9,635 | Population: 26,199 people

Phase 3 (2023): Project sites: 75 locations | Provinces: Chiang Rai, Chiang Mai, Yasothon, Amnat Charoen

Area: 96,511 rai Households: 11,964 | Population: 37,647 people

Phase 4 (2024): Project sites: 140 location | Provinces: Chiang Rai, Chiang Mai, Lampang, Nan

Area: 110,734 rai | Households: 20,759 | Population: 66,854 people

Total beneficiaries to date

Households: 45,084 Population: 138,688 people



Project Background

The Forest Carbon Credit Management for Sustainable Development Project aims to foster sustainable coexistence between people and forests in collaboration with the private sector. The project focuses on improving the quality of life for communities engaged in forest stewardship by using carbon credits as an incentive for forest conservation.

The project has established a system for carbon sequestration measurement and verification in alignment with Thailand's Voluntary Emission Reduction Program (T-VER) to prepare communities for future participation in carbon trading markets.

Carbon credits serve as a mechanism to help communities:

- Generate income from forest protection
- Reduce forest loss, wildfires, and PM 2.5 air pollution
- Alleviate poverty and unemployment at the household level

Simultaneously, the private sector can use these credits to offset greenhouse gas emissions from business operations.

Development Partners and Roles

- Government sector (agencies under the Ministry of Natural Resources and Environment): Provide guidance on project implementation, monitoring, and evaluation in accordance with relevant laws, regulations, and frameworks; support stakeholder engagement and access to data.
- Private sector: Support project funding for forest care and livelihood development; offer marketing expertise, product development support, and community capacity-building through training.
- Communities: Play a central role by establishing two types of funds:
 - Forest Care Fund
 - Sustainable Community Fund
 Communities are responsible for fund management to ensure maximum benefit, as well as creating and enforcing local forest use and conservation regulations.

Performance Results

Forest Carbon Credit Management for Sustainable Development.

This is the first issue-based development initiative led by the Mae Fah Luang Foundation. The project seeks to coordinate efforts among the public, private, and community sectors to achieve carbon neutrality by 2050 and net-zero greenhouse gas emissions by 2065.

Since its launch in 2021, the Foundation has worked across 253,914 rai of land, in partnership with 267 community forests in 11 provinces: Chiang Rai, Chiang Mai, Phayao, Mae Hong Son, Kamphaeng Phet, Uthai Thani, Krabi, Yasothon, Amnat Charoen, Nan, and Lampang.

To date, the project has benefited 138,688 people in 45,084 households. Currently, 25 organizations are supporting the initiative as carbon credit development partners and contributors to improving community livelihoods.

Participating communities have strengthened their capacity in:

- Forest Care Fund and Sustainable Livelihood Fund management
- Establishing fire prevention protocols
- Enforcing community rules on forest use and protection

These activities reflect the Foundation's guiding principle: "Cultivate Land, Cultivate People."

Community-Led Fund Management and Livelihood Promotion (2024)

In 2024, the Foundation continues to support communities in establishing two types of local funds:

- · Forest Care Fund
- Sustainable Community Development Fund

These mechanisms allow communities to self-manage forest conservation and wildfire prevention, while also generating supplementary income from forest stewardship, vocational groups, and village development activities, with close mentoring from Foundation field staff.

Impact Assessment and Fire Damage Reduction

The Foundation partnered with the Geo-Informatics and Space Technology Development Agency (GISTDA) to assess wildfire damage in project areas, comparing the five years before and after participation.

- Phases 1-2: Average wildfire damage decreased from 22% to 0.86% (2024)
- Phase 3: Decrease from 7.92% to 1.42%

These results confirm the effectiveness of communitymanaged Forest Care Funds in reducing wildfire risk.

Technological Innovation: CarbonWatch Platform

The Mae Fah Luang Foundation, in collaboration with Thaicom Public Company Limited, initiated development of the CarbonWatch platform, a tool for assessing forest carbon sequestration.

• Utilizing remote sensing technology and artificial intelligence (AI), this platform enables faster and more accurate carbon credit evaluations. It is designed to support T-VER certification (Thailand Voluntary Emission Reduction Program) in the near future.

Community Networks for Wildfire Prevention

Monitoring shows that many communities have begun forming wildfire prevention networks, often involving neighboring communities and local organizations, both government and non-profit.

Examples of effective model networks include:

- Mae Pong Subdistrict Community Forest Network, Doi Saket
- Mae Tha and Tha Nuea Subdistrict Community Forest Network, Mae On District, Chiang Mai Province

Both networks have successfully prevented wildfires across their forest areas and serve as proven models for collaborative, sustainable forest protection.

Development Partners

Total Funding Support: THB 90,312,883.00

The Mae Fah Luang Foundation received funding in collaboration with the following private sector partners:

- 1. PTT Exploration and Production Public Company Limited
- 2. Thai Beverage Public Company Limited
- 3. IRPC Public Company Limited
- 4. PTT Global Chemical Public Company Limited
- 5. RATCH Group Public Company Limited
- 6. Government Savings Bank
- 7. PTT Oil and Retail Business Public Company Limited
- 8. Bangkok Aviation Fuel Services Public Company Limited
- 9. Bangkok Cable Company Limited
- 10. Bangchak Corporation Public Company Limited
- 11. Asset World Corp Public Company Limited
- 12. Metropolitan Electricity Authority

- 13. Siam Commercial Bank Public Company Limited
- 14. Central Pattana Public Company Limited
- 15. Unicharm (Thailand) Company Limited
- 16. Securities and Exchange Commission, Thailand
- 17. Bank of Ayudhya Public Company Limited
- 18. Pruksa Holding Public Company Limited
- 19. Mitr Phol Sugar Company Limited
- 20. Thai Aviation Fuel Company Limited
- 21. Intouch Holdings Public Company Limited
- 22. TMT Steel Public Company Limited
- 23. PricewaterhouseCoopers ABAS Ltd.
- 24. QTC Energy Public Company Limited
- 25. PTG Energy Public Company Limited











SUSTAINABILITY ADVISORY

With over 40 years of experience, the Mae Fah Luang Foundation has driven livelihood transformation through the core principles of human-centered development, balance between social, environmental, and economic well-being, and integration of multi-sectoral collaboration. Building on this foundation, the MFLF has established the Sustainability Advisory to scale up positive impact for society and drive meaningful systemic change through whole-of-society collaboration.



About Sustainability Advisory

The Mae Fah Luang Foundation's Sustainability Advisory leverages its strengths as a doer, implementation coach, change catalyst, and neutral intermediary to connect and align across all sectors and levels for the common good, to ensure sustainable impact on the ground. The MFLF shares its experiences with the private sector and other stakeholders to help embed sustainability within organizations, as well as drive collective sustainability action across society, through the following key roles:

- Providing last-mile implementation solutions to help organizations successfully operationalize and execute their sustainability vision and create sustainable impact, particularly in areas where the MFLF has firsthand expertise
- · Co-developing and implementing sustainable development projects for organizations to achieve measurable, long-term outcomes on the ground
- Building networks of partners and connecting across diverse stakeholder groups to scale co-benefits and expand positive impact
- Sharing knowledge and experience through on-site study visits and learning programs to inspire through evidence-based examples and bridge theory with practice

Performance Results

1. Environmental and Climate Change Advisory Services

Building on the Mae Fah Luang Foundation's zero waste to landfill achievement, its commitment to net-zero greenhouse gas emissions, and promotion of a circular economy, the Foundation has provided environmental and climate advisory services to both public and private sector organizations across various industries. These services include planning and verifying organizational and product carbon footprints, integrated waste management, and the establishment of Material Recovery Facilities (MRF).

2. Natural Resource and Biodiversity Management Advisory Services

Applying the Foundation's area-based development approach, which emphasizes the harmonious coexistence of people and nature, the MFLF has restored over 600,000 rai (96,000 ha) of forest area alongside uplifting community livelihoods and, in turn, restoring biodiversity. The Foundation is also an early adopter of the Task Force on Nature-related Financial Disclosures (TNFD) framework in 2024 to guide its nature reporting. As such, the Foundation has been active in conducting foundational biodiversity assessments and TNFD preparedness training for the private sector. In addition, the MFLF has carried out a large-scale water management evaluation and recommendation project for a leading beverage manufacturing company.

3. On-site Training and Connecting Partnerships to Scale

The Mae Fah Luang Foundation continues to conduct many sustainability training programs for both public and private sector organizations at various sites, including the Doi Tung Development Project, Bangkok office, and other project areas. The Foundation also plays an active role in the international arena, engaging in thought leadership and dialogues around the nexus of sustainable livelihood development, climate change management, and natural resource conservation.

In addition, the Mae Fah Luang Foundation has been engaged by the Asian Development Bank (ADB) as a local consultant on study financial ecosystem development in support of biodiversity conservation.











DoiTung Social Enterprise Development Project



Background and Concept

The DoiTung brand originated from the DoiTung Development Project, initiated under the royal guidance of Her Royal Highness Princess Srinagarindra, with the aim of addressing poverty and drug-related issues in the region. The project has focused on developing people by creating sustainable livelihoods, improving incomes, and promoting selfreliance, alongside environmental restoration and building a resilient social ecosystem.

Rooted in a development model that integrates human, environmental and economic dimensions, the Mae Fah Luang Foundation formally established DoiTung as a social enterprise, using market mechanisms to solve social challenges, guided by the dual values of social and environmental responsibility and economic viability.

Business Structure and Product/Service Groups

DoiTung operates across five key business sectors, each of which integrates employment creation, income generation, and natural resource conservation:

1. Coffee and Macadamia Group

- Produces high-quality Arabica coffee, grown under shade trees and generating income for over 1,000 households
- Grows and processes organic macadamia nuts, creating a variety of products such as roasted macadamias and chocolate-coated macadamias

2. Handicrafts Group

- Promotes indigenous knowledge in the creation of textiles, jewelry, and home décor items
- Empowers over 300 women and artisans from multiple ethnic communities

3. Agriculture Group

- Supports the cultivation of safe, high-value crops such as temperate fruits and pesticide-free vegetables
- Promotes sustainable farming practices and soil and water conservation in watershed areas

4. Food and Café Business Group

- Operates 10 Café DoiTung branches nationwide
- Manages Krua Tamnak restaurant, offering quality cuisine using ingredients sourced from local farmer networks

5. Learning-Based Tourism Group

- Develops and manages the Mae Fah Luang Garden, DoiTung Royal Villa, and DoiTung Lodge
- Generates revenue through eco-tourism while promoting education on history, culture, and environmental conservation

Outcomes and Positive Impact

- Provides formal employment to over 1,500 people annually and generates income for more than 2,500 local households
- · DoiTung products, especially coffee, are internationally recognized, with multiple quality and taste awards
- DoiTung's production and tourism systems contribute to the conservation of over 15,000 rai of watershed forest and help reduce carbon emissions from economic activities
- Recognized as a model social enterprise, DoiTung exemplifies the balance between People, Planet, and Profit, and actively contributes to the Sustainable Development Goals (SDGs)

Goals

DoiTung is committed to being a "Business for a Better World" by:

- Developing new models of social enterprise
- · Scaling impact to other areas
- · Creating learning platforms for sharing and transferring sustainable development knowledge

"DoiTung is not just a brand, it is life and hope for countless individuals transforming their futures through sustainable means."

Performance Results

In 2024, DoiTung reaffirmed its commitment to sustainable business practices while delivering social value through diverse innovations in products and services. Notable achievements include:

1. Processed Food Products



Launch of "Drip & Capsule Coffee: Caturra & Bourbon", Specialty Coffee Varietals from Nan

DoiTung introduced a new line of drip and capsule coffee featuring Caturra and Bourbon varieties, grown in Nan province under the Mae Fah Luang Foundation's development project. Local farmers manage the cultivation process with care, contributing to a product distinguished by its deep flavor profile and sustainable farming practices. This initiative also supports the transition from slash-and-burn agriculture to sustainable coffee farming, promoting forest regeneration and ecosystem balance.



Towards Carbon Neutral Coffee Production

DoiTung began laying the groundwork to become a Carbon Neutral Coffee producer by evaluating and calculating carbon emissions throughout the entire value chain, from sourcing to consumption. The brand is preparing carbon offset plans through domestic environmental projects and aims to officially launch its carbon neutral coffee in 2025, offering eco-conscious consumers a choice that pairs flavor with climate responsibility.

2. Handicrafts



Global Collaboration: Onitsuka Tiger x DoiTung

DoiTung continued its partnership with Japanese fashion brand Onitsuka Tiger to co-develop a limited-edition footwear and apparel collection grounded in Circular Design. The products are made with recycled materials and eco-friendly processes, featuring handwoven textiles by DoiTung artisans, crafted with meticulous attention from spinning to finishing. For the first time, handwoven garments were introduced, showcasing a blend of local wisdom and contemporary design, reaffirming both brands' leadership in sustainable global fashion.



Design Excellence Award (DEmark), "Ready to Rug" Collection

The "Ready To Rug" collection, featuring sea animal-themed tufted rugs, received the DEmark Award in the Lifestyle Product category. Developed under a Circular Economy framework, the rugs repurpose high quality leftover fibers from DoiTung's weaving process. Instead of producing new raw materials, artisans carefully sort and recolor surplus yarn to create unique rug patterns, reducing waste and resource use.



Carbon Footprint Assessment of DoiTung Scarves

Six DoiTung scarf SKUs underwent Carbon Footprint of Products (CFP) assessment, covering the entire product lifecycle, from raw material sourcing and manufacturing to transportation, use, and post-use waste management. The results, expressed in CO_2 equivalent (CO_2 e), help raise consumer awareness and serve as a reference for minimizing environmental impacts in future production cycles.

3. Café DoiTung

On *International Plastic Bag Free Day* (July 3, 2024), Café DoiTung joined a national event at The Sukosol Hotel, Bangkok and declared its support for *Thailand Net Zero 2065*. This reflects the brand's intention to contribute to greenhouse gas reduction and prepare for climate adaptation. Café DoiTung will focus on inclusive engagement, responsible consumption and reducing single-use plastics.

Summary

Throughout 2024, DoiTung continued to advance its vision of building a sustainable economy under the philosophy of *Cultivating People, Cultivating Forests, Cultivating the Future*. The brand delivered high-quality, community-connected, and environmentally-conscious products while adapting to global change with purpose and innovation.





Mae Fah Luang Art and Cultural Park

Project Duration 1972 - Present

Project Area 313, Moo 7, Ban Pang Ngio, Rob Wiang Subdistrict, Mueang Chiang Rai District, Chiang Rai Province | Size: 150 rai

Beneficiaries 1972 - Present: Hill tribe youth from remote areas with limited access to education

2003 - Present: Tourists, with 12,000 - 15,000 visitors annually



The Mae Fah Luang Art and Cultural Park, formerly known as Rai Mae Fah Luang, was originally the office of the Hill Tribes Products Promotion Foundation under the Patronage of Her Royal Highness Princess Srinagarindra, the predecessor of the Mae Fah Luang Foundation.

Between 1979 and 1985, the site hosted the Hill Tribe Youth Leadership Project, which providing accommodation and life skills training for underprivileged youth from northern Thailand. These students, referred to as "Rai Mae Fah Luang" scholarship recipients," were given access to formal education in Chiang Rai. This initiative laid the foundation for the Foundation's enduring mission to "Rebuild the People."

As infrastructure and educational access in rural areas gradually improved, the number of scholarship students decreased. The site was transformed into what is now the Mae Fah Luang Art and Cultural Park, serving as a center for the preservation and exhibition of ancient Lanna Buddhist art, centuries-old artifacts, and teakwood sculptures.

Since its official opening to the public on 1st December 2003, the Park has become a major cultural tourism destination in Chiang Rai Province and continues to welcome high-level domestic and international visitors to this day.

Performance Results

Throughout the year, the Mae Fah Luang Art and Cultural Park hosts a variety of activities to honor the enduring legacy of Her Royal Highness Princess Srinagarindra and to promote local arts and culture, allowing the public to engage and appreciate the richness of northern Thai heritage. Highlights include:

Mae Fah Luang's Boundless Grace: 29 Years of Enduring Gratitude

In collaboration with Chiang Rai Province, the Mae Fah Luang Foundation organized the "Khan Dok Mae Fah Luang" floral tribute ceremony to commemorate the 29th anniversary of the passing of Her Royal Highness Princess Srinagarindra. The ceremony was held on 18th July 2024 at the Mae Fah Luang Art and Cultural Park, where over 100 floral procession groups

from government agencies, private sector organizations and members of the public gathered to pay tribute with deep reverence.

"Beautiful Chiang Rai" Art Exhibition

Titled Beautiful Chiang Rai, this exhibition featured landscape paintings by four artists, selected for their unique yet harmonious artistic perspectives on Chiang Rai. The exhibition blended traditional views with contemporary techniques and materials, offering a creative interpretation of the region's charm. The event attracted over 4,000 visitors, reflecting strong public interest in the fusion of local identity and modern artistic expression.

KEY ACTIVITIES



Exhibition "In Remembrance of the Princess Mother, Edition 27: In Tribute to Border Patrol Police"

On 16th October 2024, the Mae Fah Luang Foundation under Royal Patronage, in collaboration with ICONSIAM Co., Ltd. and its partners, organized the 27th annual exhibition titled "In Remembrance of the Princess Mother" at Charoen Nakhon Hall, M Floor, ICONSIAM. The event was held in tribute to Her Royal Highness Princess Srinagarindra, the Princess Mother, to commemorate Her boundless compassion and dedication to the Thai people.



Mae Fah Luang Foundation: "Cultivate Land, Cultivate People" for Climate Action

On 17th September 2024, the Mae Fah Luang Foundation under Royal Patronage hosted the Mae Fah Luang Sustainability Forum 2024 under the theme "Cultivate Land, Cultivate People: A Choice for Survival" at Queen Sirikit National Convention Center. The forum gathered stakeholders from the public, private and civil society sectors to exchange insights on sustainable development and natural resource conservation, with the aim of advancing Thailand's progress toward Net Zero, 30x30 nature goals, and the Paris Agreement targets



"A Fun Walk Around Doi Tung (Chuan Len Rob Doi Tung)" Receives Consolation Prize at 2024 **Outstanding Book Awards**

Her Royal Highness Princess Maha Chakri Sirindhorn graciously presented a plaque at the Queen Sirikit National Convention Center.



Mae Fah Luang Foundation receives an outstanding award for improving quality of life in drug-crop cultivation areas on the occasion of the International Day against Drug Abuse

The Office of the Narcotics Control Board (ONCB), in collaboration with the Police was for applying knowledge of alternative development to improve the quality of life in drug-crop cultivation areas in Nong Tayar, Pinlaung District, Shan State, Republic of the Union of Myanmar, from 2021 to the present. This initiative serves as a model for sustainable development and a tangible contribution to social value creation.

IMPACTS

Circular Economy-Based Management

Energy Management

Energy Consumption

Energy Sources	2022	2023	2024
Electricity (toe)	285.56	257.33	270.07
Solar energy (toe)	15.30	22.26	18.53
Biomass (toe)	10.20	8.89	16.62
Oil (toe)	397.38	245.71	234.67
LPG (toe)	193.68	179.34	126.87
Percentage of alternative energy to total energy	2.83%	4.37%	5.27%
Energy Intensity	2022	2023	2024
Total energy per income (toe/baht)	1.1162	0.7800	0.6268
Alternative energy per income (toe/baht)	0.0325	0.0356	0.0349

Circular Materials

Material Sources	2022	2023	2024
Yarn from recycled plastic (kg)	2,139.54	3,899.20	4,221.87
Fabrics from recycled plastic fibers (yard)	25,345.45	9,929.72	18,657.09

Waste Management

Waste Management

Waste Generated by the Doi Tung Development Project (kg)

3,539	3,028	2,986
288	242	211
11,938	16,164	16,754
138,931	83,332	65,816
7,048	5,323	5,342
18,056	16,923	15,658
2022	2023	2024
	18,056 7,048 138,931 11,938 288	18,056 16,923 7,048 5,323 138,931 83,332 11,938 16,164 288 242

Waste Generated by the Roi Jai Rak Project (kg)

Total (kg)	29,010	32,480	26,488
General waste	680	701	1,362
Hazardous waste	363	442	554
Bathroom waste	1,853	1,404	1,319
Biodegradable waste	14,285	14,616	8,553
Energy waste	2,307	1,711	9,349
Sellable waste	9,522	13,607	5,351
Type of Waste	2022	2023	2024

Waste Generated by the Mae Fah Luang Art and Cultural Park (kg)

Type of Waste	2022	2023	2024
Sellable waste	162	184	150
Energy waste	16	41	20
Biodegradable waste	-	-	-
Bathroom waste	129	145	116
Hazardous waste	4	-	7
General waste	159	201	128
Total (kg)	469	571	421

Waste Generated by Communities and Schools in the Doi Tung Development Project (kg)

Type of Waste	2022	2023	2024
Sellable waste	1,905	616	1,360
Energy waste	19,662	23,888	36,763
Biodegradable waste	5,001	1,004	1,746
Bathroom waste	44,606	46,718	61,878
Hazardous waste	919	16	24
General waste	46,265	59,678	83,257
Total (kg)	118,358	131,920	185,028

Waste Generated by the Bangkok Office (kg)

Total (kg)	1,833	5,713	19,021
General waste	-	757	13,248
Hazardous waste	-	-	-
Bathroom waste	-	-	-
Biodegradable waste	874	481	832
Energy waste	-	1,755	-
Sellable waste	959	2,720	4,941
Type of Waste	2565	2566	2567

Refuse Derived Fuel (RDF)

	2565	2566	2567
Energy waste (kg)	26,710	32,717	51,474
Calorific value of waste-to-energy (kcal)	78,233,590	95,828,972	150,767,346
Coal substitute (kg)	31,290.43	38,327.91	60,301.15
GHG emissions can be reduced by substituting coal with Refuse Derived Fuel (ton $\mathrm{CO}_2\mathrm{e}$)	33.22	40.70	64.03

Water Management

Water Management

The Mae Fah Luang Foundation's Water Input (m³)

Water Sources	2022	2023	2024
Surface water			
Freshwater (<= 1000 mg/L Total Dissolved Solids)	222,060.50	221,402.46	236,418.32
Other Water (> 1000 mg/L Total Dissolved Solids)	0.00	0.00	0.00
Groundwater			
Freshwater (<= 1000 mg/L Total Dissolved Solids)	0.00	0.00	0.00
Other Water (> 1000 mg/L Total Dissolved Solids)	0.00	0.00	0.00
Tap water			
Freshwater (<= 1000 mg/L Total Dissolved Solids)	6,909.00	8,813.00	7,872.00
Other Water (> 1000 mg/L Total Dissolved Solids)	'0.00	0.00	0.00

The Mae Fah Luang Foundation's Water Discharge and Recycled Water (m³)

Discharged Water	2022	2023	2024
Discharge to surface water			
Freshwater (<= 1000 mg/L Total Dissolved Solids)	178,424.43	181,487.29	193,355.94
Other Water (> 1000 mg/L Total Dissolved Solids)	0.00	0.00	0.00
Amount of recycled water			
Freshwater (<= 1000 mg/L Total Dissolved Solids)	4,751.17	2,685.08	2,076.32
Water consumption within the Mae Fah Luang Foundation	50,545.07	48,728.17	50,934.38
Percentage of recycled water use	2.08%	1.17%	0.85%

Climate Strategy

Greenhouse Gas Emissions

Greenhouse Gas Emissions	Total GHG (tonCO ₂ e)		
Scope	2022	2023	2024
Scope1			
Direct Emission	3,902.88	1,764.59	1,656.70
Mobile Combustion	1,252.16	772.47	742.68
Stationary Combustion	521.32	481.79	347.41
Fugitive Emission	2,119.02	479.53	535.74
Process Emission	10.38	30.80	30.87
Scope 2			
Indirect Emission from Energy	1,675.30	1,518.55	1,500.32
Electricity Use	1,675.30	1,518.55	1,500.32
Scope 3			
Other Indirect Emissions*	3,693.48	4,521.10	5,171.47
Category 1	3,693.48	4,521.10	5,171.47
Category 3	Not statistically significant	Not statistically significant	Not statistically significant
Category 11	Not statistically significant	Not statistically significant	Not statistically significant
Total Greenhouse Gas Emissions	9,271.66	7,804.24	8,328.49
Other Greenhouse Gas reported	105.09	69.70	138.92

Carbon Intensity

Carbon Emission Intensity (toe*/baht)	2022	2023	2024
Carbon Intensity (Scope 1 and 2) per net income	7.10	3.75	3.13
Carbon Intensity (Scope 1, 2 and 3) per net income	11.81	8.92	8.27

1) Greenhouse Gases considered

- 1. Carbon dioxide (CO₂)
- 2. Methane (CH₄)
- 3. Nitrous oxide (N₂O)
- 4. Hydrofluorocarbons (HFCS)
- 5. Perfluorocarbons (PFCS)
- 6. Sulfur hexafluoride (SF₆)
- 7. Nitrogen trifluoride (NF₃)

2) Other Greenhouse Gases

1. HCFC-22

3) The Global Warming Potential (GWP)

- IPCC Fifth Assessment Report (AR5)

Biodiversity

Biodiversity

Type	No. of Species
Plant	1,424
Terrestrial and aquatic insects	850
Birds	156
Reptiles	58
Amphibians	27
Fish	31
Mammals	53

Fifty-three species across seven orders of mammals

- 1. Scandentia
- 2. Primates
- 3. Rodentia
- 4. Pholidota
- 5. Carnivora
- 6. Cetartiodactyla
- 7. Chiroptera

Land Use

Project Area (rai)	Conservation forest	Economic forest	Sustenance forest	Agricultural zone	Residential area	Total
Doi Tung Development Project	65,892	9,208	8,415	2,749	5,515	91,779
Roi Jai Rak Project	19,770	-	1,452	14,570	1,327	37,119
Nan Economic Crop Processing Project	100,777	23,308	16,119	30,131	943	171,278
Tea Oil and Other Oilseed Crops Research and Development Project	31,841	3,464	2,009	12,416	636	50,366
Thai-Myanmar Sustainable Alternative Livelihood Development Proje	ect -	-	-	-	-	341,964
Carbon Credit from Community Forests for Sustainability Project	-	-	-	-	-	253,914
Total projects area	218,280	35,980	27,995	59,866	8,421	946,420

Wildfires

Area Affected by Wildfires (Carbon Credit from Community Forests for Sustainability Project is excluded)

Tea Oil and Other Oilseed Crops	0.00	3,873.00	1,565.00
Nan Economic Crop Processing Project	0.00	29,475.00	3,043.00
Roi Jai Rak Project	0.00	715.00	6.00
Doi Tung Development Project	0.50	1,757.00	264.00
Project Area (rai)	2022	2023	2024

Area (rai)	2022	2023	2024
Forest area under the Mae Fah Luang Foundation	282,255.00	282,255.00	282,255.00
Area affected by forest fires	0.50	35,820.00	4,878.00
Percentage of wildfire area relative to total forest area	0.00%	12.69%	1.73%

Forest Types of Carbon Credit from Community Forests for Sustainability Project

Forest Types and Area (rai)	Phase 1	Phase 2	Phase 3	Phase 4
Registered Community Forest Areas	18,372.01	28,296.77	96,511.38	110,733.74
Mixed deciduous forest	4,399.04	10,486.88	31,700.94	55,559.01
Dry dipterocarp forest	13,812.28	6,971.28	43,321.29	38,399.12
Hill evergreen forest	160.69	2,261.73	2,916.07	0.00
Dry evergreen forest	0.00	50.48	17,594.92	12,908.88
Evergreen rainforest	0.00	4,329.52	0.00	0.00
Mangrove forest	0.00	1,780.74	0.00	0.00
Mixed deciduous and dipterocarp forest	0.00	2,416.14	978.16	0.00
Dry evergreen and lower hill evergreen forest	0.00	0.00	0.00	3,866.73
No. of villages participating in the project (villages)	15	37	75	140
No. of households in the project (households)	2,726	9,635	11,964	20,759
No. of population participating in the project (people)	7,988	26,199	37,647	66,854

Wildfire Area by Phase

Wildfire Area by Phase (rai)	Baseline average before project implementation	Wildfire area in 2021	Wildfire area in 2022	Wildfire area in 2023	Wildfire area in 2024
	(2016-2020)				
Phase 1 (2021)	4,751.90	2,622.62	1,517.47	3,716.94	978.39
	24.37% of the total area	13.45% of the total	7.78% of the total area	19.06% of the total area	5.02% of the total area
		area			
	(2017-2021)				
Phase 2 (2022-2023)	2,123.63		126.91	1,398.72	1,284.59
	6.05% of the total area	-	0.36% of the total area	3.98% of the total area	3.66% of the total area
	(2019-2023)				
Phase 3 (2023)	11,687.57		-	-	3,591.8
	8.13% of the total area	-			2.50% of the total area
	(The project will began in late 2024)				
	(2022-2024)				
Phase 4 (2024)	Under evaluation		_	-	_

Human Capital Management

Training

Employee Training within the Mae Fah Luang Foundation

Position Levels	Average training hours per employee	Total training hours
Senior Executives	48.42 hours per person	920 hours
Middle Executives and Supervisors	17.30 hours per person	4,171 hours
Operational Staff	7.21 hours per person	8,157 hours

Employee Training Topics

According to requirements and standard systems

- GHPs/HACCP Quality Standard Systems
- Food Safety / Food Defense / Food Fraud
- Allergen Control
- Integrated Pest Management (IPM)
- Requirements and Application of Occupational Health and Safety Management System (ISO 45001:2018)
- Quality Standard System (ISO 9001:2015)
- Food Sanitation for Food Handlers and Business Operators

As required by law

- Initial fire extinguishing and annual fire escape drill
- Hearing conservation project
- Use of personal protective equipment (PPE)
- First aid and cardiopulmonary resuscitation (CPR)
- Occupational health and safety and work environment according to the Occupational Safety and Health Act B.E. 2554
- · Safe use of forklifts
- Occupational safety officers, supervisory and management levels
- Occupational and environmental diseases according to the law
- Lock out and Tag out system

Note: Additional staff training is also provided by the Mae Fah Luang Foundation in accordance with relevant work plans.

Accident

The Mae Fah Luang Foundation's Accident Rate

Accident rate	2022	2023	2024
No. of work-related accidents	5	4	7
Work-related injury rate	5.38	1.15	2.13
Work-related injury rate (≤ 3 days of absence)	3.23	0.57	0.61
Work-related injury rate (> 3 days of absence)	1.08	0.57	1.52
Rate of fatalities as a result of work-related injury	0.00	0.00	0.00

No. of Employees at the Mae Fah Luang Foundation

Position Levels	Male	Female	Total
Senior Executives	11	9	20
Middle Executives and Supervisors	161	193	354
Operational Level Employees	525	536	1,061
Total	697	738	1,435

Community Development

Income from Activities Promoted by the Mae Fah Luang Foundation that Directly Benefit Project Communities

Doi Tung Development Project

Tourism/Services	8,647,403	11,609,423	12,747,217
Livestock Total (baht)	13,007,000	7,770,000	13,644,000
	194,149,717	231,582,423	206,210,976

Tea Oil and Other Oilseed Crops Research and Development Project

Type (baht)	2022	2023	2024
Agriculture	6,131,535	4,624,354	4,853,876
Employment within the project area	11,833,828	12,595,988	10,665,888
Tourism/Services	10,230,000	9,918,750	9,915,383
Livestock	261,896	408,325	1,175,315
Handicrafts	197,032	711,611	906,145
Total (baht)	28,654,291	28,259,028	27,516,607

Roi Jai Rak Project

Total (baht)	66,892,287	80,875,066	76,254,354
Handicrafts	484,892	715,777	830,423
Livestock	6,777,123	7,378,906	6,968,470
Tourism/Services	5,704,796	6,581,936	6,413,483
Employment within the project area	32,358,539	34,771,250	29,978,532
Agriculture	21,566,937	31,427,197	32,063,446
Type (baht)	2022	2023	2024

Nan Economic Crop Processing Project

Type (baht)	2022	2023	2024
Agriculture	2,278,050	2,174,705	1,809,276
Employment within the project area	7,221,850	1,663,792	1,437,780
Tourism/Services	1,789,800	3,524,868	1,608,230
Total (baht)	11,289,700	7,363,365	4,855,286

Thai-Myanmar Sustainable Alternative Livelihood **Development Project**

Type (baht)	2022	2023	2024
Agriculture	116,498,407	183,277,500	295,501,427
Livestock	671,653	2,692,500	3,738,000
Total (baht)	117,170,060	185,970,000	299,239,427

Local Employment

Type (baht)	2022	2023	2024
Doi Tung Development Project	166,913,440	195,217,502	163,826,616
Tea Oil and Other Oilseed Crops Research and Development Project	11,833,828	12,595,988	10,665,888
Roi Jai Rak Project	32,358,539	34,771,250	29,978,532
Nan Economic Crop Processing Project	7,221,850	1,663,792	1,437,780
Total (baht)	218,327,656	244,248,532	205,908,816

Livestock Promotion (pig) under the Doi Tung Development Project

Total value (baht)	7,770,000	13,644,000
No. of porkers	200	926
No. of sows	258	274
No. of boars	70	40
No. of persons	152	288
Details	2023	2024

Sustainable Development Advocacy

Education

Educational projects and activities

Projects/Activities	Activity	No. of Participant
Creative Learning Space for Children and Youth (Faidee Kids Camp)	Youth engaged in creative learning programs	662 youths
(raidee Kids Camp)	Capacity-building programs for youth in the Doi Tung Development Project area (e.g., data analytics, baking, sports)	10 curricula
Scholarships	Selected youth awarded undergraduate scholarships	13 youths
	New recipients supported in the 2024 academic year	73 youths
	Students graduated with scholarship support in 2024	15 youths
Development Project for Children and Youth in an Urban Context	Participation in various activities included career exploration and entrepreneurship development	210 youths
Children and Youth Development Network Project for Drug Prevention	Training modules tailored for youth aged 9–18	2,337 youths

Knowledge Dissemination

2024 Training and Study Tour Participants

Participant Group	No. of groups	No. of people
Educational Institutions	44	1,646
Private Companies	36	958
Government Agencies	20	1,037
Individuals	20	250
Foundations / Non-Profit Organizations / Public Organizations	19	399
International Organizations	13	276
Local Administrative Organizations	8	540
State Enterprises	3	137
Media Organizations	3	11
Training Institutes	2	190
Internal Departments	2	25
Total	170	5,469

Information Security & Data Privacy

Access, Retention and Storage of Data

Including document or file access rights, procedures for requesting access, data protection standards in the event of damage or loss, recovery protocols, data retention periods, and data destruction — aligned with ISO 27001:2013 as follows:

Management Guidelines

- Access rights reviewed at least once per year
- Data recovery testing conducted at least once per year
- Authorization for access rights reviewed at least once per year

Personal Data Protection Policy

The Mae Fah Luang Foundation places importance on, respects, and complies with the Personal Data Protection Act (PDPA). The Foundation actively monitors and promotes preparedness for PDPA implementation through the following workshops:

- 1) Recording of processing activities (ROPA) and data flow mapping conducted for 13 trained departments.
- 2) Four sessions of Data Protection Impact Assessment (DPIA) training provided staff, with 84 participants from both Bangkok Headquarters and the Doi Tung Development Project.

STATEMENTS OF FINANCIAL POSITION

Assets		2024	2023
Current assets	Remark	(baht)	(baht)
Cash and cash equivalents	4	94,209,840	112,787,454
Cash and cash at banks for specific purpose funds	5	1,572,322	1,553,220
Current investments	6	1,083,998,399	1,051,880,340
Investments in securities	7,21	223,304,291	87,530,070
Trade accounts receivable	8	1,682,956	7,841,924
Other receivables	9	197,643,435	262,337,639
Inventories		10,747,535	5,990,663
Interest receivable	10	31,949,782	13,287,383
Total current assets		1,645,108,560	1,543,208,693
Non-current assets			
Investment in subsidiaries	11	-	15,353,091
Property, plant and equipment	12	231,432,267	226,437,114
Intangible asset		1,080,596	2,027,711
Other non-current assets	13	10,554,687	12,292,750
Total non-current assets		243,067,550	256,110,666
Total assets		1,888,176,110	1,799,319,359

Liabilities and fund balances		2024	2023
Current liabilities	Remark	(baht)	(baht)
Trade accounts payable and other payables		42,598,634	35,631,965
Unearned income		4,079,516	4,649,262
Accrued expenses	14	113,883,657	25,172,955
Other current liabilities	15	5,303,770	5,951,693
Total current liabilities		165,865,577	71,405,875
Non-current liabilities			
Unearned income - Carbon market project	21	169,519,325	138,078,757
Specific purpose funds	16,21	104,915,565	82,057,614
Total non-current liabilities		274,434,890	220,136,371
Total liabilities		440,300,467	291,542,246
Fund balances			
Fund balances		1,263,614,931	1,323,516,401
Reserve for project support		184,260,712	184,260,712
Total fund balances		1,447,875,643	1,507,777,113
		4 000 4 0 0 4 0	
Total liabilities and fund balances			
100000000000000000000000000000000000000		1,888,176,110	1,799,319,359
		1,888,176,110	1,799,319,359
Statement of revenues and expen	nses	2024	1,799,319,359
	NSES Remark		
Statement of revenues and expen	Remark	2024	2023
Statement of revenues and expenses	Remark	2024 (baht)	2023 (baht)
Statement of revenues and experiences Revenues Revenue from sole of goods and rendering of services	Remark	2024 (baht) 455,590,852	2023 (baht) 458,812,220
Statement of revenues and experiences Revenues Revenue from sole of goods and rendering of service Revenue from donations	Remark	2024 (baht) 455,590,852 479,946,562	2023 (baht) 458,812,220 361,588,264
Statement of revenues and experiences Revenues Revenue from sole of goods and rendering of service Revenue from donations Investment income	Remark	2024 (baht) 455,590,852 479,946,562 39,897,439	2023 (baht) 458,812,220 361,588,264 29,448,598
Statement of revenues and experiences Revenues Revenue from sole of goods and rendering of service Revenue from donations Investment income Other income	Remark	2024 (baht) 455,590,852 479,946,562 39,897,439 32,230,864	2023 (baht) 458,812,220 361,588,264 29,448,598 25,016,350
Statement of revenues and experiences Revenues Revenue from sole of goods and rendering of service Revenue from donations Investment income Other income Total revenues	Remark	2024 (baht) 455,590,852 479,946,562 39,897,439 32,230,864	2023 (baht) 458,812,220 361,588,264 29,448,598 25,016,350
Statement of revenues and experiences Revenues Revenue from sole of goods and rendering of service Revenue from donations Investment income Other income Total revenues Expenses	Remark	2024 (baht) 455,590,852 479,946,562 39,897,439 32,230,864 1,007,665,717	2023 (baht) 458,812,220 361,588,264 29,448,598 25,016,350 874,865,432
Statement of revenues and experimental Revenues Revenue from sole of goods and rendering of service Revenue from donations Investment income Other income Total revenues Expenses Cost of sale of goods and rendering of services	Remark es	2024 (baht) 455,590,852 479,946,562 39,897,439 32,230,864 1,007,665,717	2023 (baht) 458,812,220 361,588,264 29,448,598 25,016,350 874,865,432
Statement of revenues and experimental Revenues Revenue from sole of goods and rendering of service Revenue from donations Investment income Other income Total revenues Expenses Cost of sale of goods and rendering of services Selling and service expenses	Remark es 9 17	2024 (baht) 455,590,852 479,946,562 39,897,439 32,230,864 1,007,665,717 260,012,985 144,823,901	2023 (baht) 458,812,220 361,588,264 29,448,598 25,016,350 874,865,432
Statement of revenues and experiences Revenues Revenue from sole of goods and rendering of services Revenue from donations Investment income Other income Total revenues Expenses Cost of sale of goods and rendering of services Selling and service expenses Administrative expenses	Remark es 9 17	2024 (baht) 455,590,852 479,946,562 39,897,439 32,230,864 1,007,665,717 260,012,985 144,823,901	2023 (baht) 458,812,220 361,588,264 29,448,598 25,016,350 874,865,432 269,725,525 161,653,107 507,663,235

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