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Poverty Reduction Approaches in Thailand

6th ASEAN+3 Village Leaders Exchange Program

4-10 March, 2018

Yunnan, China



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Thailand 4.0 (innovation-driven economy)



- Thailand's vision [2015-2020] to be with SPS(Stability-Prosperity-Sustainability)
- “Work a little but make big gains” approach
- from simple commodities → innovations
- Tools : 1. Competitive Growth Engine : More for Less → Less for More
- 2. Inclusive Growth Engine : Concentration of → Distribution of Wealth
 - Stronger together + Leave no one behind
- 3. Green Growth Engine : Imbalanced → Balanced Development
 - Economy, Social, Environment, HR



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- Pracharat mechanism : “The future of competition is collaboration” ;Prof.CK Pahalad

Collaborating with **5** Sectors

1

5 Guidelines in working with community businesses



Public Sector
Supports

- Public policies and infrastructure
- Financial assistance through public sector financial institutions within banking prudential guidelines



Private Sector
Drives

- Business management advice
- Linkages to markets & distribution channels
- Business plan development
- Funding through commercial banks
- “Big brother” program



Academic Sector
Knowledge Support

- Research & development
- Technology for agriculture and production



Civil Society Sector
Strengthens Communities

- Building awareness
- Linkages among multiple communities



Citizen & Community
Business
Executes

- Learning new ways of working
- Operating business, production & services

2

Sharing know-hows and creating synergizes in 5 capabilities



Factors of production

- Expertise & funding
- Raw materials at right quality & price
- Production equipment



Knowledge

- Product standards
- Production efficiency
- Agricultural techniques & research
- Intellectual property, patents, geographical indication (GI)



Marketing

- New product development
- Packaging
- New distribution channels
- Brand building



Communication & awareness

- Unity and pride in communities
- Understanding of Pracharath concept and Philosophy of Sufficiency Economy



Management system

- Business plan
- Financial management
- Environmental sustainability



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A diamond-shaped collage of Thai-themed illustrations. The word "Thailand" is written in large, stylized blue letters across the center. Surrounding the text are various cultural and natural elements: the Thai flag in the top left, a pink lotus flower, a coconut drink with a straw, a traditional wooden boat, a person in traditional Thai dress, an elephant with a red cloth, a map of Thailand with fish, a basket of fruit, a Buddha statue, a blue and red tuk-tuk, palm trees, a flip-flop, and a green four-petaled flower.

-
- THAILAND**



CDD in poverty alleviation

- One Tambon One Product –OTOP is one tool we use to promote Thai products and demonstration activities which will always be a part of promoting Thai tourism in order to gain visitors' experience and exchange knowledge of Thai products.

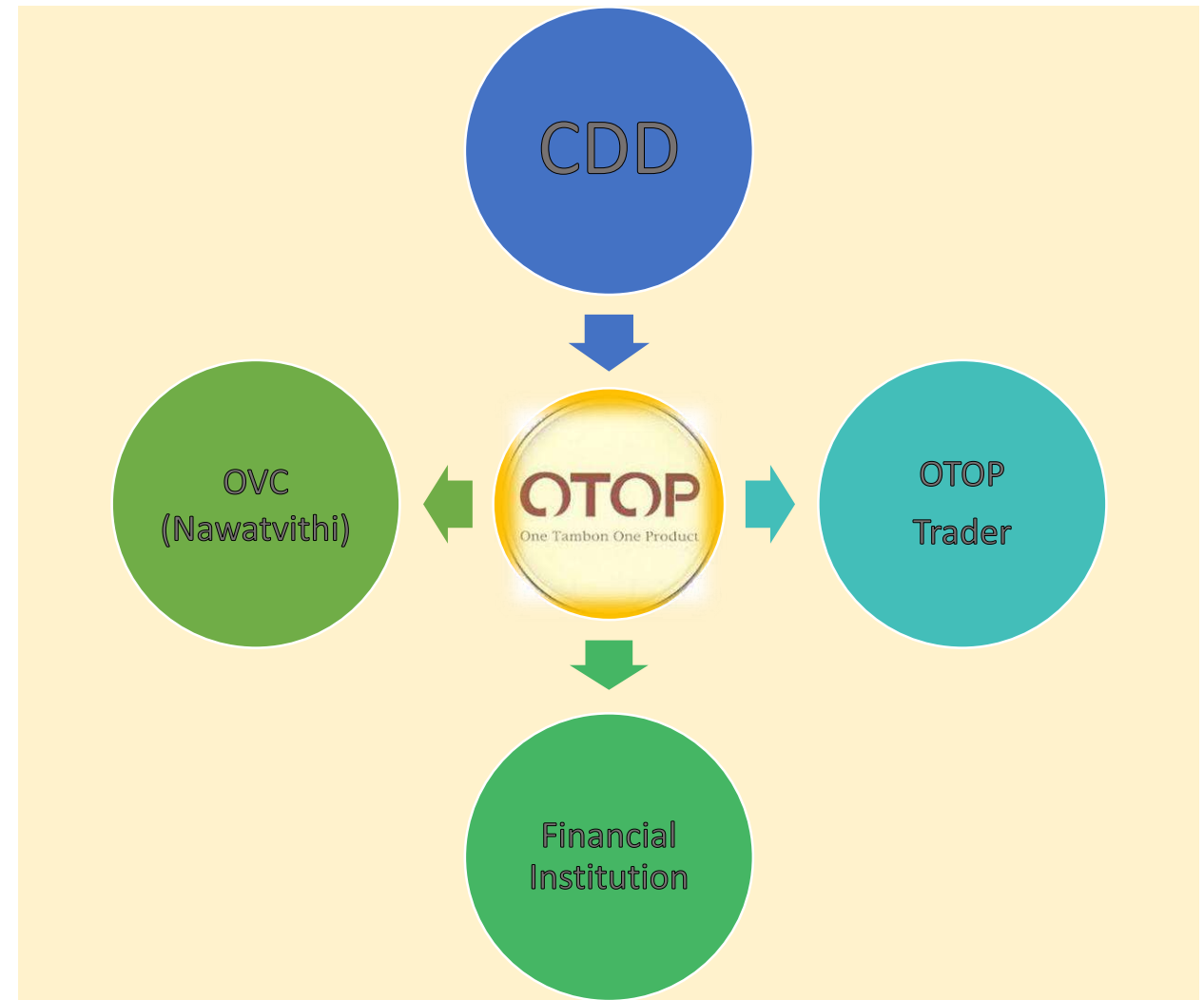
(entrepreneurs : **39,844**

products : >**80,000**

value : **109,000** MB) – as 2017

projection to **200,000** MB in 3 years

- Excellently, We can adapt OTOP to every aspect of poverty reduction through Tourism management(OVC)
-Agricultural value chains(OTOP Trader)
-Community Financial Institution(CFIs)



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Creative OTOP village (Nawatvithi)

OTOP + Tourism



Creative OTOP village



Enhance local economy/grassroots economy growth



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Creative OTOP village (Nawatvithi) (2)



- Tourists purchase OTOP products in village
- OTOP Product Distribution in local tourism areas
- OTOP Tourism Village (total 3,273 villages)
(MUST-SEE 111 areas and CAN'T-MISS 12 cities)
- Thai OTOP authentic cuisine (77 provinces)
+ 5 main dishes and 1 dessert



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Agricultural Value Chains and Community Development

Supporting factors to be Smart Farming

Smart Farming



Information

(for decision-making)

- The Basic Minimum Need (BMN) is a household information (household members' quality of life)
- The Basic Minimum Need for village is a village information including geographic information

Value added & Value creation

- Sufficiency Economy Philosophy Village
- Pracharat Sukjai Market
- Occupational promoting
- OTOP

Management

- Village Funds
- Saving Groups
- Women Empowerment Funds

Agricultural 4.0

Collaborative Farming → Grouping/Working together
From “Producing” to “Providing” strategy

Objectives : -Reduce cost : -increase more output and competitiveness

Support agent : Pracharat [G+C+P]

Value Chain :



Upstream > : Farmer

- Gain technical knowledge via operations and management
- Latest technology usage

Midstream >

- Quality development

Downstream : Markets

- Private sector help farmers seek valued customers
- Expand to industrial sector

OUTCOME : reduce cost / gain more output



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OTOP Village from Thailand



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Miss. Nareruch Uthaisangsakul

• Manager Director, OTOP Complex Saraburi

Otop complex management model



1. Centralize Saraburi's OTOP activities in OTOP complex
2. Do R&D and monitor within entrepreneur network
3. Act as Contribution center
4. Be marketing agent for community entrepreneurs
5. Involve with 5P marketing mix
6. Implement business action plan
7. Government Supporting
8. Good governance of board members



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Tourism village (Saraburi Trip)



- Utilize natural resources (Waterfall, River,Dam) in village to be tourism attraction
- Also, cultural resources (art and culture, customs, traditions, temples)
- Promote agricultural farming to be tourism attraction
- Establish inspired tourism site via knowledge sharing by demonstrating OTOP, Handicraft, Handmade, Herbal products, Healthy food and drink producing activities
- Create village's unique valuation



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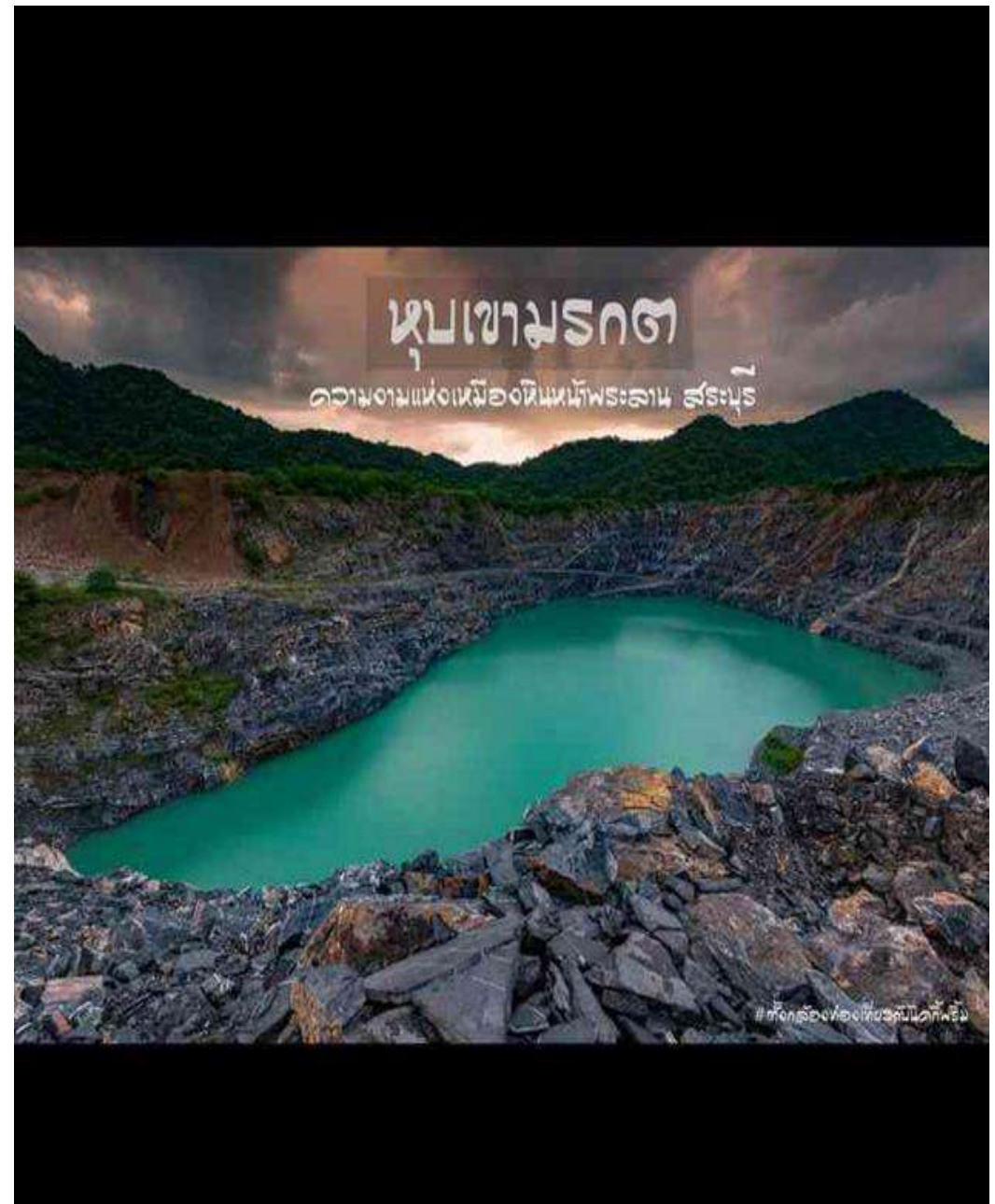
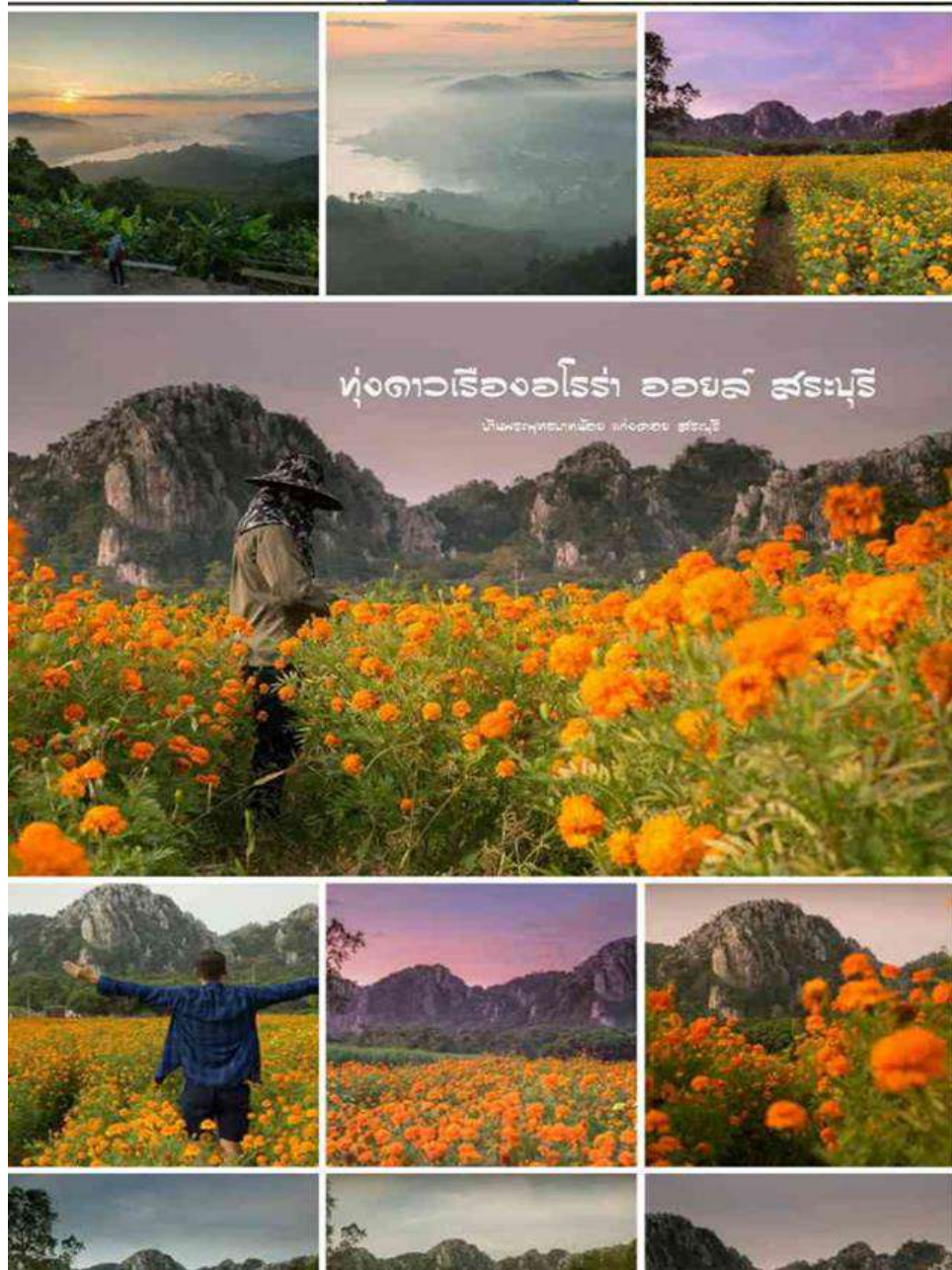


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สะพานทุ่งนาไม้

ที่เที่ยวน่าชม นครนายก

เที่ยว
แบบกรีน





Big Tae Garden
สวนป๊ากไต้

สวนป๊ากไต้

เชิญชม สวนเบญจมาศ Big Tae Garden

เชื่อมโยงแหล่งท่องเที่ยวเชิงเกษตร ต.หนองย่างเสือ อ.มวกเหล็ก จ.สระบุรี



กระเช้าของขวัญ
ประจําฤดูใบไม้ร่วง



@ฟาร์ม



คุณศิริวัฒน์ 085-1237-2000
คุณณิชา 081-8519391
คุณไอซ์ Nongtop
คุณไอซ์ 061-5241677
คุณไอซ์ iceamadd
คุณไอซ์ 085-4208184





กระเช้าดอกไม้
ประจําวัน

OTOP
สระบุรี

Check

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FARM OUTLET

ฟาร์มเอ้าท์เล็ท

FARM OUTLET D.T

ศูนย์จำหน่ายสินค้าเกษตรชุมชน พุทธ

บ้านกระเจียบผลิตภัณฑ์เพื่อสุขภาพสระบุรี

โซนเด็ดสด ปลอดภัย
อาหารสุขภาพ สมุนไพรใช้ดี

ไก่ย่างป้อนสด

ไก่ย่าง

ไก่ย่าง

FARM OUTLET

ผัดผัสดูแล

ผัดผัสดูแล



OTOP Village Life
Saratwri Thailand

108 สาระบุรี

ที่จังหวัดจันทบุรี มีในทุกเดือน



เอกลักษณ์ภูมิปัญญา
มรดกล้ำค่าทางวัฒนธรรม

มี 13 ประเภทสินค้า ขึ้นชื่อในจันทบุรี
และ 95 ประเภทสินค้า ขึ้นชื่อในจันทบุรี
และ 95 ประเภทสินค้า ขึ้นชื่อในจันทบุรี





Thank you for your kind attention



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