

RURAL DEVELOPMENT ACCORDING TO ROYAL INITIATIVE "SUFFICIENCY ECONOMY PHILOSOPHY"

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ABSTRACT

The 11th National Economic and Social Development Plan (2012-2016) was established in a time when Thailand was facing socio-economic and environmental conditions rapidly changed and severely affected in the past period. Accordingly, the government has adopted the principle of "Sufficiency Economy Philosophy" to apply in the development of country from individual, family, community, society to national level in order to strengthen immunity and to help Thai society to stand firmly and sustainably develop amidst the world economy changes.

Keywords : Sufficiency Economy Philosophy, rural development

1. INTRODUCTION

The Thai society has evolved into a fast-changing country-to-city transition. Unfortunately, rural development and politics are discrete, lack of links to balance development affecting some people in the countryside to face poor situation that is not appropriate. As if people of the country are weak, the nation also will be weak. So that it should be cared about and paid great attention of solving poor problems of rural people continuously and stimulated to enable them apply knowledge and ability to develop self capability to be self-reliant.

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First of all, developmental concepts should be aware of the fact that development must be determined targets on development's results and decision-making to use fundamental values to determining as well as direction of the country development that will vary according to the values and basic beliefs of the social ideology. Secondly, the development goals describe the desirability of society in terms of economy, society and politics will depend on determining value of the democratic government's development goals. As a representative of the masses in society, the country development can be divided into two sectors: the urban and the rural development sector. In fact, the rural development is part of national development.

2. RURAL DEVELOPMENT IN ACCORDANCE WITH THE ROYAL INITIATIVE

The rural development in accordance with the projects of the royal initiative focuses on matters as strategies and solutions (Development Military Commander, Unit. Supreme Military Command. 2007: 603) as follows:

2.1 Help to be Self-reliant

Factually, the poverty of rural people is a major problem due to involving the majority of people. The government itself admits that there are at least 10 million rural people who are still in poor situation and be unable to help themselves properly.

Accordingly, His Majesty the King Rama IX was aware of such problems and aimed to help people to develop themselves for their self-reliance under His initiative as follows:

"... Understanding situations and circumstances of those whom we aim to help is most important. Helping them to get what they deserve as needed that is the most effective way to help each case. We need to consider desirers and needs first and also need to understand whom we are helping to realize what are their positions?, how to get help?, and how much? And on the other hands, to help it is important that we will help them in order to enable them help themselves... "

The development is aimed at strengthening community as the self-reliant community. The village leaders who are respected by the villagers like monks or abbots may be used to help bringing prosperity to the village, starting from small activities at first. In this connection, the King used term "blast from inside" meaning that the community or village should be strong at first, then come out to the outside society. It is not the taking of prosperity or the person from outside society to clash with the community or village that did not prepare or set up. According to this, the King gave example of development in the

way of building roads and creating infrastructure vastly, sometimes, it is not sure that will succeed to develop as self-reliant communities. What is the important tool? to make a strong community is that people learn to work as a group in form of a cooperative to solve problems of community or to make a living together.

2.2 The promotion of modern academic principles suitable to people.

Agriculture is the basic profession of Thai countryside society for long times. About two thirds of the population live in agriculture. Accordingly, the agricultural development is regarded as an important goal of rural development and the country as a whole. Agriculture is a branch of high importance in every National Socio-economic Development Plan. Although the results of development in the past would make huge progress of the agriculture, but agriculture is also a branch of production with several problems. A main problem of agricultural development today is efficiency of productivity. One factor that affects agricultural productivity is knowledge and understanding of production based on modern academic principles.

His Majesty The King Rama IX had paid great attention on the said problem as considered by the Royal Initiative as follows:

"... the life of a farmer or all people has food, cloth, dwelling, and medicine ... in the profession of farmer, it must be cultivated. The cultivation or livelihood is required academic principles from which plants should be appropriate, how to use fertilizer or machine. It is regarded as academic principle which is part of life ... and also in academic terms, presently, tools and fertilizer as well as academic principle have been applied, but expensive, so if you try to practice in the scope of power before, then, gradually build up more academic it will be stable ..."

His main principle of development is, firstly, development depending on problems and environments of each area. Therefore, the development in accordance with the Royal Project in nature of the study and the research took place, well-known as "the Royal Development Study Center" is located in various regions around the country so that people can learn and train various training programs: agriculture, household industry and living arts that learner can bring for actual implementation.

2.3. Natural Resources Conservation

Natural resources can be considered as a basic production factor that is the base of long-term development of the country. The result of the development focusing on economic growth affects development of the various areas focusing only on enhancing the

productivity of every branch of production, regardless problems and limits of natural resources such as land, water, forest, etc. The use of those increased rapidly and finally those have deteriorated and less respectively, as follows:

1) Conservation of Forest Resources

His Majesty the King Rama IX thought that forest is regarded as a resource that humans consume such as woodworking, forest product finding, lumber production, etc., resulting in the public income and the nation, somehow. It is also an important factor for success of rural development especially in terms of solution to the problem of drought or floods caused by the destroyed forest.

2) Soil Development

The farmer should be encouraged to learn and understand how to conserve soil and water as well as to improve soil quality that can be done manually. In this connection, His Majesty the King Rama IX had the initiative to improve and conserve soil, not to plow or peel, but the remaining trees must be preserved in order to maintain the moisture of soil. Besides, there is also a royal initiative the Center for Development Studies in which the study was conducted on the creation of soil and water conservation systems as an example to prevent leaching, soil erosion, plant propagation for soil conservation and soil maintenance, including demonstration of soil development for farmers; in some areas, degraded soils have been degraded by various causes, such as soil, swamp, salty soils, and sandy soils, to be suitable for agricultural uses. On the other hands, soil development process must be explained to people to be practiced just for benefits of public participation.

3) Water Resources Conservation

The agricultural area in Thailand is about 147 million rais, of which only 16 million rais are located in irrigation. In this area, only 4-5 million rais of irrigation water is used for whole year. Therefore, it can be seen that most farmers still rely on agriculture for rain water, especially in the Northeast. There are about 60 million rais of agricultural areas, and only 1.6 million rai of agricultural area in the irrigation area.

2.4. Quality of life

His Majesty the King Rama IX considered ways to improve life quality of population by focusing on basic problem that is about the four factors: the need to have quality food, clothes, proper dwelling, and people health to get rid of disease that encroaches, and to educate as well as to promote moral for people. It is evident that the development will be

effective, starting with "good morale" to be able to fight against possible obstacles and to be strong enough to develop oneself and the nation so far.

Sumeth Tantivejjakul, (Thai Encyclopedia for the Youth, Vol. 12, 1988), cited that while the natural environment that affects agricultural production, such as water, forest, etc., has deteriorated over time. As a result, rural development has failed to achieve its goals effectively. So that efficiency of management should be added by supporting roles of community and organizations in preventing and addressing security issues in the targeted areas, and encouraging volunteer and cooperation for community and local development. It also includes the cooperation of all concerned parties by considering the development of social and economic capitals in the existing targeted areas to maximize the benefits of development.

Having discussed on the concept of rural development, many scholars have given their views on principles, methods and strategies for rural development as follows:

1. Rural Development as Agricultural Development: This concept is a result of economic growth theory because agriculture has been regarded as the main branch of countryside. If there is development of agriculture, it will make people in the rural areas have income and standard of living. In this connection, there are 2 factors affecting agricultural development: Essential Factor and Accelerated Factors.

1. Education for Development
2. Credits for Agriculture
3. Operation of Farmer Group.
4. Improvement and Expansion of Planted Area
5. National Planning for Agricultural Development

The concept of rural development is agricultural development being main concept of rural development in general and also concept that is closely related to the theory of economic growth. The essence of this concept is that in the Third World the rural economy is agricultural economy, the major sector in which the people are less than 3 quarters of the country (Pridi Chotchuang et al., 2003: 89)

3. CONCLUSION

Development of life quality to properly live and develop oneself as well as the country to prosper in accordance with the development guidelines that can be resolved at the root of problem relevantly is regarded as His Majesty the King's ideas on "Sufficiency

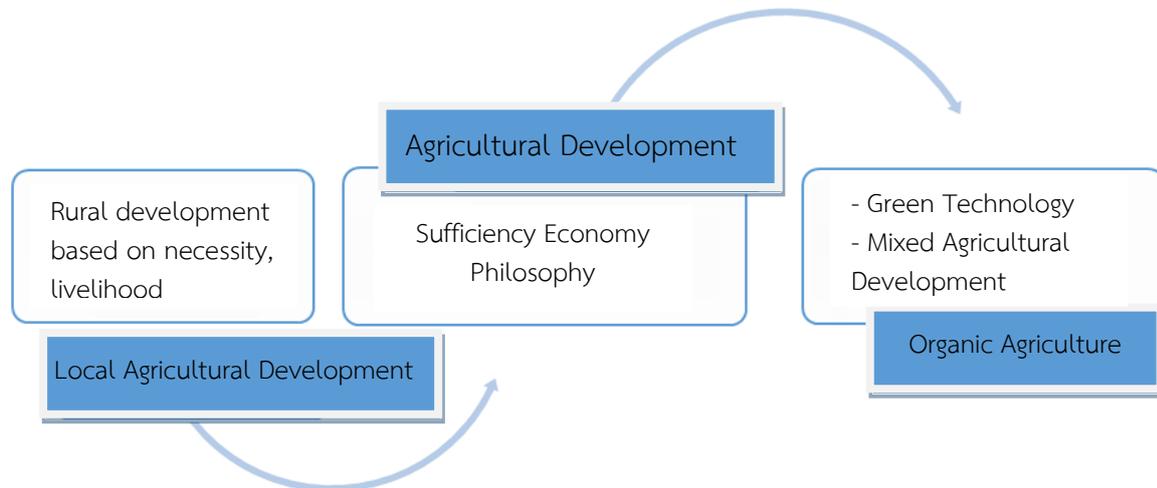
Economy" or "New Theory" aiming self-reliance and external dependence to a minimum, whether inputs or market for consumption first, the remains are then brought to market integrated into agricultural production management with a complete system in itself and clear management process. After His Majesty the King Rama IX had guided the way of life via the philosophy of sufficiency economy to step through the economic crisis in Thailand and to adhere to the sufficiency economy with the ability of Thai rural community. Whether it is consumer production and commercial production, not in the consumer society and no bondage with anything, but the philosophy of sufficiency economy should be adhered for living in daily life.

The Thai Rural Development in accordance with the Royal Initiative should focus on human development in which man and society are to be developed along the way by transforming the development structure into a holistic, multi-link dimensional together like economy, society, technology, religion, culture and environment in order to develop according to the principles of reasonableness, understanding, accessibility, development, knowledge, love, unity, unshake the barriers, adhere to the common good and for the benefit of people in the sequence. It is also consistent with the way of life of Thai society and enhances morals, morality as well as ethics in the performance of duties and lives with sufficiency, which will be a good immunity of society and the nation as a whole.

The study of basic concepts of driving development according to the strategic plan for integrating development driven by the Sufficiency Economy Philosophy 2016-2017 shows the development of a linkage economy system from the national development framework by determining 7 strategies: The first Strategy: Driving development according to Sufficiency Economy Philosophy in agriculture and rural sectors.

The second Strategy: To develop study of the philosophy of sufficiency economy by cultivating children, youth and ordinary people to have enough living features. Third Strategy: Service for Tourism, Industry and entrepreneurship to promote and support private businesses, industry and retailers. Fourth Strategy: Promote driving development in accordance with the Philosophy of Sufficiency economy in foreign affairs for propagation worldwide. Fifth Strategic: Increase the role of information proactively to propagate a philosophy of sufficiency economy to the public. Sixth Strategy: develop in accordance with the Philosophy of Sufficiency economy in aspect of security integrated drive between the Army and the Agency. Seventh Strategic: to create a management mechanism to drive

performance with efficiency and integration into technology as the diagram of relationship of rural development under the concept of sufficiency economy.



The concept of rural development under the philosophy of sufficiency economy demonstrates the link between rural development principles and the Sufficiency Economy Philosophy by integrating modern science or eco-friendly agriculture and makes a major income for the family and self-reliance.

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