



## His Majesty's 80 Years of Age Creating the Happiness of the People

His Majesty King Bhumibol Adulyadej is a benevolent king who possesses impressive character and graceful gesture. He has committed himself to the Ten Commandments of Kingship throughout 60 years of his reign. He has great generosity towards all Thai people by realising the trouble of his subjects as if it were his own trauma. His Majesty the King graciously initiated more than 3,000 Royal Development Projects to alleviate the poverty that people encountered and enable them to live a sufficient life. He truly upheld the commitment articulated in the traditional oath on the Coronation Day, 5 May 1950, at *Phra Thinang Phaisan Thaksin* (Phaisan Thaksin Throne Hall) in the Grand Palace as follows:

*"We shall reign with righteousness for the benefits and happiness of the Siamese people."*





## Visiting the People

Since 1952, His Majesty the King has visited the people living in the rural areas in every region from the Central, Northeastern, Northern to Southern Regions in order to see how they lived and made a living. His Majesty also encouraged the people to take part in public decision making due to his great concern towards the people's needs as reflected in his speech as follows:

*"...To help the people, we need to know the people and know what they want. We must apply our knowledge to help them..."*

*"This process is called...  
explosion from within..."*





## Royal Development Projects in the Early Years

**The Royal-granted Fishery Project:** began in 1951 when His Majesty the King granted the fingerlings of Java tilapia donated by the Food and Agriculture Organisation (FAO) to district leaders and village's heads throughout the country for further propagation and distribution among the rural people in order to provide them with an alternative source of protein.

**Huai Mongkol Project:** emerged in 1952 as the first project which directly emphasised rural development. His Majesty the King supported the Naresuan Border Patrol Police Unit in the construction of Huai Mongkol Road in Prachuap Khiri Khan Province to enable the villagers to easily commute and transport their farm produce for sale in the markets outside the village.

**Khao Tao Reservoir:** constructed in 1953 as the first project concerning water. According to His Majesty the King, water is compared to the people's life.





## Development of the Quality of Life of the People

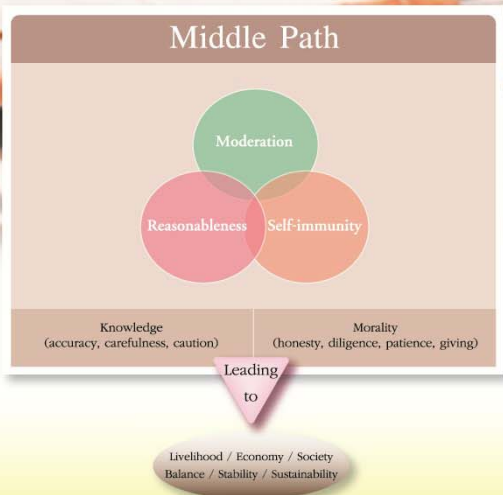
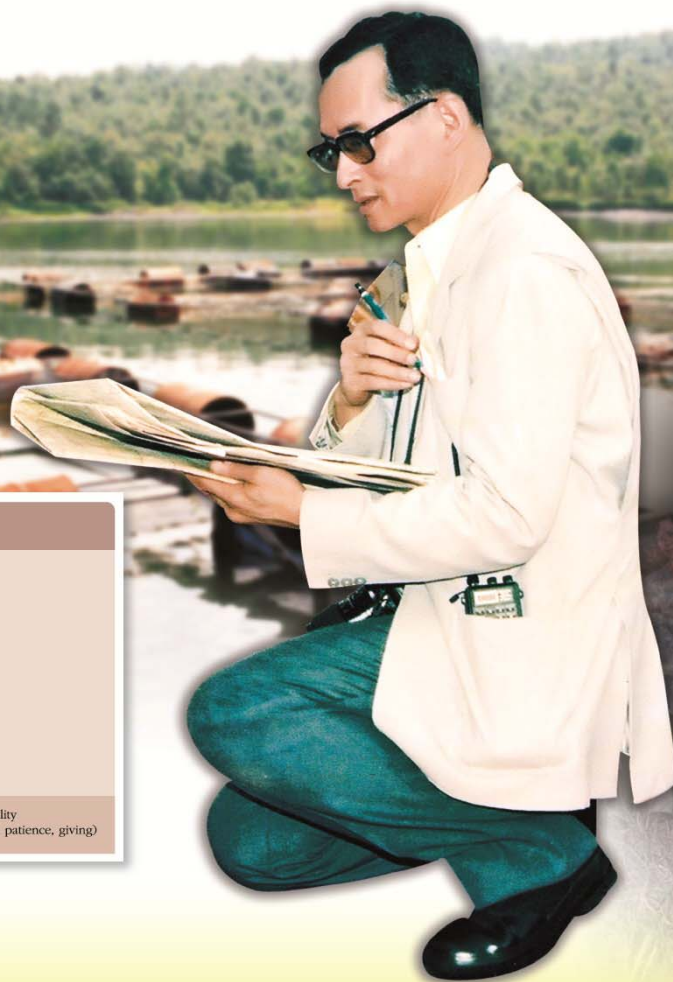
**Public Health:** providing the mobile medical treatment for the people. Concerned with the lack of healthcare among the people in the remote areas, His Majesty the King put public health as one of his top priorities and set up the Royal Medical Team to provide mobile medical treatment on the Thai Red Cross Vejapaha barge for the people. His Majesty also established the Patient Rehabilitation Project and the Royal-initiated Village Doctors Project.

**Education:** laying the foundation and creating accessible opportunities for all. His Majesty the King always emphasises the open and equal education for everyone as stated in his speech that:

*"... Whether the nation will develop or decline depends primarily on the education of the individual... Education today determines the future of the nation..."*

*"...In conclusion, the aims of education are to lay the good foundation for the people in terms of body, mind and knowledge. Most importantly, the foundation to create the abilities to distinguish between right and wrong as well as to make sensible and constructive decisions must be built..."*

His Majesty the King graciously initiated the establishment of Rom Klao School, His Majesty's Royal Patronage School, the Occupational Training Centre under Phra Dabos Project and the Distance Learning via Satellite Project. He also revived the Ananda Mahidol Scholarship to award scholarships to outstanding Thai students enabling them to pursue higher education abroad.



## Sufficiency Economy

*"Sufficiency Economy means moderation, reasonableness as well as possession of sufficient self-immunity."*

Sufficiency Economy is the philosophy that His Majesty the King has expressed in his speech as a guideline concerning way of life and appropriate conduct for the populace at all levels from the family, community to national levels. The philosophy stresses the middle path as the overriding principle. To achieve Sufficiency Economy, the prudent application of knowledge is essential. In particular, great care is needed in the application of theories and technical know-how and in all steps of planning and implementation. At the same time, it is essential to strengthen the moral fibre of the nation so that everyone adheres first and foremost to the principles of honesty and integrity. A balanced approach combining patience, perseverance, diligence, wisdom, and prudence is indispensable to cope appropriately with critical challenges arising from extensive and rapid socio-economic, environmental, and cultural change occurring as a result of globalisation.

