

CHAPTER 1

INTRODUCTION

1.1 Background

In the driving of sufficiency economy philosophy of today, there are several parts working in response to the King Rama 9th's initiatives on the philosophy implementation and application in their own part. This has also been done in order to encourage the participation of interested members or people to make use of the philosophy through various ways, such as training on adopting the sufficiency economy to use in daily life and field trip to learn with successful examples who can survive by applying the philosophy. Moreover, there is the transfer of knowledge on the sufficiency economy to help people turn back to rely on the philosophy.

Huay Sai Study Center, founded according to the King's initiative in Phetchaburi province, is a unit which applies the sufficiency economy philosophy to create the strategic plan of its operation.

The center is located in Samphraya Sub-district, Cha-Am District in Phetchaburi province, about 220 km. away from Bangkok. According to the Royal Decree of King Rama 6th in 2567 B.E., the site is situated in Mareukkathayawan Summer Palace, which covers the area of 22,627 Rais. In the West, it is sided by Cha-am – Phetchaburi by-pass road, and in the East it is sided by PhetchaKasem road.

During the reign of King Rama 6th, there were a lot of obstacles in the area survey because the land is mountainous mixing with the plains that slope down to the sea shore and natural resource and wild animals were abundant. Thus, the land boundary setting was done according to the outstanding geographical features as follows:

- In the North : Marking with the straight line from Ban Bang SaiYoi westward to the peak of SawuayKapi mount.
- In the West : Marking with the straight line from the peak of SawuayKapi mount southward to the peak of Sam Phraya mount.

In the South : Marking with the straight line from Sam Phraya mount eastward to the seashore at Ban Bor Kia.

In the East : From Ban Bor Kia alongside of the seashore westward to Ban Bang SaiYoi

The geographical features of the upper part of the area are mountainous. In the west, there are SawuayKapi mount, Rang Raeng mount, Thong mount, Noi mount, BorKhing mount and Thao Poon mount. The slope of the land is more than 35 degree. There is a plain at the mountain foot in area of Ban AngHin village, Ban NongKhaoNok village and Ban Sam Phraya village. Formerly the area used to be a wide forest full of natural resources. There were various kinds of plants and it was the shelter of many animals especially the hog dears, which were abundant there. They are the specific kind of animals living in this area. Thus, the area was named Huay Sai according to its name. It was the origin of water resources where there are brooks passing through all year long. In the central part of the area, the plain forms a slope downward to the eastside seashore. The bottom part of the area connects to the seashore. The areas are also fertile with beach forest and mangrove forest. (Royally – Initiated Huay Sai development Study Center, 2526:2)

Through the time, after the King Rama 6th had passed away in 2568 B.E., Mareukkathayyawan Summer Palace was exempted from Royal visit. Due to the economic and social development of the country, the population had invaded in the area in order to exercise their agricultural careers. Most of them had done the pine apple orchard and used excessive chemical fertilizer and other chemical products which highly affected the natural resources and environment of the area. For less than 40 years, the forest areas were completely destroyed. The soil was lack of proper maintenance which caused the unbalanced state to the nature. The drought occurred and the rain was not regular according to the season. The quantity of rain water reduced and the area turned to be dry area. When there was a heavy rain with storm, it caused quite serious problem of soil erosion since there was nothing to help block the torrent. Moreover, as the area was a slope from the west side to the east side, water would run down very quickly and the top soil was easily ruined. In addition, there were abundant uses of chemical products for agriculture. This rapidly deteriorated the quality of the soil.

The starting point of Huay Sai Royal Development Study Center, on April 5th, 2536 B.E., His Majesty King Bhumibol Adulyadej had made a visit to the people in the area and found out about the problem that the area had been very much deteriorated and the forest had obviously been destroyed. The surface of the soil had eroded and became deep cracks. The people had done their agriculture in an improper way. They got rid of all trees in the area in the way that resembled to peeling of soil surface. His Majesty the King said, “If it was deserted, it would become a desert in the end” and had an initiative to develop some parts of Mareukkathayyawan Summer Palace to be the study center for versatile forest development. The objectives were to study of model to develop agriculture in parallel with the rehabilitation of forest in order to restore the natural condition and environment, develop water resource for agricultural and forestry use, allocate residential land for local people who had formerly invaded the area and teach local people the appropriate ways to do their agricultural activities. This included their participation in forest planting, maintaining its condition and letting the people gain benefits from the forest products. This would prevent them from destroying the forest in the future. His Majesty the King gave the name of the center, “Huay Sai Royal Development Study Center”. In the part of the operation in the area, at the beginning of the center operation, there were a lot of conflict problems. The local people live scattering all over the area. They could be divided in 3 main groups. Those are: group 1, composed of those who agreed and consent to participate in the project, group 2, consisted of those who agreed and consent to participate in the project on condition that they would harvest the invested production before going out of the area, and group 3, consisted of those who disagreed and did not consent to participate in the project. Negotiation had to be held on the issue of compensation. His Majesty the King made the compensation available to everyone as the basic assistance. This was done through all concerned parties under the concept of public relation to create mutual understanding between officials and local people. The aid was also extended to the career development according to the philosophy of sufficiency economy. His Majesty the King suggested doing the agriculture according to the New Theory, the Integrated Farming System and the Agro forestry in order to make optimum use to the land, reduce the risk from single crop plantation and be able to do the agriculture and the forest plantation alongside.

The 5 year master plan was created for the implementation of Huay Sai Royal Development Study Center. In 2550 B.E., it is the 4th issue of the master plan (2550 – 2554 B.E.). It indicates the operation directions for the concerned units to work in the same direction according to the King's framework in case of the restoration of natural resources and the environment, the research and studies, the experimentation according to the King's initiatives and also the result extension to local people.

When HuaySai Royal Development Study Center had done the experimentation on the area and extended the result to the local people, especially to those who joined in the project, living in the villages around the Center, they were priority target villages to be developed in every aspect, such as plant propagation and animal farming. Therefore, since there was a success from the establishment of the center, the result has been extended to farmers in other areas.

Nowadays, there are 5,458 households of 29 villages in 4 Sub-district which surround Huay Sai Royal Development Study Center, but there are 166 households which became the center's members. They were considered according to their willingness.

1.2 Rationale

According to the study of basic information of the center, it was found that there were a lot of difficulties to create the success in the drive of sufficiency economy philosophy and to extend the result to others because the problems of each farmer were different and there were variations of thought about the sufficiency economy theory among farmers. Some understood that the philosophy was really feasible, but others thought it was unrealistic or not practical for their family for many reasons. Some farmers thought that it was just a policy to promote the philosophy but they did not take it seriously or it was not obligatory. There was no precise ways of action. This was in their understanding alone.

According to the above research information, it was found that these problems was awaited to be resolved from the gurus and needed a conference for discussion between farmers and concerned officials and among farmers themselves. The problems could be divided according to the conditions as follows:

1. The farmers do not have a clear view and understanding about the sufficiency economy. They lacked of knowledge to understand the practical way to match with their own conditions. The farmers still believe that the former way of living and doing the agriculture would bring them prosperity when the time comes, for instance, when their crops have a high price, it would bring them wealth and pay back their debt within only 1-2 seasons.

2. What do the farmers need to do in order to apply the sufficiency economy philosophy successfully and what are the methods appropriate to each farmer. There are a lot of differences about the land condition of each farmer. Also, their production characteristics are varied with different limitations.

3. There is the problem of finding solution to help turning farmers who had applied the sufficiency economy unsuccessfully to be successful. In addition, there is the problem of the farmers who had not applied the philosophy to turn to apply it with a success to create a happy life according to the philosophy.

4. There are important characteristics that make difference in applying the sufficiency economy to do agricultural career and indicate the success of farmers. The solution from the study of characteristics of living and agricultural careers under the sufficiency economy helps prepare the methods to promote and reinforce the drive of sufficiency economy.

For these reasons, the drive of sufficiency economy on purpose of solving the problems needs to be researched to find out the real problems and adjust the strategies of implementation in relevant to the problems. The research of the drive of the sufficiency economy is indispensable to find out about the problems and the way to solve them to help farmers be successful with the philosophy application. In addition, this study will also help indicate the direction of the drive of the sufficiency economy and use it as a guidance of strategy preparation for the drive of the sufficiency economy in further stage.

If there is no research of this kind, the problems of the drive of the sufficiency economy still occur. The solution still needs resolving to make it successful. The lack of strategy for non-practitioners still exists. There would be no extension of the philosophy.

1.3 Research questions

1. In the sufficiency economy driving process of Huay Sai Royal Development Study Center, what are the characteristics in application of the sufficiency economy that has found the success and brought about a successful life of the farmers?
2. What are the sources of failures among unsuccessful farmers who applied the philosophy and what are the reasons for the refusal of other farmers?
3. What are the appropriate forms for the operation of the sufficiency economy driving process of Huay Sai Royal Development Study Center in order to generate success?

1.4 Objectives

1. To analyze the characteristics affecting the success of successful farmers and unsuccessful farmers in applying the sufficiency economy in their life and as well as situational characteristics making some farmers not participate in the Huay Sai Royal Development Study Center.
2. To find out the model, method, and guideline for the philosophy of sufficiency economy driving of the Huay Sai Royal Development Study Center.
3. To present as a guideline for the sufficiency economy philosophy driving process of Huay Sai Royal Development Study Center.

1.5 Usefulness of the study

1. Research findings dimension (Knowledge)

The emergence of knowledge on characteristics affecting the success of sufficiency economy driving process.

The emergence of knowledge on development pattern to promote the application of sufficiency economy and the finding out about the ways to promote the application of sufficiency economy.

2. Development dimension

The emergence of development process to promote the desirable characteristics of a successful sufficiency economy application.

Huay Sai Royal Development Study Center would be able to develop the way to promote successful application of the sufficiency economy philosophy and extend the result to the target farmers who had not been successful and to those who have not joined in the project.

The farmers in Huay Sai Royal Development Study Center will acquire the skills to be able to adopt the pattern of sufficiency economy properly.

1.6 Definition of Terms

The sufficiency economy driving process means the operation of the work applying the sufficiency economy through precise stages and patterns which will generate a success in the operation while applying the sufficiency economy under two conditions; knowledge condition and moral condition.

Sufficiency economy means the philosophy which His Majesty the King had talked about as a living guidance for Thai people for more than 25 years and before the economic crisis to live their life on the sufficiency basis or adequacy for living.

Huay Sai Royal Development Study Center means the official unit which is in charge of the operation of research development on full cycle of agriculture in order to develop the area in Phetchaburi province and other related provinces. It is also an example of study center for learning to solve problems according to the King's initiatives. It observes and takes care of restoration and preservation of the area together with the promotion of agriculture development. It works in response to the King's initiatives in the sufficiency economy.

Characteristics affecting the success mean the causes or characteristics which are used in doing agriculture according the sufficiency economy philosophy and effect on the success or the failure; they could be area, education, income, expense, etc. This can be separated into different characteristics such as social characteristics, economy characteristics and the environment.

Farmers in the successful group mean farmers who received the training of sufficiency economy from Huay Sai Royal Development Study Center and brought the philosophy into practice both in their personal life and their agricultural career and can survive according to the sufficiency economy, which are adequacy, reasonability, immunity and application of the knowledge and moral basis. Also, they can extend

the result to other farmers by turning themselves into a learning center, be an open source for other farmers to study and propagate knowledge about how to live with sufficiency economy to other farmers. As for the success evaluation, HuaySai Royal Development Study Center is in charge of the evaluation using the standards set by Huay Sai Royal Development Study Center.

Farmers in the unsuccessful group mean the farmers who received the training on the sufficiency economy and applied it with unsuccessful result unlike the first group of farmers. They are evaluated according to the set standard of the Center.

Farmers in the not participating group mean the farmers who have never been trained or received the knowledge from Huay Sai Royal Development Study Center in terms of the sufficiency economy philosophy. This group includes the members who refused to apply the sufficiency economy philosophy to their life and those who received the training but failed to apply the sufficiency economy philosophy.

1.7 Conceptual Framework

