

CHAPTER 1

Introduction

1.1 Statement of the problem

Since 1962, His Majesty the King went in to the residence at Phu Ping palace, Chiang Mai to visit hill tribe in the northern area of Thailand and had seen the deforestation in high land (hill top) by hill tribe for opium and shifting cultivation. The cultivation not only the law violations but also deforestation of watershed, that be the origin of important rivers by unconsciously. (The Royal Project Doi Kham Organization Committee, 1993)

In 1968, His Majesty the King went to see the tribe's life at Ban Doi Pui near Phu Ping palace. His Majesty had heard about opium cultivation but they were still in poor, their main income is from selling plum. His Majesty also heard about the Doi Pui Experiment Station which is Fruit Experiment Station especially cold region fruits, of Kasetsart University led the peach tree species with large local balls were woven. So the research of finding the proper species to get the juiciest peach that can do high income as opium cavitations. His Majesty gave the money for 200,000 Baht to Kasetsart University for land acquisition for the research the cold region fruits for the confined space as Doi Pui. Then, this land is then called as the "Songsan garden" (200,000 garden). Then, H.S.H. Prince Bhisatej Rajani, was assigned as a president after establishment of the Royal Project. This project is starting from "the Royal Project fated tribes" to resolve the problem of opium cavitations to improve the quality of life of their inhabitants and watershed forests restoration.

In 1992, His Majesty had graciously listed the Royal Project as "the Royal Project Foundation" and gave the property of the initial for 500,000 baht to provide a permanent public organization that can be operated continuously, operational system, versatility administered, efficient operations and achieve even better results in the future. His Majesty was tenured president and H.S.H. Prince Bhisatej Rajani was the

Foundation President, Dr. Chirayu Isarangkun Na Ayudhya was Foundation (The Royal Project, 2012). Until now, it is a period of over 44 years of operational. The guidelines to be used are research and development driven the creation of income and well-being of the tribe focused on cropping and livestock by a properly land usage, cooperated with agencies and community closely to develop fundamentals including restoration and conservation of soil and watershed, developed the center and a station on the highland area to the center of the operations for sustainability development. These provided 3 major roles to the royal project. The first priority was “**Researching**”. This was the way to have proper breed of plants, animals and knowledge that suited to hill tribe’s environment and culture. Research, also, was supported by either government or private organization to provide knowledge and developments in many ways including vegetable flowering fruit trees and products. “**Developing**” was to improve farmer’s income and life quality by promote and develop their skill with research and demonstration. Also environmental and natural preservation with others organization was involved. The 3rd role was “**Marketing**”. This involved product distribution (mostly cool climate fruit and vegetable), logistic, packaging and selling. This included factory establishment for food processing, in order to increase product value, under trademark “Doi Kum” which is focus on fresh and hygiene product. (Highland Research and Development Institute, 2007)

From the pass operations of The Royal Project Foundation, the people on the highland area are better placed in term of food security, environment security, economic and social security and national security. It is clearly scene as the tribes have the option of planting crops such as vegetables, fruits, flowers replacing for opium cultivation. It makes space for opium cultivation dropped drastically. As a result of royal project operation, crop substitution have significantly reduced opium field from over 150,000 rai in 1979 to less than 1,500 rai in 2003. That was successful campaign. (The Office of National Economic and Social Development Commission, 2010). In addition, young hill tribes in Royal Project area were more educated. Research shows that uneducated 13-year-old hill tribe was reduced from 34.60% in 2000 (Highland development center, 2007) to 24 percent in 2010 and also hill tribe between 7-20 years old age was uneducated only 3% (Chiang Mai University, 2010). Besides, they

concerned more about environmental preservation because of more community activity such as grow forest, making fire obstacle, etc.

Crop substitution is also increased farmer's income and life. For instance, average income that was 144,375 bahts per family in which 73% above poverty line (Chaing Mai University, 2010) and less deforestation. (The Royal Project foundation, 2009) Until now, there are Royal project centers that were already adapted to highland knowledge center, totally 27 centers consist of agricultural knowledge center, environmental preservation center and community integrity center. Moreover, as the centers were interested and enrolled by 37,123 learners in 2010, the Royal Project has become success and has been accepted by either national or international organization that has created participation and co-operation in advance highland research and knowledge which has extended to other countries such as Taiwan, Bhutan, Laos PDR., Afghanistan and Columbia. (The Royal Project Foundation, 2011b). These also caused the Royal Project awarded, such as Magsaysay Award in International understanding and The Colombo Plan (for successfully alternative crop project). (Noppakoonwong, 2007)

From the success as mentioned above, it is caused of the highland development knowledge from the research and specialist development in flowering, fruit trees, variety of vegetables. Thus, there are so many agencies has led to the use of knowledge for the development of highland area for sustainable development such as Highland Research and Development Institute (Public Organization), Highland development center, Highland Agricultural Research and Development etc. In addition, there is an implementation of the success lesson in foreign countries as Colombia, Laos, etc.

At the present, there are 38 Royal Project centers establish in 5 northern provinces, they are Chaing Mai, Chaing Rai, Mea hong sorn, Lam Phueng and Pa Yao, covering an area of 1,755,625 rai 35,497 families and totally 150,019 people (The Royal Project Foundation, 2009), but in the high areas of Thailand is covering 67.22 million Rais in 20 provinces, including Chiang Mai, Chiang Rai, Phayao, Phrae, Nan, Lampang, Lamphun, Tak, Phetchabun, Phitsanulok, Kamphaengphet, Sukhothai, Kanchanaburi, Uthai Thani, Suphanburi, Ratchaburi, Prachuapkirikhan and Phetchaburi

with the total population of 1,203,149 people. (Highland Research and Development Institute, 2006)

So there are still numbers of undeveloped living-condition hilltribe population and they need support from the Royal Project. While the Royal Project was facing difficulties in expanding field operation, the government established Highland Research and Development Institute (Public Company) which under operated by Ministry of Agriculture and Cooperatives in purpose of promote, support Royal Project research and development. In addition, to be coordination with the Royal Project, government agencies, state enterprises, and relevant educational institute in nation and overseas in order to research, develop and educate to people in community. (Highland Research and Development Institute establishment Decree, 2005)

From 2007 to 2012, Highland Research and Development Institute (HRDI) has operated in 29 fields (8 provinces), providing support to 120,325 persons (Highland Research and Development Institute, 2010). Institute goal is to increase farmer's income upon base knowledge of the royal project which is combination of technology and local knowledge, community integration and participation, environment conservation and long term living balance. Researcher will benefit to agricultural organizations for bring the study to plan and imply them in order to achieve problems and sustainable development. (Highland Research and Development Institute, 2006) which is the implementation of knowledge of the Royal Project to further develop and ensure proper development of the areas? It is including the integration with various government agencies under the Extended Project Master Plan Project to achieve a comprehensive development.

From above, therefore, the researchers need to study the operation models that resulted in success of the Royal Project for highland development. It is including the implementation of the Royal Project's success lessons to the Extended Project, progressive of operation, problems, obstacles and suggestions in the implementation of the Royal Project's success lessons to the Extended Project.

1.2 Objectives of the study

- 1) To study the successful operational model of the Royal Project in highland development.
- 2) To study the application of the Royal Project's successful lessons implemented within the Extended Project areas.
- 3) To monitoring the progress of its successful lessons applied within the Extended Project areas.
- 4) To find out the problems, obstacles and suggestions derived from its implementation within the Extended Project areas.

1.3 Hypothesis of the study

Lesson Learned from the Success of the Royal Project can be used to develop the Royal Project Extended Areas.

1.4 The supposed advantages of the study

Highland Research and Development Institute (Public Organization) can implement the study in the research to improve the operation model for highland area development in Thailand to gain more efficiency.

1.5 Scope and limitation of the study

1) Scope of data

Researchers will study the operation model affected to the success of the Royal Project Foundation during 44 years from the related researches, papers, researching reports, annual reports, articles, journals, publications, concepts and related theory including secondary sources. The interviewing of the chief officers, staff and farmers in the Royal Project is also used to support this research.

And studying of the implementation of the Royal Project's success lesson learned to the Extended Project, the progressive of the implementation of the Extended Project including problems, troubles and suggestions, the researchers will study by an interviewing of the chief officers and staff and farmers in 38 centers/stations of the Royal Project center and staff in the Extended Project and farmers for 29 places as primary data with Close-ended Question and Open-ended Question.

2) Scope of area

The study area in this research consists of (1) the Royal project center 38 places in 5 provinces (2) the Extended Project 29 places in 8 provinces.

3) Scope of population

The population of this research consists of (1) Chief Officer, staff and farmer in 38 Royal Project centers (2) Staff and farmer in 29 the Extended Projects.

1.6 Definition of terms

- 1) **The Extended Project** is the Royal Project Extended area, the operation area of the Highland Research and Development Institute (Public Organization) to operate the extension of the Royal Project with totally 29 places in 8 provinces
- 2) **Lesson** is the clearly specified step learning format to archive the planning target.
- 3) **Operation Model** is process, step, activity and factor in operation to success.
- 4) **Lesson learned from the success of the Royal Project** is Specialist experts, Research, Knowledge, Policies, Methods and Strategy Management, Operation format in the high land development, Support mechanisms, Learning center, Operation tooling.
- 5) **Promoted Quantity** is Training, Study trip, Demonstration plots, Campaign, Community forum and Consultation / visit
- 6) **Support / Facilities** is Operation areas / space for rent / house for rent, Equipment rental / loan, Distribution of fertilizers / pesticides / seeds, The purchase of goods and agricultural products and Product quality development
- 7) **Quality of Staff** is Agricultural expertise appropriate to provide knowledge to the farmers, Understand the real problems and conditions, working with people in the area, Consistency and continuity of operations, Willing to serve and The adequacy of staffs for service.

1.7 Theoretical framework

