# DoiTung A Lifestyle for Livelihood

Gift Catalogue



# "Give A Little More"

The notion of "giving" has always been at the very heart of the Doi Tung Development Project, and indeed our Sustainable Alternative Livelihood Development model was inspired by and created from the guiding principle of "caring and sharing to others" as lived by Her Royal Highness Princess Srinagarindra, the late Princess Mother of Thailand, or "Mae Fah Luang", as she is lovingly remembered. In this way, our "Gives" revolve around the giving of opportunities, legitimate occupations, and sustainable livelihoods to empower the people of Doi Tung to be economically self-reliant and responsible members of society who can live with dignity and in harmony with their natural environment.

By choosing a DoiTung gift set, you are able to "Double Give":

- A "gift" of these unique products to those you care for, and
- A "gift" of dignified livelihoods to the people who crafted the products

### **DOI** UNG A Model of Social Entrepreneurship

DoiTung products are inspired by the relationship that exists between people and nature, a balance that has been nurtured by the Doi Tung Development Project in order to create sustainable livelihoods for those living in the Doi Tung community. The careful selection of natural materials, in conjunction with local wisdom, skilled craftsmanship, and the added element of contemporary design, comes together in a harmonious mix to create unique products that both enhance urban lifestyles and support the livelihoods of the DoiTung artisans who created them.

The Doi Tung Development Project was initiated in 1987 by Her Royal Highness Princess Srinagarindra, the late Princess Mother of Thailand. Inspired by the work of her son, His Majesty King Bhumibol Adulyadej, and adapting methods he had tested and used, the Princess Mother developed her own model to help alleviate the problems of poverty, opium growing and trafficking, deforestation, poor health, illiteracy, and many other social, economic, and environmental ills in Doi Tung before the project started.

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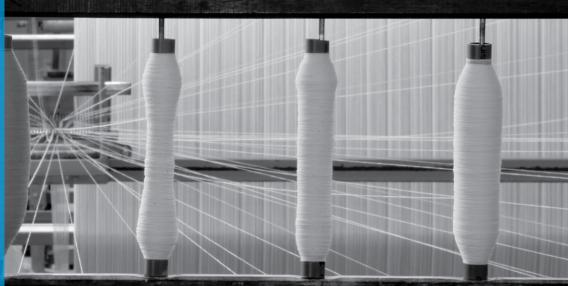
The Princess Mother recognized that those problems are just *symptoms*, the root cause is *poverty and lack of opportunity*. Based on her vision and guiding principles, the Doi Tung Development Project was initiated to address the issue through a process known as Sustainable Alternative Livelihood Development (SALD). This holistic and integrated development model is a practical approach focusing on people and tackling the social, economic, and environmental problems through three interventions: solving the problems of health, livelihood, and education. The main objective of SALD is to help the people so that they can help themselves and to empower them to determine their own future.

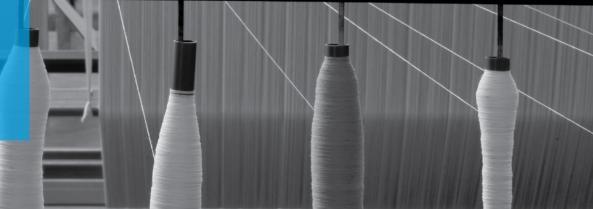
From the livelihood options to provide the people with steady work and consistent income, the Doi Tung Development Project has ventured into social entrepreneurship in order to sustain the development work.

Doi Tung Development Project's Social Enterprises comprise four groups of products and services: Handicrafts; Coffee and Macadamia Products; Decorative Plants and Flowers and Landscape Design; and Edutainment Travel Destinations and Attractions. These businesses integrate local wisdom and skills, professional management, and a market-driven approach, leading to the creation of high quality value-added products and services under the "DoiTung" brand that are recognized both in Thailand and abroad.

The income earned from the sale of DoiTung products is re-invested back into the Project to provide social services and an increased array of sustainable livelihood options that allow people and nature to co-exist in harmony.







## DoiTung Coffee and Macadamia Products Value from the Essence of Nature

Today, the previously denuded forests of Doi Tung have been transformed into lush, green coffee and macadamia fields that serve as "economic crops" for the local community. People who once earned their living from economically low-yield crops or, worse, from the illegal growing and cultivation of opium, have now become agricultural farmers who specialize in high-value crops. Through the Project's Social Entrepreneurship initiatives, some villagers have even become the owners of coffee plantations.

The decision to grow macadamia and high quality Arabica coffee as choice crops at the project, coupled with the Project's intention to "add value," has allowed our people to move up the value chain from growers to developing and working with other members of the Doi Tung community responsible for roasting and processing the coffee and macadamia nuts into end-products for consumers. This type of sustainable livelihood development process creates jobs that enable villagers to earn a living while at the same time allowing people and nature to co-exist in harmony.

Furthermore, DoiTung coffee has received Geographical Indication (GI) certification by the Department of Intellectual Property at the Ministry of Commerce of Thailand, which reserves the use of the "DoiTung" brand name and establishes the true origin and quality standards, specifications, and specific characteristics of DoiTung Coffee to end-consumers.



# "Give A Little More" Coffee and Macadamia Set



## Set A 750 baht Code : F0208S01

- A gift basket of
- 1 Macadamia Nut Cookies 120 g.
- 2 Macadamia Nuts 50 g.
- 1 Natural Honey 300 g.
- 1 Macadamia Nuts Spread 180 g.
- 1 Handwoven Cotton Pouch

# "Give A Little More" Coffee and Macadamia Set



# Set B 999 baht Code : F0208S02

A gift basket of

- 1 Macadamia Nut Cookies 120 g.
- 1 Macadamia Nuts 50 g.
- 1 DoiTung Coffee 200 g.
- 1 Natural Honey 300 g.
- 1 Macadamia Nuts Spread 180 g.
- 1 DoiTung Ceramic Coffee Mug 12 oz.

# "Give A Little More" Coffee and Macadamia Set



# Set C 1,650 baht Code : F0208S03

A gift basket of

- 1 DoiTung "Classic" Coffee 200 g.
- 1 DoiTung "Peaberry" Coffee 200 g.
- 2 Macadamia Nuts 50 g.
- 1 Natural Honey 300 g.
- 1 Coffee Filter
- 1 DoiTung Ceramic Coffee Mug 12 oz.

#### Coffee & Macadamia Gift Sets are available

#### at Café DoiTung

#### Bangkok

Jatujak Market	Tel : +66 (0)2 272 5076
Chamchuri Square	Tel : +66 (0)2 160 5009
The Ananda Samakhom Throne Hall	Tel : +66 (0)2 282 7321
Fashion Island Shopping Mall	Tel : +66 (0)2 947 5850
Muang Thong Thani	Tel : +66 (0)2 504 5144
Ramathibodi Hospital	Tel : +66 (0)2 354 7395
Siriraj Hospital	Tel:+66 (0)2 411 3877
Embassy of the United States	Tel : +66 (0)2 251 9109
Suan Lum Night Bazaar	Tel : +66 (0)2 250 1765
The Head Office	
of the Thai Military Bank	Tel : +66 (0)2 273 7412
Sibunrueng Building	Tel : +66 (0)2 233 6339
Sindhorn Building	Tel:+66 (0)2 627 3484
O.P. Garden	Tel : +66 (0)2 238 6499
Chiang Dai	

#### Chiang Rai

Mae Fah	Luang Garden	
Chiang Ra	ai International Airport	

#### **Chiang Mai**

JJ Market Chiang Mai	Tel : +66 (0)53 226 618	
Nimmanhemin Road	Tel : +66 (0)53 217 982	
O.P. Place Chiang Mai	Tel : +66 (0)53 252 011	Contact
Hua Hin		Tel : +66
Hua Hin Market	Tel : +66 (0)32 515 908	Email : fo

Tel: +66 (0)53 767 015 Ext. 2248

Tel: +66 (0)53 798 268

DoiTung Lifestyle Shops

#### Bangkok

Siam Discovery Center, 4th Floor	Tel:+66 (0)2 658 0427
Suan Lum Night Bazaar	Tel:+66 (0)2 250 0140
Suvarnabhumi Airport, Level 4 Concourse D	Tel:+66 (0)2 134 8888
	Ext. 6531 (East)
	Ext. 6538 (West)

#### Chiang Rai

Doi Tung Development Project, Chiang Rai	Tel:+66 (0)53 767 015
	Ext. 2263
Chiang Rai International Airport	Tel : +66 (0)53 793 111

#### Chiang Mai

Mandarin Oriental Dhara Dhevi Hotel	Tel: +66 (0)53 888 850
Chiang Mai International Airport	Tel:+66 (0)53 922 219
Nimmanhemin Road	Tel:+66 (0)53 217 981

: Wholesale Food Department 6 (0)2 252 7114 Ext. 151, 214 Email : food@doitung.org

# DoiTung Handicrafts Inspiration borne from deeply-rooted talent

For the artisans of Doi Tung the natural environment, long intertwined with their daily existence, continues to serve as a source of inspiration in their work. It is the people's indigenous skills and talented artistry, passed down through the generations, which have been harnessed to create one-of-a-kind products that reflect the soul and character of DoiTung.

This stunningly beautiful and inspired array of handcrafted products made from the natural raw elements of Doi Tung includes hand-woven fabrics, clothing, rugs, and home decorative items, as well as ceramics and mulberry paper. Professional designers have contributed added flair, resulting in unique products that enhance the tastes and trends of contemporary living and, more importantly, highlight the very best elements of the Doi Tung community's enduring ties with nature and the environment.

Star 12



Ethnicity Espresso 340 baht Code : 073498 Color : Beige-Dark Brown

A set of 2 Espresso Coffee Cups and Saucers (4 oz.) In mulberry paper box Decorated with DoiTung ribbon



Dahlia Espresso 590 baht Code : 073474 Color : White / Black

A set of 4 Espresso Coffee Cups and Saucers (4 oz.) In mulberry paper box Decorated with DoiTung ribbon



Code : 073535

Macadamia and Jars 690 baht Code: 073535 Code: 073542

A set of 2 Ceramic Jars with lids 2 Macadamia Nuts 50 g. In mulberry paper box Decorated with DoiTung ribbon



Code: 073542



Code: 073290

Code: 073283

Tea Lover 950 baht Code : 073290 Color : White / Grey Code : 073283 Color : Beige / Brown

A set of 1 Tea Pot 24 oz. 2 Tea Cups 8 oz. In mulberry paper box Decorated with DoiTung ribbon



Code: 073511

Code: 073528

## Snack Set 950 baht Code : 073511 Code : 073528 Color : Black-White / Black-Green / Black-Red

#### A set of

Ceramic Snack Bowl Set
Macadamia Nuts 50 g.
In mulberry paper box
Decorated with DoiTung ribbon



## Ethnicity Tea Set 1,490 baht Code : 073467 Color : Beige / Brown

A set of

- 1 Tea Pot 24 oz.
- 4 Tea Cups and Saucers 8 oz.
- 1 Sugar Bowl
- 1 Creamer
- In mulberry paper box
- Decorated with DoiTung ribbon



## Table Runner & Placemats Set 2,600 baht Code : 073436

A set of

Handwoven Table Runner
Handwoven Placemats
Handwoven Napkins
Napkin Rings
In mulberry paper box
Decorated with DoiTung ribbon



## Necktie Set A 990 baht Code : 073177

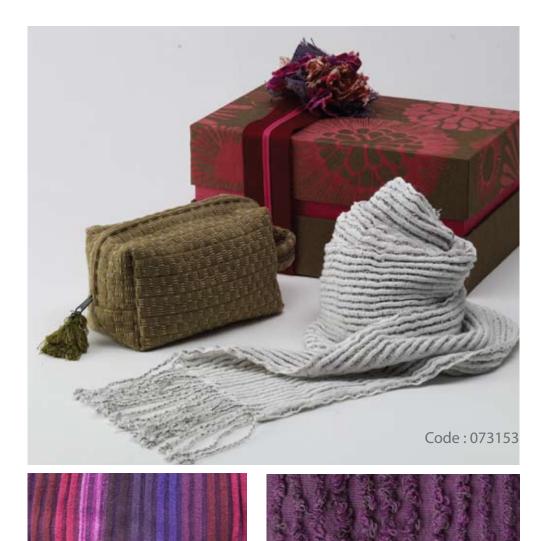
1 Handwoven NecktieIn mulberry paper boxDecorated with DoiTung ribbon



# Necktie Set B 1,450 baht Code : 073191

#### A set of

Handwoven Necktie
Handwoven Name Card Case
Handwoven Key Chain
In mulberry paper box
Decorated with DoiTung ribbon



# Scarf Set Code : 073160 (900 baht ) Code : 073146 (1,200 baht ) Code : 073153 (1,200 baht )

A set of

Handwoven Scarf
Handwoven Cosmetic Pouch
In mulberry paper box
Decorated with DoiTung ribbon

Scarf Code : 073146

Scarf Code : 073160



## Simpleasy TV Tea Set 490 baht Code : 073344

#### A set of

Ceramic Tea Cup and Tray Set
Macadamia Nut Cookies 120 g.
In mulberry paper box
Decorated with DoiTung ribbon



Code: 073313

Code: 073306

My Tea Set 650 baht Code : 073313 Code : 073306 Color : Grey / White

A set of

1 Tea Pot 12 oz.
1 Tea Cup 6 oz. and Tray
In mulberry paper box
Decorated with DoiTung ribbon



Home Spa Set A 850 baht Code: 073214 Color: Black / Brown Code: 073238 Color: White / Grey Code: 073221 Color: White / Black

#### A set of

1 Spa Burner

Multi-Purpose Bowl and Tray
In mulberry paper box
Decorated with DoiTung ribbon



Home Spa Set B 850 baht Code : 073244 Color : Black / Brown Code : 073269 Color : White / Grey Code : 073252 Color : White / Black

#### A set of

Spa Candle Holder
Soap Dish
Multi-Purpose Tray
mulberry paper box
Decorated with DoiTung ribbon

# "Give A Little More" For Work



Code : 073375

Code: 073382

Mug Set of 2 490 baht Code : 073375 Code : 073382 Color : Grey-White

A set of 2 Ceramic Coffee Mugs 12 oz. In mulberry paper box Decorated with DoiTung ribbon

# "Give A Little More" For Work



Note Book & Mug 590 baht Code : 073368 Color : Grey / White (Coffee Mug)

A set of

Ceramic Coffee Mug 12 oz.
Note Books (assorted colors & designs)
Sketch Book (assorted colors & designs)
In mulberry paper box
Decorated with DoiTung ribbon

# "Give A Little More" For Work



## Mug Set of 4 850 baht Code : 073399

#### A set of

4 Ceramic Coffee Mugs (assorted colors & designs) In mulberry paper box Decorated with DoiTung ribbon

## DoiTung Handicraft Gift Sets are available at all DoiTung Lifestyle Shops

#### Bangkok

Siam Discovery Center, 4th Floor	Tel : +66 (0)2 658 0427
Suan Lum Night Bazaar	Tel: +66 (0)2 250 0140
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Ext. 6538 (West)

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Chiang Mai International Airport	Tel : +66 (0)53 922 219
Nimmanhemin Road	Tel : +66 (0)53 217 981

#### Outlets

Bon Marché, Building C, Bangkok	Tel: +66 (0)2 158 0651
Hua Hin Market	Tel : +66 (0)32 515 890
Doi Tung Factory Outlet, Chiang Rai	Tel : +66 (0)53 763 118
Doi Tung Outlet, Chiang Rai	Tel : +66 (0)53 767 015 Ext. 2519
JJ Market, Chiang Mai	Tel : +66 (0)53 220 437

Contact : Wholesale Handicraft Department Tel : +66 (0)2 252 7114 Ext. 115, 230 Email : handicraft@doitung.org