



Towards the 21st Century

CO-OPERATION COLUMN its the death of Hiller the Princess Muther everyone to follow her example of working e greater good of all.

ound the world acceived the sail news of Someley Yaa. We would like to take homed specific as well as our hopes Somdej

ner exemplified the predicament and potential of one hand, one person can do so much for her o million people, but on the other hand to much to concern their with remedying the negative side is, which much the which push the country backs people to solve later on.

spenod of mourning such as this is a good time to reflect on the roader role of the monarchy in Thaland, beyond its ceremonial and situational aspects, and how it is really a unifying force in our society, is we move towards a world without borders, with all the differences orld. Thailand continues to stand ur history from the rest of the out because of the unique role and contribution of our monarchy

If one were to carry out a poll tomorrow to find out how the world has come to learn about Thailand, I am sure that most people would say it is because of the role of the monarchy over the past several hundred

In my personal opinion the Princess Mother left us with a philosophy for life based on the idea that while a life belongs to the individual it can be used to make a great contribution to the rest of one's fellows, and even in this case an entire country

A public interest is something you have to believe in, because only then will your life be geared towards work which benefits the rest of society. Somdej Yaa did this, and for the dedication, patience, consistency and quality of her work there is no rival.

The Princess Mother always seemed to clearly understand that Thailand is a country which needs to close the gap between the haves and have-nots, and in her work towards this end she travelled to many places which even the regular government officials do not dare to

A good question to ask is where she got her inspiration from. Was it from her family background, or other factors? The question is worth asking because if we can learn from her example, then I'm sure that many more people will make a contribution to the public interest, and Thailand will become much better off. I hope that her passing away will prompt us all to seriously think about how each of us can make a contribution to the public at large.

I hope that in the coming months the public will learn more about her achievements in many fields, including education, human resources development and the environment. School children and the younger generation in general should have the opportunity to reach a pro-found understanding of the commitment of this one person who did so many things for the country because she believed in and was deeply committed to her work.

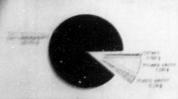
And more than thut, I also hope that several of the examples set by the Princess. Mother will carry on through other groups in society, especially the idea of helping the unfortunate in Thailand.

In conclusion, her death was one of the saddest days in Thai history. For myself I hope to continue to follow the Princess Mother's philosophy and the example of her achievements in order to help those who have trouble surviving, I also hope that the media will

could like to challenge the readers of this column, all those cessful companies and individuals who have the luxury of substan-resources, knowledge and management to make a contribution to society. All you have to do is think about and understand the emmende campile of the philosophy, work and life of the Princess ties. If 1000 companies in Thailand were to do just one project the benefit their fellows then society as a whole would gain much.

other's philosophy and inspiring examp

runture of employment in rural economic sector , Vietnam.



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