

What is

Pracharath Rak Samakkee?



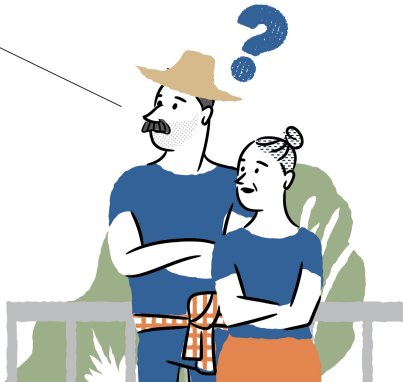
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ประชารัฐ

ประชารัฐรักสามัคคี
ประเทศไทย
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Collaborating
with

5 Sectors

1

5 Guidelines in working with community businesses



Public Sector
Supports

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



Private Sector
Drivers

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



Academic Sector
Knowledge Support

- Research & development
- Technology for agriculture and production



Civil Society Sector
Strengthens Communities

- Building awareness
 - Linkages among multiple communities



Citizen & Community Business
Executes

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

2

Sharing know-hows and creating synergizes in 5 capabilities



Factors of production

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



Knowledge

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



Marketing

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



Communication & awareness

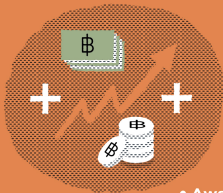
- Unity and pride in communities
- Understanding of Pracharath concept and Philosophy of Sufficiency Economy



Management system

- Business plan
- Financial management
- Environmental sustainability

3 Strengthening access to capital



- Business plan development
- Awareness of financial assistance schemes
- Financial knowledge & discipline
- No direct funding to community business

4 Sharing of successes

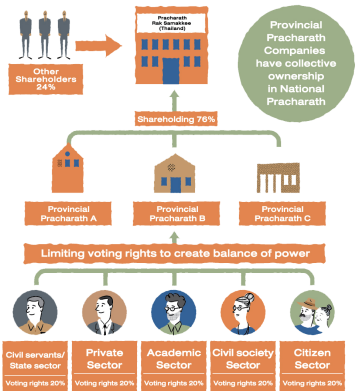
- Building common understanding with community business on how to share successes
- Community business plowing back part of profit growth to SE (e.g. 10% of profit growth, 5% of revenue growth etc.)
- Documenting agreements clearly in MOU form



5 Working together with National Pracharath



- Building new markets nationwide & globally
- Knowledge sharing & network of experts
- Creating systematic solutions to resolve common issues



Who is Pracharath Rak Samakkee (Thailand)?

Central body giving support to Provincial Pracharaths in several ways

- Knowledge management & communication
- Network of experts
(e.g. in agriculture, technology, design etc.)
- Creation and linkages to markets
nationwide globally
- Product standards, product & brand development
- Intellectual property management
- Building new generation of community developers
through training programs

Quarterly co-ordination

Common objective & approach through development of 3 groups of economic activities via 5 capabilities

Community Executes Private Sector Drives Public Sector Supports

Synergizing, empowering with clear performance measurements

This is the beginning of growing income for households, stronger and happier communities



**TOGETHER
FOR
BETTER FUTURE**



What is Pracharath Rak Samakkee?

Social Enterprise with...

1 Objective, 3 Groups of Economic Activities, 5 Capabilities throughout 76 provinces nationwide

Objective Growth in community income to create happiness among people

Groups of activities

Agriculture

Value Added Product

Community Based Tourism

Capabilities



Access to factor of production



Knowledge Building



Marketing



Communication & awareness



Management System

Up stream

Mid-stream

Down stream

Execution

Through Pracharath Rak Samakkee (Thailand) and 76 provincial Pracharath Rak Samakkees

Foundation

Philosophy of Sufficiency Economy

What are Social Enterprise?

5 key principles of our Social Enterprise

