



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

Long Live the KING,
Bhumibol Adulyadej, who is as much a spiritual leader as a worldly one.

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The Kingdom of Thailand's society has been based on Buddhism for a long time and nearly 90% of Thais are Buddhists. Thai people revere His Majesty the King as a spiritual leader, the center of love and unification of the Kingdom. At present, His Majesty King Bhumibol Adulyadej is the 9th King of the Chakri Dynasty, Kingdom of Thailand which has been a symbol of perseverance and self-sacrifice for generations of Thai people. As the leader in the field of national development for more than 63 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 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 June 9, 1946, he is currently the world's longest-serving king and the longest-serving monarch in Thai history. H.M. King Bhumibol was crowned King of Thailand on May 5, 1950 at the Royal Palace in Bangkok.

All the Thais have been well aware of and have fully realized that His Majesty the King is the center of love and loyalty of the people from all walks of life. Through the years, His Majesty has devoted his strength, wisdom, time and financial support, as well as having worked and taken part in activities for the development of the country and given assistance to the deprived.

For the Love of the People

As a leader in the field of national development and the spiritual leader over 63 years, His Majesty has demonstrated his intrinsic ability to work closely with other people and agencies and to bring these people together for a common purpose. The King continues to reside in the hearts and minds of Thai people. In the minds of the Thai people, His Majesty

King Bhumibol Adulyadej has lived up to his name as the **Strength of the Land**. His Majesty the King has been living and working based on the dharma practice, the Noble Eightfold Path as a whole, which is divided into three basic divisions: Wisdom (1: Right view, 2: Right intention), Ethical conduct (3: Right speech, 4: Right action, 5: Right livelihood) and Concentration (6: Right effort, 7: Right mindfulness, 8: Right concentration). Additional, Acquired factors: 9: Right knowledge and 10: Right liberation.

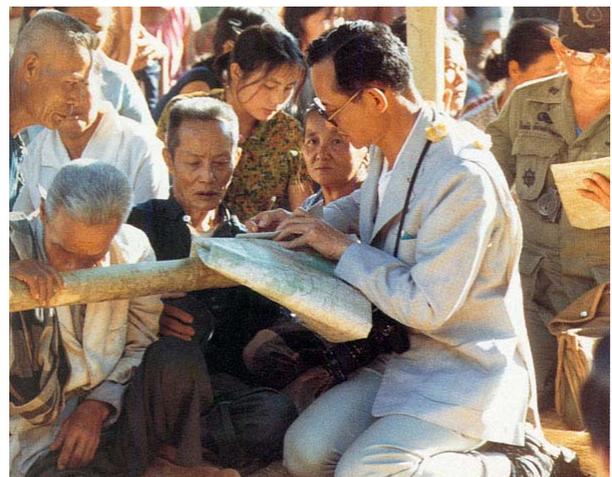
Dasavidha-rājadhamma

or Rajādhamma 10 (“tenfold virtue of the ruler”) is one of the Buddhist dharma that His Majesty the King holds as a spiritual leader. Dasavidha-rājadhamma composes of the following ten: 1: Dāna (charity) — being prepared to sacrifice one's own pleasure for the well-being of the public, such as giving away one's belongings or other things to support or assist others, including giving knowledge and serving public interests. 2: Sīla (morality) — practicing physical and mental morals, and being a good example to others. 3: Pariccāga (altruism), being generous and avoiding selfishness, practicing altruism. 4: Ajjava (honesty) — being honest and sincere towards others, performing one's duties with loyalty and sincerity to others. 5: Maddava (gentleness) — having a gentle temperament, avoiding arrogance and never defaming others. 6: Tapa (self control) — destroying passion and performing duties without indolence. 7: Akkoda (non-anger) — being free from hatred and remaining calm in the midst of confusion. 8: Avihimsa (non-violence) — exercising non-violence, not being vengeful. 9: Khanti (forbearance) — practicing patience, and striving to serve public interests and 10: Avirodhana (uprightness) — respecting opinions of other persons, avoiding prejudice and promoting public peace and order.

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 May 26, 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.



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

During his 60+ years reign, His Majesty the King has tirelessly helped improve the lives of poor people across Thailand and has travelled 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 well-being 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 Mahbubul 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.



His Majesty the King, granting an audience to Mr.Kofi Annan, Secretary General of the United Nations, who presented to His Majesty the "UNDP Human Development Lifetime Achievement Award" at Klai Kangwol palace, Hua-Hin District, Prachuap Khiri Khan Province, May 26,2006.

On November 13, 2006, His Majesty King Bhumibol Adulyadej was honored as the TIMEasia's 60 Years of Asian Heroes. He is a beloved monarch and has used his moral authority to guide Thailand through many crises over 60 years.

Sufficiency Economy

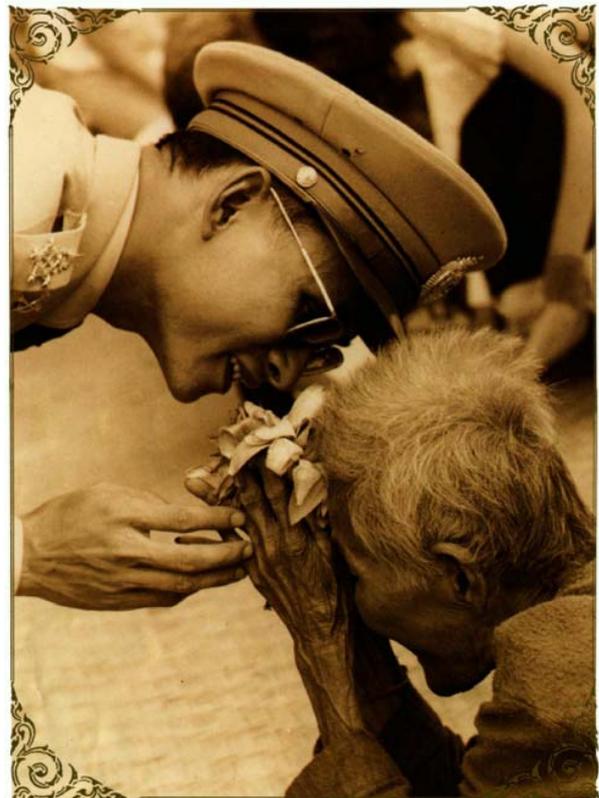
is a philosophy bestowed by His Majesty the King to his subjects through royal remarks on many occasions over the past three decades. The philosophy provides guidance on appropriate conduct covering numerous aspects of life. After the economic crisis in 1997, His Majesty reiterated and expanded on the "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 globalization 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).

His Majesty the King has been living and working based on the dharma practice and sufficiency economy since he was young. Some people may think the King was living in luxury, but it is absolutely not so. His life is simplified but he has many concerns, such as being economical, using natural resources (water, land use, rice, etc.), global warming, cost effectiveness

of budgets and spending in royal projects. His Majesty the King is a role model for all Thais; everybody in the country (poorest to richest) can follow in his footsteps from his teachings, his actions or his speeches. His Majesty the King has been strongly suggesting that all Thais can live the middle way, learning to achieve sustainable growth or maturity -- the ability of deferred gratification (patience), and progress as the real or imagined perception of movement towards gratification. In this way, everybody can achieve happiness in their life, whether they have a low or a high income. In my opinion, happiness is more important than property and everybody can seek to earn a high enough income to live comfortably. Therefore they would be living without being desirous of further possessions that they cannot yet afford. However, they could attain their desires when they are able to increase their income, or they could use their savings, if any.

Conclusion

In Thais' perception, His Majesty King Bhumibol Adulyadej has been practicing as the Bodhisattva (in Buddhism perspective) - a person who already has a considerable degree of enlightenment and seeks to use their wisdom to help other human beings to become liberated from poverty or suffering as much as possible. And His Majesty is an already wise person who uses skillful means to lead others to see the benefits of virtue and the cultivation of wisdom to improve their quality of life by concept: "**Helping People to help themselves**". For this reason, His Majesty the King is as much a spiritual leader as a worldly one. **Long Live His Majesty the King of Thailand.**



His Majesty the King receiving pink lotus flowers from Ms.Tum Chanthanit, 102 years old, an elderly lady who came to greet him during his first visit to Nakhonphanom province in November 13, 1955.