

THAILAND'S ALTERNATIVE DEVELOPMENT



“ SUFFICIENCY ECONOMY PHILOSOPHY



&

VETIVER GRASS TECHNOLOGY ”



THE ROYAL THAI ARMY'S CAMPAIGN TO PROMOTE

HIS MAJESTY ROYAL DEVELOPMENT PROJECTS

PRESENTED BY : COL. SONGWIT NOONPACKDEE

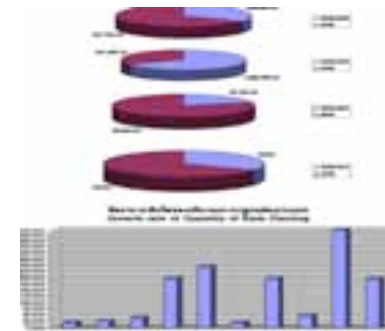
DEP. REGT. COMDR., 11ST INF. REGT. KING'S GUARD

AGENDA

- INTRODUCTION
- THE ALTERNATIVE DEVELOPMENT
“SUFFICIENCY ECONOMY”
- ROYAL THAI ARMY 'S CAMPAIGN PLAN ON
APPLICATION OF VETIVER GRASS TECHNOLOGY
- VISION & PLAN & ORGANIZATIONS
- IMPLEMENTATION & ASSESSMENT
- CONCLUSION

INTRODUCTION

- THAILAND 'S DEVELOPMENT
IN THE PAST DECADE
- ECONOMIC GROWTH = GDP/GNP
- INPUT = HUMAN BEING + NATURAL RESOURCES
- **“ GOOD ECONOMY , PROBLEMATIC SOCIETY ,
DEGRADED ENVIRONMENT, UNSUSTAINABLE
DEVELOPMENT ”**

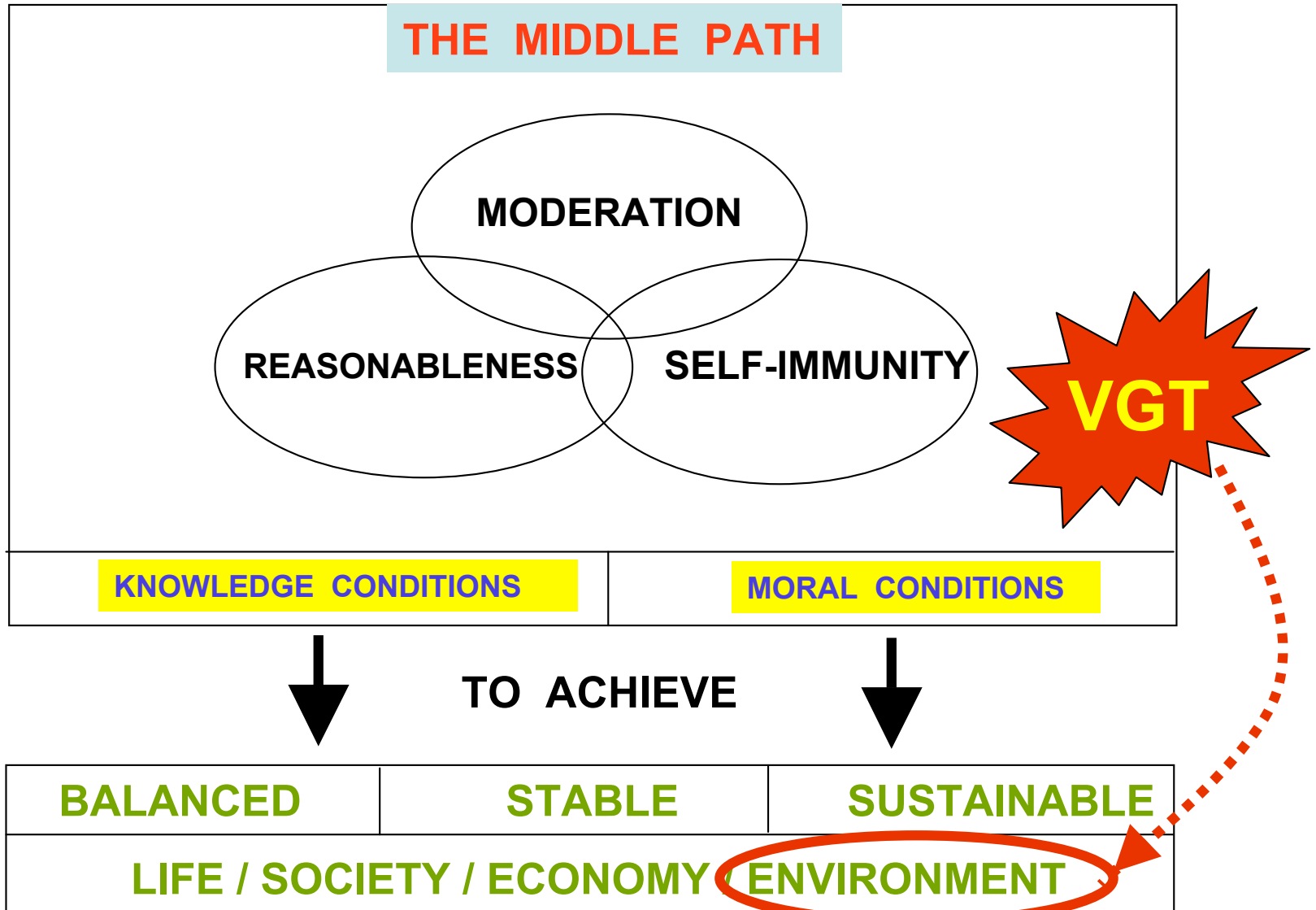




HIS MAJESTY SPEECH , JULY 18 , 1974

.... IF WE WERE TO CONCENTRATE ONLY ON FAST ECONOMIC PROGRESS WITHOUT ALLOWING THE PLAN OF OPERATION TO HARMONIZE WITH THE CONDITIONS OF THE COUNTRY AND PEOPLE, AN IMBALANCE IN VARIOUS ASPECTS WOULD BE CAUSED AND MAY BRING ABOUT FAILURE IN THE END....

SUFFICIENCY ECONOMY PHILOSOPHY



“SELF – RELIANCE”

ROYAL THAI ARMY 'S CAMPAIGN PLAN (2003-2006)

- MILITARY ROLE & CONDUCT IN “**NATION BUILDING**”
- VISION & FUTURE DEVELOPMENT
- “**MUST CREATE A SUSTAINABLY DEVELOPMENT ON THE USE OF VETIVER GRASS PROJECT BY INVOLVING PEOPLE PARTICIPATION IN ORDER TO CONSERVE NATURAL RESOURCES AND SOLVE ENVIRONMENTAL PROBLEMS ”**





OBJECTIVES



**PROMOTE
BENEFITS & UTILIZATION**

**ENHANCED TECHNICAL
AND LOCAL KNOWLEDGE**



GOALS

**ASSIST COMMUNITIES
DEVELOPMENT**

**CREATE CIVIL-MILITARY
ORGANIZATION**



**CREATE PEOPLE'S
VGT NETWORK**

FRAME WORK

TARGET GROUPS

- = MILITARY PERSONNEL AND FAMILIES
- = COMMUNITIES WITHIN VICINITY OF UNITS
- = COMMUNITIES AROUND OPERATIONAL AREA
AND ROYAL DEVELOPMENT PROJECTS
- = GOVERNMENT AGENCY , PRIVATE FIRMS , LOCAL INSTITUTIONS
- = GENERAL PUBLIC



TARGET AREA



= AREA WITHIN ARMY UNITS AND OPERATION AREA

= COMMUNITIES AREA

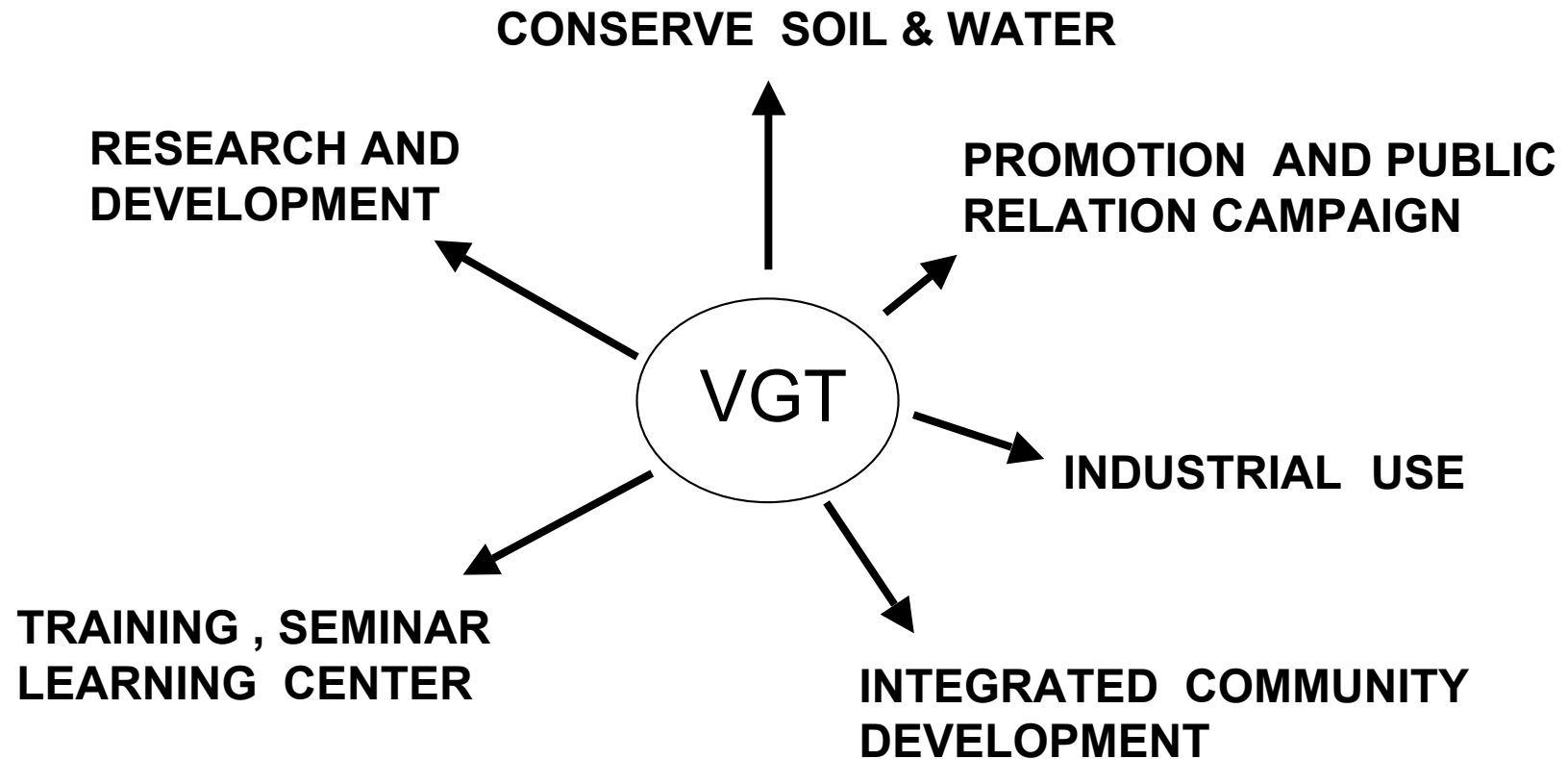
= ROYAL DEVELOPMENT PROJECT

= SLOPING AREA , WATER RESERVOIR , INFRASTRUCTURE

= AGRICULTURE PRODUCTION AREA



TYPES OF OPERATIONS



ORGANIZATION

DIRECTORATE OF CIVIL AFFAIR

ARMY LEVEL

4 X

ARMY AREA
COMMAND

ENGR.DEPT.

AIR DEFENSE
COMMAND

MILITARY
ACADEMY

ORDNANCE
DEPT.

ANIMAL &
AGRICULTURE
DEPT.

SCIENCE
DEPT.

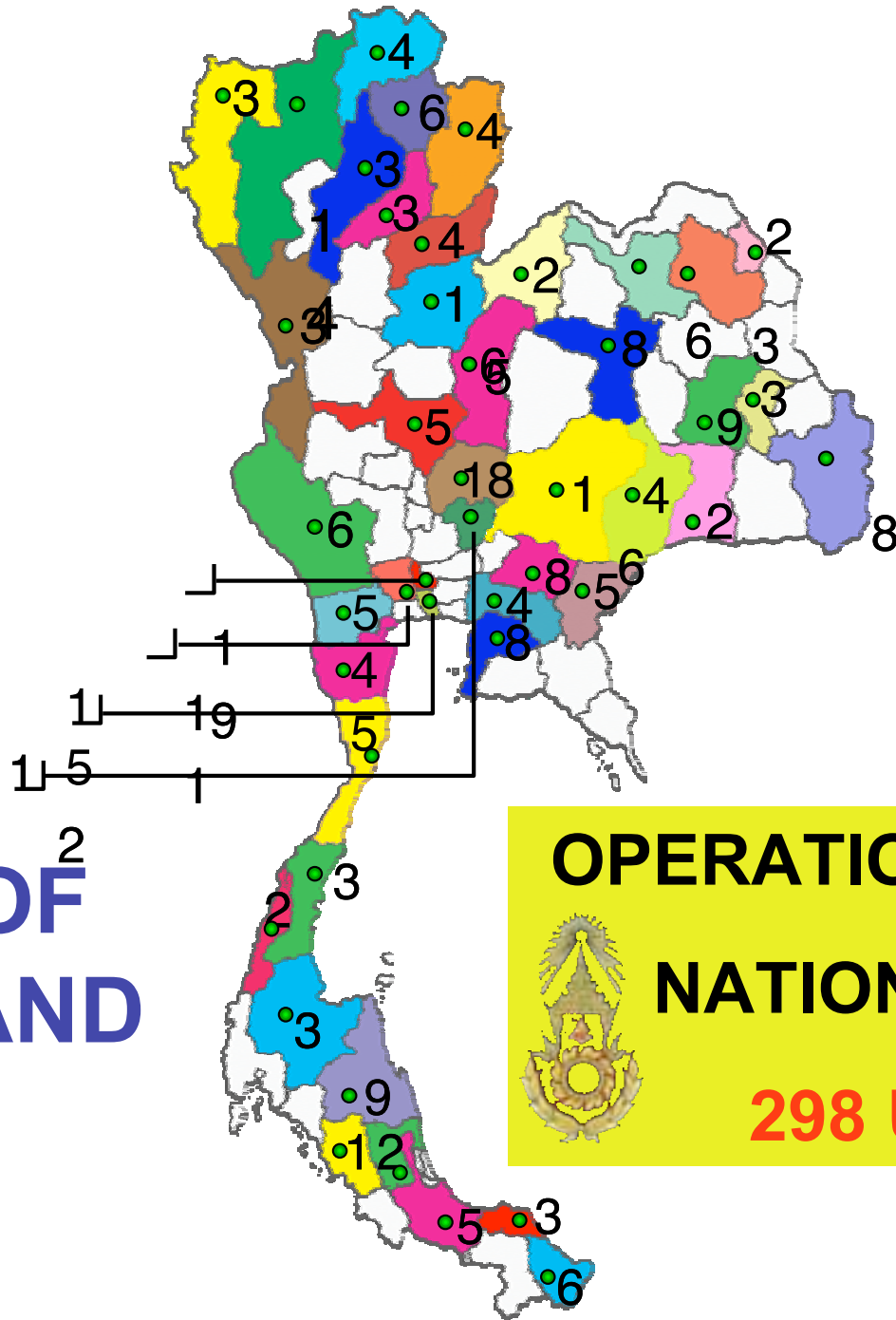
DIVISION

AVIATION
CENTER

INFANTRY
CENTER

ARTILLERY
CENTER

SUB LEVEL



MAP OF THAILAND



**OPERATIONAL UNITS
NATION'S WIDE
298 UNITS**

IMPLEMENTATION AND ASSESMENT

1. CONTOUR PLANTING ACROSS THE SLOPE



- MITIGATE NATURAL DISASTER
- USE VGT IN SLOPING AREA
....>35% GRADIENT
- RESULTS: REDUCE RUNOFF...
- PROVE EFFECTIVE IN OPERATIONAL AREA



2. CONSERVING SOIL MOISTURE



- USE IN UNIT'S AGRICULTURE AREA
- VEGETABLE, CORN, MANGO...

- MORE FERTILE, SAVE COST
- LESS WATERING, FERTILIZER
- LEAVES USE WITH EM, HERBAL, VINEGAR CAN REPEL PESTICIDE
- PREVENT SALTWATER INTRUSION
- INCREASE CROP YIELD (UP TO 40%)



3. PREVENTING SILTATION IN IRRIGATION CANALS RESERVOIRS, PONDS & CONTAMINATION



- MAINTAIN WATER CAPACITY
- LOWER COST OF POND DREGING
- CATCH RUNOFF DEBRIS
- PROVIDE SCENIC VIEW, USE AS PARTITION
- USE AROUND MESS HALL, CAR POOL, COOKING AREA
- USE PHYTOREMEDIATION

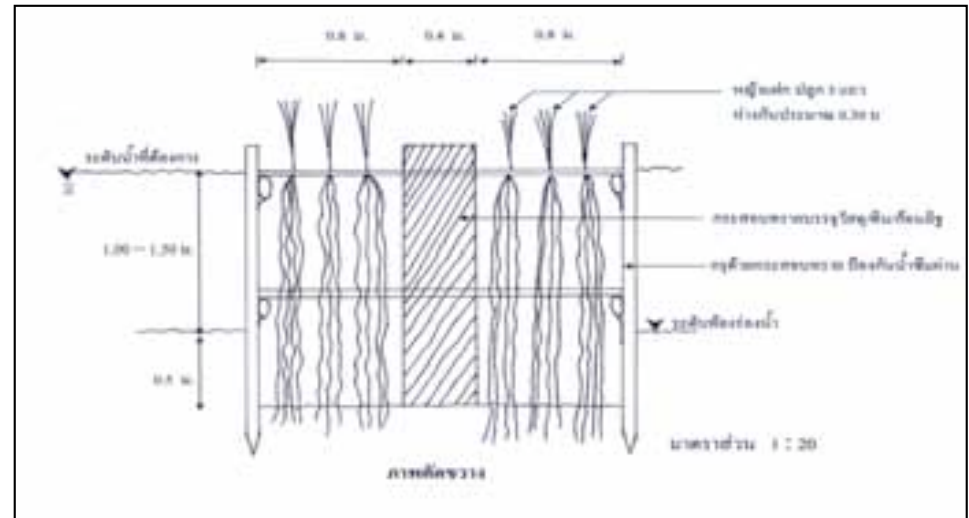


4. REHABILITATION OF DETERIORATED SOIL



- UNUSED AREA DUE TO CONTAMINATION,....
- REDUCE MORE CONTAMINATION, ACID SOIL....
- REHAB WITH ORGANIC FERTILIZER, EM,...GAIN BACK FERTILE SOIL

5. PREVENTING THE COLLAPSE OF INFRASTRUCTURE



- USE TO STABILIZE ROADS, DAM, BUILDINGS, BARRIERS
- PREVENT OR LESSEN THE EFFECTS OF COLLAPSE
- EFFECTIVE IN HARD PAN SOIL

6. PROPAGATION AND DEMONSTRATION PLOT PLANTING



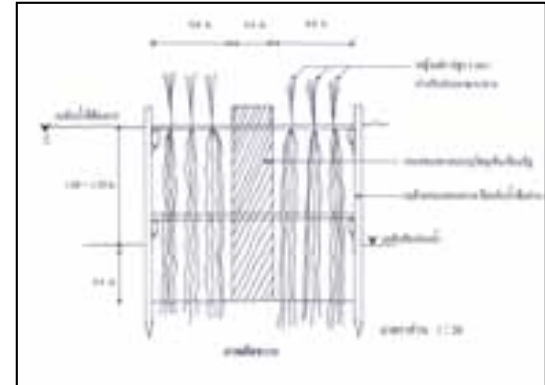
- MEET DEMAND BY SETTING UP PROPAGATION PLOTS
- CAMPAIGN ON COMMUNITIES
- USE PROPER PROCEDURE AND CLOSE SUPERVISION
- UNITS MAY PRODUCE UP TO 200,000 TILLERS/YEAR

7. VETIVER GRASS TECHNOLOGY KNOWLEDGE CENTER

- ECOTYPE, PROPAGATION, CULTIVATION & CARE, SOIL&WATER CONSERVATION, THATCHING & HOMEMADEGOOD, OTHER USES
- DUAL PROMOTE “SEP & VGT”
- OPEN INVITATION, EXCHANGE PROGRAM
- FOR RURAL AREA USE MOBILE INFORMATION TEAM
- REGIONAL LEVEL VISITORS > 100,000 PERSON/YEAR



8. RESEARCH AND DEVELOPMENT



- **“IN VITRO” PROPAGATION** : SCIENCE DEPARTMENT
- **“STABILIZE CHECK DAM PROJECT”** : DEVELOPMENT DIVISION

9. PROMOTION , CAMPAIGN AND PUBLIC RELATION

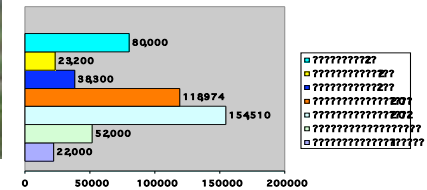
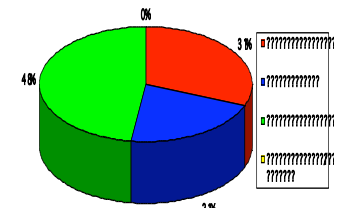


- ESTABLISHED COMMERCIAL PLAN “HOW DO WE SELL?”
- USE ALL MEDIA OUTLET
- “FACE TO FACE” APPROACH IS THE MOST EFFECTIVE FOR RURAL AREA
- CREATE “2 WAYS” COMMUNICATIO

10. MONITORING AND EVALUATION



- CONTROL BY DIR. OF CIVIL AFFAIR
- REPORTS, INSPECTION, VISIT
- INVITE OTHER AGENCIES



11. LEARNING SESSION AND SEMINAR

LEARN FROM



ENHANCED



DISSEMINATE

READJUST



EXCHANGE



SEMINAR



12. THATCHING AND HANDICRAFT

- SECONDARY PRIORITY
- USE AS INCENTIVE FOR PARTICIPATION
- CREATE EXTRA INCOME AMONG MILITARY'S FAMILIES
- TO BE SUSTAINABLE MUST HAVE "REAL" DEMAND FROM MARKETING PLAN
- FOSTER WORK GROUP AND FAMILY BONDING

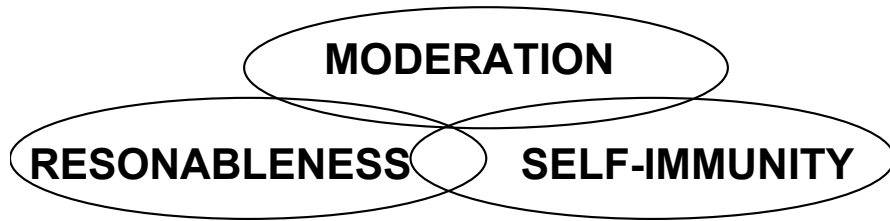


13. COMMUNITY WORK AND PEOPLE'S NETWORK



CONCLUSION

- VGT CONFORM TO “SUFFICIENCY ECONOMY”
- “WAY&MEAN” TO CREATE ENVIRONMENTAL IMMUNITY
- THE ROYAL THAI ARMY ACT AS A PART OF THE “PEOPLE’S NETWORK”
- A SYMBOL OF THE CONNECTION IN THE THAI SOCIETY....WHICH PROVIDE SOCIAL HARMONY



**KNOWLEDGE & MORAL
CONDITIONS**



**VETIVER GRASS
TECHNOLOGY**



BALANCED - STABLE - SUSTAINABLE

SOCIAL / ECONOMICAL / ENVIRONMENTAL

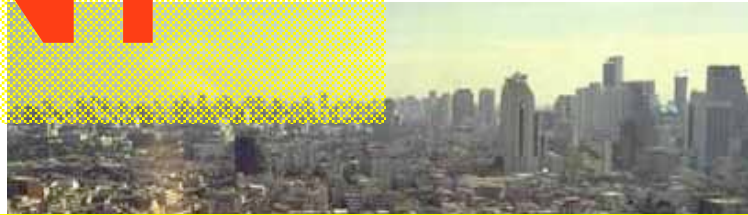
“ SELF RELIANCE ”

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GNP



GROSS NATIONAL PRODUCT





GNH



GROSS NATIONAL HAPPINESS



Q&A

COL. SONGWIT NOONPACKDEE

DEPUTY COMMANDER, 11st INFANTRY REGIMENT KING'S GUARD

RUKSEEA, BANGKOK 10210

THAILAND

EMAIL : [obbpor @ HOTMAIL.COM](mailto:obbpor@HOTMAIL.COM)

TEL 66-81-844-4822

