

# THAI BUSINESS INITIATIVE IN RURAL DEVELOPMENT

## A Decade of Corporate Social Responsibility in Thailand YEARBOOK 2000

### Message from Message from the Chairman the Chairman

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Since TBIRD's launch in 1988, there has been a large number of successful stories for the poor people of rural Thailand. It has always been my philosophy that Thai organizations, the corporate sector in particular, should give back to society what they have benefited. The TBIRD concept has been particularly successful in the last ten years because it has attracted the interest and appealed to the social responsibilities of companies when times were good and industry was booming. It is somewhat ironic that Thailand is weathering an economic crisis on the tenth anniversary of TBIRD. This is why the 2000 TBIRD Yearbook has been published; to remind supporters and sponsors of rural development of the good work they have done.

This TBIRD Report is a testament to sustainable development in rural Thailand and will serve to attract continuing interest and support for underprivileged rural communities. TBIRD has been one of the revolutionary projects through which the Population and Community Development Association (PDA) has branched out from its original Family Planning and Population related activities. PDA has facilitated the implementation of a wide range of activities which have evolved with the times. For example, Environmental Conservation and Education has become as equally important as TBIRD's income-generation projects.

On behalf of PDA, TBIRD staff and the villagers participating in many projects, I would like to thank all government, non-government and private sponsors who have contributed to the success of the Thai Business Initiative in Rural Development; and I encourage past and present sponsors to continue their valuable support.

A handwritten signature in blue ink, which appears to read 'Mecha' followed by a stylized flourish.

Mechai Viravaidya  
Chairman

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# Thai Business Initiative

## Thai Business Initiative in Rural Development

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# in Rural Development



### Population and Community Development Association (PDA)

Founded in 1974, the Population and Community Development Association (PDA) is one of Thailand's most well established non-government organizations. Operating from Bangkok, 15 regional development centres and branch offices and sub-centres in rural Thailand, PDA's programs are based on the belief that local people are best suited to shape and sustain their own development.

PDA was first active in promoting family planning in urban and rural Thailand and successfully recruited 12,000 volunteers and utilised several mobile health units to distribute contraceptives to over 16,000 villages. PDA's extensive programs are credited with lowering the national population growth rate from 3.2% in 1970 to 1.1% in 1999.

In 1988, PDA launched the Thai Business Initiative in Rural Development Project (TBIRD) providing an opportunity for large companies to contribute to the development of the rural poor. By fostering or adopting a village, a company can help less privileged villagers earn a reasonable income through small-scale sustainable agricultural projects, cottage industries and small enterprises.

### Introduction

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The Thai Business Initiative in Rural Development (TBIRD) is an innovative program that brings companies and poor villagers together. Rural poverty, inadequate local employment and harsh environmental conditions have resulted in high levels of migration and widening disparities between the urban rich and the rural poor.

### Basic Concept

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Most TBIRD projects are partnerships between a sponsoring company or organization and a rural village. The sponsor generally has diverse resources (e.g. employees, market knowledge, contacts, and finances) that can significantly improve the village economy. Through TBIRD, sponsors have the opportunity to engage in socially-beneficial business activities, while villagers have the chance to become owners of community-based industries. TBIRD offers the business community an opportunity to be good corporate citizens and display their social responsibility in the public eye. TBIRD addresses many of the most fundamental problems faced by rural people seeking to improve the quality of their lives.

The objectives of TBIRD include:

- To encourage businesses to contribute to improving the quality of life of rural people;
- To transfer business skills including production, marketing, financial management and creative problem-solving to villagers, especially women;
- To establish income generating activities for the rural poor; and
- To reduce urban migration as well as to encourage migrants to return home.

# Thai Business Initiative

## Thai Business Initiative in Rural Development

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# in Rural Development

### History

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The TBIRD concept was created in 1988 by Mr. Mechai Viravaidya, Chairman of PDA, while he was Deputy Minister of Industry. The basic idea was to mobilize the relatively untapped corporate sector to participate in rural development, particularly to help develop the basic business skills of villagers and to provide market opportunities. Each company adopts one village and assists in its development until it reaches the self-reliance stage.

The strategy for TBIRD was developed when Mr. Mechai spent a year as a visiting scholar at the Harvard Institute for International Development. A team of graduate students from Harvard Graduate School of Business Administration further developed the TBIRD program, working with PDA personnel and utilizing experiences from two pioneering companies-the Swedish Motors Ltd. (VOLVO) which first started their project with PDA in 1988 and the Bangkok Glass Industry Co., Ltd. in 1989.

The Ford Foundation was the first donor to approved a two year grant for PDA to implement TBIRD as a pilot project in 1990, followed by a Phase II grant in 1993. These initial phases proved to be valuable to TBIRD. When the first results showed some success, TBIRD easily became a feasible and replicable concept. The number of participants in itself, speaks for the success of the TBIRD concept. In 1992, the Royal Thai Government's National Rural Development Committee approved the TBIRD concept as one of its own national policies.

In 1994, German Agro Action (GAA) provided assistance to PDA to expand and further strengthen the TBIRD project over a three year period (1994-1996). In return, PDA aimed to recruit 80 corporate and other financial sponsors to initiate 100 rural development projects.

# Thai Business Initiative

## Thai Business Initiative in Rural Development

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# in Rural Development

### Project Assessment

PDA considers the TBIRD project to be its most successful development endeavour, both in terms of directly benefiting the lives of Thailand's rural poor and also in generating local financial support for community development efforts. Our success is based on a variety of factors and has gained international recognition. Moreover, the TBIRD model has been adopted by the Thai government. Leveraging many millions of Baht in local resource, TBIRD has successfully promoted the social and economic development of women in rural Thailand.

From 1994 to 1996, an 11.3 million Baht investment by German Agro Action (GAA) has leveraged 16 times that amount in local contributions, amounting to a total of 184.2 million Baht. Beyond this, an additional 437.6 million Baht was generated through income generating activities, including manufacturing revenues, workers wages paid, and other miscellaneous wealth creation. In sum, the GAA investment of 11.3 million Baht served as the initial means for local donations, investments, and income production of 621.8 million Baht, a return on the initial investment of slightly more than 55 times in just three years.



*TBIRD office staff - Bangkok*

### Realisations

PDA has learned a great deal over the past ten years as a result of the TBIRD project. On a macro level, the TBIRD model has proven so successful that a number of international institutions have begun to implement rural development programs based on its model of utilizing the business community's knowledge in a structured way. The Thai Government has also allocated financial resources to rural development with the TBIRD model in mind.

On a micro level, PDA continues to learn from individual TBIRD projects. First and foremost, a development strategy must originate from the village itself, and it must have the support of key village institutions. In addition to developing support for a project, the general economic climate must support village development efforts.

#### Lessons learned from the TBIRD project include:

- Marketing TBIRD to companies necessitates direct upper-level contact.
- Successful rural development efforts require governmental cooperation.
- Field coordination requires individuals with relevant business and agricultural skills.
- Product marketing plays a central role in income-producing ventures.
- TBIRD sustainability is dependent upon stable funding sources.
- Industrial development requires a great degree of coordination in rural locations.

During the last four years, the Royal Netherlands Government (RNG) allocated US \$300,000 to PDA to be utilized as BIRD seed money for ten projects in countries throughout the Asian region. PDA believes these funds will help the organisations further develop the TBIRD model and continue to implement innovative approaches to rural development.

# Income Generating

## Income Generating Activities

# Activities

TBIRD projects include a wide range of activities, based on the needs of villagers, to provide relief from poverty, teach basic business skills, give education opportunities and improve village environment.

### Rural Industry

Small to medium-scale manufacturing operations that are typically located in Bangkok or other urban areas can successfully be re-located or established in rural settings. These factories provide local job opportunities and fuel local economic growth. Through TBIRD, gem-polishing, shoe, garment latex rubber and sewing factories, distribution warehouses and small leather clothing lines have been started. The parent company benefits from a vast labour supply that can be trained into a skilled, loyal work force. The majority of beneficiaries are women comprising about 70% of the total number of workers.



*S.C.S.Sportswear Co., Ltd. - shoe factory*

- Blossom Garment Co., Ltd. - garment factory, 1998-present
- Creative Gems and Jewelry Co., Ltd.-gems cutting, 1997
- Ericsson Communications (Thailand) Ltd.-promote income generation through garment production, 1996
- Gemcrafts (Thailand) Co., Ltd.- gem polishing, 1990
- Gold Mine Garment Co., Ltd.- garment factory, 1995-present
- GP Group of Industries- latex rubber production and packaging, 1990
- Greenrich Co., Ltd.-artificial flowers (paper), 1997-present
- Idea Garment Co., Ltd. - garment factory, 1997-present
- Inter-Krai Co.,Ltd.-carpet and silk weaving, 1996
- Interlife Assurance Co.,Ltd. - jewelry setting training centre, 1995
- Jomwattana Trading Co., Ltd. - garment training centre, 1997
- Kanokthai Souvenir Limited Partnership - souvenir factory, 1998-present
- Kronwan Limited Partnership - garment factory, 1999
- L&S Flowers Co., Ltd.- artificial flowers (paper), 1999
- Laser Fashion Co., Ltd.- leather clothing production, 1996
- Ministry of Industry- training/factory construction support, 1996-present
- Modern Plush Toy Co.,Ltd. - toy product (cloth dolls), 1996-present
- Mr.Charnnarong Hosuwan - training/support garment's order, 1997

### TBIRD sponsors supporting rural industries:

- American International Assurance Co., Ltd.- gem polishing training centre and factory, 1990
- Balloon Marketing Co., Ltd. - garment factory, 1998- present
- Bangkok Glass Industry Co., Ltd.- factory accessories products, 1989
- Bangkok City Group Co., Ltd. - sewing clothes, 1997
- Bata Shoe of Thailand Public Company Limited - shoe factory and training centre, 1994-present

# Income Generating Activities

## Income Generating Activities

# Activities

*TBIRD sponsors supporting rural industries (cont.)*

- Mrs.Rabeab Boonmae - training/support garment's order, 1997
- Nang Rong Apparel 1998 - garment factory, 1998-present
- Nua Nam Chai Co., Ltd.-vinyl and cloth bag, 1997
- Pan Asia Footwear Co., Ltd.- shoe factory, 1995
- Penny Knitting Factory (89) Co.,Ltd. - knitting factory, 1998-present
- Pichit Pottery Co., Ltd.-pottery factory, 1997-present
- Pippin International E and I Co., Ltd. - garment factory, 1998
- Ratanaprasan Limited Partnership - garment factory, 1999
- Ratchasima garment Co., Ltd.-garment factory, 1998
- R.B.&Son Limited Partnership - Indian paper factory, 1997
- Selected Co., Ltd. - sewing training centre, 1997
- Singer Thailand Ltd.- sewing training centre, 1989
- Siam Hands Co., Ltd. - sewing group, 1999-present
- Srirungruang Embroidery Co., Ltd. - embroidering factory, 2000
- S.C.S.Sportswear Co., Ltd. - shoe factory, 1998-present
- S.P.B. Co., Ltd. - leather grove factory, 2000
- Tip Win Group Co., Ltd. - garment factory, 1997- present
- Top Form Brassiere Co., Ltd. - brassiere factory, 2000
- Union Footware Co., Ltd. - shoe factory, 1997-present
- Union Shoes Co., Ltd. - shoe factory, 1997-present
- Union Garment Co.,Ltd. - garment factory, 1996- present



*Idea Garment Factory, Nang Rong District, Buri Ram Province*



*Gold Mine Garment Factory, Nang Rong District, Buri Ram Province*

# Income Generating Activities

## Income Generating Activities

# Activities

### Cottage Industries

Production of traditional handicrafts and foodstuffs enable villagers to increase their income by directly participating in the larger market economy. Various activities such as silk weaving, basket-making, clothes-making and hill tribe textile production have all been successful. However, village trade shops, motorcycle repair shops, furniture repair shops, blanket-making, shampoo-making, used-tire products and plastic recycling have also added further income-generating opportunities. These projects provide villagers with knowledge of production, marketing and distribution. Depending on villager's skills and local markets, cottage industries can be set up and become independent in one to three years with sponsor investment of under 500,000 Baht.

#### TBIRD sponsors supporting cottage industries:

- Lema International Co.,Ltd. - silk weaving, 1991
- Ministry of Commerce/Mobil Oil Thailand Ltd. - silk weaving, 1991
- Ministry of Industry/Mobil Oil Thailand Ltd. - handi crafts/weaving, 1991
- PTT Exploration and Production Public Company Limited (PTTEP) - silk weaving, 1995
- Philip Morris (Thailand) Ltd. - mulberry/silk production, 1994
- Thai Danu Bank Public Co., Ltd. - textile and embroidery production, 1994
- 3M Thailand Ltd. - mulberry/silk production, 1991
- American Express (Thailand) Co., Ltd. (AMEX) - silk weaving centre, 1991
- Ayudhya Life Assurance Co.,Ltd. - weaving group, 1991
- Bank of Asia Public Co., Ltd. - village convenient store, 1992
- Body Fashion (Thailand) Public Co., Ltd.- sewing fund, 1991
- Body Shop International Public Co., Ltd. Earth Care Co., Ltd. - basket making, 1995
- Castrol (Thailand) Ltd. - motorcycle repair training centre, 1990
- Design 103 Ltd. - handicrafts/village convenient store, 1991
- Dirier Hentsch (Asia) (Geneva) - silk weaving, 1997
- Eastern Water Resources Development & Management Public Co., Ltd. - silk weaving, 1997
- Ericsson Communications (Thailand) Ltd. - sewing, 1996
- F.E. Zuellig (Bangkok) Ltd. - silk weaving, 1994
- Gemcrafts (Thailand) Co., Ltd. - gem pictures, 1990
- Lamsoon (Thailand) Public Co., Ltd. - village convenient store, 1995



*AMEX-silk weaving*



*PTTEP-silk weaving*

# Income Generating Activities

## Income Generating Activities

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# Activities

### Agriculture

With minimal investment, villagers can greatly increase their household income through organic vegetables, flower, ornamental and fruit trees growing or small animal husbandry projects. Vegetable Banks are the most productive of the agricultural income-generating projects allowing villagers to produce vegetables even during the dry season. Tube wells are sunk and water is piped to individual plots, providing year round water supply. Vegetable Banks can be typically implemented with about a 400,000 Baht one-time investment and can be self-sustaining within two to three years. Other activities, such as dairying : duck, chicken, pig, fish and cattle raising; and mushrooms, passion fruit, mulberry tree (silk) and corn farming, also create year round income for rural villagers.

#### TBIRD sponsors supporting agricultural projects:

- 3M Thailand Ltd.- mulberry, 1991
- Australian Embassy- vegetable banks, 1994
- Australian Stock Exchange Ltd. - duck raising, 1995
- Ayudhya Life Assurance - chicken raising, 1991
- B. Grimm and Co. ROP- chicken/pig raising, 1991
- Bangkok Glass Industry Co., Ltd.- fruit tree project, 1994
- Bangkok Insurance Public Co., Ltd. - fruit tree project, 1994
- Bangkok Motor Works Co., Ltd.- backhoe donation, 1996
- Berli Jucker Public Co., Ltd.- rice bank/vegetable bank, 1991
- Bristol-Myer Squibb (Thailand) Ltd.- vegetable bank, 1991
- Capital Nomura Securities Public Co., Ltd. - duck raising, 1995
- Carnaud Metalbox (Thailand) Ltd.- chicken/vegetables production, 1992
- China Nikken Co., Ltd.- vegetable bank, 1996
- Compunet Corporation Ltd.- fish raising, 1996
- Design 103 Ltd.- revolving loan fund for agriculture, 1991
- Diethelm Co., Ltd.- pesticide-free vegetable project, 1994
- Dirty Dozen Group/International Herald Tribune vegetable bank, 1995
- Davids Distribution (Thailand) Ltd.- vegetable bank, 1995
- Eastern Water Resources Development & Management Public Co., Ltd.- vegetable banks, 1995
- Embassy of Japan - vegetable banks, 1995-present
- F.E. Zuellig (Bangkok) Ltd.- integrated farming, 1990
- Gemcrafts (Thailand) Co.,Ltd.- revolving loan fund for agriculture, 1992
- Golden Land Compost Co., Ltd.- fertilizer donation, 1996
- Isuzu Co., Ltd. - vegetable bank, 1998
- Industrial Finance Corporation of Thailand- chicken/duck raising/fruit trees, 1990
- Loxley (Bangkok) Public Co., Ltd. - soybean production, 1991
- Ministry of Commerce/Industry & Mobil Oil (Thailand) Ltd.- revolving loan fund for agriculture, 1991
- Mobil Foundation - vegetable bank, 1999-present
- Mobil Oil (Thailand) Ltd.- revolving loan fund for duck/chicken raising and fertilizers, 1991
- Mr. Mechai Viravaidya - vegetable bank, 1996
- Ms. Sam Ang Wan Lamsum- vegetable bank, 1996
- Nakornthon Bank Public Co.,Ltd.- revolving loan fund for dairy and corn, 1994
- National Australia Bank Limited- vegetable bank, 1996
- Nestle (Thailand) Ltd.- revolving loan fund for agriculture, 1991

# Income Generating Activities

## Income Generating Activities

### TBIRD sponsors supporting agricultural projects (cont.)

- National Institute of Development Administration students - vegetable bank, 1997
- Oriental Hotel (Thailand) Public Co., Ltd. - vegetable bank, 1996
- Petroleum Authority of Thailand - fruit tree project, 1994
- PTT Exploration and Production Public Company Limited (PTTEP) - vegetable banks/riceresearch, 1996
- Philip Morris (Thailand) Ltd.- mulberry/vegetable banks, 1994
- Ramon Magsaysay Award Foundation - vegetable bank, 1997-present
- S.C. Johnson & Son Ltd.- vegetable bank, 1995
- Schering (Thailand) Co.,Ltd.- vegetable bank, 1996
- Siam Commercial Bank Public Co., Ltd. - vegetable banks, 1997
- Siam Occidental Electrochemical Co., Ltd.- agriculture, 1991
- Siam Unisys Co., Ltd.- fish raising, 1994
- Singapore Press Holdings Ltd.- vegetable bank, 1997
- Swedish Motors Co., Ltd.- tree for landscaping, 1989
- Thai Bridgestone Co., Ltd.- vegetable bank, 1996
- Thai Farmers Bank Public Co., Ltd. - revolving loan fund for pig farming, 1991
- TISCO/Bankers Trust Company- vegetable banks, 1996



*National Australia Bank and Davids Distribution (Thailand) Ltd. - Nong Ta Kai Vegetable Bank, Nakhon Ratchasima Province*



*Nestle (Thailand) Ltd.  
- Mai Santi pig farming, Nakhon Ratchasima Province*



*Compunet Corporation Ltd. - fish raising, Nong Samet Noi Village, Buri Ram Province*

# Educational

## Educational Activities

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# Activities

When sponsors create educational projects and improve educational opportunities, they are investing in Thailand's future. Sponsors can help a village school produce their own food to supplement student's nutritional needs, provide scholarships or donate equipment to improve school programs. Companies have also aided education by providing water tanks, libraries, audio visual equipment, computer training, nursery activities in schools and producing IEC materials. Some TBIRD companies have also provided training otherwise not available to villagers. Some examples are gem polishing, sewing, gem crafts, jewelry setting and silk-weaving training centers. Vocational training on hotel services has also been offered.

The School Lunch Program is a highly successful project. Sponsors contribute cash and in-kind donations to schools to establish agricultural activities such as vegetable growing, poultry raising and fish raising. Students are assigned to specific activities and learn about various agricultural processes. Harvested food is then utilized in a school lunch program or sold in local markets to support the lunch program. This directly addresses the malnutrition problems among Thailand's rural poor as well as educates children in a variety of agricultural activities.

The provision of scholarships is another highly successful TBIRD educational project. Through company donations, scholarships are provided to poor rural students at various levels of study, primary, secondary and tertiary levels. Two types of scholarships exist; standard educational scholarships and special secondary scholarships which provide students not only with tuition, but also accommodation at PDA's Nang Rong CBIRD center and extra curricular education. Ninety percent of scholarship recipients are girls and young women, a traditionally disadvantaged group in rural society.



*Members of Siam Commercial Bank Credit Card Center - School Lunch Program at Kra Po School, Surin Province*

### TBIRD sponsors supporting educational projects:

- ❑ Amari Watergate Hotel - water tanks/office for school, 1995
- ❑ American International Assurance Co.,Ltd.- school lunch/scholarships, 1994
- ❑ Australian Embassy - computer training centre/ scholarships, 1996
- ❑ Ayudhya Life Assurance Co.,Ltd.- school library, 1991
- ❑ Bangkok Glass Industry Co.,Ltd.- school lunch program, 1994
- ❑ Bangkok Insurance Publi, Co., Ltd. - scholarships, 1990
- ❑ Berli Jucker Public Co.,Ltd. - school library - scholarships, 1991
- ❑ Bristol-Myers Squibb (Thailand) Ltd.- school lunch program, 1991
- ❑ Canadian International Development Agency - scholarships, 1996
- ❑ Carnaud Metalbox (Thailand) Ltd.- school lunch/ scholarships, 1992
- ❑ Design 103 Ltd.- school lunch/adult education/study tour, 1991
- ❑ Eastern Water Resources Development & Management Public Co.,Ltd.- scholarships, school fences, school lunch, audiovisual project, 1995
- ❑ GP Group of Industries- scholarships/toilets, 1990
- ❑ IBM (Thailand) Co., Ltd.- Audiovisual aid/eye tests and glasses for students, 1993
- ❑ Kingfisher Holdings Ltd.- school lunch program, 1991
- ❑ Lucent Technologies Thailand, Inc. - scholarships, 1999-present
- ❑ Members of Siam Commercial Bank Credit Card Center bathrooms, school lunch, general donations, 1996
- ❑ Mobil Oil (Thailand) Ltd. - audiovisual equipment for primary school, 1991
- ❑ Mr. James Clark - scholarships, 1998-present

# Educational

## Educational Activities

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# Activities

### TBIRD sponsors supporting educational projects (cont.)

- Mr. Kriang Kiatpheungphoo and Mr. Sumet Limatiboon - school lunch, 1996
- Mr. Krist Narongdetch - scholarships, 1997
- Mr. Pithak Inthraravithayanan - scholarships, 1997
- Mr. Thomas J. Bata - scholarships, 1997
- Nestle (Thailand) Ltd.- school library, 1991
- New International School of Thailand - schools/ education support, 1997
- Ocean Securities & Finance Co., Ltd.- school lunch, toilets, water system, 1995
- Petroleum Authority of Thailand- school lunch, sports equipment, plant nursery, 1994
- PTT Exploration and Production Public Company Limited (PTTEP) - school lunch program/ scholarships, 1996
- Philip Morris (Thailand) Ltd. - school improvements, 1994
- Samart Corporation Public Co., Ltd. - donated satellite dish for educational program, 1997
- Siam Unisys Co., Ltd. - school lunch program, 1994
- Sri Ayudhya Assurance - scholarships, 1996
- Swedish Motors Co., Ltd. - school lunch program, 1989
- Taiwan Liton Electronic (Thailand) Co., Ltd. - school lunch Program, 1998
- Thai Farmers Bank Public Co., Ltd. - AIDS/informal education for women, 1991
- Thai Oil Co., Ltd. - scholarships/school lunch program, Goods for library, 1991
- Thai Stora Agroforestry Co., Ltd. - school uniforms and support, 1990
- Tilleke & Gibbins International Ltd. - scholarships/school lunch program, 1991
- TOA Paint (Thailand) Co., Ltd. - paint donation to schools, 1996
- Wongpaitoon Footwear Public Co., Ltd. - sewing machine donation to school, 1996



*Thai Oil Co., Ltd. - donates bicycles to Loungpanawittayacom School, Buri Ram Province.*



*TOA Paint (Thailand) Co., Ltd. - donates paint to schools, Pitsanulok Province*

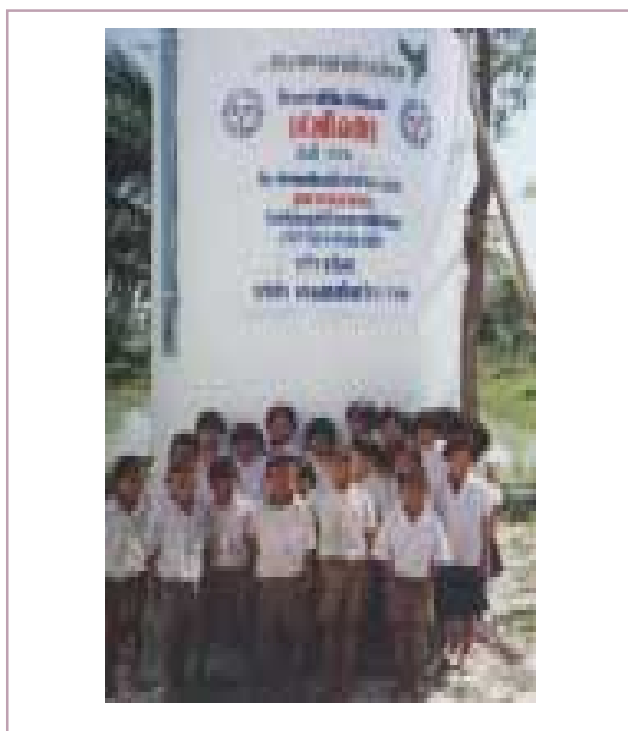
# Environmental Activities

Projects which help to improve the environment, such as reforestation, sanitation or clean-up projects, significantly increase the standard of living in a community at a relatively low cost. Water reservoirs, pesticide-free

vegetables, integrated farming and a plant nursery group for reforestation are just a few examples of environmental projects facilitated through TBIRD.

## TBIRD sponsors involved in environmental projects:

- American International Assurance Co.,Ltd. - afforestation, 1990
- Danish Cooperation for Environment and Development (DANCED) - environmental education, 1996-present
- Eastern Water Resources Development & Management Public Co., Ltd. - reforestation and water resource development, 1996
- Industrial Finance Corporation of Thailand - reforestation, 1990
- Lever Brothers (Thailand) Ltd.- community afforestation project, 1994
- Nakornthon Bank Public Co., Ltd. - water resource development, 1994
- Novartis (Thailand) Ltd. - reforestation, 1997
- Petroleum Authority of Thailand. - nursery for reforestation, 1994
- PTT Exploration and Production Public Company Limited (PTTEP) - environmental training/energy garden, 1997
- Saha Union Public Co., Ltd. - reforestation, 1995
- Siam Occidental Electrochemical Co., Ltd.- water resource development, 1996
- Thai Farmers Bank Public Co., Ltd. - water resource development, 1983-present
- Upjohn Co., Ltd.- water resource development, 1990



*Thai Farmers Bank Public Co.,Ltd. - water tank construction.*



*DANCED - environmental education, Buri Ram Province.*

# Strengthening Local

## Strengthening Local Institutions

# Institutions

**T**BIRD projects can improve and strengthen local institutions such as temples and sub-district administrative organizations or cooperatives through training on business and other important skills. By including institutions as partners in development, the larger community can benefit from all these activities. Typical village institutions formed with the help of TBIRD include Revolving Loan Fund (RVF) Committees, Local Institutions, Cooperative Committees, Vegetable Bank Committees and Fish Raising Committees. Committee members are trained in the areas of group management, teamwork, bookkeeping, finance, filing and on specific areas relevant to their projects (e.g. silk weaving, vegetable growing, marketing, mulberry growing, etc).

Central to the strengthening of village institutions is the expansion of the role of women. Many women play central roles in village life, but are excluded from formal participation. By encouraging the creation of women-run cooperatives, TBIRD is able to transform an informal group into a formal group, creating leadership opportunities for Thai women and a legal entity through which women can create joint ventures and work with the Thai government. Creating and strengthening village institutions is perhaps the most important element of the TBIRD project because after a sponsor has finished funding, the women's group can continue to function without further external assistance.

### Social Development

TBIRD projects provide opportunities to help the elderly, handicapped and orphaned members of the community. Participation by these groups encourages a larger sense of community and greater opportunities for disadvantaged people in rural areas. Infrastructure projects also play an integral part in village life. Water tanks, water pipe systems, community centers, deep wells, libraries and water reservoirs have all contributed to strengthening the social fabric of rural communities. In many cases health (providing medical check-ups) and social welfare projects are required in certain villages prior to the implementation of income generating projects.



*AMEX - Women's Cooperative, Nong Ta Kai Village, Buri Ram Province*

### TBIRD sponsors supporting social development:

- American International Assurance Co., Ltd.- medicine bank/water supply, 1990
- Ayudhya Life Assurance Co., Ltd.- bus stop/water tanks, 1991
- B. Grimm & Co., ROP- community centre, 1991
- Bangkok Glass Industry Co.,Ltd.- water tanks, wells, village library, PA system, 1989
- Bangkok Insurance Public Co., Ltd. - sanitation/health check-ups, 1990
- Berli Jucker Public Co., Ltd. - water jars RVF, 1991
- Body Fashion (Thailand) Ltd.- sewing training centre, 1991
- Design 103 Ltd.- water supply,sanitation,village library, day-care centre, clean-up campaign, health check-ups, 1991
- Eastern Water Resources Development & Management Public Co.,Ltd. - construction of rice mill/community centre, 1997
- The Industrial Finance Corporation of Thailand - roads, medicine bank, water supply, 1990
- Mobil Oil (Thailand) Ltd. - community centre, 1991
- Ms. Chantima Chaturapat - latrine construction, 1996
- Nakornthon Bank Public Co., Ltd. - sanitation, water supply, 1990
- NIKE Inc. Liaison Office - community development, 1999-2002
- Pacific Islands Club - vocational training, 1992-93
- Pan Asia Footwear Co., Ltd.- social security fund, 1995
- PTT Exploration and Production Public Co.,Ltd. (PTTEP) - community centre, 1996
- Thai Bridgestone Co., Ltd. - water supply, 1990
- Thai Stora Agroforestry Co., Ltd. - access roads, housing for monks, 1990
- Upjohn Co., Ltd. - water supply, 1990
- UNESCO - seminar for TBIRD sponsor recruiting, 1995

# German Agro Action & TBIRD



German Agro Action (GAA) has supported the TBIRD program since 1994: Phase I from 1994 to 1996; and Phase II from 1997 to 2000. GAA continues to support TBIRD in the next phase from 2001 to 2003. As a result of GAA funding, PDA has been able to extensively promote the TBIRD concept and put it into practice, enormously benefiting the rural poor.



*Dr. Volker Haussmann (first left), secretary general of GAA, and Mrs. Ute M. Rossing (second left), former head of Asia Project's Division, visited the TBIRD project at CBIRD Nang Rong Center, Buri Ram Province.*



*Mr. Stephan Jansen, Program Manager, GAA/South East Asia Desk, visited a project site in Northeastern Thailand.*

# Eastern Water Resources Development and Management Public Co., Ltd.

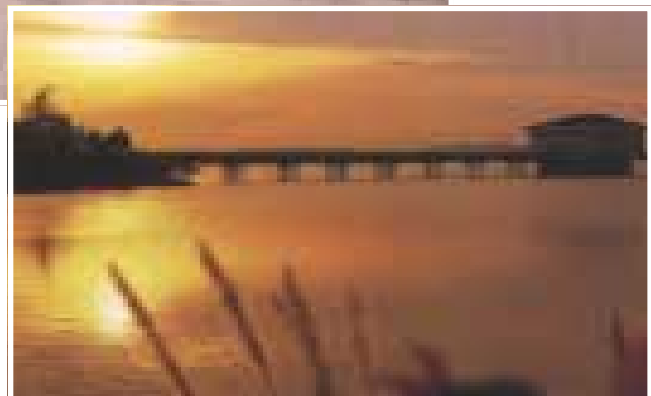
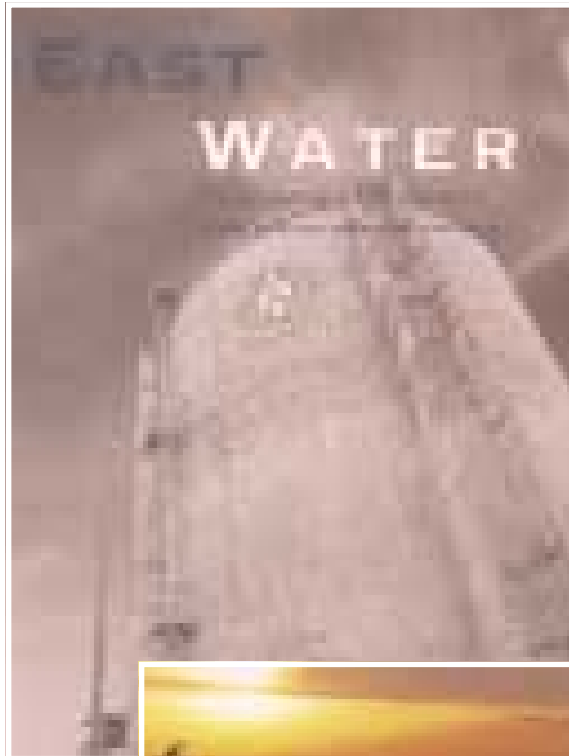
Eastern Water Resources Development and Management Public Co., Ltd.



**B**y allocating 5% of the company's net profit, 5% of the Board of Directors' meeting allowances and bonuses and 1 to 6% of the employees bonuses, East Water Resources Development and Management Public Co., Ltd. is able to provide financial assistance to numerous TBIRD projects.

*"In 1996 - 1997, East Water donated 6 and 10 million baht respectively to a number of activities under its Quality of Life and Environment Improvement Program. A large part of these amounts was allocated to TBIRD projects, considering that PDA has an excellent reputation of an efficient non-profit organisation succeeding in helping people in remote areas to develop themselves. East Water is proud to participate in TBIRD projects."*

- Mr. Wanchai Ghooprasert, President and CEO, East Water Resources Development and Management Public Co., Ltd.



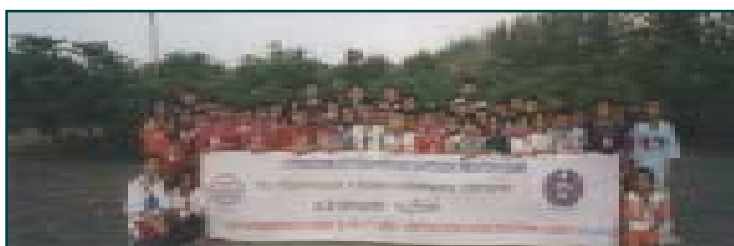
# Eastern Water Resources Development and Management Public Co., Ltd.

Eastern Water Resources Development and Management Public Co., Ltd.



*"Although East Water has become a Public Company and it is run as a business entity, it has pledged to support projects that will bring about improved quality for life for the Thai people and has also announced East Water as a Green Company to enhance our involvement in environmental improvements."*

- Dr. Wanchai Ghooprasert, President & CEO, East Water Resources Development and Management Public Co., Ltd.



# Vegetable Bank

## Vegetable Bank Projects

# Projects



*“The Australian Government has been pleased to contribute to this innovative approach to rural development. It is an approach that encompasses all that is best in development - it reaches those most in need, it involves the private sector, it empowers people, it is sustainable and it works.”*

- Cavan Hogue - Ambassador, AusAID, Australian Embassy - Bangkok



*Australian Embassy - Vegetable Bank at Ta Ten Village, Buri Ram Province*



### Embassy of Japan

In 1996, the Embassy of Japan sponsored the vegetable bank project in four villages in Surin, Nakhon Ratchasima, and Buri Ram Province. Moreover, in 1998 the Embassy of Japan sponsored two new villages in Buri Ram Province.



### East Water

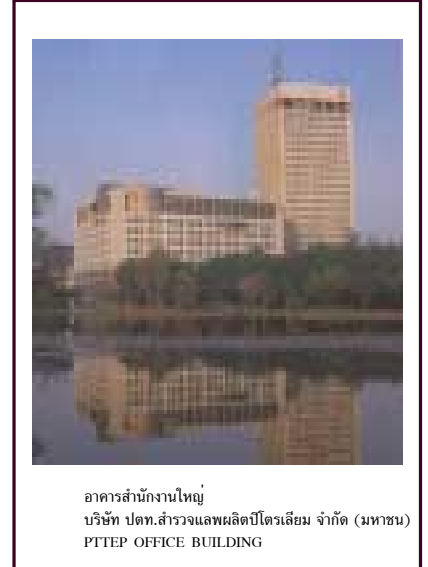
Sponsored by East Water, in 1996 the vegetable bank project was launched for the habitants of None Nong Wat 2 Community, Muang District, Khon Kaen Province. The plots of land beside a rail track of Khon Kaen have been allocated to 30 families to grow chemical-free vegetables. As a consequence of the remarkable success, in 1998 the project has expanded the area along a rail track where 85 additional families can participate in the project. In 2000, East Water also supported the construction of a building for selling vegetables and other foods as well as processing foods. Materials from the vegetable banks are used in this project to make products such as chili paste and preserved vegetables.

# Red Jasmine Rice

## Red Jasmine Rice Project

# Project

In cooperation with the International Rice Research Institute (IRRI), Surin Rice Experiment Station, and PTTEP, PDA the rice research project in 1996. This red jasmine rice Project aimed to the launched findings show that a red jasmine variety gives high yield and contains high dietary value. Funded by PTTEP, PDA has initiated the project to promote a red jasmine variety to the farmers of Lampaimart District, Buri Ram Province.



อาคารสำนักงานใหญ่  
บริษัท ปตท.สำรวจและผลิตปิโตรเลียม จำกัด (มหาชน)  
PTTEP OFFICE BUILDING



Petroleum Authority of Thailand  
Exploration and Production  
Public Co., Ltd. (PTTEP)



*“PTTEP is committed to assisting with grass-root socio-economic development in the most needy areas of Thailand. PTTEP is proud to be part of the TBIRD Development Program that helps improve the quality of life and provide alternative sources of income to poor villagers in the Northeast of Thailand on a sustainable basis that would enable them to earn their own living independently. Since PTTEP joined TBIRD almost two years ago, we have initiated a wide range of projects including: construction of village community development centres; school lunch programs (chicken raising); vegetable banks; silk weaving funds; rice research university scholarships and environmental training.”*

- Mr. Prajya Phinyawat - President, PTT Exploration and Production Public Co., Ltd. (PTTEP)



# Rural Rural Industry

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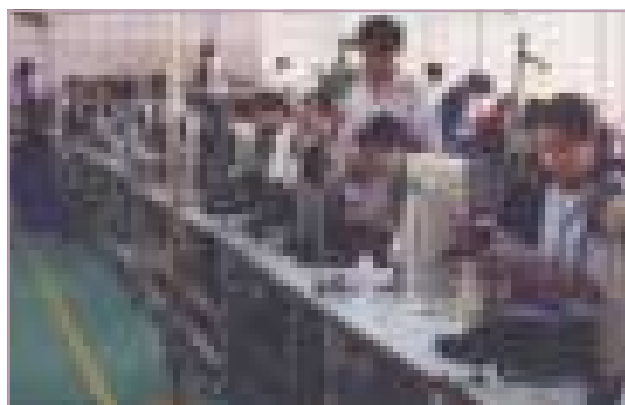
# Industry

## Bata Shoe of Thailand Public Co., Ltd.

Bata has a long history of TBIRD support through a string of shoe manufacturing factories in the Northeast. These factories help stem the flow of migrants from northeast Thailand to the big cities by providing employment in rural areas. As villagers have jobs and a steady, year round income, living standards of the rural poor continue to improve. Bata has established shoe factories and training centers in previously overlooked communities giving villagers opportunities and choices. Below is a list of factories producing shoes or shoe parts for Bata.

1. 1994 - Nong Bode Village, Nang Rong District, Buri Ram Province
2. 1994 - Ban Singh Village, Nang Rong District, Buri Ram Province
3. 1994 - Nong Prue Village, Nang Rong District, Buri Ram Province
4. 1994 - Nong Sai Village, Nang Rong District, Buri Ram Province
5. 1995 - Nang Rong CBIRD Centre, Nang Rong District, Buri Ram Province

All of Bata's five factories are running continuously and strongly. Bata has effectively paved the way for other companies to become involved with village cooperatives in manufacturing. Cooperatives initiated by PDA are now regular sub-contractors for companies such as Nike and Airwalk on an incentive-based scheme giving the villagers an opportunity to increase their incomes.



### *Community Based Integrated Rural Development Centre, Nang Rong District, Buri Ram Province*

PDA's Community Based Integrated Rural Development (CBIRD) centre in Nang Rong has two factories employing a total of 65 people involved in training or working on the production line making student and sports shoes at an average of 3,750 pairs a day. The Nang Rong Pattana Co., Ltd. has also been involved in the foundation of TBIRD shoe manufacturing projects at the CBIRD centre.

# Rural Industry

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## Saha Union Public Co., Ltd.

Saha Union Public Co., Ltd. began to get involved with TBIRD in 1996. It has promoted rural industrial development through its affiliates: Union Garment Co., Ltd.; Union Footwear Co., Ltd.; and Union Shoes Co., Ltd. Their initiative has contributed to a marked increase of employment in rural areas, an increase of rural people's incomes and a considerable reduction of labour migration.

## Ban Phai Union Garment Co., Ltd.

Union Garment Co., Ltd. is the first affiliate of Saha Union Public Co., Ltd. which joined TBIRD. In October 1996, the company recruited 105 villagers from Ban Phai District, Khon Kaen Province to participate in skills training education on garments production. A month later, the company converted an old warehouse into a factory and started the first production line at PDA's Ban Phai CBIRD Center. The joint-venture company has been registered as Ban Phai Union Garment Co., Ltd. The factory now has 175 workers producing 780 cotton shirts a day. In 2000, the company has established 2 new factories in Ban Phai CBIRD Center, which demanded 130 workers. An added incentive for economic development was also introduced by providing an opportunity for villagers and cooperatives to become shareholders of the company.



## Ban Phai Union Footwear Co., Ltd.

In October 1997, Union Footwear Co., Ltd. located the factories in Ban Phai CBIRD center. The company has employed 455 villagers to produce shoes for Nike. In 2000, Ban Phai Union Footwear Co., Ltd. has decided to set up 2 new factories in Ban Phai CBIRD Center, which demands 200 workers.

## Chakkarat Union Footwear Co., Ltd.

Besides Ban Phai District, Union Footwear Co., Ltd. located factories in Chakkarat District, Nakhon Ratchasima Province in April 1999. The factories also produce shoes for Nike. Currently, the factories have 550 workers.

## Buri Ram Union Shoes Co., Ltd.

Union Shoes Co., Ltd. joined TBIRD in September 1997. The company has chosen to relocate three shoe factories in Lam Plai Mart CBIRD Center, Buri Ram Province. The company recruited 300 villagers of Lam Plai Mart District and trained them to work in the factories which produce shoes for Adidas and Timberland. Currently, the company plans to set up 2 new factories in Lam Plai Mart CBIRD Center.

Moreover, in cooperation with Karnd Luang Agricultural Cooperative, Union Shoes Co., Ltd. has established two factories in, La Luod Sub-district, Cham Ni District, Buri Ram Province. A total of 125 villagers are employed to produce shoes for Adidas, ST, and Apron.



# Rural Rural Industry Industry



## S.C.S. Sportswear Co., Ltd.

S.C.S. Sportswear Co., Ltd. joined TBIRD in July 1999. The company had first contributed to rural industrial development by setting up three shoe factories in Chakkarat District, Nakhon Ratchasima Province. A total of 250 villagers are employed working in shoe production. In January 2000, S.C.S. Sportswear Co., Ltd. decided to expand their production base in two settings. First, the company has established another new factory in Chakkarat District, which demands 150 workers. Second, in cooperation with Soong Nuen Agricultural Cooperative, the company set up three new shoe factories in Soong Nuen District, Nakhon Ratchasima Province, which demands 400 workers.



## Pan Asia Footwear Co., Ltd.

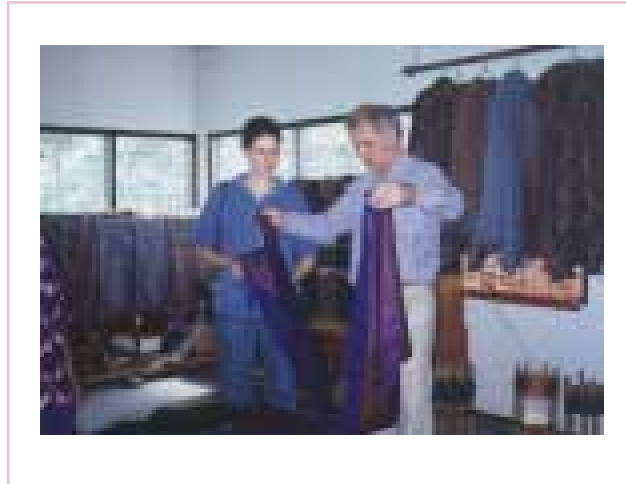
In 1995, Pan Asia followed the example of Bata by opening a small shoe sewing factory and training center at Nang Rong District, Buri Ram Province. Currently, the Supbaya factory employs 43 workers (mostly females) and three supervisors, who produce an average of 500 pairs of shoes per day. The earning ability for these villagers has risen to 140-160 Baht per day. Following the success of the first factory, Pan Asia decided to expand operations in 1996. The new factory now employs over 250 workers who produce uppers for about 6,000 pairs of shoes a day. All workers, mostly female, have been recruited from the surrounding villages

## Siam Hands Co., Ltd.

Siam Hands Co., Ltd. aims to expand their production base to rural Thailand by training a group of rural villagers to be subcontractors. In February 2000, the company recruited 55 villagers from Naeng Muud Village, Karb Cheong District, Surin Province, and provided sewing training to them at the company's factory in Nakhon Phathom Province. In the future, Siam Hands Co., Ltd. expects that this group will acquire production and marketing skills and will be able to produce and sell their own garment products in Surin and nearby provinces.



# Cottage Cottage Industry Industry



## American Express (Thailand) Co., Ltd.

Despite being primarily rice farmers, the women of Nong Ta Kai Village in Buri Ram Province have been weaving silk for generations. Therefore, silk weaving appeared to be an activity with high potential as an income generating project.

American Express helped the villagers establish a silk weaving showroom and training center. Employees from American Express shared their knowledge in the areas of marketing and product development. With their assistance 43 women in the village were able to refine their weaving techniques and produce highly profitable products.

## Nestle (Thailand) Ltd.

Nestle supports a revolving loan fund for weaving - Ban Mai Suntti, Nakhon Ratchasima Province.



## 3M Thailand Ltd.

From 1991 to 1994, 3M Thailand supported mulberry tree and silk production projects - Ban Klong Muang, Putthiasong District, Buri Ram Province.

# Cottage Industry

## Cottage Industry

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### Singer - Sewing & Training Centre at Nang Rong

Taking machines to the people rather than the people to the machines helps stem urban migration from the rural areas. Singer joined TBIRD in 1989, establishing a sewing training centre at Nang Rong CBIRD Centre. A total of 134 people were employed, and they now produce uniforms for companies throughout Thailand.



### Castrol (Thailand) Ltd.

PDA's CBIRD Centre at Maha Sarakham Province conducted motorcycle repair training courses from 1990-1995. Castrol donated the necessary equipment and constructed a training centre. Thirteen courses have been completed and courses will continue indefinitely according to demand.

### Thai Danu Bank Public Co., Ltd.

The women of San Ton Du village, Mae Ai District, Chiang Mai Province traditionally created very distinctive hilltribe embroidery and textiles. When Thai Danu Bank decided to establish an income generating project in this poor village, it was felt that, if these products were marketed well, they could be sold to provide quite a decent income. Thus, the village now produces fine hill tribe textile and embroidery products. Thai Danu Bank also established a scholarship endowment fund for four students per year. Furthermore, a school lunch program, involving chicken raising, was created at the local school.



# Educational Educational Projects

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# Projects



## Mobil Oil (Thailand) Limited

Mobil Oil (Thailand) Limited supported the Don Wai Village Development Project from 1992 to 1995. This village is remote and its inhabitants very poor. The local primary school, Nong Cha Mai School in Nong Rong District, Buri Ram Province, serves only 221 students and receives very little government support. Mobile Oil supports various school activities including the development of an audio-visual facility and library and the donation of school supplies.

## Sri Ayudhya Assurance

The AIDS virus is affecting every part of Thailand. In response to this Sri Ayudhya Assurance decided to establish a project in 1996 that focused on the younger generation who need education to have a positive future. Sri Ayudhya Assurance has supported the education of 71 students whose parents are infected or have died from the AIDS virus. In most cases one parent has already died leaving the single parent incapable of supporting their child's education. Scholarships have been granted in more than a dozen schools in Buri Ram, Chiang Rai, Phitsanulok and Bangkok Provinces, covering a wide range of ages. Eight children from kindergarten, 37 from primary, 17 from lower secondary and 2 from the high school level have been awarded scholarships. The scholarships cover school fees, traveling expenses, educational materials, food and uniforms.



## Embassy of Australia & AusAID

The Australian Embassy contributed funds to establish a computer training center at the Nang Rong CBIRD center. The Computer Center has been utilized by the scholarship students, other students in the district, CBIRD center staff - including workers from factories in the area - and the larger community.



## Berli Jucker

*"The TBIRD project brought together a diverse group of company employees in a productive effort to benefit the poor students living in villagers outside Korat. In addition to our personal satisfaction we could clearly see the productive results of our company money well spent."*  
Senior Vice President, C. Davis Pike, SVP, Berli Jucker.

# Educational Educational Projects

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# Projects

## IBM Thailand

*“IBM is pleased to have participated in a PDA project called “IBM Eyes for the Future”. This project subsidized eyeglasses to youths in remote areas of Thailand who were shortsighted. With proper eyeglasses, we believed that this group of our younger generation will have an equal opportunity to learn and progress with their peers. We appreciate the various projects initiated by PDA and wish them the best in serving the public.”*

Mr Wanarak Eckachai, Chief Executive Officer, IBM Thailand.



*Miss Sunida Chittanond, TBIRD's Director, introduces the TBIRD concept to Lucent Technologies staff.*

## Lucent Technoloty Thailand, Inc.

In 1999, under TBIRD program, Lucent supported the International Youth Development Program in the Northeast and Central Regions of Thailand. The project to be undertaken will consist of three parts. The first element is a scholarship program to provide deserving primary, secondary and university-level students with the opportunity to continue education in the fields of sciences and technology. Also, the project will develop teachers' training skills in the areas of computer science, english and mathematics, enabling teachers to expand their knowledge base even more. Moreover a Youth Government Pilot Project will provide opportunities for the youth to receive training in democratic principles and ethics and to participate more in the affairs of their village.



*The PDA staff discusses democracy-building to a group of youth.*



*Students, teachers and Lucent Technologies staff participate in the scholarship certificate presentation ceremony.*

# Educational Projects

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## Scholarship Project

PDA believes that an important element of all development work is to improve educational opportunities for the rural poor. Providing scholarships for poor students to continue their primary, secondary and university education is one way to meet this goal. To date, over 3,700 scholarships have been awarded to deserving students through the support of various companies and organizations. Local teachers assist PDA in identifying which students are most in need and excel academically. Students are encouraged to remain and/or return to their villages after their education is completed to continue to build up local assets.

## Philip Morris Thailand Limited

The Shoes Bank Project is the first attempt at actualizing a new concept of income-generation visualized by Khun Mechai, chairman of PDA. In Nong Bua Klang School in Jakkarat District, Nakron Ratchima Province, students are given second-hand shoes and clothes that they sell for profit. The money earned is combined into a scholarship fund for poor students. This process is replicated by adult villagers who use the profits to invest in various types of income-generating activities.



*Mr. James Clark at a scholarship awarding ceremony for deserving Thai students.*

# School Lunch

School Lunch Program

## Program

### School Lunch Project

A student who is hungry cannot feasibly perform to her full academic potential. Unfortunately, it is estimated that approximately 8,000 Thai students do not receive an adequate diet. Even though the Thai government contributes to providing students lunch, because of limitations brought on by the recent economic crisis, that assistance is not enough. To tackle this important problem, PDA applies their vast experience in agricultural development to implementing school lunch programs to improve students' health and their opportunities for educational success. Through irrigation, chicken raising and fish raising activities, vegetables, eggs and fish are generated to supplement school lunches. While 70% of all products are utilized directly for food, 30% are sold and the profits saved to sustain the project when PDA's assistance is terminated. In addition, through their involvement in the various agricultural activities, students learn valuable life skills. Many Thai and international companies contribute to the success of this project.



*Nestle Product Thailand Inc. donates powdered milk for Thai-Magsaysay-School Lunch Program - Ban Nong Phak Va Child Development Centre, Maha Sarakham Province.*

### Thai-Magsaysay Forum School Lunch Project

The impact of Thailand's economic recession affects all Thai people, no matter whether they reside in urban or rural areas. Workers and employees are being laid off from factories and offices leaving some families with little or no income. The people most affected are children whose parents have no money to support their education. This has compromised the children's development and may well ruin their future.

Thai Magsaysay Forum is aware of these problems and is trying to help lessen the crisis by launching the Thai-Magsaysay Forum School Lunch Project in the Northeastern provinces of Thailand.

# Environmental Projects

## PTTEP - Nang Rong Environment and Energy Garden

PTTEP has sponsored the development of the Environment and Energy Garden Park (EEP) at the Nang Rong CBIRD Center in Buri Ram Province. The EEP was designed and developed to incorporate an education and demonstration facility which will provide children, students, teachers, families and villagers with information regarding energy, water, forests, waste management and sustainable pesticide free agriculture.

The EEP contains displays such as posters, material demonstrations and working examples, while a Resource Centre (EE Library) contains more detailed information about the displays. The Resource Centre will have a room for a computer with an environment database and CD ROM, books, working replicas of the demonstrations, toys for children, a resource person, visitor's log book, teacher's packs and additional information.

The objective of the EEP will be to present information in a fun, functional, practical manner. Visitors will be positively affected by the park, and they will leave the Centre feeling enthusiastic and inspired to do something to help their environment, whether it be planting a tree or installing a bicycle powered water pump.



## Lever Brothers

To commemorate the 50th anniversary of King Bhumipol accession to the Throne, Lever Brothers sponsored a huge reforestation project. Encompassing four provinces, the project aimed to plant trees in 1,000 rai of land. Over the project's three year period (1994-97) it surpassed its goal, and 1,230 rai of trees (hardwood and fast growing trees) were planted. Thirteen thousand people from 200 villages in Buri Ram, Maha Sarakham, Khon Kaen and Kalasin Provinces participated in the project.

# Environmental Projects

Environmental Projects



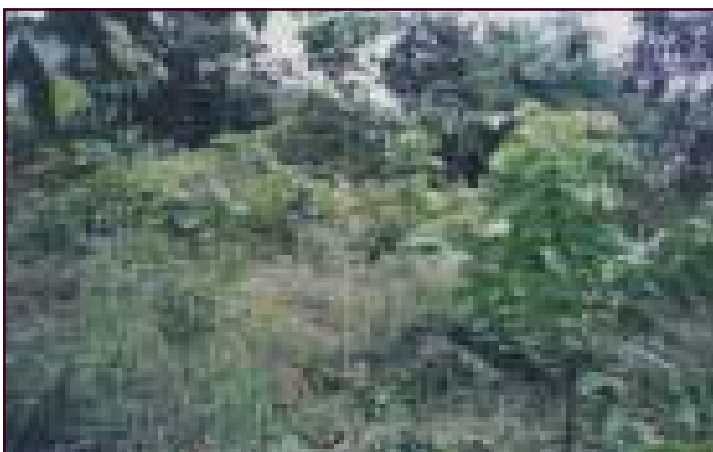
## East Water

An environmental program was established at Nong Bode Primary School in Nang Rong District. It comprised of a number of initiatives including placing name plates near trees and plants for easy identification, placing rubbish bins throughout the school grounds to encourage proper disposal of litter, establishment of composting and recycling bins and the presentation of an environmental video. East Water also donated audiovisual equipment and books to enhance students' learning, particularly in the area of environmental education.



## Thai Bridgestone Co., Ltd.

In 1994, Thai Bridgestone Co., Ltd. supported the production of rubbish bins and furniture from used tires in Coke Am Nuey Village, Surin Province. The villagers can earn income and, at the same time, reduce environmental problems by recycling used tires. In 1998, the project had been implemented in Nong Ta Kai Village, Buri Ram Province, and Kam Kan Nua Village, Khon Kaen Province. Thai Bridgestone Co., Ltd. also sponsored a vegetable bank in Nong E. Dam, Maha Sarakham Province.



## Saha Union

In 1995, Saha Union was one of many companies to conduct reforestation projects to commemorate the King's Golden Jubilee celebration. The Royal Forestry Department of Thailand encouraged the private sector to fund and support the revival of Thailand's depleted environment. An area spanning 3,123 rai was replanted with trees in Bor Thong and Nong Yai Districts, Chon Buri Province with close cooperation from local villagers.

# Social Social Development Development



## Design 103 LTD

In 1991 Design 103 Ltd. began a series of integrated development measures to improve infrastructure, educational opportunities, health services and to raise income levels of villagers at Mong Kiew Karn, District Chiang Rai Province. A revolving loan fund for agriculture assisted the hill tribe villagers in pig raising and orange trees growing. The same fund was used for handicraft activities where villagers wove baskets and traditional material. A village trade shop was established and is now a co-operative. Water tanks were built and basic sanitation improvements made. Design 103 Ltd. also donated money for a school lunch program and scholarships for three students.

Once these improvements had been made, Design 103 moved on to another hill tribe village called Huay Na Khad Kao. Here they established a revolving loan fund for agriculture, which included fruit tree raising. A school lunch program was established to ensure students were properly fed. Health checkups and AIDS education were also given to the villagers. Clean up campaigns were held to educate villagers about the environment.



## Nakornthon Bank Public Co., Ltd.

Nakornthon Bank Public Co., Ltd. has sponsored an development project in Hua Kroak Village, Pak Chong District, Nakhon Ratchasima Province since 1995. The activities consist of a child development center, revolving loan fund for cow raising, and a vocational training center for the elderly. The executives and staff of Nakornthon Bank have a strong commitment to the project. The staff of Nakornthon Bank have constantly been visiting and supervising the activities every month. As a result of the remarkable success of the project, in 1997, Nakornthon Bank Public Co.,Ltd. initiated another project in Ang Hin Village, Pak Chong District, Nakhon Ratchasima Province.



# Community Community Development Development



## Berli Jucker PCL

From 1991 to 1995, Berli Jucker established a revolving loan fund for agriculture, aptly named the “Rice Bank”, in Nong Bua Klang Village, Nakhon Ratchasima Province. Berli Jucker also participated in a number of community improvement projects in the village.

Water resource development is vital in the Northeastern region of Thailand. A fund was established to enable villagers to construct water jars to collect rain water on their property. This efficient and very affordable method of collecting and storing water has been a great success. Furthermore, Berli Jucker recognized the importance of education for students in rural areas. To address this issue, Berli Jucker donated new books to a school library.

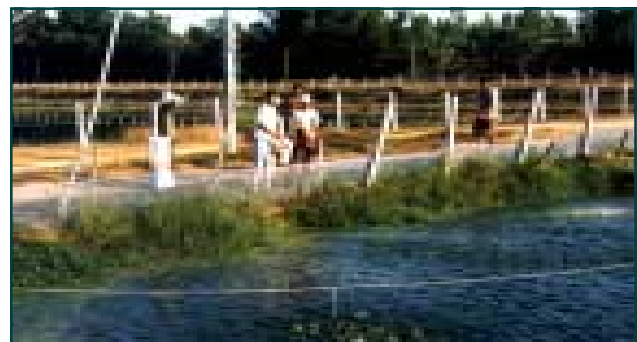
## Philip Morris (Thailand) Ltd.

Philip Morris (Thailand) Ltd. has contributed to PDA’s TBIRD Program since 1994. The implementation started with the integrated white mulberry project at None Hai Village, Buri Rum Province. Up to date, the company has continuously supported 14 projects. One of them is the Elay Cement Brick Production project for the Ban Nong Ta Kai community in Chakaraj District, Nakhon Ratchasima Province. There were 38 members when the project was started in 1997. With this fund, one building was constructed for the clay brick production and two clay compressors were purchased. Responsibility for the project was transferred to the Sri la Dor Sub-district Cooperative, and the number of themembers had increased to 95. Each of them earn one baht per brick with a relatively good turnover, resulting in a steady income for the members. With the clay brick production a part of Sub-district level activity, it is considered that the project’s goal has been achieved, and it is now a sustainable self-sufficient project.



## Compunet Corporation Limited

Fish Raising for income generation project - Nong Samet Noi Village, Cham Ni District, Buri Ram Province.



## Industrial Finance Corporation of Thailand

From 1990 to 1994 IFC Thailand supported a series of community improvement and integrated farming projects for Ban Tuak Village, Nakhon Ratchasima Province. Activities included road improvement, water resource development, educational materials, village medicine bank and a reforestation project. The revolving loan fund was used for chicken raising and other agricultural production activities.

# Community Development

# Development

## Nike Village Development Project

In 1999, under the TBIRD program, Union Footwear Co., Ltd. has relocated three factories to produce shoes for Nike in Chakkarat District, Nakhon Ratchasima Province. The factories have employed 550 workers. This initiative has led to an increase of employment in rural area, an increase of rural people's incomes, and a reduction of labour migration.

Besides the rural industrial development, in order to take another step to achieve improved quality of life for people, Nike Inc. Liaison Office strengthens rural communities through sponsoring *the Nike Village Development Project*, a four-year comprehensive development project. The Nike Village Development Project is concerned with various areas such as agriculture, environment, education, and social development. The activities include a vegetable bank, reforestation (Nike Tree Bank), a women's development program, a school lunch program, educational scholarships and a revolving loan fund for small-scale enterprises. The project's target area covers 6 villages surrounding the factories in Chakkarat District. The project duration is from 1999 to 2002.



*Mr. Joel Enderle, Asian Director of Corporate Responsibility, Nike Inc. Liaison Office, donates Nike shoes to the school.*



*Examples of small-scale enterprises supported by revolving loan fund: egg-laying and chicken raising, a mobile noodle cart, and a village convenient store.*

*Nike staff visit the project site and give sweets to the children.*

# How To Get Involved in TBIRD

## How To Get Involved in TBIRD

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A five step process introduces a company to a village, facilitates dialogue between the company and villagers on project ideas, and supports the start of activities about three to six months after the company joins TBIRD.

### 1. TBIRD Presentation:

PDA staff present the TBIRD concept to potential sponsors. Presentations are complimented by slides, products of ongoing projects and project documentation.

### 2. Study Tour (Visit):

After agreeing in principle to join TBIRD, the sponsor forms a task force, small staff committee, to plan and manage its project and coordinate with PDA. This task force then attends a study tour of the area and works out more details. PDA assists the task force in identifying potential project villages. Together they explore possible income generation and community improvement activities.

### 3. Target Area Visit:

The task force visits potential project villages to meet community leaders and villagers in order to assess village needs and potential, and discuss possible activities.

### 4. Project Planning:

After choosing a target village, the task force and villagers develop a simple work plan detailing project goals, activities, responsible persons, timeline and budget.

### 5. Project Approval:

The work plan and corresponding resource commitments are approved by senior management officials of the company or board of the organization before the project is formally launched. Funds for rural development activities spent by the company are tax-deductible through PDA.

For more information please contact:  
Population and Community Development Association  
6 Sukhumvit Soi 12, Bangkok 10110, Thailand  
Tel: (662) 229 4611-28 Fax: (662) 229 4632  
Telex: 82603 PDA TH  
E-mail: [pda@mozart.inet.co.th](mailto:pda@mozart.inet.co.th)  
Website: [www.sli.unimelb.edu.au/pda/welcome.htm](http://www.sli.unimelb.edu.au/pda/welcome.htm)

# TBIRD Sponsors

TBIRD Sponsors 1988-2000

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# 1988-2000

3M Thailand Co., Ltd.  
Amari Watergate Hotel  
American Express (Thailand) Co., Ltd.  
American International Assurance Co., Ltd.  
Australian Stock Exchange  
Australian Embassy  
Ayudhya Life Assurance Co., Ltd.  
B. Grimm and Co.R.O.P.  
Balloon Marketing Co., Ltd.  
Bangkok City Group Co., Ltd.  
Bangkok Glass Industry Co., Ltd.  
Bangkok Insurance Public Co., Ltd.  
Bangkok Motor Works Co., Ltd.  
Bankers Trust Company  
Ban Phai Union Footwear Co.,Ltd.  
Ban Phai Union Garment Co.,Ltd.  
Bank of Asia Public Co., Ltd.  
Bata Shoe of Thailand Public Co., Ltd.  
Berli Jucker Public Co., Ltd.  
Body Fashion (Thailand) Ltd.  
Body Shop (Earth Care Co., Ltd.)  
Bristol Myer-Squibb (Thailand) Ltd.  
Buri Ram Union Shose Co.,Ltd.  
Buri Ram Pan Footwear Co.,Ltd.  
Canadian International Development Agency  
Capital Nomura Securities Public Co., Ltd.  
Carnaud Metalbox (Thailand) Ltd.  
Castrol (Thailand) Ltd.  
China Nikken Co., Ltd.  
Compunet Corporation Ltd.  
Creative Gems and Jewelry Co., Ltd.

Danish Cooperation for Environment and  
Development  
Davids Distribution (Thailand) Ltd.  
Design 103 Ltd.  
Diethelm Co., Ltd.  
Dirier Hentsch (Asia) (Geneva)  
Dirty Dozen Group  
Eastern Water Resources Development &  
Management Public Co., Ltd.  
Embassy of Japan  
Ericsson Communications (Thailand) Ltd.  
FE Zuellig (Bangkok) Ltd.  
Gemcrafts (Thailand) Co., Ltd.  
Golden Land Compost Co., Ltd.  
GP Group of Industries  
Greenrich Co.,Ltd.  
IBM (Thailand) Co., Ltd.  
Idea Group Washing Co., Ltd.  
Idea Apparel Co., Ltd.  
Individual Garment Co., Ltd.  
Industrial Finance Corp. of Thailand  
Inter-Krai Co., Ltd.  
Interlife Assurance Co., Ltd.  
International Herald Tribune  
Isuzu Co., Ltd.  
Jakkarat Union Footwear Co.,Ltd.  
Jomwattana Trading Co., Ltd.  
Kanokthai Souvenir Limited Partnership  
Kingfisher Holdings Ltd.  
Lamsoon (Thailand) Co., Ltd.  
Laser Fashion Co., Ltd.

# TBIRD Sponsors

TBIRD Sponsors 1988-2000

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# 1988-2000

Le Form Intimates Ltd.  
Lema International Co., Ltd.  
Lever Brothers (Thailand) Ltd.  
L&S Flowers Co., Ltd.  
Loxley (Bangkok) Public Co., Ltd.  
Lucent Technologies Thailand, Inc.  
Members of Siam Commercial Bank  
    Credit Card Center  
Ministry of Commerce  
Ministry of Industry  
Mobil Oil (Thailand) Ltd.  
Mobil Foundation  
Modern Plush Toy Co., Ltd.  
Mr. James Clark  
Mr. Kriang Klatpheungphoo and  
    Mr. Sumet Limatiboon  
Mr. Krist Narongdetch  
Mr. Mechai Viravaidya  
Mr. Pithak Inthraravithayanan  
Mr. Thomas J. Bata  
Dr. Volker Hausman  
Mrs. Rabeab Boonmae  
Ms. Chantima Chaturapat  
Ms. Sam Ang Wan Lamsum  
Nakornthon Bank Public Co., Ltd.  
Nang Rong Apparel 1998 Co., Ltd.  
Nang Rong Garment Co., Ltd.  
National Australia Bank Limited  
Nestle (Thailand) Ltd.  
New International School of Thailand  
NIDA Students

Nike Inc. Liaison Office  
Novartis (Thailand) Ltd.  
Ocean Securities and Finance Co., Ltd.  
Oriental Hotel (Thailand) Public Co., Ltd.  
Pacific Islands Club - Phuket  
Pan Asia Footwear Co., Ltd.  
Penny Knitting Factory (89) Co., Ltd.  
Petroleum Authority of Thailand (PTT)  
Philip Morris (Thailand) Ltd.  
Pichit Pottery Co., Ltd.  
PTT Exploration and Production Public Company  
    Limited (PTTEP)  
Ramon Magsaysay Award Foundation  
Ratanaprasan Limited Partnership  
Rungroj Embroidery Co., Ltd.  
R.B.&Son Limited Partnership  
Saha Union Public Co., Ltd.  
Samart Corporation Public Co., Ltd.  
Schering (Thailand) Co., Ltd.  
S.C. Johnson & Son Co., Ltd.  
S.C.S. Group Korat Co., Ltd.  
S.C.S. Shoes Co., Ltd.  
S.C.S. Sportswear Co., Ltd.  
Selected Co., Ltd.  
Siam Commercial Bank Public Co., Ltd.  
Siam Commercial Bank Credit Card Center  
Siam Hands Co., Ltd.  
Siam Occidental Electrochemical Co., Ltd.  
Siam Unisys Co., Ltd.  
Silver Garment Co., Ltd.  
Singapore Press Holdings Ltd.

# TBIRD Sponsors

TBIRD Sponsors 1988-2000

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# 1988-2000

Singer Thailand Ltd.

S.P.B. Co., Ltd. Partnership

SME Garment Co.,Ltd.

Sri Ayudhya Assurance Co., Ltd.

Surf Apparel Co.,Ltd.

Suriyon Supply Co.,Ltd.

Swedish Motors Co., Ltd.

Ten Decade Garment Co., Ltd.

Thai Bridgstone Co., Ltd.

Thai Danu Bank Public Co., Ltd.

Thai Farmers Bank Public Co., Ltd.

Thai Investment and Securities Public Co., Ltd.

Thai Oil Co., Ltd.

Thai Stora Agroforestry Co., Ltd.

Taiwan Liton Electronic (Thailand) Co., Ltd.

Thong Thai Textile Co.,Ltd.

Tilleke and Gibbins Internation Ltd.

Tip Win Group Co., Ltd.

TOA Paint (Thailand) Co., Ltd.

Top Form Brassiere Co., Ltd.

UNESCO

Upjohn Co., Ltd.

Voey Tai Enterprise Co., Ltd.

Wongpaitoon Footwear Public Co., Ltd.

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# THAI BUSINESS INITIATIVE IN RURAL DEVELOPMENT

## COMPANIES HELPING VILLAGES; A NEW DIMENSION IN RURAL DEVELOPMENT



- บริษัท จัดการและพัฒนาทรัพยากรน้ำภาคตะวันออก จำกัด (มหาชน)  
■ Eastern Water Resources Development and Management Public Company Limited. ■

East Water has been active member of TBIRD for a number of years and has generously sponsored a variety of development activities for the benefit of the rural poor.

East Water's TBIRD activities include providing university-level scholarships, vegetable banks, environmental and general educational programs, school lunch projects (chicken and fish raising/vegetables), education and communication materials, and income-generating projects (sewing, silk production and weaving). East Water has also contributed to the Revolving Loan Funds of several villages providing opportunities for the rural poor to take risk-free, low-interest loans to develop their own industries.

PDA would like to thank East Water for their many years of devotion to the TBIRD concept, and in particular for the sponsorship of this report.

