

80 years of His Majesty King

Bhumibol Adulyadej in Recognition of Lifetime Achievement in Human Development

by Thossaphol Noratus, Thailand

“We shall reign with righteousness for the benefits and happiness of the Siamese (Thai) people”

5th December 2007 is the Auspicious Occasion of His Majesty King Bhumibol Adulyadej's 80th Birthday Anniversary. His Majesty the King is 9th King of the Chakkri Dynasty, Kingdom of Thailand - a symbol of perseverance and self-sacrifice of generations of Thai people. As leader in the field of national development over 60 years, His Majesty has been working for sustainable development, especially in human development as the commitment articulated at his coronation:

“We shall reign with righteousness for the benefits and happiness of the Siamese (Thai) people”

His Majesty King Bhumibol Adulyadej was born in Cambridge, Massachusetts, in the United States and educated primarily in Switzerland. His name, Bhumibol Adulyadej, means “**Strength of the Land, Incomparable Power**”. Having reigned since 9th June 1946, he is the world's longest-serving current kings and the longest-serving monarch in Thai history. H.M. King Bhumibol was crowned King of Thailand on 5th May 1950 at the Royal Palace in Bangkok.

First Human Development Lifetime Achievement Award
Tied in with the 60th Anniversary Celebrations of His Majesty the King's Accession to the Throne, also called the Diamond Jubilee on 26th May 2006 United Nations Secretary-General Kofi Annan presented **His Majesty King Bhumibol** with the **United Nations Development Programme's (UNDP) first Human Development Lifetime Achievement Award** for his extraordinary contribution to human development.

This special prize is to be given to leaders who have over the years exemplified dedication in their leadership to the values underlying human development.



During his over 60 years reign, H.M. the King has tirelessly helped improve the lives of the poor people all over Thailand and has traveled across the entire country visiting communities even in the most remote areas.

His Majesty has also made an invaluable contribution to human development through his philosophy of "Sufficiency Economy". With its emphasis on sustainable development, responsible consumption, diversification of household-level production, resilience to external shocks, and community empowerment, His Majesty's philosophy is a powerful way of reducing poverty and protecting poor communities against the vagaries of globalization.

“His Majesty has selflessly devoted his time and effort to the wellbeing and welfare of the Thai people”, says UNDP Resident Representative Joana Merlin-Scholtes. “Through this prestigious Award, UNDP pays tribute to his Majesty's development work and visionary thinking.”

Other Human Development Awards include the biennial Mahbub ul Haq Award for Outstanding Contribution to Human Development given to national or world leaders — previously awarded to President Fernando Henrique Cardoso of Brazil in 2002 and founder of Bangladesh's Rural Advancement Committee, Fazle Hasan Abed, in 2004 — as well as five categories of awards for outstanding National Human Development Reports.



Helping People to help themselves: His Majesty visiting in the countryside and giving them advices on agriculture and irrigation.

The United Nations Development Programme promotes human development through the publication of global and national Human Development Reports, and through the work of UN offices on the ground in 166 countries across the world. This award is an important part of this vast undertaking. Thailand's forthcoming National Human Development Report in 2007 will focus on His Majesty's Sufficiency Economy Philosophy on the occasion of the King's 80th birthday.

On November 13, 2006, H.M. King Bhumibol Adulyadej as one of Asian Heroes in TIME Asia's 60 Years of Asian Heroes. He is a beloved monarch has used his moral authority to guide Thailand through many crises over 60 years.

Sufficiency Economy is a philosophy bestowed by His Majesty the King to his subjects through royal remarks on many occasions over the past three decades. The philosophy provides guidance on appropriate conduct covering numerous aspects of life. After the economic crisis in 1997, His Majesty reiterated and expanded on the "Sufficiency Economy" in remarks made in December 1997 and 1998. The philosophy points the way for recovery that will lead to a more resilient and sustainable economy, better able to meet the challenges arising from globalisation and other changes. The New Theory is the method to achieve self-sufficiency, as the means to manage land and water resources for agriculture and consumption. The theory applies to small farmers holding an average cultivation area, to maximize the use of their land, with the aim for them to be able to support themselves adequately in the first place. This will lead to organizations such as farmers groups or cooperatives to jointly carry out community activities. At the same time, they must be able to coordinate and connect with outside organizations and agencies concerning capital source to support occupational and people's quality of life development. *(Royal address)*

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5th December 2007 at

www.80thbirthdayanniversary.go.th



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