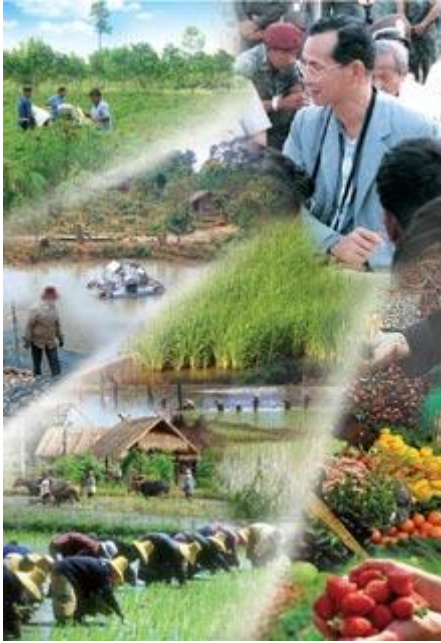


The Heart of the Sufficiency Economy Philosophy of His Majesty the King



The heart of the Sufficiency Economy philosophy of His Majesty the King of Thailand is that development must transform people's lives and open the door to a better future for all. Development must empower the individual, communities, and societies.

At the General Debate of the 69th Session of the United Nations General Assembly in New York, Deputy Prime Minister and Foreign Minister General Tanasak Patimapragorn stated that, for Thailand, development is not just about GDP.

He explained that the Sufficiency Economy philosophy has guided Thailand's development efforts for decades. Sufficiency Economy is about promoting the right values. It is about drawing on the inner strength of each community and building resilience from the grassroots level up.

The Sufficiency Economy philosophy has been referred to by His Majesty King Bhumibol Adulyadej since 1974. The heart of this philosophy is "human development" toward well-being based on sufficiency, moderation, reasonableness, and resilience.

In his advice, His Majesty the King said that Thai people should be prudent, be aware of step-by-step development principles, and lead a moral life. The doctrine underlying this philosophy is "to understand, to gain insight and access, and to engage in development." In practice, this doctrine must be in harmony with a national "social landscape" that respects diversity within geo-ecology, the economy, and culture and traditions. It must serve to benefit all Thai citizens, who must be included in the decision-making process.

This aspect of development aims at "self-reliance." It proceeds with caution, self-evaluation, and prudence, by taking a step-by-step approach, and is tested before being distributed to the public.

Since the Eighth Economic and Social Development Plan (1997-2001), which was implemented during a period when Thailand confronted an economic crisis, the Sufficiency Economy has made its mark on Thai society and has become the guiding principle of the country's development strategy.

The Ninth Plan (2002-2006) formally adopted the Sufficiency Economy as the

guiding philosophy for the country's development and administration. The main goal was to improve the quality of life for Thai people and adhere to the principle of moderation.

The Tenth Plan (2007-2011) reiterated the vision of the Sufficiency Economy as stated in the previous Plan, but placed more emphasis on social harmony and sustainable co-existence between Thai society and natural resources and the environment.

The current, Eleventh Plan (2012-2016) continues to implement the key elements of the Sufficiency Economy philosophy. It "places people at the center of development" and promotes "balanced development" in all aspects.

There is no doubt that the wisdom of the Sufficiency Economy philosophy will continue to shape the unique way that the country progresses.