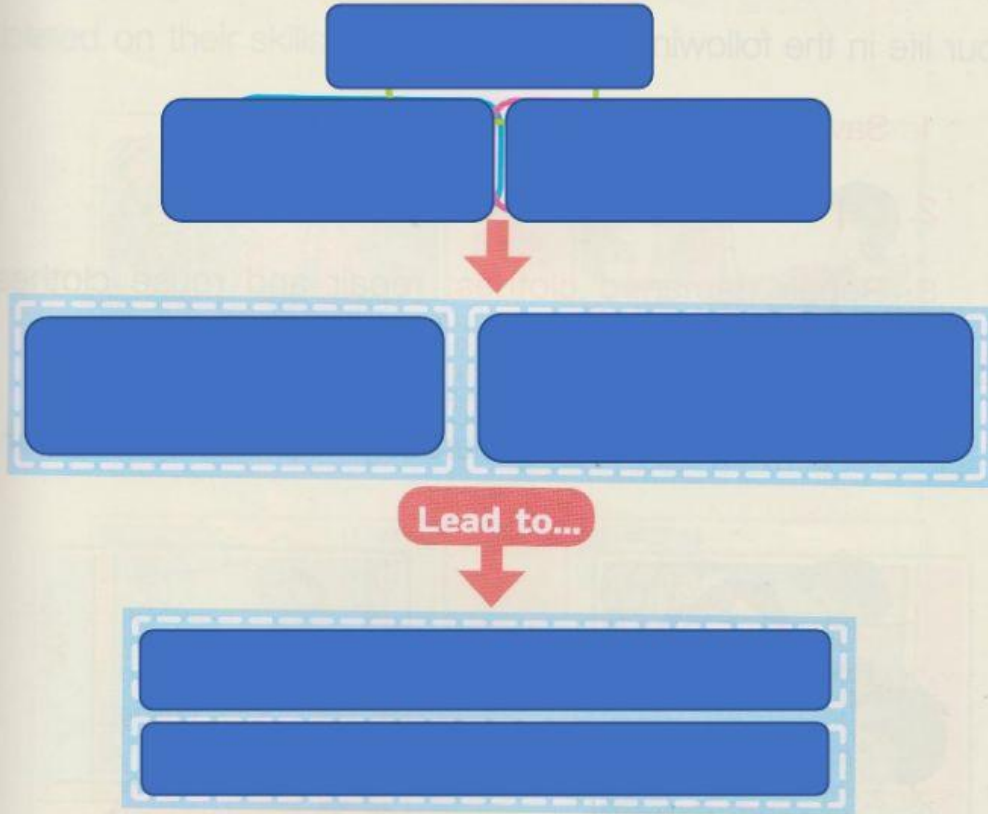


The Philosophy of Sufficiency Economy

The middle path



Moderation Endurance Reasonableness

Knowledge Wisdom Prudence Carefulness

Integrity Patience Tolerance Generosity

Good Life Economy Society Environment

Harmony Security Sustainability

Three Principles of Sufficiency

Reasonable Moderation Endurance

1.1 [redacted] living life in the middle path and not the extremes. People should rely on themselves.

1.2 [redacted] making sensible decisions.
Buying a product out of necessity and not want.

1.3 [redacted] the ability of people to protect themselves against any external turbulence and to cope with events that are unpredictable or uncontrollable.