STORY OF CENTRAL THAM

CENTRALTHAM

CENTRAL THAM

A project by Central Group that invites everyone to collaborate in 'doing' good to create jobs, careers, and strong communities, while enhancing the quality of life for employees and society sustainably. Central Tham operates in alignment with the United Nations' 17 Sustainable Development Goals (SDGs).

SUSTAINABLE DEVELOPMENT GOALS

The goals include

01 End poverty in all its forms everywhere.

02 End hunger, achieve food security and improved nutrition and promote sustainable agriculture.

03 Ensure healthy lives and promote well-being for all at all ages.

04 Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

05 Achieve gender equality and empower all women and girls.

06 Ensure availability and sustainable management of water and sanitation for all.

07 Ensure access to affordable, reliable, sustainable and modern energy for all.

08 Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

09 Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

10 Reduce inequality within and among countries.

11 Make cities and human settlements inclusive, safe, resilient and sustainable.

12 Ensure sustainable consumption and production patterns.

13 Take urgent action to combat climate change and its impacts.

14 Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

15 Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

16 Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

17 Strengthen the means of implementation and revitalize the global partnership for sustainable development.

Mae Tha Sustainable Living,
Chiang Mai

CHIANG MAI

Chiang Mai is well known for its rich traditions, culture, tourism, and agriculture. Central Tham recognizes these strengths and has actively engaged with local communities to support community economic development through a wide range of initiatives.

Jing Jai Market, Chiang Mai

Saori Weaving Project with The Healing Family Foundation, Chiang Mai

WHAT WE DO

EDUCATION AND WELL-BEING

Guided by the Sufficiency Economy Philosophy and active-based learning, Central Tham supports initiatives such as the Provincial Model Schools Project (13 schools), Community Model School Project, Table Tennis Training Program, Little Readers by B2S, Central for Communities, and Robinson "Sharing Happiness." We also create job opportunities for people with disabilities such as Robot Testing for People with Disabilities, Saori Weaving Project with The Healing Family Foundation, and Crochet Doll Products by The Chiang Mai Autism Club.

SUSTAINABLE LIVELIHOODS AND COMMUNITY PRODUCT DEVELOPMENT

Strengthening local economies through knowledge and skill sharing, as well as support in sales channels and communication. Key initiatives include the Mae Tha Sustainable Living Project, Mae Kong Kha Organic Coffee Project, The Kong Khaek Sustainable Agriculture Community Enterprise, and Lanna Lantern Product Development Project at Tha Sala Subdistrict.

ENVIRONMENTAL QUALITY

Promoting organic agriculture as an alternative to monocropping and expanding green spaces through initiatives such as the Mae Tha Sustainable Living Project, Jing Jai Market, Green Area Expansion Project at Mae Chaem District, Tree Seedling Distribution Project, Thai Watsadu Forest Conservation Project.

COMMUNITY-BASED TOURISM

Preserving cultural heritage while promoting sustainable tourism through initiatives such as Wat Phra Singh Restoration, Jing Jai Market, Mae Tha Sustainable Living Project, and Learning Center and Community-Based Tourism at Ban Pha Mon.

RELATED SDGS

OUR HIGHLIGHT PROJECTS

• MAE THA SUSTAINABLE LIVING

A flagship organic agriculture model project covering 243 rai, encouraging new-generation farmers to collaboratively manage land for multiple purposes. Central Tham supports agricultural product processing and has expanded the project into a learning center for tourists and farmers.

• JING JAI MARKET

The first organic market under Central Group, developed under the concepts of Environmental Care and Creating Shared Value. It supports local farmers and communities in Chiang Mai while serving as a landmark attracting both Thai and international visitors.

• JING JAI MARKET ENVIRONMENTAL LEARNING CENTER

A foam-free market promoting reusable bags and waste separation. Equipped with an organic waste digester, it converts food waste into fertilizer and biogas. The fertilizer is returned to the community, while the biogas is utilized for cooking and other purposes.

• LANNA LANTERN PRODUCT DEVELOPMENT, THA SALA SUBDISTRICT

Central Tham provides guidance in design, business operations, and product development, resulting in ceremonial and auspicious lanterns, with retail support at Jing Jai Market.

• SAORI WEAVING PROJECT WITH THE HEALING FAMILY FOUNDATION

A creative hub for people with intellectual disabilities to weave Saori textiles inspired by Japanese techniques. Central Tham supports product development and distribution under the Good Goods brand.

GREEN AREA EXPANSION AT MAE CHAEM DISTRICT

In collaboration with partner networks, applying the BCG Economy Model and the Royal Initiative of "Three Forests, Four Benefits" in pilot areas in Kong Khaek Subdistrict, Mae Chaem District, and Na Noi District, Nan Province.

THE KONG KHAEK SUSTAINABLE AGRICULTURE COMMUNITY ENTERPRISE

Supporting the transition from monocropping to soil and water conservation agriculture, promoting fruit trees and organic home-grown vegetables.

SUFFICIENCY ECONOMY LEARNING CENTER, BAN PHRA NON SCHOOL, MAE RIM DISTRICT

As part of the Partnership School Project, Central Tham supports learning processes, learning tools, and funding for the Khok Nong Na Model learning center based on the King's Philosophy.

MAE KONG KHA ORGANIC COFFEE

Supporting organic Arabica coffee cultivation by the Pgakenyau community under forest areas in Mae Chaem District, leading to land restoration, haze reduction, and sustainable income generation.

PHA MON COMMUNITY LEARNING AND TOURISM CENTER

In partnership with Nong Lom Agricultural Community Enterprise, developing Ban Pha Mon, Doi Inthanon, Chom Thong District to promote organic farming, fruit cultivation, and homestay development.

OUR PROJECTS

• COMMUNITY MODEL SCHOOL SUPPORT

Supporting 13 educational institutions at the provincial level and Wat Don Chai School, including learning stations focused on academic and vocational skills.

• ROBOT TESTING FOR PEOPLE WITH DISABILITIES

Providing budget support for practice fields and compensation for testing robots designed to assist people with disabilities.

• CROCHET DOLL PRODUCTS

Providing vocational skills training to the Chiang Mai Autism Club to create crochet products, generating income for parents caring for children with autism.

• RICEBERRY FARMING

Supporting the Union Association of the Blind in Mae Taeng and Mae Ai Districts to grow and process Riceberry rice for sale.

• SPORTS AT BAN VIENG PING CHILDREN'S HOME

Providing a budget for sports equipment and hiring volleyball coaches to encourage healthy lifestyles and prevent drug use.

• TABLE TENNIS AT BAN MAE SA SCHOOL

Coaches from the Central Sports Club teach students, enabling them to pursue sports schools and professional athletic careers.

• LITTLE ONES LOVE READING

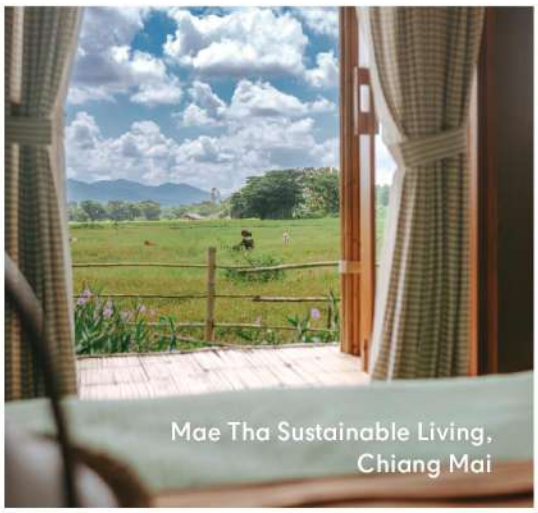
Supporting primary schools through School Roadshows at over 40 schools, including free access to E-libraries and B2S Club libraries.

• CENTRAL FOR COMMUNITIES

Delivering aid to students and monks at Wat Kha Chao, as well as providing food for dogs and cats at Wat Mae Yuak.

Mae Tha Sustainable Living, Chiang Mai

Thai Watsadu "Forest Loves Water" Project, Chiang Mai



Mae Tha Sustainable Living, Chiang Mai

Sufficiency Economy Learning Center, Ban Phra Non School, Mae Rim District, Chiang Mai

- **ROBINSON "SHARING HAPPINESS"**

  Donating school supplies, clothing, and bags to underprivileged youth for daily use.

- **TREE SEEDLING DISTRIBUTION PROJECT**

  Partnering with the Royal Forest Department to distribute free seedlings to expand green spaces.

- **THAI WATSADU "FOREST LOVES WATER" PROJECT**

  Constructing and repairing check dams to alleviate water shortages for local residents.

- **"CHIANG MAI BEAT THE HAZE" CHARITY RUN**

  Supporting fundraising activities through the Chiang Mai Breath Network to address smoke and dust pollution.

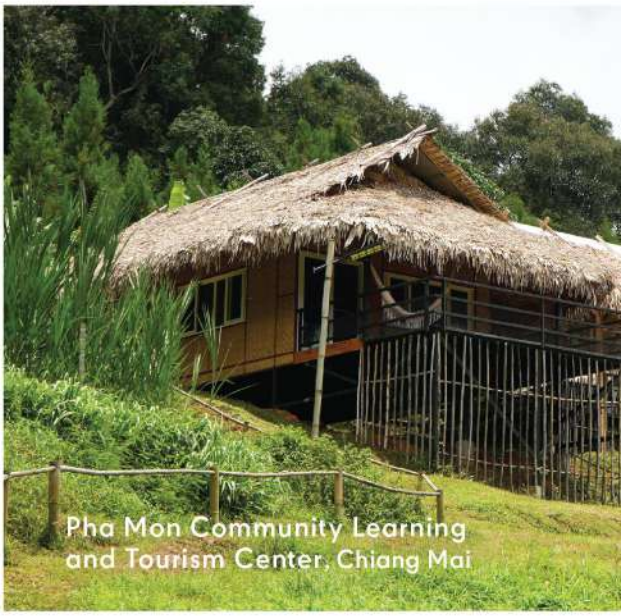
- **WAT PHRA SINGH RESTORATION**

  Preserving historical sites through restoration of Viharn Lai Kam, repair of interior murals, and improvement of the surrounding landscape.

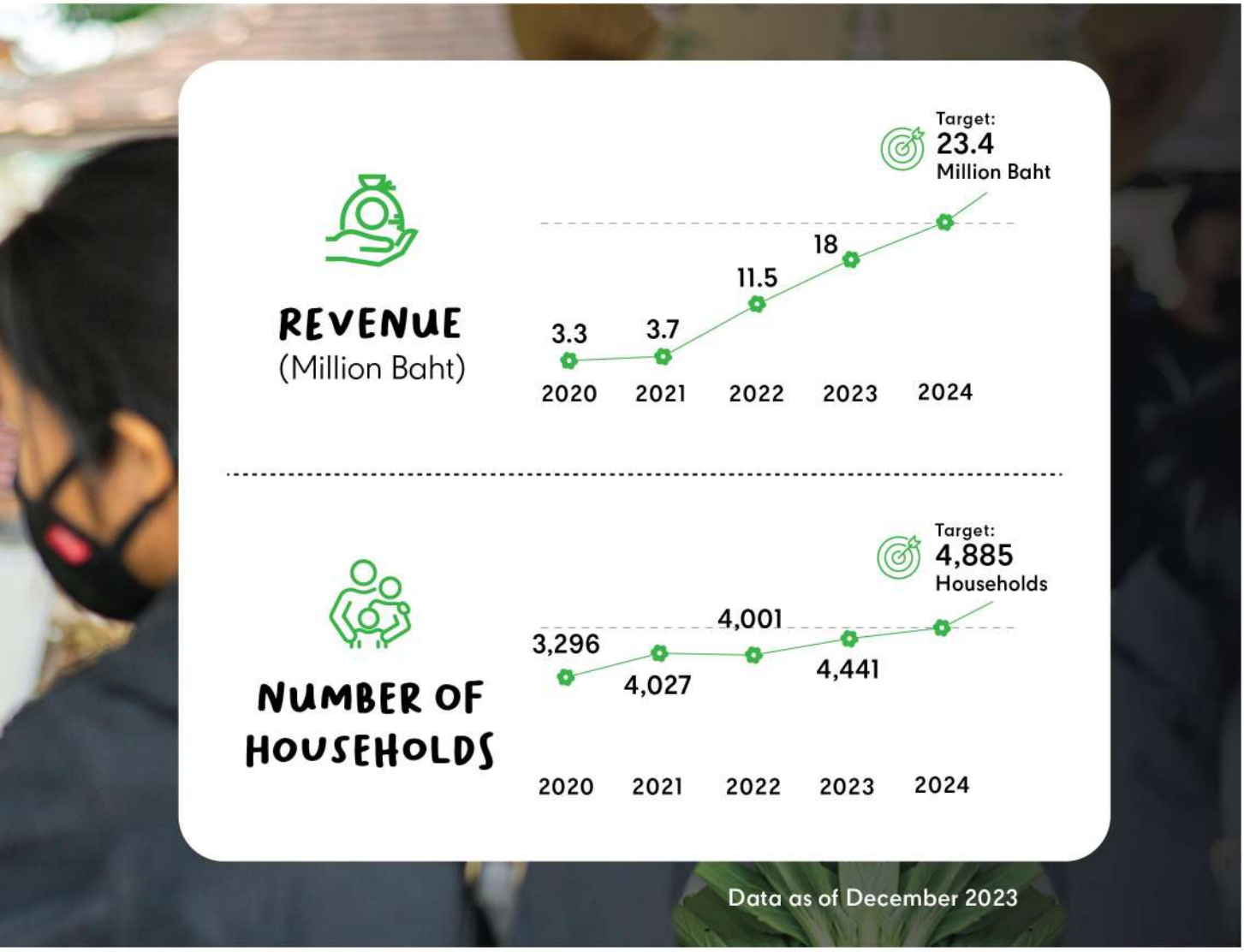
PROJECT RESULTS

Jing Jai Market,
Chiang Mai

Saori Weaving Project with
The Healing Family Foundation, Chiang Mai



Pha Mon Community Learning
and Tourism Center, Chiang Mai



Mae Kong Kha
Organic Coffee, Chiang Mai

OVERALL IMPACT

Central Tham is committed to strengthening community economies to achieve sustainable economic growth, stable livelihoods, and improved quality of life, while preserving local identity through cultural heritage, traditional wisdom, and sustainable tourism.

ACADEMIC COLLABORATION THROUGH PARTNERSHIP SCHOOL PROJECTS

ZERO WASTE MODELS AND WASTE MANAGEMENT LEARNING CENTERS

LEARNING PROCESS SUPPORT BASED ON THE SUFFICIENCY ECONOMY PHILOSOPHY

COMMUNITY TOURISM LANDSCAPE ENHANCEMENT

ORGANIC AGRICULTURE AND HIGH-VALUE CROP DEVELOPMENT

HOMESTAY DEVELOPMENT AT MAE THA AND BAN PHA MON

COMMUNITY ENTERPRISE ESTABLISHMENT SUPPORT

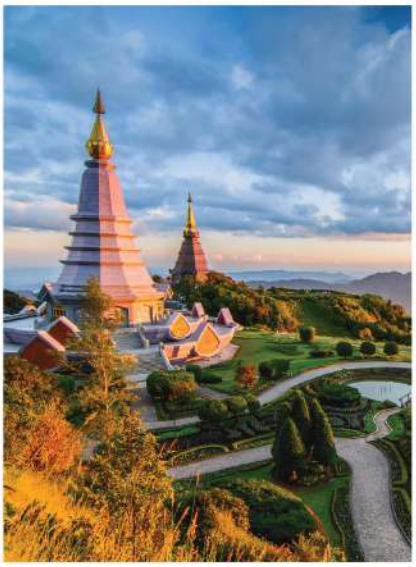
CULTURAL DOCUMENTATION FOR PRESERVATION AND REVITALIZATION

Mae Tha Sustainable Living, Chiang Mai

RECOMMENDED DESTINATIONS IN CHIANG MAI

WAT PHRA SINGH

Home of Phra Buddha Sihing, a major royal temple



DOI INTHANON

The highest peak in Thailand

WAT PHA LAT

A 500-year-old temple with Burmese architectural influence on Doi Suthep

WAT PHRA THAT DOI KHAM

Worship Luang Por Tun Jai, over 500 years old

WAT PHRA THAT DOI SUTHEP

Iconic golden Lanna-style pagoda

MAE THA SUSTAINABLE LIVING

Live with nature and learn organic farming

QUEEN SIRIKIT BOTANIC GARDEN

Thailand's most comprehensive botanical garden

MAE KONG KHA ORGANIC COFFEE

Enjoy organic Arabica coffee

JING JAI MARKET

Explore Central Group's first organic market

THE HEALING FAMILY FOUNDATION

Shop Saori textiles by artists with intellectual disabilities

PHA MON COMMUNITY LEARNING AND TOURISM CENTER

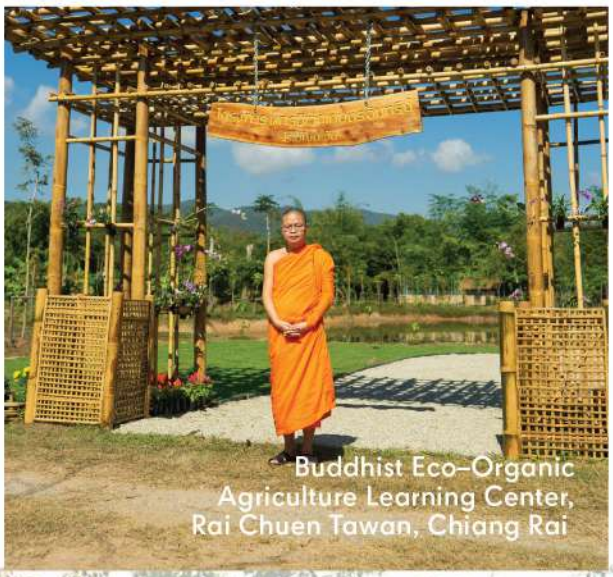
Community-based tourism and homestay experience

Phu Chi Duean Forest
Conservation Coffee Project, Chiang Rai

CHIANG RAI

The northernmost province of Thailand, Chiang Rai stands out for its natural beauty and leisure tourism attractions, as well as its rich arts and culture and traditional Lanna way of life. It is also one of the country's top contributors to economic value due to its border location, and is home to numerous temples and religious sites that reflect its long and storied history.

Phu Chi Duean Forest Conservation Coffee Project, Chiang Rai



Buddhist Eco–Organic Agriculture Learning Center, Rai Chuen Tawan, Chiang Rai

WHAT WE DO

EDUCATION AND WELL-BEING

Developing the education system, creating employment opportunities for people with disabilities, and supporting sports through various initiatives, such as the Provincial Model School Project; the Sufficiency Economy Learning Center Project for Bhutan oyster mushroom cultivation in Doi Luang and Mae Sai districts; the contract employment project for agricultural plot caretakers at Rai Chuen Tawan; the Royal Initiative Border Patrol Police School Development Project; providing educational scholarships to underprivileged students through the Equitable Education Fund (EEF); the Central Pattana Volunteer for Sustainable Happiness Project; the Hug Hom Hue Project; the "Teaching Children to Fight Fire" Project; the project delivering sanitation facilities to promote good hygiene and well-being in communities; the Pay It Forward Project; the Weaving Hearts, Creating Warmth Project; and the Central Tham Give Blood, Give Love campaign, uniting people to do good through blood donation.

SUSTAINABLE LIVELIHOODS AND COMMUNITY PRODUCT DEVELOPMENT

Supporting organic farming, developing low-carbon products, and creating market access and distribution channels through initiatives such as the Phu Chi Duean Forest-Friendly Organic Coffee Project; the Mae Fah Luang–Mae Chan Community Enterprise for Livelihood Promotion; the Thai Charoen Housewives Group in Wiang Kaen District, Chiang Rai; the community enterprise producing broom grass and stiff brooms in Ban Mai Community, Village No. 1, Chiang Rai; and the Rai Klin Khon Sab Kwai Community Enterprise in Wiang Chai District, Chiang Rai.

ENVIRONMENTAL QUALITY

Conserving and restoring 2,000 rai of forests and green spaces, and promoting water management for agriculture through various initiatives, such as the Phu Chi Duean Forest-Friendly Organic Coffee Project and the Buddhist Eco–Organic Agriculture Learning Center Project at Rai Chuen Tawan.

COMMUNITY-BASED TOURISM

Developing learning centers and driving the transition toward sustainable tourism through initiatives such as the Phu Chi Duean Forest-Friendly Organic Coffee Project and the Buddhist Eco–Organic Agriculture Learning Center Project at Rai Chuen Tawan.

RELATED SDGS

OUR PROJECTS

- **PHU CHI DUEAN FOREST CONSERVATION COFFEE PROJECT**

  Transitioning from shifting cultivation to organic Arabica coffee farming across more than 2,000 rai, grown under the shade of mature trees. The project supports farmers from the provision of production inputs through to market access, including the construction of a coffee processing facility and training in coffee management and environmental stewardship, while further developing the area into an eco-tourism destination.

- **THAI CHAROEN HOUSEWIVES GROUP, WIANG KAEN SUBDISTRICT, WIANG KAEN DISTRICT**

  Promoting the establishment of a community enterprise by providing guidance and knowledge in product design, such as embroidered elephant-pattern bags crafted by Hmong housewives, and supporting sales channels through Good Goods stores.

- **RAI KLIN KHON SAB KWAI COMMUNITY ENTERPRISE, WIANG CHAI DISTRICT**

  Supporting packaging design and sales channels for Khao Niew Kiew Ngu (local sticky rice).

- **BUDDHIST ECO-ORGANIC AGRICULTURE LEARNING CENTER, RAI CHUEN TAWAN**

  Developing a model learning center for innovation in organic agriculture on a 2-rai area through integrated farming. The center applies Khok Nong Na water management principles, uses solar panels to operate a Smart Farm system, and includes a free-range egg-laying chicken farm.

- **MAE FAH LUANG-MAE CHAN COMMUNITY ENTERPRISE FOR LIVELIHOOD PROMOTION**

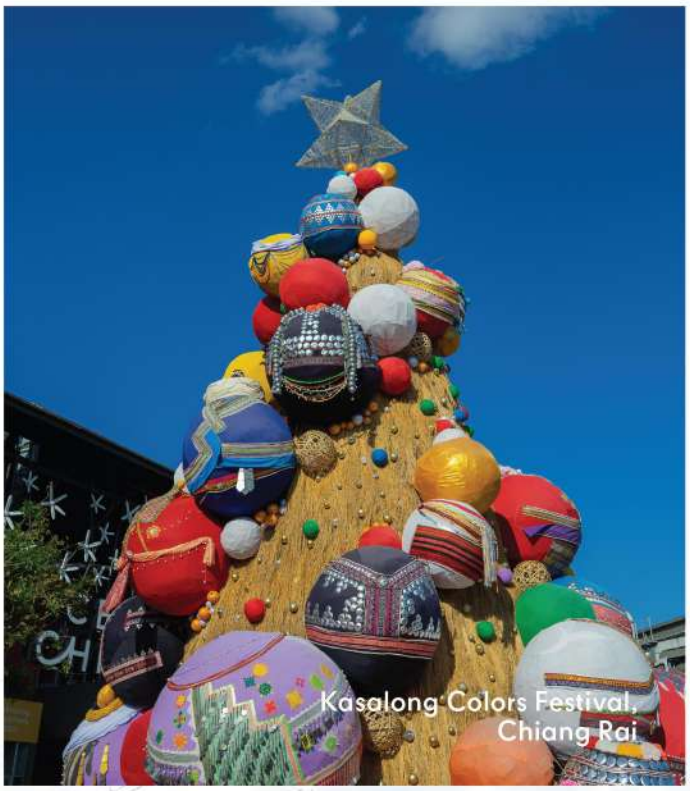
  Supporting the establishment of community enterprises by transferring knowledge, developing products from recycled plastic fibers, and supporting the planning and production of handicrafts, along with creating distribution

- **COMMUNITY ENTERPRISE FOR STIFF BROOMS AND BROOM GRASS, BAN MAI COMMUNITY, VILLAGE NO. 1**

  Supporting the establishment of a community enterprise by providing product design guidance for broom grass products crafted by elderly community members to enhance modern appeal, and supporting distribution under the Good Goods brand.

Buddhist Eco–Organic Agriculture Learning Center, Rai Chuen Tawan, Chiang Rai

Central Pattana Volunteer for Sustainable Happiness, Chiang Rai



Kasalong Colors Festival, Chiang Rai

- **HAK HOM HUE PROJECT**

  Establishing agricultural plots and a plant nursery to support the school lunch program at Ban Thung Luang School, Chiang Rai.

- **KASALONG COLORS FESTIVAL**

  Central Chiang Rai brings vibrancy and welcomes tourists during the New Year period while showcasing local Lanna culture by integrating creative techniques. Each year features different highlights, such as the Mok Phan Wa Christmas tree and cultural performances.

- **TEACHING CHILDREN TO FIGHT FIRE PROJECT**

  Providing basic knowledge on the use of fire extinguishers and donating learning materials.

- **CENTRAL PATTANA VOLUNTEER FOR SUSTAINABLE HAPPINESS**

  Building playgrounds and volleyball courts, and donating learning materials, sports equipment, and blankets.

- **COMMUNITY SANITATION FACILITY DELIVERY PROJECT**

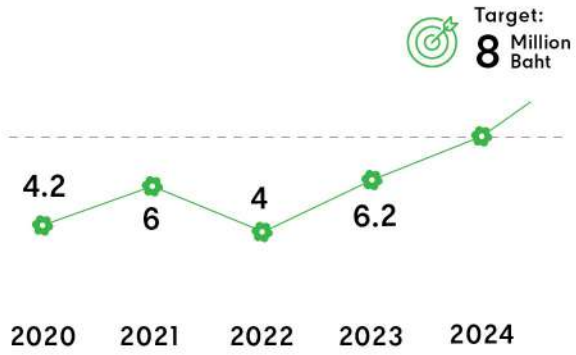
  Thai Watsadu, in collaboration with the Mae Chan District Office, constructed clean, adequate, and safe public restrooms in accordance with the Public Toilet Health Accessibility and Safety (HAS) standards set by the Department of Health, Ministry of Public Health, at the Mae Chan District Office.

- **PAY IT FORWARD**

  Contributing funds to support the production of prosthetic limbs for the Sirindhorn School of Prosthetics, Faculty of Medicine Siriraj Hospital, Mahidol University, expanding access to medical services and improving quality of life for underprivileged individuals.

PROJECT RESULTS

REVENUE
(Million Baht)



NUMBER OF HOUSEHOLDS

Data as of December 2023

Central Pattana Volunteer for Sustainable Happiness, Chiang Rai

Buddhist Eco-Organic Agriculture Learning Rai Chuen Tawan, Chiang Rai

Jing jai Farmers' Market,
Chiang Rai

Center,

Phu Chi Duean Forest
Conservation Coffee Project, Chiang Rai

OVERALL IMPACT

Central Tham focuses on enhancing quality of life, promoting organic agriculture, and increasing community income by creating livelihoods and supporting local entrepreneurs, while conserving green spaces and developing learning centers.

DEVELOPMENT OF LEARNING CENTERS AND COMMUNITY TOURISM

Promoting innovation in organic agriculture and advancing sustainable community-based tourism.

PROMOTION OF ORGANIC AGRICULTURE

Expanding organic farming areas, cultivating fruit trees and economic crops, and implementing Smart Farmer systems.

SUPPORT FOR PRODUCTION INPUTS

Improving coffee quality and productivity and constructing coffee processing facilities.

ENVIRONMENTAL STEWARDSHIP

Increasing green spaces and improving water management.

Buddhist Eco–Organic Agriculture Learning Center, Rai Chuen Tawan, Chiang Rai

Sustainable food developmemt and Forest restoration Nan, Na Noi District, Nan Province

NAN

Nan is a province that has strongly preserved its traditional way of life and local culture, remaining largely unchanged over time. This gives Nan a clear identity and unique charm. As a secondary city promoted for tourism, Nan is one of northern provinces with high potential. Central has invested in development that supports quality of life, education, tourism, strengthening communities, creating jobs and income and fostering sustainable growth.

Bua Yai Organic Agriculture Community Enterprise, Na Noi District (Mae Kamnan), Nan

Plastic wicker basket weaving, Nan

WHAT WE DO

EDUCATION AND WELL-BEING

Develop education through a provincial model school by supporting sufficiency economy learning bases, chicken and pig farming, cost-saving chicken feed, scholarships with expansion to other schools. Support sustainable livelihoods and job creation for people with disabilities through vocational projects such as plastic basket weaving, egg-laying chicken farming, wheelchair repair, and synthetic rattan products.

SUSTAINABLE LIVELIHOODS AND COMMUNITY PRODUCT DEVELOPMENT

Promote GI registration and product development for community enterprises such as Bua Yai organic agriculture, Coffee De Hmong at Manipruek, and fruit prosuction community enterprise for market Ban Wang Pha. Support career development and value creation to stable and sustainable income for Mlabri Phu Fah community, Sin Thao Rock Salt Pond, and Mueang Chang enterprise group.

ENVIRONMENTAL QUALITY

Promote waste management and renewable energy through sustainable environmental systems, water conservation, clean energy usage, circular economy practices in communities and agriculture, and carbon footprint, agricultural products. In addition, there are projects expand green spaces, community forest conservation, such as collaboration with community enterprises. Coffee De Hmong at Manipruek Thung Chang district, "Mlabri Phu Fah" community "Bo Kluea", releasing tigers back to the forests planting forests in people's hearts, they will help protect the forest for us project, sustainable food project, restoring Nan forests, Na Noi district, Nan province.

COMMUNITY-BASED TOURISM

Develop community tourism across districts into learning centers, such as Nan Tai , Na Noi district. Featuring Bua Yai organic farming community enterprise and Kaewta Cafe. Tai Lue flowing-water weaving community enterprise, Ban Lai Thung with banana fiber textile. Doi Mong coffee community enterprise, Mani Phruek quality coffee producers committed to forest conservation, along with Bo Kluea, Sin Thao manufacturer community, and Mueang Chang to a community learning center on climate change preparedness.

RELATED SDGS

OUR HIGHLIGHT PROJECTS

- **SUSTAINABLE FOOD DEVELOPMEMT AND FOREST RESTORATION NAN, NA NOI DISTRICT, NAN PROVINCE**

  Collaboration with World Wide Fund for nature, the royal forest department, and partner networks. Promotes sustainable consumption and production, with local farmers transitioning to organic farming and integrated tree planting across 257 farms.

- **BUA YAI ORGANIC AGRICULTURE COMMUNITY ENTERPRISE, NA NOI DISTRICT (MAE KAMNAN)**

  Applying for GI registration for Kai Nao pumpkin, improving processing facilities, producing and processing products from pumpkin, cocoa and cashew nuts include to promote vegetable cultivation at Ban Oi community school.

- **MALABRI PHU FAH COMMUNITY, BO KLUEA DISTRICT**

  Improving housing conditions preparing for employment Thai Watsadu. Promoting the cultivation of economic fruit crops, developing wild honey into a community economic product and restoring community forest areas the community, including the assessment and emissions of GHGs and carbon footprint of local products.

- **TAI LUE FLOWING-WATER WEAVING COMMUNITY ENTERPRISE, BAN LAI THUNG, THUNG CHANG DISTRICT**

  Promoting livelihoods and developing woven textile and fiber products through use of new technologies such as Nano-coating to make fabrics water-repellent and ENZease enzyme technology co-establishing a learning center for banana fiber textile production and supporting sales channels through good goods stores.

Tai Lue Flowing-Water Weaving Community Enterprise, Ban Lai Thung, Thung Chang District, Nan

Releasing tigers back to the forests Planting forests in people's hearts and They will help protect the forest for us, Nan

Wheelchair repair training, Nan

Egg-laying chicken farming for sale, Nan

- **PROVINCIAL MODEL SCHOOL**

  Ban Oi community school supported through sufficiency economy learning bases, construction of egg-laying chicken houses, promotion of pit pig farming, development cost-saving chicken feed formulas, and scholarships.

- **PLASTIC WICKER BASKET WEAVING**

  Promoting occupations and income generation for people with disabilities through disability associations.

- **EGG-LAYING CHICKEN FARMING FOR SALE**

  Supporting sustainable livelihoods and income for people with disabilities.

- **WHEELCHAIR REPAIR TRAINING**

  Creating jobs and providing continuous vocational support.

- **SYNTHETIC RATTAN PRODUCTS FROM THERMOPLASTIC RUBBER**

  A collaboration between Central Group and Prince of Songkla University to to help people with disabilities earn a living.

- **DOI MONG COFFEE COMMUNITY ENTERPRISE, MANI PHRUEK, THUNG CHANG DISTRICT**

  Promote coffee cultivation an economic crop , conserving and restoring forest land 40 farm , driving egistration as a Geographical Indication (GI) and applying for use a certification mark , expanding sales channels through good goods stores.

- **STUDENT SPORTS COMPETITION, 2022**

  Providing financial support , student sports competition at the provincial administrative organization sports complex, Mueang Nan district.

- **ROAD SAFETY CAMPAIGN TO PREVENT AND REDUCE TRAFFIC ACCIDENTS**

  Co-signing MOU and providing helmet-wearing campaign signs for installation at key locations across Nan.

- **MOBILE DISTRICT OFFICE**

  Providing drinking water and school supplies, while traveling to key locations to offer guidance on livelihood and career development for local residents.

- **ANNUAL BOAT RACING FESTIVAL, 2023**

  Providing financial support and presenting trophies to winning teams, as well as distributing aprons to vendors at the Northern Development Bridge, Mueang Nan District.

- **RELEASING TIGERS BACK TO THE FORESTS PLANTING FORESTS IN PEOPLE'S HEARTS AND THEY WILL HELP PROTECT THE FOREST FOR US**

  Participating in tree planting at Mani Phruek village, Thung Chang district.

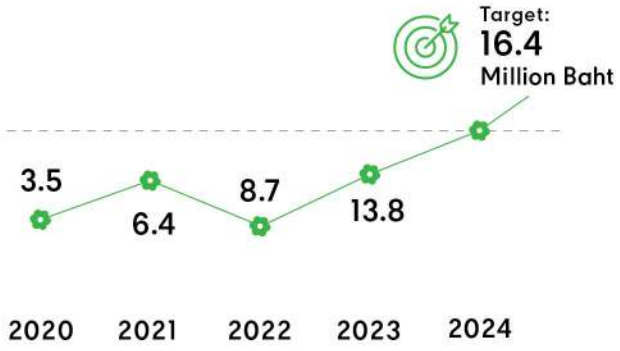
PROJECT RESULTS

Sustainable food developmemt and Forest restoration Nan, Na Noi District, Nan Province

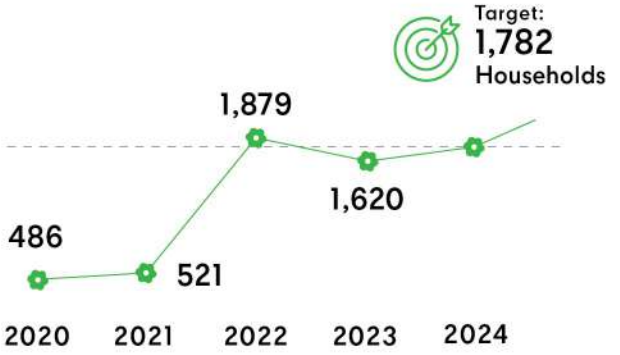
Bua Yai Organic Agriculture Community Enterprise, Na Noi District (Mae Kamnan), Nan

Sustainable food developmemt and Forest restoration Nan, Na Noi District, Nan Provin

REVENUE
(Million Baht)



NUMBER OF HOUSEHOLDS



Data as of December 2023

Bua Yai Organic Agriculture Community Enterprise, Na Noi District (Mae Kamnan), Nan

OVERALL IMPACT

Central Tham recognizes Nan potential as a tourism destination and focuses on enhancing quality of life, education, tourism and local products to create sustainable livelihoods, while preserving the environment and local way of life.

DEVELOPING THE EDUCATION SYSTEM

Through the Model School Project and by supporting Sufficiency Economy learning stations

DEVELOPING A LEARNING CENTER

Promoting community tourist attractions as learning centers to preserve local wisdom

CREATING JOBS FOR THE DISABLED

Through various vocational training programs

LANDSCAPE IMPROVEMENT

For better well-being and improved public health systems

IMPROVING ENVIRONMENTAL QUALITY AND INCREASING GREEN SPACES

Developing environmental and waste management systems, incorporating circular economy practices, assessing carbon footprints, and conducting reforestation to restore highland watershed ecosystems

SUPPORTING ORGANIC FARMING AND PRODUCT DEVELOPMENT

Promoting and registering GI products

Sustainable food developmemt and Forest restoration, Nan, Na Noi District, Nan Province

The Ban Huai Pla Lod Water Resource Development Project, Mae Sot, Tak

TAK

Tak is a key gateway province of Thailand, sharing borders with neighboring countries and rich in natural resources. With its long history, abundant forests and water sources, numerous national parks, and the Bhumibol Dam as a major source of electricity, Tak is also home to diverse natural and cultural attractions. Recognizing this potential, Central Tham works closely with local communities to support sustainable development in water management, livelihoods, and quality of life.

The Ban Huai Pla Lod Water Resource Development Project, Mae Sot, Tak

The Ban Huai Pla Lod Water Resource Development Project, Mae Sot, Tak

WHAT WE DO

EDUCATION AND WELL-BEING

Supporting community well-being through the Royal Initiative Water Resource Development Project at Ban Huai Pla Lod, Mae Sot District. The initiative improves access to water through the construction of check dams, enabling communities to use water for agriculture and grow crops for income. It also promotes sustainable water management practices, allowing communities to systematically store and manage water resources for future use and improved quality of life. Additional support includes expanding market access for community products and providing food assistance to orphaned children from both Thai and ethnic minority communities.

SUSTAINABLE LIVELIHOODS AND COMMUNITY PRODUCT DEVELOPMENT

Promoting agricultural livelihoods through the development of greenhouse farming under the Royal Initiative Water Resource Development Project. With reliable year-round water access, communities are able to produce high-quality crops, strengthen food security, and generate sustainable income.

ENVIRONMENTAL QUALITY

Enhancing environmental sustainability through the construction of check dams to reduce water flow intensity, prevent soil erosion, and increase forest moisture. These efforts contribute to reducing the risk of forest fires and preserving local ecosystems.

RELATED SDGS

OUR HIGHLIGHT PROJECTS

• THE BAN HUAI PLA LOD WATER RESOURCE DEVELOPMENT PROJECT, MAE SOT, TAK

Supporting the development of community-based water management systems through the construction of locally designed check dams, including water retention dams and agricultural dams. The project helps reduce the intensity of water flow, prevent soil erosion, increase forest moisture, and mitigate forest fire risks. It also addresses water shortages in both communities and schools, while promoting systematic water storage for long-term use. Improved water access enables communities to expand agricultural activities, grow crops, and reduce reliance on forest resources. In addition, the project supports farmer livelihoods through greenhouse development and provides market access to generate sustainable income within the community.

• DIVERSITY HIRING

Promoting inclusive employment by creating equal job opportunities for all groups, including persons with disabilities, the elderly, students seeking part-time work, and individuals of diverse gender identities. The initiative ensures that all individuals can participate equally in the workforce.

• SAFE HAVEN ORPHANAGE

Providing continuous monthly food support to orphaned children from Thai and ethnic minority families at Ban Tatsanee (Safe Haven Orphanage), located along the Thailand–Myanmar border in Tak Province.

The Ban Huai Pla Lod Water Resource Development Project, Mae Sot, Tak

Diversity Hiring, Tak

The Ban Huai Pla Lod Water Resource Development Project, Mae Sot, Tak

The Ban Huai Pla Lod Water Resource Development Project, Mae Sot, Tak

OVERALL IMPACT

Central Tham is committed to strengthening community resilience in Tak Province through sustainable water resource management, environmental conservation, and inclusive social development. The initiative focuses on preserving natural resources while improving livelihoods and quality of life for all groups within the community.

SUPPORTING ROYAL INITIATIVE WATER RESOURCE DEVELOPMENT

Mitigating the impact of natural disasters, reducing forest fire risks, and enabling communities to store water for sustainable use in daily life and agriculture.

ENHANCING QUALITY OF LIFE

Promoting equal access to employment opportunities for all groups without discrimination, while providing food support for orphaned children to improve basic living conditions.

The Ban Huai Pla Lod Water Resource Development Project, Mae Sot, Tak

Na Muen Sri Woven Fabric
Community Learning Center, Trang

TRANG

Trang is a secondary tourism province and former major port city with diverse cultures and religions. It is rich in natural resources, beautiful attractions, and local wisdom products that can be preserved and further developed to create sustainable income and livelihoods.

Na Muen Sri Woven Fabric Community Learning Center, Trang

Na Muen Sri Woven Fabric Community Learning Center, Trang

WHAT WE DO

EDUCATION AND WELL-BEING

Develops the education system by promoting experiential learning through various projects and scholarships, such as the Ban Khuan Sawan Model School Project, Connext ED, "Creating People for Development" education initiative, Project-Based Learning, and mental well-being spaces (UNICEF). It also supports employment for people with disabilities and publishes the illustrated book "NORA" to promote arts and culture.

SUSTAINABLE LIVELIHOODS AND COMMUNITY PRODUCT DEVELOPMENT

Shares knowledge and skills to create sustainable livelihoods, develops local products, and strengthens the community economy, such as through the Na Muen Sri Woven Fabric community learning center project and support for Koh Sukorn watermelon farming, Smile Market (SME Project).

ENVIRONMENTAL QUALITY

Promotes waste management and environmental protection to support increased tourist waste in the Na Muen Sri woven fabric community, aiming for sustainable and eco-friendly tourism with the least impact on the environment.

COMMUNITY-BASED TOURISM

Preserves culture and develops community-based cultural tourism routes, including a learning center in Na Muen Si, Trang Province. Drives sustainable tourism by training children in the Na Muen Si community and students from Ban Khuan Sawan school to become museum guides. Connects to other tourist destinations such as swine island and renovates the Nora performance hall at Ban Nora Khok Saba, Na Yong district, to create continuous tourism links.

RELATED SDGS

OUR HIGHLIGHT PROJECTS

NA MUEN SRI WOVEN FABRIC COMMUNITY LEARNING CENTER, TRANG

Established to preserve and carry forward over 2,000 years of traditional handwoven textile heritage in Na Muen Sri Subdistrict, this initiative is a collaboration between Central Tham and the local community. The project led to the formation of the Na Muen Sri weaving community enterprise, the revival and documentation of traditional textile patterns, and the transformation of community space into a museum and learning center. Local residents have been trained as cultural guides, while product development initiatives have expanded woven textiles into contemporary goods. These products are further developed under the Good Goods brand, helping generate income while promoting local arts, culture, and environmental sustainability. The project has also been elevated into a sustainable tourism destination. On 14 March 2023, the project was graciously visited by Her Royal Highness Princess Maha Chakri Sirindhorn on a private royal visit. Today, the community has grown into a vibrant tourism destination, creating jobs and supporting the emergence of numerous local businesses.

TRANG LIVELIHOOD DEVELOPMENT INITIATIVE

Ban Khuan Sawan School has been continuously developed into a model school for Trang Province and now serves as a "Sufficiency Economy Learning Center," welcoming over 10 organizations and schools annually for study visits.

Na Muen Sri Woven Fabric Community Learning Center, Trang

Smile Market (SME Project) Trang Province

Nora Performance Hall Renovation Project, Ban Nora Khok Saba, Na Yong District, Trang Province

SMILE MARKET (SME PROJECT) TRANG PROVINCE

Robinson lifestyle Trang provides space for small and medium-sized entrepreneurs (SMEs) to sell products that have been surveyed and selected in collaboration with the Trang provincial commercial office and the Trang provincial industry office. Generates direct income, creates jobs and livelihoods for local entrepreneur communities, and provides opportunities for entrepreneurs to develop their products toward becoming strong and sustainable businesses in the future.

KOH SUKORN WATERMELON AGRICULTURAL PRODUCT SUPPORT PROJECT

Develops Koh Sukorn watermelons, a well-known local agricultural product to meet market quality standards and provides retail space in shopping centers for farmers to sell their produce, along with expanding sales channels through Tops to increase farmers' income. The project also supports the development of Koh Sukorn into a tourism and learning destination, creating new occupations such as local tour operators and homestay providers.

PROJECT TO SUPPORT PEOPLE WITH DISABILITIES

Creates job opportunities for people with disabilities selected by the office of Social Development and Human Security in 10 districts of Trang Province through budget allocation and career development support. Such as egg farming, fish farming, and agriculture. By providing experts to train and follow up on career development, enabling people with disabilities to earn a sustainable living.

NORA PERFORMANCE HALL RENOVATION PROJECT, BAN NORA KHOK SABA, NA YONG DISTRICT, TRANG PROVINCE

Provides funding to renovate the Nora theater and improve the surrounding landscape. Is ready to accommodate audiences, provides guidance on developing it into a learning center for traditional Nora performance. Such as hosting weekly Nora performances, opening souvenir shops, and organizing Nora bead-making workshops.

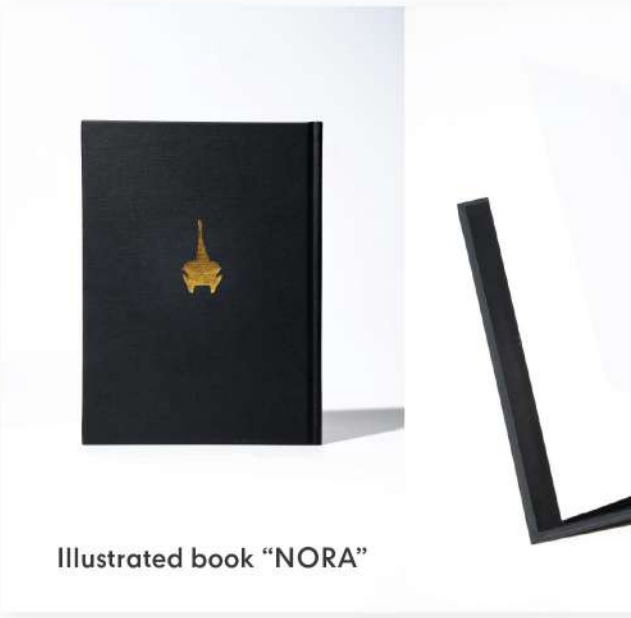
ILLUSTRATED BOOK "NORA"

Supports the publication of the illustrated book "NORA" by photographer Wansanaphon Srichumphuang, a member of the Ban Nora Khok Saba network, to help promote Nora performing arts and culture.

PROJECT RESULTS

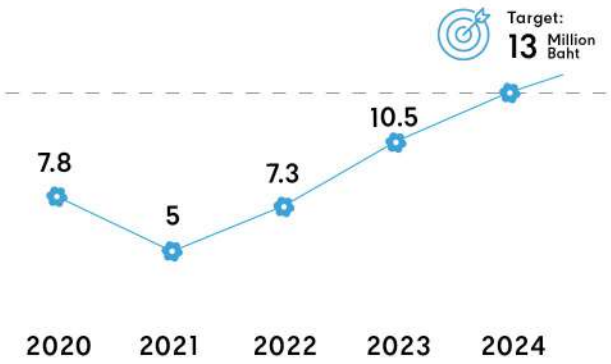
Na Muen Sri Woven Fabric
Community Learning Center, Trang

Koh Sukorn Watermelon
Agricultural Product Support Project

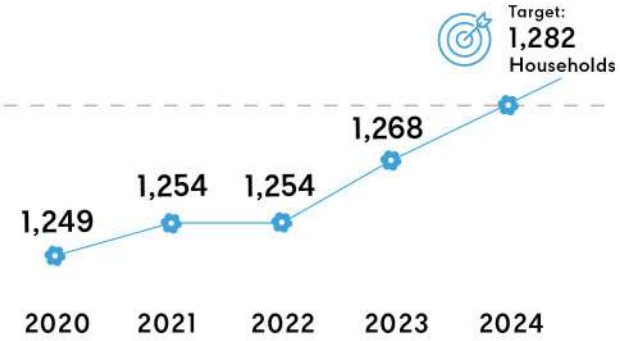


Illustrated book "NORA"

REVENUE
(Million Baht)



NUMBER OF HOUSEHOLDS



Data as of December 2023

OVERALL IMPACT

Central Tham recognizes the importance of preserving and enhancing unique community products rooted in Trang's culture, wisdom, and history. It therefore supports education development, skill building, and community product initiatives that can be expanded into sustainable livelihoods, helping reduce inequality while increasing the province's commercial and tourism value.

EDUCATION DEVELOPMENT

Strengthening the education system through development programs and transforming schools into community learning hubs. Students are equipped with practical skills that enable them to build careers and generate income within their own communities.

INCLUSIVE EMPLOYMENT

Creating job opportunities for people with disabilities through vocational training and livelihood development programs.

TOURISM DEVELOPMENT

Advancing new tourism destinations across the province, including:

- Transforming the Na Muen Sri weaving community into a community enterprise, learning center, and museum, now evolved into a thriving tourism destination with growing local businesses
- Renovating the Nora performance hall
- Developing Koh Sukorn into an emerging tourism destination in Trang Province

PRODUCT DEVELOPMENT AND MARKET EXPANSION

Supporting the development of local products such as Na Muen Sri woven textiles through modern design and technology, as well as Koh Sukorn watermelons to meet market demand. The initiative also expands sales channels and strengthens marketing capabilities, enabling communities to build sustainable careers and generate long-term income.

Na Muen Sri Woven Fabric Community Learning Center, Trang

Education Enhancement
at Ban Tak Daet School, Phang Nga

PHANG NGA

Phang Nga is a coastal province along the Andaman Sea, renowned for its natural beauty, rich cultural diversity, and the distinct ways of life among its multiethnic communities, including Thai, Chinese, Muslim, and Chao Ley (sea gypsy) groups. Recognizing this potential, Central Tham works closely with local communities to support sustainable development across education, quality of life, and agriculture.

Education Enhancement at Ban Tak Daet School, Phang Nga

Education Enhancement at Ban Tak Daet School, Phang Nga

WHAT WE DO

EDUCATION AND WELL-BEING

Enhancing learning environments through the Education Enhancement Project at Ban Tak Daet School, enabling students to gain hands-on experience through active-based learning. The initiative also promotes inclusive employment by providing job opportunities for persons with disabilities through the School Service Staff Project.

SUSTAINABLE LIVELIHOODS AND COMMUNITY PRODUCT DEVELOPMENT

Supporting the establishment of the Khao Rai Dok Kha Learning Center and community enterprise, along with consultation on marketing, packaging design, product development, and processing to meet quality standards and expand distribution channels. The school serves as a central hub to extend the cultivation of Khao Rai Dok Kha rice to the wider community.

ENVIRONMENTAL QUALITY

Promoting environmental awareness through the establishment of a waste sorting station as a learning tool for students, encouraging hands-on action. In parallel, the initiative supports the preservation of chemical-free Khao Rai Dok Kha rice cultivation as part of a sustainable agricultural approach.

RELATED SDGS

OUR HIGHLIGHT PROJECTS

• EDUCATION ENHANCEMENT AT BAN TAK DAET SCHOOL, PHANG NGA

In collaboration with the Yuvabadhana Foundation, Central Tham developed an Integrated Child-Centered Active Learning (ICAP) classroom, combining play-based learning with a child-centered approach. Classrooms were upgraded to meet educational standards, with safe materials used for furniture and flooring. Additional support includes educational equipment, renovation of school facilities, library improvements, computer provision, playground upgrades, and sports equipment. A waste sorting station was also established to promote environmental awareness. The project has strengthened community confidence in the school, resulting in increased student enrollment, while also creating employment opportunities for persons with disabilities within the school.

• KHAO RAI DOK KHA LEARNING CENTER, PHANG NGA

Promoting Ban Tak Daet School as a learning center for Khao Rai Dok Kha, a native rice variety of Phang Nga Province, serving as a knowledge hub for students and the wider community. The initiative has expanded into the surrounding area through the establishment of the Khao Rai Dok Kha Rice Growers Community Enterprise in Tak Daet Subdistrict. Central Tham supports infrastructure development, including a dedicated rice packaging facility and vacuum sealing equipment, along with consultation on marketing, product development, and processing to ensure quality standards and readiness for expanded distribution channels.

PROJECT RESULTS

Data as of December 2023

Khao Rai Dok Kha Learning Center, Phang Nga

Education Enhancement at Ban Tak Daet School, Phang Nga

Education Enhancement at Ban Tak Daet School, Phang Nga

Education Enhancement at Ban Tak Daet School, Phang Nga

OVERALL IMPACT

Central Tham is committed to strengthening community economies by developing education systems, agricultural products, and local enterprises, particularly Khao Rai Dok Kha rice, a GI-registered native variety of Phang Nga Province. The initiative aims to create sustainable income, stable careers, and long-term community resilience.

DEVELOPING KHAO RAI DOK KHA CULTIVATION INTO COMMUNITY ENTERPRISES

Promoting communities to cultivate Khao Rai Dok Kha, a native rice variety of Phang Nga Province, as a pathway toward establishing community enterprises and further product development to generate income.

ENHANCING EDUCATION SYSTEMS

Enhancing education through early childhood development programs that integrate play-based learning, creating standardized learning environments both indoors and outdoors, and supporting children's physical and mental well-being.

CREATING JOBS FOR PERSONS WITH DISABILITIES

Creating job opportunities for persons with disabilities by enabling schools to employ them, providing stable income and supporting their ability to care for themselves and their families.

Khao Rai Dok Kha Learning Center, Phang Nga

Environmental Management and Revitalization of Local Livelihoods
Project Koh Samui Sustainability Samui Model Journey to Zero, Surat Thani

SURAT THANI

Surat Thani is the largest province in southern Thailand, rich in natural attractions, islands, key economic crops, and abundant seafood. A major destination for both Thai and international visitors, tourism serves as one of the province's primary economic drivers. Central Tham therefore focuses on strengthening environmental and food waste management, alongside community development, to promote sustainable tourism.

Environmental Management and Revitalization of Local Livelihoods Project Koh Samui Sustainability Samui Model Journey to Zero, Surat Thani

Environmental Management and Revitalization of Local Livelihoods Project Koh Samui Sustainability Samui Model Journey to Zero, Surat Thani

WHAT WE DO

EDUCATION AND WELL-BEING

Central Tham enhances education through the Border Patrol Police School Development Project in remote areas to achieve standards comparable to general schools, while also creating employment opportunities for people with disabilities through disability hiring initiatives.

SUSTAINABLE LIVELIHOODS AND COMMUNITY PRODUCT DEVELOPMENT

Environmental management, waste management, and the revitalization of local community livelihoods are strengthened through the Koh Samui Sustainability Project Samui Model Journey to Zero. The project promotes and develops networks of local farmer groups to produce agricultural goods that meet organic standards, aiming to increase community income, enable sustainable self-reliance, and enhance food security and safety.

ENVIRONMENTAL QUALITY

Focusing on strengthening environmental and food waste management in tourism communities through the Koh Samui Sustainability Project Samui Model Journey to Zero and the Ban Talat Kluai Community Waste Sorting and Processing Center, elevating the community into a learning hub that consolidates knowledge on waste management for institutions and related agencies.

RELATED SDGS

OUR HIGHLIGHT PROJECTS

- **ENVIRONMENTAL MANAGEMENT AND REVITALIZATION OF LOCAL LIVELIHOODS PROJECT KOH SAMUI SUSTAINABILITY SAMUI MODEL JOURNEY TO ZERO**

  Driving collaboration across all sectors to address environmental impacts from tourism through effective waste management, promoting waste reduction at the source and value creation by utilizing composting and biogas innovation to process organic waste. The project supports integration into the bio economy, circular economy, and green economy frameworks, as well as the use of renewable energy in the area. It also promotes and develops farmer networks to meet organic standards, increase income, strengthen sustainable self-reliance, enhance food security and safety, and further expand the "Island Farmers" network toward sustainable community-based tourism.

- **THE ROD JIB HOUSEWIVES COMMUNITY ENTERPRISE, MUEANG DISTRICT**

  Engaging in agriculture and sourcing local produce and traditional vegetables from nearby communities in Surat Thani Province, the project helps distribute income and create sustainable livelihoods within the community. Central Tham provides consultation and supports brand development under the name "Suan Pa Pradit Sustainable Agriculture," along with market access through Jing Jai Farmers Market and participation in various events such as Jing Jai Mahanakhon and Sukjai Market. Additionally, financial support of 350,000 baht was provided for the construction of community restroom facilities.

- **CPN PEOPLE DO CPR 100% PROJECT**

  Central Surat Thani Shopping Center, in collaboration with Kusonsattha Foundation Surat Thani, provides CPR and emergency rescue training for all employees.

- **BAN KO TIA BORDER PATROL POLICE SCHOOL DEVELOPMENT PROJECT**

  Enhancing educational standards to be comparable with general schools under the Ministry of Education through renovation and support for the construction of classrooms and related facilities, along with modern learning materials. The project also encourages employee participation in provincial activities and fosters positive work values among students.

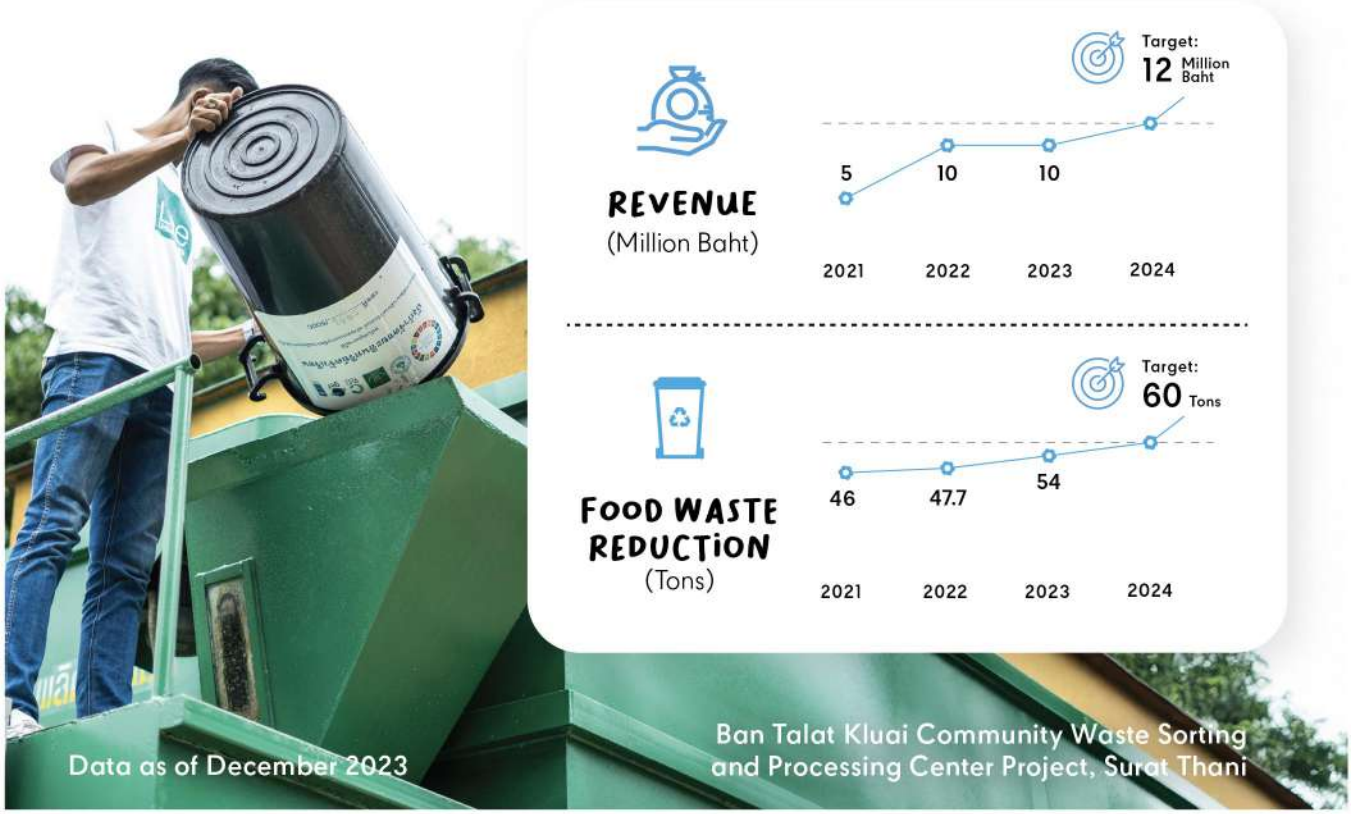
- **BAN TALAT KLUAI COMMUNITY WASTE SORTING AND PROCESSING CENTER PROJECT**

  Upgrading Ban Talat Kluai Community into a learning center that consolidates knowledge on waste management for educational institutions, government agencies, employees, and companies within the Central Group. This is achieved by promoting waste reduction at the source, establishing systems for collecting and separating different waste types, and applying appropriate processing methods instead of landfilling, so waste can be circulated back as new resources.

- **FIREFIGHTING GEAR AND SCBA TRAINING PROJECT**

  Training provided to the Emergency Response Team of Surat Thani Hospital, along with support for the hospital's annual fire evacuation drills. The program equips participants with the knowledge and skills to respond correctly and assist patients effectively in emergency situations.

PROJECT RESULTS



Data as of December 2023

Ban Talat Kluai Community Waste Sorting and Processing Center Project, Surat Thani

Environmental Management and Revitalization of Local Livelihoods Project Koh Samui Sustainability Samui Model Journey to Zero, Surat Thani

Environmental Management and Revitalization of Local Livelihoods Project Koh Samui Sustainability Samui Model Journey to Zero, Surat Thani

Ban Talat Kluai Community Waste Sorting and Processing Center Project, Surat Thani

OVERALL IMPACT

As Surat Thani is a province distinguished by tourism, Central Tham places primary focus on environmental development and the management of tourism-related waste. The initiative encourages all relevant sectors to participate in waste management from the source and ensures that each type of waste is directed into appropriate treatment processes. In addition, efforts are made to advance education alongside improving quality of life.

ELEVATING A MODEL WASTE MANAGEMENT COMMUNITY INTO A LEARNING CENTER

to consolidate knowledge on waste management so that educational institutions, government agencies, various organizations, as well as employees and companies within the Central Group can apply it toward sustainable waste management.

ADVANCING EDUCATION AND MPROVING THE QUALITY OF LIFE FOR PEOPLE WITH DISABILITIES

by improving remote Border Patrol Police Schools with improved classroom buildings, supporting facilities, and better teaching and learning materials, as well as creating employment opportunities that enable people with disabilities to earn income and achieve a better quality of life.

SUPPORTING WASTE MANAGEMENT AND ENVIRONMENTAL RESTORATION RESULTING FROM TOURISM

Promoting waste separation and appropriate management for each waste type to process and circulate materials back into use as alternative energy, generating sustainable environmental benefits.

SUPPORTING COMMUNITY INCOME GENERATION

Promoting livelihoods and enabling communities to generate sustainable income.

Environmental Management and Revitalization of Local Livelihoods
Project Koh Samui Sustainability Samui Model Journey to Zero, Surat Thani

Rak Ban Rao Marine
Conservation Activities, Phuket

PHUKET

Phuket is not only a major tourism destination, but also home to rich cultural heritage and valuable local ways of life. Central Tham is committed to strengthening local economies, education, and environmental sustainability to support balanced and sustainable community development across the province.

English Camp Project, Phuket

Going Greener, Phuket

WHAT WE DO

EDUCATION AND WELL-BEING

Central Tham promotes education and quality of life through various initiatives, including English Camp programs that help students develop basic English communication skills, as well as teacher development programs that encourage educators to become a "safe space" for children in the classroom. The initiative also supports food redistribution projects that deliver surplus edible food to vulnerable groups, helping improve quality of life within the community.

SUSTAINABLE LIVELIHOODS

Supporting employment opportunities for persons with disabilities and service staff across affiliated organizations and schools, enabling stable income generation and improving self-reliance and quality of life.

ENVIRONMENTAL QUALITY

Promoting sustainable resource and environmental management through initiatives such as the Going Greener Project and food waste management programs from shopping centers and hotels. The initiative also supports marine and coastal conservation activities to preserve and restore natural ecosystems.

RELATED SDGs

OUR HIGHLIGHT PROJECTS

LOVE THE EARTH: ZERO WASTE SURPLUS FOOD MANAGEMENT

Redistributing surplus edible food from affiliated hotels and Mister Donut branches in Phuket through Scholars of Sustenance (SOS) Thailand to support vulnerable groups and improve community well-being. The initiative also helps reduce greenhouse gas emissions and environmental impacts caused by food waste.

LOVE THE EARTH: ZERO WASTE FOOD WASTE MANAGEMENT

Reducing food waste sent to landfills from shopping centers and hotels by converting organic waste into biogas through T.O.B.Y. digesters. The initiative helps reduce waste management impacts while producing biogas and organic fertilizer for further use.

ENGLISH CAMP PROJECT

Supporting English communication learning programs and learning stations for five schools in collaboration with Prince of Songkla University. The initiative helps students develop basic English communication skills while preparing them to become part of the future workforce supporting Phuket's tourism industry.

CENTRAL SAFETY AWARENESS FOR CHILDREN PROJECT

Providing basic fire prevention and fire safety training for teachers and students at Ban Kuku School, including the proper and safe use of fire extinguishers.

• GOING GREENER

Encouraging hotel guests staying more than one night to reuse bed linens and towels in order to reduce water consumption and cleaning chemicals.

• RAK BAN RAO MARINE CONSERVATION ACTIVITIES

Supporting buoy installation, beach clean-up activities, marine waste collection, and waste separation to preserve and restore marine and coastal resources sustainably.

• UNDERWATER AND COASTAL CLEAN-UP AT RANG KAI BAY, GLUAY BAY, AND RACHA NOI ISLAND

Conducting underwater and coastal waste collection activities to preserve and restore marine and coastal ecosystems for long-term sustainability.

• KAMALA BAY ARTIFICIAL REEF UNDERWATER CLEAN-UP PROJECT

Organizing underwater and coastal clean-up activities around artificial reef areas in Kamala Bay to promote environmental awareness and community participation in marine conservation.

• SCHOOL SERVICE STAFF EMPLOYMENT PROJECT

Creating employment opportunities for persons with disabilities through janitorial positions within Central Tham schools, enabling stable income generation and self-reliance.

OVERALL IMPACT

Central Tham's initiatives in Phuket cover multiple dimensions of sustainable development, focusing on education, life skills development, and inclusive employment to strengthen livelihoods for vulnerable groups. At the same time, the initiative promotes sustainable environmental management across communities and business operations, including marine and coastal restoration activities that encourage participation from local communities. These efforts contribute to improving quality of life while supporting balanced economic, social, and environmental growth in Phuket Province.

SUPPORTING SUSTAINABLE WASTE MANAGEMENT AND ENVIRONMENTAL RESTORATION

Promoting waste collection and management across urban areas, marine environments, and coastal areas through waste separation, recycling, and energy recovery processes. The initiative also supports surplus food redistribution, significantly helping reduce greenhouse gas emissions within the community.

ENHANCING EDUCATION AND ENGLISH COMMUNICATION SKILLS

Supporting English communication learning programs and learning stations to help students and communities develop basic communication skills, enabling future career opportunities in Phuket's tourism industry.

Kamala Bay Artificial Reef Underwater Clean-Up Project, Phuket

Udon Thani

UDON THANI

Udon Thani is a large province and serves as a transportation and tourism hub of northeastern Thailand. It is rich in natural attractions, historical parks, and cultural and religious World Heritage sites. The province focuses on developing and enhancing tourism-related skills, improving local roducts and goods, and reducing inequality by creating jobs and promoting sustainable livelihoods. It also emphasizes education and environmental conservation.

Egg-Laying Chicken Farming for Distribution Project (Phra Maha Thait Foundation for the Development of Persons with Disabilities, Udon Thani)

Plastic-Strip Basket Weaving Project (United Association of Persons with Disabilities, Udon Thani)

WHAT WE DO

EDUCATION AND WELL-BEING

Through hands-on workshops and vocational skills development programs, students are provided with opportunities to intern at Centara Udon Thani Hotel and participate in site visits to further build their career paths. These efforts are carried out through initiatives such as the Student Trainee Project, the Vocational Skills Development Program, practical training workshops, the "Central: Teachers as Coaches" Program at Udon Thani Vocational College, and the Chinese for Service Communication Training Program. Additionally, career and income opportunities are created for people with disabilities through projects such as plastic-strip basket weaving and egg-laying chicken farming for commercial distribution.

SUSTAINABLE LIVELIHOODS AND COMMUNITY PRODUCT DEVELOPMENT

Budget support has been provided to renovate an old building into a vegetable sorting and packaging facility, along with equipment for sorting and packing agricultural produce for the Ban Na Dee Community Enterprise Vegetable Growers Group. Training on product sorting and packaging has also been organized, as well as support in securing market channels. These efforts aim to ensure sustainable income for community members and improve their overall quality of life.

ENVIRONMENTAL QUALITY

The Ban Na Dee Community Enterprise Vegetable Growers Group has been further developed from producing safe, chemical-free fruits and vegetables to practicing organic agriculture to promote environmental conservation. In addition, canal cleaning and dredging projects have been carried out around the shopping center in collaboration with the local community and municipality. Support has also been provided to encourage shops to separate organic waste, which is then processed through environmentally friendly methods to produce organic fertilizer.

RELATED SDGS

OUR HIGHLIGHT PROJECTS

- **PLASTIC-STRIP BASKET WEAVING PROJECT (UNITED ASSOCIATION OF PERSONS WITH DISABILITIES, UDON THANI)**

  This project creates career opportunities in plastic-strip basket weaving for people with disabilities by providing budget support for equipment procurement, product design guidance to ensure modern, market-responsive designs, and sales channel support under the good goods brand. The project has successfully expanded its impact to nearby communities.

- **EGG-LAYING CHICKEN FARMING FOR DISTRIBUTION PROJECT (PHRA MAHA THAIT FOUNDATION FOR THE DEVELOPMENT OF PERSONS WITH DISABILITIES, UDON THANI)**

  This initiative promotes egg-laying chicken farming as a sustainable livelihood by providing equipment and financial support. The eggs are sold to the community at reasonable prices, generating sustainable income for individuals and their families, while also supporting household consumption.

- **PARTNERSHIP SCHOOL PROJECT (RONGRIAN RUAM PHATTHANA PROGRAM)**

  Central Group, the Ministry of Education, and Udon Thani Vocational College have collaborated to advance education by improving and developing curricula, enhancing skills aligned with labor market demands, and creating employment opportunities in three fields: Hospitality, Fashion and Textile Technology, and Logistics. This initiative serves as a model vocational education program, offering programs at both the Vocational Certificate (Por Wor Chor) and Higher Vocational Certificate (Por Wor Sor) levels.

- **STUDENT TRAINEE PROJECT**

  Centara Udon Thani Hotel has signed an academic cooperation agreement to manage the Bachelor of Technology program, supporting and training students to gain hands on experience and develop professional competencies that meet international standards and align with the needs of business establishments.

Partnership School Project
(Rongrian Ruam Phatthana Program),Udon Thani

Organic Waste Reduction and Bio Fertilizer Production Project, Udon Thani

Plastic-Strip Basket Weaving Project (United Association of Persons with Disabilities, Udon Thani)

- ## VOCATIONAL SKILLS DEVELOPMENT PROJECT

At Ban Dong Udom School, Ban Soi Phrao School, Ban Nong Khun Lao Lak Witthaya School, Ban Nong Saeng School, and Ban Nong Na Kham School, support has been provided for life skills and vocational skills development programs, enabling students to apply their knowledge and further develop it into future career opportunities.

- ## WORKSHOP ON FASHION DESIGN, GARMENT CUTTING AND SEWING, AND TEXTILE PRODUCT DEVELOPMENT

This initiative develops vocational skills in textile product development by enabling students to learn fashion design and garment cutting and sewing, which they can further pursue as a career. It also encourages the effective use of leftover fabric materials to maximize their value and enhance the overall worth of textile products.

- ## PRACTICAL TRAINING WORKSHOP AT UDON THANI VOCATIONAL COLLEGE

The workshops cover both E-Commerce and Omni-Channel practices, aiming to develop vocational students' skills in modern marketing and business. They encourage diverse and innovative thinking, enabling students to further apply their knowledge to community-based enterprises or pursue opportunities in the labor market.

- ## LOGISTICS FACULTY STUDY VISIT TO TOPS DC AND FDC WAREHOUSES

This project supports logistics faculty members in visiting the TOPS Distribution Center (DC) and Fulfillment Distribution Center (FDC) to enhance the quality of vocational education management. The initiative aims to develop highly competent manpower as a key driving force in strengthening the country's competitiveness and to produce graduates whose skills align with the needs of business establishments.

- ## CHINESE FOR SERVICE COMMUNICATION TRAINING PROGRAM

This program develops Chinese language proficiency among vocational students and CPN group employees to meet labor market demands. It also enhances the capabilities of vocational instructors by strengthening their Chinese language skills.

- ## BAN NA DEE COMMUNITY ENTERPRISE VEGETABLE GROWERS PROJECT

Through financial support, an old building has been renovated into a produce sorting and packaging facility, with equipment provided for sorting and packaging. Training on sorting and packaging processes has been organized, alongside marketing support and distribution channel development. These efforts aim to enhance quality of life and promote sustainable livelihoods within the community.

- ## CLEAN AND CLEAR CANAL PROJECT

In collaboration with the local community and Udon Thani Municipality, the Huai Mang Canal located adjacent to the shopping center and nearby communities was cleaned through support in providing the venue, small equipment, and operational staff.

- ## ORGANIC WASTE REDUCTION AND BIO FERTILIZER PRODUCTION PROJECT

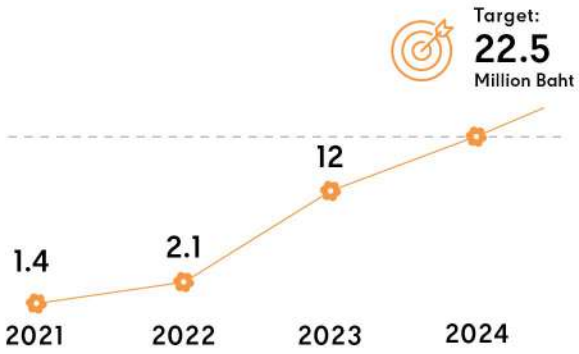
This initiative expands efforts to encourage participation among tenants within the shopping center to reduce organic or wet waste and convert it into organic fertilizer using environmentally friendly technology, which is then returned for community use.

- ## BLOOD DONATION PROJECT IN COMMEMORATION OF PRINCE MAHIDOL DAY

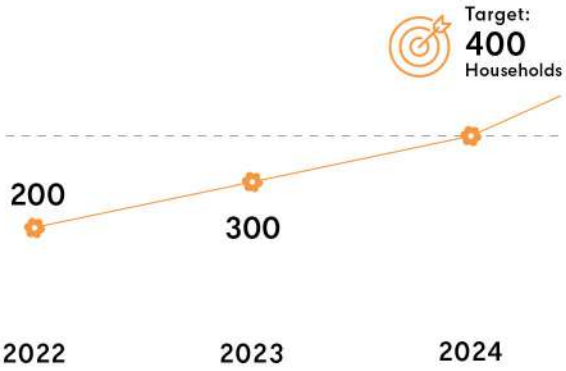
Support is provided in terms of venue and public education to raise awareness about the importance of blood donation in honor of Prince Mahidol Day.

PROJECT RESULTS

REVENUE
(Million Baht)



NUMBER OF HOUSEHOLDS



Data as of December 2023

Plastic-Strip Basket Weaving Project
(United Association of Persons with Disabilities, Udon Thani)

Partnership School Project
(Rongrian Ruam Phatthana Program) , Udon T

Plastic-Strip Basket Weaving Project
(United Association of Persons with Disabilities, Udon Thani)

Thani

Ban Na Dee Community Enterprise Vegetable
Growers Project, Udon Thani

OVERALL IMPACT

Central Tham is committed to developing communities and agricultural products alongside improving the quality of education and the environment to create sustainable income, careers, livelihoods, and a better living environment for communities. This includes promoting organic farming among community enterprises.

EDUCATION DEVELOPMENT

Enhancing education by providing students with real world vocational experience that can be further applied to continued studies or employment through a variety of practical training programs in both professional fields and language skills.

CREATING SUSTAINABLE JOBS AND INCOME FOR PEOPLE WITH DISABILITIES

Creating stable careers and income for people with disabilities through plastic strip basket weaving and egg laying chicken farming for distribution.

PROMOTING ORGANIC FARMING FOR COMMUNITY ENTERPRISES

Developing and preserving the environment through canal dredging and cleaning, as well as separating organic waste from shopping center tenants to produce organic fertilizer for community use.

ENVIRONMENTAL DEVELOPMENT AND CONSERVATION

Encouraging community enterprises to practice organic agriculture by promoting chemical free fruit and vegetable cultivation, product sorting and packaging, and environmental conservation, paving the way toward sustainable organic farming.

Plastic-Strip Basket Weaving Project
(United Association of Persons with Disabilities, Udon Thani)

Learning Center for Agricultural and Community Product Development Project,
Ban Thepphana, Thep Sathit District, Chaiyaphum Province

CHAI YAPHUM

The province is in the northeastern region and is rich in natural resources, including mountains and forests. It is also one of the five provinces that serve as major headwater sources of the Northeast. Chaiyaphum is therefore another province that is abundant in national parks and important wildlife conservation areas of Thailand, along with interesting community-based products derived from local wisdom that are suitable for further development to help distribute income to local communities and sustainably improve the well-being of people in those communities.

Learning Center for Agricultural and Community Product Development Project, Ban Thepphana, Thep Sathit District, Chaiyaphum Province

Learning Center for Agricultural and Community Product Development Project, Ban Thepphana, Thep Sathit District, Chaiyaphum Province

WHAT WE DO

EDUCATION AND WELL-BEING

Developing the education system through a local curriculum learning center on avocado cultivation for Wang Mai Phatthana School, which serves as a model school in smart agriculture, along with career promotion projects, income generation, and vocational skill development for persons with disabilities. This is achieved by employing people with disabilities as assistants at the Avocado Learning Center, Thepphana Garden, as well as providing support in the form of consumer goods and participating in community rehabilitation after flooding under the Central Group United Against Natural Disasters project.

SECURE LIVELIHOODS AND COMMUNITY PRODUCT DEVELOPMENT

Implementing the Learning Center for the Development of Agricultural and Community Products Project at Ban Thepphana, Thep Sathit District, by supporting development in various areas. These include promoting smart agriculture through avocado cultivation; constructing buildings for production and produce collection; establishing a learning center to develop agricultural produce and community products; creating product branding under the name Phumiphana; supporting marketing channels; building brand awareness; promoting the upgrading of produce quality; and increasing product value.

ENVIRONMENTAL QUALITY

Promoting the expansion of green areas by planting avocado trees to replace degraded forests, while also supporting the use of technology and efficient, effective water management in avocado cultivation. This contributes to the restoration of soil and water conditions in the area. In addition, there are plans to reduce greenhouse gas emissions by promoting organic farming and the production of organic and bio-fertilizers for on-farm use, thereby reducing reliance on chemical fertilizers.

COMMUNITY-BASED TOURISM

Developing Ban Thepphana, Thep Sathit District, as a learning center for organic agriculture and community-based tourism, through ongoing efforts to survey the area and surrounding communities that can be jointly developed and further enhanced together.

RELATED SDGS

OUR HIGHLIGHT PROJECTS

- ## LEARNING CENTER FOR AGRICULTURAL AND COMMUNITY PRODUCT DEVELOPMENT PROJECT, BAN THEPPHANA, THEP SATHIT DISTRICT, CHAIYAPHUM PROVINCE

  Promoting smart agriculture livelihoods through the cultivation of Hass avocado varieties to replace degraded forests and establishing a learning center for the development of agricultural produce and community products, complete with facilities for produce collection and processing. The project also supports product branding under the name Phumiphana, along with opportunities and marketing channels to enable wider consumer access. In addition, the initiative is further developed into a learning center for organic agriculture and a community-based tourism destination. Avocado cultivation under this project also contributes to expanding green spaces within the province.

- ## CENTRAL GROUP UNITED AGAINST NATURAL DISASTERS PROJECT (BASIC PHASE)

  Through the provision of essential consumer goods to flood -affected communities in several districts, and on-site operations carried out in collaboration with the Provincial Office of the Department of Disaster Prevention and Mitigation (DDPM).

- ## CENTRAL GROUP UNITED AGAINST NATURAL DISASTERS PROJECT (RECOVERY PHASE)

  Rehabilitating and improving housing or multipurpose buildings used for livelihoods, enabling communities to return to normal living conditions or to develop safer and better conditions than before. This includes providing financial support for roof repairs to the eception building of the "Ban Thepphana Economic Crop Cultivation Community Enterprise."

PROJECT RESULTS

Data as of December 2023

Learning Center for Agricultural and Community Product Development Project, Ban Thepphana, Thep Sathit District, Chaiyaphum Province

Learning Center for Agricultural and Community Product Development Project, Ban Thepphana, Thep Sathit District, Chaiyaphum Province

Learning Center for Agricultural and Community Product Development Project, Ban Thepphana, Thep Sathit District, Chaiyaphum Province

Learning Center for Agricultural and Community Product Development Project, Ban Thepphana, Thep Sathit District, Chaiyaphum Province

OVERALL IMPACT

Central Tham recognized the potential of communities in Chaiyaphum Province that possess diverse local wisdom to be developed into community-based tourism destinations. Building on this potential, it initiated support and efforts to promote the Ban Thepphana community as a model learning center, and to further develop it into a community-based tourism destination, creating income, generating employment, and sustainably improving the quality of life of people in the community, while serving as a model community for others to follow.

EDUCATION DEVELOPMENT

Through a local curriculum learning center on avocado cultivation.

SUPPORTING EMPLOYMENT FOR PERSONS WITH DISABILITIES

Through employment as assistants at the Avocado Learning Center, Thepphana Garden.

CREATING LIVELIHOODS AND INCOME FOR COMMUNITY MEMBERS

Through the sale of products via various channels.

EXPANDING GREEN AREAS

By planting avocado trees to replace degraded forests

SUPPORTING THE DEVELOPMENT OF COMMUNITY ENTERPRISES AS COMMUNITY-BASED TOURISM DESTINATIONS AND CO-DEVELOPING PRODUCTS

Product branding under the name Phumiphana, along with support for marketing channels and the enhancement of product development. This also includes the construction of various facilities to serve as a foundation for developing the learning center into a community-based tourism destination in the future, as well as creating sustainable livelihoods and income for people in the community.

Learning Center for Agricultural and Community Product Development Project, Ban Thepphana, Thep Sathit District, Chaiyaphum Province

Ban Kut Chik indigo and
natural dye learning center, Sakon Nakhon

SAKON NAKHON

Sakon Nakhon is a secondary city in northeastern Thailand with great potential in natural resources, large water sources, culture, traditions, religion, local cuisine, and indigenous wisdom passed down through generations. Therefore, communities and tourist attractions should be developed alongside the conservation of natural resources and promotion of local economic products to help transform Sakon Nakhon into a major tourist destination in the future.

Ban Kut Chik indigo and natural dye learning center, Sakon Nakhon

Ban Kut Chik indigo and natural dye learning center, Sakon Nakhon

WHAT WE DO

EDUCATION AND WELL-BEING

Support learning center development project for local handicrafts and cultural heritage of Ban Kut Chik textile community enterprise through knowledge development in creative product design, as well as providing guidance on community development to become a tourist destination and learning center for the public in the future.

SUSTAINABLE LIVELIHOODS AND COMMUNITY PRODUCT DEVELOPMENT

Provide funding for the construction of community enterprise shops, equipment, and facilities for the Ban Kut Chik Textile community enterprise, along with product development, marketing promotion, sales channels, souvenir production, support for OTOP and safe food entrepreneurs in province to sustainably increase income.

ENVIRONMENTAL QUALITY

Support environmental and forest expansion through the "Color-Giving Forest" project in Ban Kut Chik promoting a learning center for natural dye plants, cultivating native species used for textiles, food, herbal medicine. Providing training in waste and environmental management to achieve sustainable development and income for the community.

COMMUNITY-BASED TOURISM

Development project for local handicrafts and cultural heritage of Ban Kut Chik textile community enterprise. To serve a cultural and arts tourism destination, learning center for natural dye plants and conservation. Through community tourism education , develop tourism routes and informational signage , including project promotion through social media.

RELATED SDGS

OUR HIGHLIGHT PROJECTS

- ## BAN KUT CHIK INDIGO & NATURAL DYE LEARNING CENTER

Transfer skills, knowledge, and expertise to enhance product development , Promote sales and marketing. Support distribution channels, promote Sakon Nakhon indigo textiles. Develop products under the Good Goods brand. Developing community to a tourist destination. Support community shop construction and develop tourism routes and signage. Develop a learning center with various activities, such as Color-Giving Forest project, conserve natural dye plant species, restore and cultivate native plant species , Germinated GABA rice cooking activity, a signature product of the community. Enjoy traditional Phu Thai cuisine, along with training waste and environmental management.

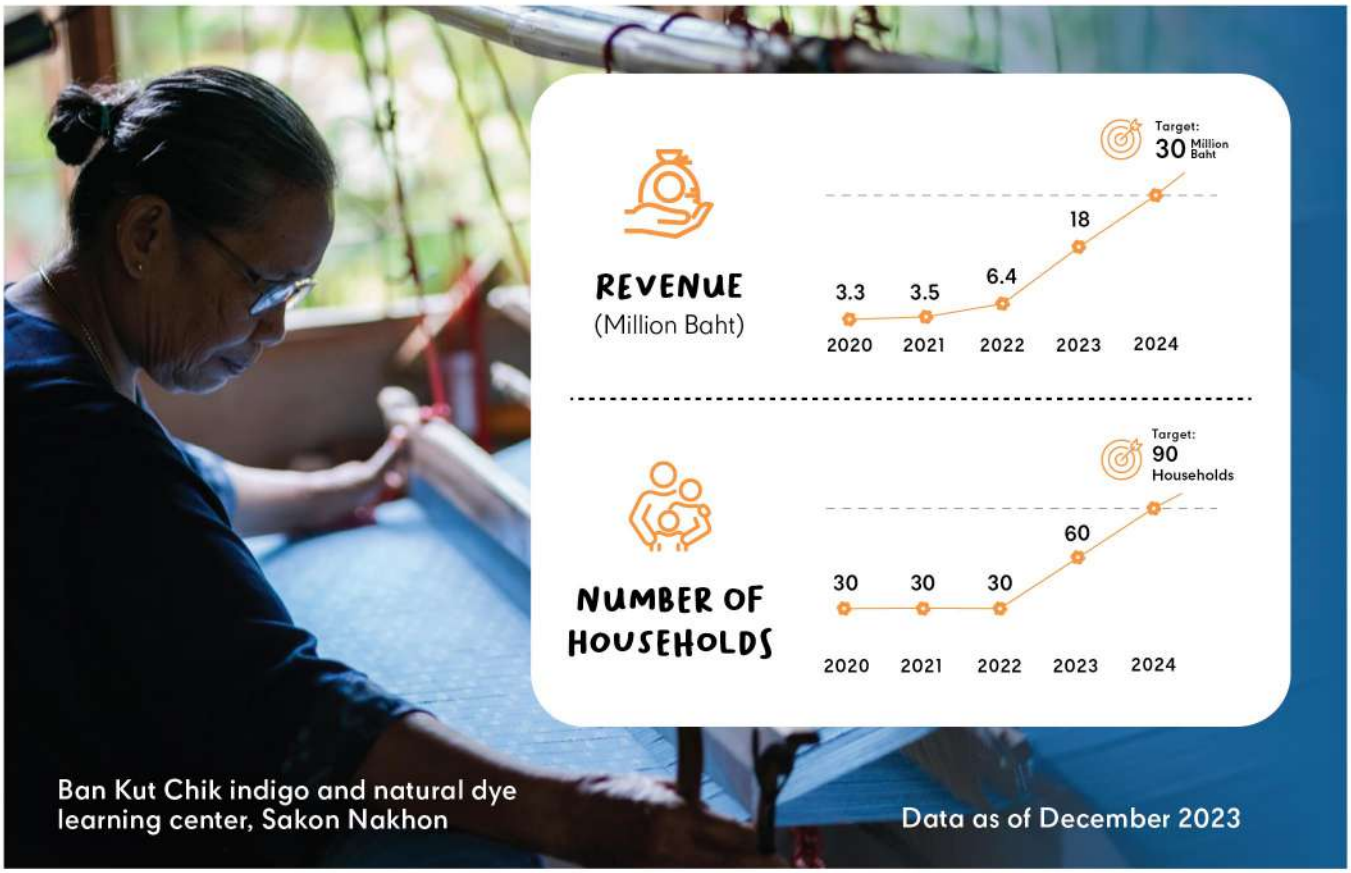
- ## PROMOTE MARKETING CHANNELS FOR PRODUCERS

OTOP entrepreneurs and safe food producers. Promote distribution channels for community OTOP products. Safe food network products and community business development to strengthen the grassroots economy.

- ## KASET SUKJAI TAI TAO NGOI HERBAL COMMUNITY ENTERPRISE

Consultation on product and packaging development. Training on accounts and product cost calculation, Support distribution channels at Tops and Provide booth space and product tasting at Jing Jai Farmers' Market.

PROJECT RESULTS



Ban Kut Chik indigo and natural dye learning center, Sakon Nakhon

Data as of December 2023

Ban Kut Chik indigo and natural dye learning center, Sakon Nakhon

Promote marketing channels for producers, Sakon Nakhon

Kaset Sukjai Tai Tao Ngoi Herbal Community Enterprise, Sakon Nakhon

OVERALL IMPACT

Central Tham recognizes Sakon Nakhon's strong potential to become a leading cultural tourism destination, can be developed into tourist attractions and learning centers for public benefit. Province also has high potential to develop local products such as Indigo Dyed cotton and agricultural products. Therefore, Central Tham focuses on community and product development to create income, employment and improved livelihoods. While conserving the environment for sustainable community benefits.

SUPPORT THE DEVELOPMENT OF COMMUNITY NTERPRISES TO COMMUNITY TOURISM DESTINATIONS AND CO-CREATE PRODUCTS

Promote the development of tourist attractions and learning centers for environmental conservation to improve community well-being and create sustainable livelihoods and income.

DEVELOP TOURISM ROUTES

Provide tourism education, develop tourism routes and informational signage to facilitate visitors while preserving the community environment.

CONSERVE THE ENVIRONMENT

Promote the community as a learning center and eco-tourism destination, while preserving natural dye plants for sustainable community benefits.

Ban Kut Chik indigo and natural dye learning center, Sakon Nakhon

The Ban Samrong Vegetable Bank Community
Enterprise Sustainability Project, Surin

SURIN

Surin is one of Thailand's historic provinces, rich in cultural diversity and ethnic heritage. Widely known as the land of elephants, the province is also recognized for its renowned silk products and agricultural produce. Recognizing the potential of local communities and sustainable agriculture, Central Tham works closely with communities to strengthen livelihoods, environmental sustainability, and quality of life.

The Ban Samrong Vegetable Bank Community Enterprise Sustainability Project, Surin

The Ban Samrong Vegetable Bank Community Enterprise Sustainability Project, Surin

WHAT WE DO

EDUCATION AND WELL-BEING

Committed to improving quality of life and supporting vulnerable groups as well as flood-affected communities through the Central Group Community Sharing for Natural Disaster Relief Project.

SUSTAINABLE LIVELIHOODS AND COMMUNITY PRODUCT DEVELOPMENT

Supporting the Ban Samrong Vegetable Bank Community Enterprise Sustainability Project, Surin Province, through the development of agricultural products and livestock farming. The initiative helps elevate household-level production toward distribution in modern trade channels, creating stable careers and circulating income within the community.

ENVIRONMENTAL QUALITY

Promoting community knowledge in waste management and environmental awareness. Agricultural leftovers are reused for livestock farming, helping reduce waste within the community through an aerated composting system.

RELATED SDGS

OUR HIGHLIGHT PROJECTS

- ## THE BAN SAMRONG VEGETABLE BANK COMMUNITY ENTERPRISE SUSTAINABILITY PROJECT, SURIN

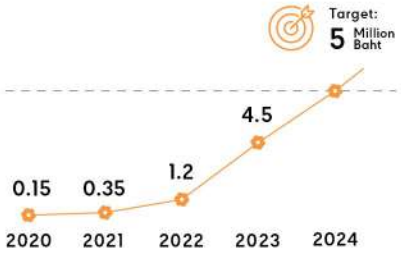
Supporting the development of agricultural ponds under the Khok Nong Na Model to promote organic farming and maximize land utilization efficiency. Land areas are allocated into sections for water resources, crop cultivation, residential use, and livestock farming. The initiative also promotes agroforestry, integrated farming, and composting systems to preserve environmental quality and enhance natural resource fertility. In addition, the project focuses on strengthening agricultural productivity, expanding market access, and elevating household-level production toward modern trade distribution channels.

- ## CENTRAL GROUP UNITED AGAINST NATURAL DISASTERS PROJECT

Providing consumer goods and essential supplies through survival bags totaling 300 sets, while encouraging customer participation through Donation Box and E-Donation systems. The initiative helps deliver timely assistance and relief to flood-affected communities.

PROJECT RESULTS

REVENUE
(Million Baht)



THE COMMUNITY HAS TRANSITIONED ITS OPERATIONAL MODEL

from a cooperative to a community enterprise, with 35 members currently participating.

Data as of December 2023

The Ban Samrong Vegetable Bank Community Enterprise Sustainability Project, Surin

The Ban Samrong Vegetable Bank Community Enterprise Sustainability Project, Surin

The Ban Samrong Vegetable Bank Community Enterprise Sustainability Project, Surin

The Ban Samrong Vegetable Bank Community Enterprise Sustainability Project, Surin

OVERALL IMPACT

Central Tham promotes sustainable and environmentally friendly organic agriculture while strengthening the capacity of communities to increase agricultural productivity and small-scale livestock farming. The initiative helps elevate household-level production toward modern trade distribution, creating stable income opportunities and improving long-term quality of life within the community.

SUPPORTING SUSTAINABLE COMMUNITIES

Promoting knowledge sharing, infrastructure support, and the development of agricultural products and livestock farming to strengthen community well-being, sustainable careers, and stable income generation.

PRESERVING ENVIRONMENTAL SUSTAINABILITY

Promoting integrated farming and composting systems to preserve environmental quality and enhance the fertility of natural resources.

The Ban Samrong Vegetable Bank Community Enterprise Sustainability Project, Surin

Central Group United Against Natural Disasters Project (Basic Phase), Ayutthaya

AYUT-THAYA

Ayutthaya is a tourist destination visited by both Thai and international travelers throughout the year. To ensure that tourism and income are distributed from the city center to other districts, efforts focus on improving the quality of life and education, as well as promoting strong community enterprises. These initiatives aim to develop local communities into tourist attractions and learning center that produce economic goods, leading to sustainable income and stable livelihoods.

Mu Yai Ruam Jai Pattana Melon Community Enterprise, Ayutthaya

Mu Yai Ruam Jai Pattana Melon Community Enterprise, Ayutthaya

WHAT WE DO

EDUCATION AND WELL-BEING

We develop the education system by supporting the Sufficiency Economy projects and table tennis skill development programs, as well as providing scholarships to intellectual disability associations and improving students' quality of life. We also support career development for people with disabilities through various initiatives such as the Handicrafts with Heart Project. In addition, we provide essential supplies, improve landscapes, and participate in community rehabilitation after floods through the Central Group United Against Natural Disasters project. Our efforts focus on enhancing quality of life through initiatives such as the "Beautiful Canals, Clear Water" project and the "Tops of Happiness" program.

STABLE LIVELIHOODS AND COMMUNITY PRODUCT DEVELOPMENT

We provide financial support for development initiatives, promote product development, support distribution channels, and enhance career opportunities for community members through the Mooyai Ruamjai Phatthana Community Enterprise Melon Project, Khu Salot Subdistrict, Lat Bua Luang District, Ayutthaya Province.

ENVIRONMENTAL QUALITY

We promote the use of environmentally friendly and recyclable materials, such as using recycled plastic block bricks for paving in front of the Mooyai Ruamjai Pattana Community Enterprise Melon Shop.

COMMUNITY TOURISM

We develop the Mooyai Ruamjai Phatthana Community Enterprise Melon Project into a community-based tourist destination and learning center. Tourism routes are created along with promotional activities to encourage visits. Tourists come to explore and purchase local products, supporting the goal of becoming truly modern farmers.

RELATED SDGS

OUR HIGHLIGHT PROJECTS

• MU YAI RUAM JAI PATTANA MELON COMMUNITY ENTERPRISE, AYUTTHAYA

Through the construction of agricultural produce sorting and packing facilities and melon greenhouses, the project promotes product development and brand creation under Smile Melon, support sales channels, and creates livelihood opportunities for community members. It also includes the establishment of a community product retail shop and further development into community-based tourism, landscape improvement, and the creation of community tourism routes to position the area as a tourist destination of Lat Bua Luang District. In addition, the project promotes knowledge development in various areas, such as shop management and coffee brewing. Overall, this initiative has generated sustainable livelihoods and income for no fewer than 30 households since 2017

• CENTRAL GROUP UNITED AGAINST NATURAL DISASTERS PROJECT (RECOVERY PHASE)

Through post-flood rehabilitation at Wat Klang Khlong Srabua School by organizing a Big Cleaning Day, and at Koh Kerd Homestay Community, Bang Pa-in District, by supporting the construction of a pedestrian bridge to the boat boarding area to facilitate travel for community members and visitors. The project also includes improvements to restroom facilities to accommodate elderly people and people with disabilities.

Muang Ruam Jai Pattana Melon Community Enterprise, Ayutthaya

Plastic Weaving Basket Production Project, Ayutthaya

Central Group United Against Natural Disasters Project (Basic Phase), Ayutthaya

- ## CENTRAL GROUP UNITED AGAINST NATURAL DISASTERS PROJECT (BASIC PHASE)

  Through the provision of essential consumer goods to flood-affected communities in several districts, along with on-site operations carried out in collaboration with the Provincial Office of the Department of Disaster Prevention and Mitigation (DDPM).

- ## EDUCATION AND STUDENT WELL-BEING DEVELOPMENT

  Supporting schools including Sondii School (Pracharat Anusorn), Lat Bua Luang District; Wat Nong Mai Sung School, Uthai District; and Wat Klang Khlong Srabua School, Phra Nakhon Si Ayutthaya District through Sufficiency Economy learning bases such as vegetable gardening and mushroom cultivation, as well as the construction of dormitories and cafeterias.

- ## TABLE TENNIS SKILL DEVELOPMENT PROGRAM

  For students participating in the project at Wat Nong Mai Sung School, Uthai District.

- ## "SEWING, EMBROIDERY, AND HANDICRAFTS WITH HEART" PROJECT

  Promoting livelihood opportunities based on individual skills and aptitudes, such as sewing fabric bags, weaving doormats, making handmade slippers, and other crafts, for parents and caregivers of persons with intellectual disabilities.

- ## KHLONG SUAI NAM SAI PROJECT

  Through solid waste removal, trees trimming along the canal, and canal dredging, to improve the environmental conditions of communities located along the public canal surrounding the shopping center.

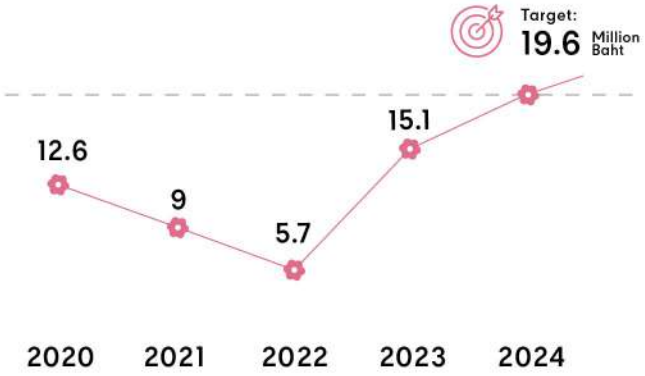
PROJECT RESULTS

Mu Yai Ruam Jai Pattana Melon Community Enterprise, Ayutthaya

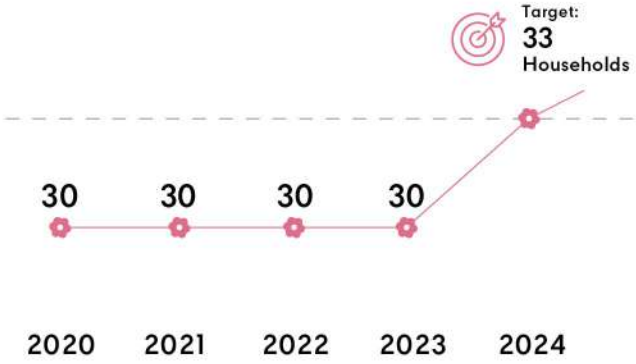
"Sewing, Embroidery, and Handicrafts with Heart" Project, Ayutthaya

Central Group United Against Natural Disasters Project (Basic Phase), Ayutthaya

REVENUE
(Million Baht)



NUMBER OF HOUSEHOLDS



Data as of December 2023

Central Group United Against Natural Disasters Project (Basic Phase), Ayutthaya

OVERALL IMPACT

Central Tham envisions Ayutthaya as more than an ancient capital rich in historical landmarks. It also recognizes the province's potential in community-based tourism destinations. Accordingly, efforts are focused on developing community tourism sites and products that can be further enhanced to generate income, alongside improving educational opportunities for young people. These initiatives aim to enhance quality of life, create livelihoods, and sustainably distribute income to local communities.

EDUCATION DEVELOPMENT

Through support for Sufficiency Economy learning bases, sports skills training, and the construction of dormitories and cafeterias to enhance students' well-being.

CREATING LIVELIHOOD OPPORTUNITIES FOR PARENTS OF PERSONS WITH DISABILITIES

Including income generation through various vocational training projects.

LANDSCAPE IMPROVEMENT AND TOURISM ROUTE DEVELOPMENT

To create an environment suitable for welcoming visitors to community-based tourism destinations, while designing tourism routes that do not disrupt the environment or the daily lives of community members.

PROMOTING THE USE OF ENVIRONMENTALLY FRIENDLY MATERIALS

The use of paving blocks made from recycled plastic to surface the frontage of the Mu Yai Ruam Jai Phatthana Melon Community Enterprise shop.

SUPPORTING COMMUNITY ENTERPRISES AS COMMUNITY-BASED TOURISM DESTINATIONS AND CO-DEVELOPING PRODUCTS

Promoting the Smile Melon brand, constructing facilities, and enhancing knowledge to support the development of the community enterprise into a tourism destination, while creating sustainable livelihoods and income for people in the community.

FLOOD RELIEF AND POST-FLOOD AREA REHABILITATION

Through the provision of essential consumer goods, the organization of Big Cleaning Day activities, and landscape improvements after flooding to facilitate access and improve conditions for community members and visitors.

LANDSCAPE IMPROVEMENT IN THE AREAS SURROUNDING THE SHOPPING CENTER.

Dredging canals, removing waste, and trimming trees along the canal to improve the living conditions and environmental quality of nearby communities.

Central Group United Against Natural Disasters Project (Basic Phase), Ayutthaya

CENTRALGROUP

CENTRAL RETAIL

CENTRAL PATTANA

CENTARA HOTELS & RESORTS

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