

# 71st Birthday Anniversary of His Majesty King Bhumibol Adulyadej and National Day of Thailand



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## Royal Development Projects

FOR the past 52 years since His Majesty King Bhumibol Adulyadej of Thailand's accession to the throne on June 9, 1946, the Thai people have realized very well that their king has ceaselessly assisted his subjects in an effort to alleviate distress and bring forth happiness to them. His Majesty is well endowed with the Royal precepts of virtuous kingship and adheres to his ideal in relentlessly devoting himself for the well-being of Thai people. His Majesty stands as an example of developer. He is considered to be the one and only monarch in the world who is dedicated both physically and mentally to development work for the sake of the nation. This has always been recognized by both the Thai people as well as by other countries.

His Majesty the King is determined to heal the trouble of his subjects as if it were his own trauma. Importantly, he does not think that he is the head of the nation only in legal or constitutional terms but in moral terms as well. He always considers himself to be a Thai who must share the sorrow and hap-

pinness with the whole nation without discrimination of sex, age, religion or occupation. Like other Thais, he also feels he has the obligation to protect the country's sovereignty and territory with all his strength. Therefore, he wishes to upgrade the well-being of the people and enable them to be self-supporting.

On the auspicious occasion marking the 71st Birthday Anniversary of His Majesty King Bhumibol Adulyadej and the National Day of the Kingdom of Thailand, the Thai people are all aware of and recognize his great benevolence in pursuing his concerns for the benefits and happiness of the people. He mobilizes all his wisdom and efforts in initiating development works, all of which bring forth true happiness to the Thai nation.

### Background of the Royal Development Projects

At the initial stage of his reign, His Majesty the King's benevolence towards his subjects was mostly shown through the launching of medical and social welfare projects because

the country's medical sector was insufficient and the public health services were not widely available like at present.

The initial phase of His Majesty's development works during 1950 to 1962 placed an emphasis on relief of the people's immediate trouble, the implementation of which did not come in the form of the project like the current ones. It was rather the mobilization of funds for the trouble-stricken people. For example, in 1950 His Majesty graciously donated 500,000 Baht from his private funds to construct the "Mahidol Memorial Building" in Soavapha Compound for scientific and medical purposes. In fact, it was aimed particularly to produce BCG vaccination to fight against tuberculosis, which was at that time extensively inflicting the life of the Thai people.

Moreover, His Majesty initiated the production of the films known as "The Private Royal Films" with the purpose of raising funds from donors and film viewers for public welfare activities such as constructing the "Vajiralongkorn Building" in the Thai Red Cross Compound,

and constructing the Medical Building at Bhumibol Hospital.

During the cholera epidemic, saline was desperately needed but the cost of imported saline was too high while the quality of domestic saline was such that patients who received it allegedly went into shock. His Majesty the King initiated the conduct of study and research as well as advocated the production of a saline refining machine. As a result, the quality of the domestically-produced saline has been upgraded to the same level of international standard.

The Royally-initiated development work which followed was the Royal Medical Team which was set up from His Majesty's private funds. The team provided mobile medical treatment on the Thai Red Cross Vajrapaha barge for the people residing along the banks of the rivers until now.

Since then, His Majesty's benevolence displayed through these activities has become the extension of the country's social welfare philosophy, which instills profoundly in the hearts of the Thai people living in every corner of the country the concepts of mutual popular assistance in the face of hardship.

Immensely concerned with the people's well-being, His Majesty the King, in the early days of his reign, paid constant visits to every region of the country, particularly in remote and underdeveloped rural areas. It can be said that each year His Majesty stays in the provinces more than in Bangkok. During the visits, His Majesty closely interviews the people and officials himself while observing the topographical conditions of the area in order to obtain the firsthand data.

The first development project began in 1951 when His Majesty the King authorized the Department of Fisheries to acquire the Tilapia mosambica fish from Penang through FAO. The fish were initially raised in the pond at the Ambhorn Royal Hall Compound. Then on November 7, 1953, His Majesty distributed the fingerlings to village and district leaders throughout the country for propagation and further distribution among the rural people in order to provide them with an alternative source of protein.

The first project which directly emphasized rural development emerged in 1952 when His Majesty the King donated a number of bulldozers to the Naresuan Border Patrol Police Unit for constructing a road leading to Hua Mongkol village in Hua Hin district, Prachuab Khiri Khan province. This was to enable the villagers to easily commute and transport their farm products for sale in the markets outside the village.

Then in 1953, the first irrigation project took shape following His Majesty's initiative to construct the Khao Tao Reservoir in Hua Hin District, Prachuab Khiri Khan province, with the intention of helping to relieve drought which has had an adverse effect on the people's livelihoods.

### Characteristics of the Royal Development Projects

In the initial stage, the Royal Development Projects can be characterized by the two following features:

1. The projects which are search and implementation. These projects are tantamount to equipping His Majesty with information and all-round knowledge for uses in solving the problems and for dissemination among farmers. These projects also enable him to seek correct development guidelines appropriate with the topographical and social conditions of the areas.

2. The projects which are targeted at solving the major problems facing the people. Since Thai farmers are increasingly encountering problems and obstacles in agricultural practice, His Majesty has stepped in to help tackle the ordeal based on his private projects. In the early phase, these projects which are supported by the concept of integrated development are limited only within the surrounding areas of his residence in the countryside. As the projects become evidently effective, they started expanding into agricultural communities on a wider scope.

The Royal Development Projects which exist in a great number and variety can be classified as follows:

1. **The Projects Initiated According to His Majesty's Wishes:** These are projects which His Majesty the King conducts study, experimentation and implementation himself inside and outside the Palace compound based on the recommendations of field experts using his private funds. Once the projects have yielded satisfactory results which prove truly bene-

ficial for the Thai people, His Majesty will pass them on to the government for further implementation.

2. **The Royal Projects:** His Majesty is determined to pursue development and preservation of water resources in the watershed areas particularly in the North of Thailand. The motive is to help prevent and reduce the damages from floods in the lowlands during droughts. Moreover, since most of the areas are occupied by hill tribes, His Majesty also intends to help promote their well-being by convincing them to stop opium cultivation, deforestation, slash-and-burn activities, and logging as well as smuggling of illegal merchandises and weapons. His Majesty has provided assistance and advice on alternative sources of income by persuading them to replace the above mentioned activities with cultivation of high value rotation crops easy to be transported. Planting of temperate flowers and fruit crops which have the tendency to grow well in high land areas of the north and the raising of animals for household consumption are also promoted. The benevolence of His Majesties the King and the Queen is so great that they are called "The Royal Father" and "The Royal Mother" by the hill tribe people. And therefore, the projects created by the Royal Parents are known as "The Royal Projects".

3. **The Projects under His Majesty's Patronage:** These are projects in which His Majesty gives advice and guidelines to the private sector to implement using its own financial, technical and human resources with continual monitoring measures. Among the well-known projects are the Din Daeng Cooperative Village Development Project at Tub Sakae District, Prachuab Khiri Khan Province which is operated by the Rotary Club of Thailand, and the Thai Encyclopedia and the Dictionary Project for Youth.

4. **The Royally-Initiated Projects:** These are projects which His Majesty plans and advises the government agencies concerned including civil agencies, the police and the military to undertake study and implementation of development work. The Royally-initiated projects which are spread throughout every region of the country focus on development and are on both short-term and long-term basis extending for a period of over 5 years. Many Royally-initiated projects are technical in nature with some representing study projects and others representing research projects.

**Procedures of the Implementation of the Royal Development Projects**

In order to study, analyze, plan and coordinate the cooperation with various agencies to fulfill the objectives of the projects consistent with His Majesty's initiatives, the procedures of operation are as follows:

1. **Study of information:** Before His Majesty the King visits a particular area, he will study the information from provided documents and maps in order to learn of the detailed conditions of the area.

2. **On-site information gathering:** When His Majesty and the Royal procession arrive at the site, he will collect more information for facts and the latest data by:

2.1 interviewing the local people with regards to occupation, conditions of the villages, as well as topographical, climatic conditions and water sources.

2.2 conducting a survey of the designated location of the project to identify potential development.

2.3 discussing related matters with concerned officials. After studying the documents and the survey, His Majesty immediately meets with concerned officials to discuss the feasibility of the project in terms of expected benefits and cost-effectiveness.

3. **Study and drafting of project:** From His Majesty's initiatives, the agencies concerned will seek more information to plan the operation or draft the master plan consistent with His Majesty's initiatives.

To leave room for others to manoeuvre, he always insists that his initiatives are only suggestions. After his initiatives have been stated, the concerned government officials have the task of studying and analyzing them with careful consideration based on technical principles. If the proposed projects are regarded feasible in terms of benefits and cost-effectiveness, the government may follow suit. By contrast, if the projects do not seem suitable in whatever way, the government has the right to abandon them.

4. **Implementation:** If His Majesty's initiatives are feasible. Continued on page 9



His Majesty King Bhumibol Adulyadej

### MESSAGE

On this auspicious occasion marking the 71st Birthday Anniversary of His Majesty the King of Thailand and the National Day of Thailand, it gives me great pleasure to extend, on behalf of the His Majesty's Government and the people of Thailand, my warmest greetings to the Government and the people of Bangladesh as well as fellow members of the Diplomatic Corp and International Organizations in Dhaka.

This occasion also affords me the opportunity to highlight some of the salient aspects of the Thai-Bangladesh relations which, after 26 years since the establishment of our diplomatic relations, have gradually evolved into a dynamic partnership encompassing political aspirations as well as social and economic needs of our two countries and peoples. But it was only during the last few months that this partnership has taken a quantum leap, reaching a new plateau where bonds of special friendship have been carved out. Many landmark bilateral agreements have either been concluded or ratified during this period. There have been frequent exchanges of high level visits which have helped to expand and deepen the scope of our bilateral cooperation. When Bangladesh was in the throes of the national tragedy as the flood water ravaged most part of the country on the scale unprecedented in its history, it was Thailand which immediately came forward to express its solidarity with the Bangladesh people and subsequently to respond to the call for relief assistance.

Also viewing from the new vantage point of the Thai-Bangladesh relations, we find many spheres of mutual interest as well as immense trade

and business opportunities which are not fully utilized. Nonetheless, there was a surge in economic activities between our two countries which were reflected in a marked increase in our bilateral trade and business ventures. The launching of a joint project for the construction of a 5-star hotel in Dhaka is one glaring example. The Thai Trade Fair and the Investment Symposium organized by the Royal Thai Embassy last July gave further impetus to the business activities and have redefined new areas of our bilateral trade and economic cooperation, some of which have already been translated into tangible business undertakings.

The economic and financial meltdown which Thailand has been experiencing since last year has pervaded all business activities in Thailand. The contraction in the real sector of the economy, the sharp drop in domestic demand, liquidity shortages and continued economic and political instability in the region are deeply felt across the nation. Instead of pointing an accusing finger at any one, we have elected to be more introspective. As a consequence, we had adopted strict fiscal and monetary policies, reaffirmed our commitment to the IMF programme (despite some of its shortcomings) as well as our determination to undertake a comprehensive reform of our economy. Correcting or adjusting our macroeconomic policies is a necessary step, but it also represents a defensive strategy to cope with the crisis. It is difficult for us to speed up recovery process on our own, to secure loans or to attract foreign investors. We find that our policies would be better served by strengthening our cooperation with ASEAN,

APEC, countries around Mekong basin, and BIMST-EC, of which Thailand and Bangladesh were founding members. Bangladesh and Thailand should therefore enhance the cooperation within the framework of BIMST-EC and adjust our respective economies in line with the regional and global economy. Towards this end, the BIMST-EC Bazaar, which the Royal Thai Embassy is co-organizing with other BIMST-EC missions in Dhaka from 9-19 December this year, will also serve to strengthen regional trade and investment activities.

Against the backdrop of our special friendship, a new dynamism of our economic relationship and the momentum generated by the political and economic activities this year, I am very confident that the succeeding years will witness greater and more beneficial partnership in all spheres of mutual interest.



Pithaya Pookaman  
Ambassador of Thailand to Bangladesh

Our heartfelt felicitations  
on the occasion of the  
birthday of His Majesty  
King Bhumibol Adulyadej  
and on the National Day  
of the Kingdom of Thailand



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## ขอแสดงความยินดี

[Felicitations]

On the auspicious occasion marking the  
Birth Anniversary of His Majesty King  
Bhumibol Adulyadej and the National Day  
of the Kingdom of Thailand,  
ANZ Grindlays Bank would like to pay its respect  
to a glorious land, her people and King.  
May the common language of partnership and  
understanding continue to prevail between the  
people of Bangladesh and Thailand.

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