Quality of life in the Thai Society

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OUTLINE OF PRESENTATION

- Changes affecting the quality of life
- Development guidelines in moving Thailand towards the next decades
- Key development strategies: Quality of life in City and The Nation
THE NATIONAL ECONOMIC AND SOCIAL DEVELOPMENT PLAN (NESDP) A ROAD TO THAILAND’S DEVELOPMENT

Gold Era of Planning

Plan 1 (1961-66)

Plan 2 (1967-71)

Plan 3 (1972-76)

Plan 4 (1977-81)

Plan 5 (1982-86)

Plan 6 (1987-91)

Plan 7 (1992-96)

Plan 8 (1997-2001)

Plan 9 (2002-06)

Plan 10 (2007-2011)

Political Fluctuation

Democracy Era

Paradigm Shift

Economic Growth and Infrastructure Development and the Beginning of Social Development

Economic Growth Led Development

Economic Stability and Social Development

Community Plan

People Centred Development Paradigm
Participation Approach
Sufficiency Economy

People Centred Development Paradigm
Participation Approach
Sufficiency Economy

1997 crisis

2008 crisis

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Thai’s Happiness means a state, which Thai people are well-being with good quality of life, well-balanced between physical, mental and intelligence. The economy, society and environment are well-integrated. Thai people live in peaceful and harmonious society, which are well-balanced between people and natural resources and environment.

The main components (factors to create happiness) are:

- **Health**
  - Healthy physical
  - Ethical mentality
  - Intelligence

- **Warm and loving family**
  - Family role
  - Family ties

- **Empowerment of communities**
  - Self-reliance
  - Help each other
  - People participation

- **Democratic society with Good Governance**
  - Democratic awareness
  - Good Governance
  - Harmonious society

- **Surroundings and ecological system**
  - Basic needs
  - Safety in life and property
  - Good environment
  - Ecology

- **Economic Strength and equity**
  - Employment
  - Strong economy
  - Equity
Quality of life: Well-being index in the Thai society

Overall well-being index

1. Physiological and psychological well-being
2. Intra-family relationship
3. Strong community
4. Strong and fair economy
5. Environmental balance
6. Democratic society with good governance

objective conditions (income, health, etc.) and subjective perceptions

Score >90-100 = Very good
>80-89.9 = Good
>70-79.9 = Moderate
>60-69.9 = Need to be improved
< 60 = Need immediate improvement
Changes affecting the quality of life

**Economic aspect**  Strong financial sector; unbalanced fiscal sector; high production cost in agricultural sector; limited land/labor supply; industrial sector dependent on foreign sources; future prospect for service/tourism sector.

**Social aspect**  Lower degree of mutual dependence within the society; Increasing diversity in Thai culture; better provision of education and health services; prolonged problems with child IQ and EQ development, labor productivity, and care for the elderly.

**Environmental aspect**  Degrading natural resources and environment; effect of the global warming on agricultural sector; issues related to poverty/migration; forest trespassing; energy dependence from outside sources.
In the 1980s and 1990s, the time during which the economy expanded rapidly contributed mainly by exports (the so-called export-led growth periods), income disparity widened. Despite some gradual improvement have been seen in the recent years, income inequality remains a challenging problem. Difference between the 20% richest decile and the bottom 20% poorest is 11.3 times.
Changes affecting the quality of life: Social

### Challenging issues

**On Average**
- Increasing life expectancy to 75.6 years
- Average years of schooling increasing to 8.9 years

**Children**
- Slow development of IQ/EQ
- 10.6 per cent have overconsumption/obesity problem.
- Learning outcome below target.

**Working Population**
- Higher educational attainment yet lower productivity.
- Ratio of vocational to general students does not match labor demand.

**Elderly**
- Increasing life expectancy yet increasing incidence of chronic disease.

### Development Progress

**On Average**
- 99.2 per cent gain access to health care/health insurance.
- Lower crime rate but higher drug usage

**Children**
- 98.4 per cent gain access to 15 years of free schooling.

**Working Population**
- 25.3 per cent covered by the social security scheme.
- 62.7 per cent of labor in the informal sector not covered by social security.

**Elderly**
- 70.2 per cent received public elderly allowances.

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**Urban society becoming more individualistic.**

**Interconnection between Thai and many other diverse cultures.**

**Kinship Society**
- Extended society
- Interdependence

**Nuclear Society**
- Lower degree of altruism
- Independence

**Effect on the Thai Society**
- Digital divide
- Less time sharing
- Lower degree of bondness
- Aggressiveness

**Effect on the Thai Community**
- Self-dependence
- Overconsumption
- Desertsed homeland
- Lost identity

**Effect on the country**
- Consumerism/Materialism
- Not value own culture
- Culture colonialism
- Cultural dissonance

**Effect on the country in the global forum**
- Lower dependence
- Critique on internal affairs
- Overcome by desires
- Political bargaining

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Q2

Changes affecting the quality of life: Environment

Increasing waste, air and water pollution

- 37% with proper waste disposal
- 23% waste recycle

1.86 Million tons of toxic waste

1.86 Million tons of toxic waste, 78% of which are from the industrial sector

Contaminated ground water

More chemical-related accidents

Carbon dioxide

98% of the production sector, electric generator, transportation, and industrial release CO₂
1. Creating a fair society
2. Human development towards sustainable learning society
3. Establishing a knowledge-based economy and promoting supporting and relating factors
4. Linking with other regional economies
5. Sustaining management of natural resources and environment
6. Creating balance and security of food and fuel

GLOBAL CHANGES
- aging society
- climate changes
- new rules, new regulations, and FTAs
- technological advancement (bio-tech, nano tech, etc.)
- multi-polar economic centres
- food and fuel crisis
- terrorists

EXTERNAL CHANGES
- Weak management in the public sector
- Weak and imbalanced economic structure
- Unbalanced demographic structure
- Degradation of national pride
- Deterioration of national resources

SIX IMMUNITIES
1. Constitutional monarchy
2. Agricultural sector that supports income and food security, and rural community
3. Country development based on knowledge and modern development
4. The promotion and preservation of Thai culture
5. Capacity building at the community level in management; promoting a participatory approach in improving the standard of living that is in accord with formal welfare society
6. Preservation of national independence; maintaining neutral status in the world forum; leader of ASEAN
Sufficiency Economy is a philosophy that stresses the middle path as an overriding principle for appropriate conduct by the populace at all levels—individuals, families, communities, as well as the level of nation. In Thai context, we consider quality of life from the perspective of sufficiency economy and human development whereby people are being placed at the centre of development—namely quality of life from people-centered perspectives.

Q5

**Moderation**
learn the limitation of our capacity and potential to balance our life and to be harmless towards others.

**Reasonableness**
making rational judgment of what best fit our life.

**Self-Immunity**
be prepared to accept and face the impacts change brings about.

**Wisdom**
an application of knowledge with due consideration and prudence.

**Moral**
honesty, integrity, participatory approach

**Patience**
Step by step

**Conscioue,Diligence, Perseverance**
A good social quality needs a strong social foundation.

Key development strategies: Quality of life in City and The Nation

Social Quality

Sufficiency Economy Philosophy/Moral values/Good governance

**Socio-Economic Security**
- Tax restructuring with more direct taxes
- Improving property management
- Improving crop insurance and income guarantee measures for farmers and the poor

**Social Inclusion**
- Generating access to social services with good quality for the underprivileged group.
- Linking various social welfare programs at all levels.

**Social Empowerment**
- Promoting the public mind in 5 dimensions: the disciplined mind, the synthesizing mind, the creative mind, the respectful mind, the ethical mind.
- Strengthening community and participation process.
- Political reform towards public democracy.

**Social Cohesion**
- Creating a trusting values.
- Promoting political culture with good governance
- Promoting the concept of Rechtsstaat and peaceful solution to conflicts with check-and-balance mechanism from the people.

A good social quality needs a strong social foundation.

Joint values of care-share-fair Capacity of locals/community to manage owns affairs.
Public and Private Partnership in Thailand

- Since the advent of Thailand’s 5th Five-Year Plan, the government has realized that the expanded relationship among the government, private sector and NGOs has been a most valuable contribution to social progress and to a more balanced development of the Kingdom.

- It was clearly started in the national policy that the government would continue to support private sector participation in health and education development to meet the increasing needs of the population in terms of financing personnel and equipment.
The Role of Government

- Overcoming market failures.
- Providing for the poor, the rural and under-served populations.
- Implementing appropriate regulations/ensure quality.
- Controlling costs.

The Role of the Private Sector

Has the following strengths:

- Improving quality.
- Improving customer service.
- Improving management standards.
- Investing in research and development.
- Developing market-based systems of rationing.
- Developing new services.
private organizations that utilize market based strategies to achieve a social purpose. The profit generated is often re-invested into the company to further their goals rather than distributed to the shareholders.

### Founders

| Society | Profit | Environment | Goal of Social Enterprise |

### Examples

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<th>Founders</th>
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| Corporate      | • Lemon Farm  
                 • Geocycle                                  |
| Non-profit     | • Doi Tung Coffee  
                 • Cabbage & Condoms                          |
| Community-based| • Sajjai saving group  
                 • Grassroots Innovation Network               |
| Entrepreneur   | • Open Dream  
                 • Cocoboard                                  |