

# Sufficiency Economy Under the Royal Initiative of His Majesty the King: Administration to Best Practices

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## Abstract

Scholarly articles propose for (1) Analysis for the Projects initiated by Philosophy of Sufficiency Economy and (2) Present the project planning process which has the Performance Methodology research papers, and the processing and step therefore (1) Collect the data of primary documents and secondary documents. (2) Analyzing Synthesis and interpretation of data. (3) Lead all data obtained to report the results of the research. The following Steps: (1) Project Planning Process which has the Performance, Leadership and all about Technical has the most important cause of processes has high performance. (2) Development Strategies of Principles and Methods in the line with the current situation and has the most important for developing and solving the problems of Thai society. This research would be points out that could apply to guidelines for processing the project and compatibles solution with another project which can be good management for the broadcasting while in His Majesty's speeches.

*Keywords: Sufficiency Economy, Philosophy, Administration*

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## 1. Introduction

The Philosophy of Sufficiency Economy which emphasized for developing people to live with sufficiency and can be help themselves since the Buddhist era 2540(1997), Although the developing countries into globalization but economic crisis happened that would affected to the people all profession levels. Therefore, His Majesty King Bhumibol Adulyadej had led as guidelines in the Sufficiency Economy to apply for living to know about "Sufficiency" Don't bite off more than we can chew, living with simply way and harmony which could helped to the country survived from the crisis. Afterwards the government at that time had been asked for the Royal Assent had led guidelines to Sufficiency Economy development used for guiding framework to developing country all the dimensions in the time of national economic and social development Plan No.9 (B.E. 2002-2006) up to the present time. To induced the principle of works for helping people of His Majesty King Bhumibol Adulyadej in terms of the project as the results of Royal Initiative which was spread across all regions. For this reason, researcher has interested to study and combine related stories to get the project planning and analysis, so the practitioners and those involved can lead to the principle proceed the Royal Initiative project including all agencies of staff, students and who else are interested that can be able to applied for utilities. Analysis of the Royal Initiative project, this is absolutely necessary. Caused the Royal Initiative project has emphasized and importance about fastness, accuracy, completeness and efficiency are main priority.

## 2. Research Objectives

1. Analysis to the Royal Initiative Project from the Philosophy of Sufficiency Economy.
2. Present the project planning processes efficiently.

### 3. Research Methodology

Research Methodology is the researching documents and information from the consultants or the experts, process and the following steps: (1) Collect the data of primary documents and secondary documents which related to the Philosophy of Sufficiency Economy including the Royal Speech, the Royal Guidance and the scholarly works. (2) In-depth Interview and Participant Observation. (3) Analyzing Synthesis and interpretation of data and (4) Synthesis of all the data and inform as descriptive research.



**Figure 1** The researching documents and information from the consultants or the experts, process and the following step from In-depth Interview and interpreting data and synthesis of all the data and inform as descriptive research

### 4. Results

#### From this researching, the first objective.

1. The Royal Initiative is the highest priority to analyze the project, Analysis guidelines should consider about accuracy, fullness, completeness of the Royal Initiative including His Majesty has the Royal Initiative with whom. Specify the name, position, belong to, where, when.

2. Summarize the main points of Royal Initiative projects or How to propose the activities to response for the Royal Initiative.

3. How to proceed the layout of project area, Consider to the fact of the area which proceed the project in the physical, economy, social in the area and operating by an associated with the projects or activities with the Royal Initiative.

4. The entirety of the key elements of the project include the project objective targets, operating activities for the period of operation, the cost of the operation, tracking performance.

5. Readiness to analysis appropriateness and possibility include (1) Location of the project is an operation of instant availability or request permission to use the area by the regulations. (2) Transportation is a key factor that shows the availability of area. (3) Facilities and infrastructure. (4) Readiness and appropriateness in technical. Considering the engineering readiness, Machine tools of agencies, Roles experience in the agencies operation. (5) Research Education Laboratory, Development projects and promoting occupational development project, readiness considering, appropriateness and experience of unit operations including the simply technology, safe cost and consistent of local wisdom which difference from the other projects that consider the facts and the thereof of analyst is main priority. (6) Readiness of environment for some projects it is necessary to analyze the impact. (7) Readiness and appropriateness to management include the project owners must have to apparently the actions of the plan to control regulatory and monitoring performance. (8) Readiness and appropriateness of the agencies from the number of staff and qualifications of staff plans including management personnel operation. (9) The feasibility of financial support to the project when it closed for maintaining at the end of the project, which must clearly identify the units responsible. (10) The readiness of community and public openness to information for the public relations.

6. The cost benefit analysis has been conducted on the project will focus on the benefits of output as the first priority. Currently, the budget focuses on the benefits of the outcome as the mainly priority. Consider to the value of investment operations and contribute to the impact from the project implementation consists of various approaches to analyze the output include number of villages in the communities and people who would get the benefit. The number of agricultural areas that have benefited to create the career opportunities or hiring. An increase and decline of the forest floor. An increase in economy and society infrastructure. The number of participants training and the outcome. The number of trained professionals who apply their knowledge.

7. Others important for analyzing, for example. (1) Guidelines in the proposed projects. (2) The main idea of the changing projects or activities. Conform to the regulations the Prime Minister on the project due to the Royal initiative and other guidelines related to project budgets caused the Royal Initiative. According the Ministry of Finance outlined each subject.

**The second objective**

1. Project Identification is the first step of the planning cycle step of the project as scheduled. The principle of undertake projects has two sub steps. The concept is to determine the project and considering the possibility of the project.

2. Project Preparation are the steps that undertake projects of agencies as defined outline the project is the purpose of the project to defined guidelines and operational objectives. By studying the feasibility study and preparation of the feasibility study report. The results of the analysis. Who is doing, when to do, what to do, how to do, as well as showing the operations and costs.

3. Project Appraisal and Approval to looked to the common goal of the project which benefit to the public. Society or nation could no fixed the rules. As based on the facts, principles and methods of techniques, period of the project area. Consider to the main consistency. The overall of operating of the project, the necessity of the main the project is appropriate and feasibility including the physical technical, economic, financial, social and environmental. Management the main effectiveness analyze whether the project was successful or not. That achieve the objectives located or not or just any, emphasized the success of the project rather than investments resources. The primary effective is analyze the under resource constraints by the project goals and achieve the objectives as much as possible. But use of resources and minimal processing times. The benefits such a project is impartiality of fairness, create opportunities. Supporting the development of people and development environment around the analysis of the other side.

- 4. Project Implementation.
- 5. Project Control and Monitor.
- 6. Project Closing.



Figure 2 Project Planning Cycle

**5. Concluding and Debating of Research Results**

1. The development strategy in the form of science of evolution and science of management development that has value fundamentally which has consistency and supporting developing the countries to reflecting traditional of Thailand. Thai wisdom and various situations for each of the time of development can be transform strategy into practice easily such as social welfare project basis of the countryside areas are the main targets and security aspects of the theory of relative deprivation which is consistency problem in the terms of economics with the development of public welfare, stability.

2. The leaders need to take into the captivity the Philosophy Sufficiency Economy as guidelines in organizational development. By combine with the strategy of organizations such as the principle of moderation, reasonableness and good immunization based on knowledge and virtue. Along with relay as roadmap into the action seriously and continuously. To make the operation of the organization are balanced and stable.

3. Philosophical or practical concepts and best practices based on Buddhist philosophy. Because of philosophy and primary focus is enough to eat. Achieving basic philosophy is on developments enough to eat. His Majesty King Bhumibol Adulyadej has defined measure as purpose or goals of the operation is self-reliant. The promotion and encourage the public to find ways and means to support themselves on the capabilities of each more work with than work for is Help them to help themselves. Based on humanitarian Kindness to fellow human beings who live in our

country, and using religion to govern the country called virtues of the King including giving alms is renunciation assets assist to the people is justified, by His Majesty gave the Royal speech caused intellect and donation of requisites and stuff for helping.

## 6. Discussion

1. Philosophy of Sufficiency Economy is the conceptual plan for the National Economic and Social Development No. 12 (B.E. 2550-2554) as a guideline for developing and administrating of the country to development plan No. 8 and development plan No. 9 to side by side with the development of the integration holistic that. "The Centre for People Developments" by giving priority to the development of both the economy and the social environmental. Towards being balanced holistically.

2. Conforms to theories system considering the strategic plan to drive toward the development of local communities of the balanced Key Success Factors relies leaders have committed to the project with the knowledge and morality is the conditions of practice towards Management Strategies. The project has a project planning process to creating a plan defining a visionary and objectives. Targeted measures to and guidelines to make the map have been provided for achieving the policy. Purpose and objectives are defined and assigned to follow the plan which is transformed to practice in the terms of roadmap of the projects and activities.

3. The decentralization which considering the creation of a shared vision to makes everyone become confident and willingness to participate. This was in the line with promotion of local administrative organizations to manage and development of local communities with Philosophy Sufficiency Economy, the vision and development organization.

## 7. Suggestions

### Offering to bring result of research to apply.

1. The applications of the sufficient economy philosophy for publishing management and analysis strategies as a model for research and applied analysis on the project, extending the concept of sufficiency economy and comparisons with other related subjects.

2. The study reveals that the sufficient economy philosophy is an effective guideline for public organizations to adapt in public management so that everything proceeds in accordance with the middle path concept under good wisdom, moral practice in order to achieve a balancing, firm and sustainable development that can cope with rapid change and current globalization. As well as to the development of teaching and research.

3. The Education is a synthesis of realizes the importance of the project due to the Royal Initiative Projects, in addition to an overview of the project due the Royal Initiative Projects and published works. The importance of working together. The development of various both the government and private sector cooperation. Make operating projects effectively to have both of continuity and sustainability.

### Offering to use in the next research

People who interested can be able to take the information from this research to study the results of the research with the relations and projects related to the management or development of various fields. The results of this research could be applied, for example, or research that requires the reference. As well as the source towards increase their knowledge and develop research such as project evaluation, development, and public sector organizations.

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