



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์  
Mae Fah Luang Foundation under Royal Patronage

# MAE FAH LUANG FOUNDATION INTERNSHIP PROGRAM 2018

## Who are we?

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The Mae Fah Luang Foundation under Royal Patronage (MFLF), founded in 1972 by Her Royal Highness Princess Srinagarindra (mother of King Rama VIII and King Rama IX of Thailand), is a Thai not-for-profit organization working in sustainable development to alleviate poverty and improve the quality of life of people regardless of race, religion and gender. We believe in a people-centric development approach with an end vision to empower people to be resilient and self-reliant, enabling them to carry on sustainable development on their own; while fostering co-existence between humans and nature. The Foundation has several implemented development projects in Thailand and abroad—Myanmar, Afghanistan, and Indonesia—with the Doi Tung Development Project (DTDP) in northern Thailand being its model project.

The Doi Tung Development Project was established in 1988 on Doi Tung, a mountain in Chiang Rai province, covering approximately 150 square kilometers which was once a secluded area in the heart of the Golden Triangle—the world's largest opium-producing region at the time. Recognizing that the root causes of opium cultivation and related problems were poverty and lack of opportunity, the Princess Srinagarindra decided to improve the conditions of Doi Tung, socially, economically, and environmentally, by introducing legitimate livelihood alternatives. These ranged from reforestation jobs, economic crop cultivation, horticulture, handicrafts, and hospitality, all based upon local wisdom and the capacity of the community, with an emphasis on a value adding process and zero-waste management.

## Our Living University

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The Foundation aspires to spread our best practices gained from over 40 years of experience through a “**Living University**”. We welcome study groups and interns from all corners of the world to learn beyond textbooks and from “local scholars” at our campuses – our ongoing development areas.

Our international internship program fosters firsthand experience through direct exposure to **sustainable development, cross-cultural immersion, and the highland ethnic minorities ways of life**. We have received more than 80 interns from several world-renowned universities such as Harvard University, Columbia University, University of Cambridge, Carnegie Mellon University, University of Pennsylvania, Rhode Island School of Design, the Institut d'Études Politiques de Paris (Sciences Po - Paris), Indiana University, University for Peace, Cornell University, as well as prominent universities in Thailand, namely Chulalongkorn, Thammasat, Mahidol, and Srinakharinwirot. The 2018 program is our 9<sup>th</sup> consecutive international internship program.

## 2018 Internship Topics

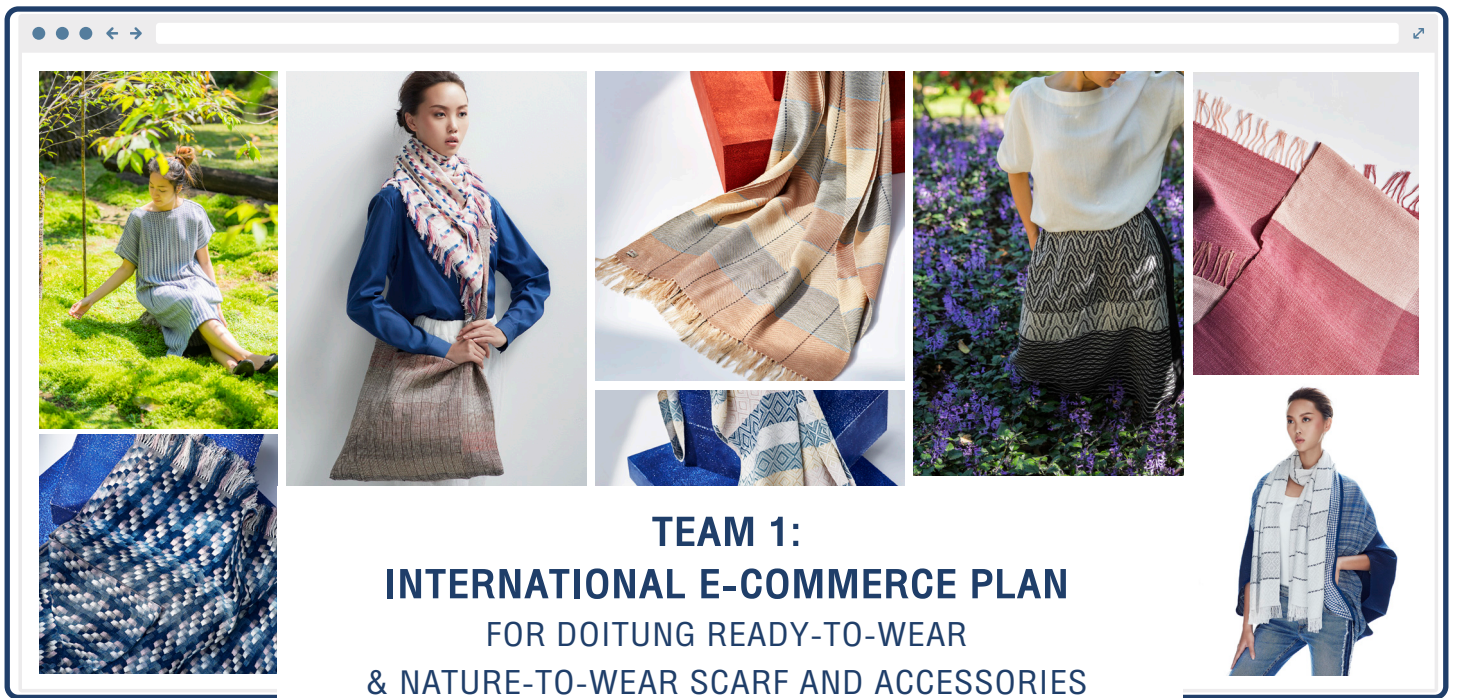
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We are looking for two teams of Thai and non-Thai undergraduate and graduate interns to join us from **June 1 to July 31, 2018**. The two groups will develop different projects as follows:

**Team 1:**  
**International eCommerce Plan  
for DoiTung Ready-to-Wear  
& Nature-to-Wear Scarf and Accessories**

**Team 2:**  
**DoiTung Marketing Communication  
Development**





## Background

MFLF has established social businesses to generate jobs for all walks of life, such as ceramics, mulberry paper, and textiles and weaving for women. Our products are sold under the brand “DoiTung” as the main channel of our income to finance social activities of the Doi Tung Development Project. Our approach is to bridge local wisdom and modern know-how and add exponential value to handmade products to be highly marketable locally and internationally.

DoiTung handcrafted textiles have been built upon the local wisdom of the ethnic women. They take a prominent place in our product portfolio, which comprises of wide range of product lines – scarves, throws, placemats, runners, bags, ready-to-wear, and accessories.

To strengthen our business and ensure increasing revenue to help grow sustainable societies through the sales of DoiTung products, we would like to tap into the European, Middle Eastern and US markets, introducing our Ready-to-Wear & Nature-to-Wear scarves and accessories to international customers via portal websites.

We are looking for Thai and International interns with a strong background in **Digital Marketing, Communication, Media, Graphic Design, International Business or Logistics and Supply Chain Management**. Those with a strong interest in development and excellent communication skills are encouraged to apply. Interns will be based in Bangkok and occasionally travel to the Doi Tung Development Project, Chiang Rai Province.

## Expected Outputs

1. Market research report
2. A list of potential portal websites and related details
3. Marketing plan and implementation plan
4. Marketing support tools e.g. video clips, banners
5. Product launch on the potential portal websites

## Job Description

- Study and analyze market to identify potential portal websites and related details
- Develop marketing and communication strategy and action plan
- Create marketing support tools
- Launch Nature-to-Wear products to web partners
- Prepare report and presentations





## TEAM 2: DOITUNG MARKETING COMMUNICATION DEVELOPMENT

### Background

The DoiTung brand has become recognized as a leading Thai brand based on sustainable values, reflected in product concepts, design, and quality. The business is growing, yet requires constant improvement to ensure the strength and resilience in the face of a volatile market situation, and to keep up with market trends, since DoiTung Lifestyle sells its products through many outlets and consignments in Bangkok and other provinces.

To increase brand awareness and educate our target customers about the DoiTung brand values and heritage, specifically the holistic process in all aspects – economic, social, environmental and cultural – of our development program, a precise strategic communication campaign and execution plan is required.

We would like to invite those with a strong background in **Marketing Management, Marketing Communication, Branding, Mass Communication, Public Relations, Communication Arts and Graphic Design** to join the program. People with a strong interest in development and excellent communication skills are encouraged to apply. Interns will be based in Bangkok and occasionally travel to the Doi Tung Development Project, Chiang Rai Province.

### Expected Outputs

1. DoiTung communication campaign
2. Communication execution plan

### Job Description

- Study and analyze the DoiTung brand story and philosophy
- Develop a strategic communication campaign and action plan for the DoiTung brand
- Create communication support tools
- Prepare execution plan for the communication campaign
- Prepare reports and presentations

## General Requirements for All Projects

- Strong interest in rural and sustainable development
- Good communication skills
- Commitment in teamwork
- Open-mindedness and flexibility
- Good health
- Professionalism
- Cultural sensitivity

## What to Expect?

- The interns are expected to arrive in Thailand by May 31, 2018, and stay until July 31, 2018.
- A full - time internship for nine-week, five-day-a-week commitment
- Supporting documents to obtain a temporary visa (non-immigration type O) if required. (Interns are responsible for meeting all the costs associated with the preparation and submission of their visa applications before coming to Thailand)
- Accommodation provided in Bangkok or at the Doi Tung Development Project in Chiang Rai province, with occasional visits to other project sites as needed depending on your internship project
- Transportation within Thailand during the internship program
- Monthly stipend
- A ten-day orientation to various sites of MFLF's development projects
- An intercultural working environment—working with Thai and non-Thai colleagues as well as highland ethnic people. Cultural and language barriers can be expected.

If interested, please submit your documents by email to [internship2018@maefahluang.org](mailto:internship2018@maefahluang.org) by 11.59 pm (Thailand time) on **March 31, 2018**

1. Application letter stating your preferred team and your expected contribution to the team
2. Resume
3. Portfolio with samples of work done

- Applications are reviewed on a rolling basis due to the limited number of spots on our program
- Incomplete applications (including missing papers or documents) cannot be processed by the MFLF International Internship Program Committee and will result in the applicant's exclusion from the selection process.

## Keydates

February – March 2018	Application opens. Applicants apply via email: <a href="mailto:internship2018@maefahluang.org">internship2018@maefahluang.org</a>
March 31, 2018 (11.59 pm - Thailand time)	Application closes
March – April 2, 2018	Applications short-listed. Once you pass the application screening, you will be contacted to schedule a teleconference/ skype interview on a first come first served basis.
April 3 – 12, 2018	Interview short-listed applicants
April 20, 2018	Successful and unsuccessful applicants receive an email regarding the outcome of their interview
April 20 – May 20, 2018	Selected interns complete and return necessary documentation
June 1 – July 31, 2018	Interns commence their internship programme. This includes an orientation visit to various sites of MFLF's development projects at the beginning of the program.

Remark: Key dates are subject to change due to unforeseen circumstances



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# MAE FAH LUANG FOUNDATION INTERNSHIP PROGRAM


JUNE - JULY 2018

The Mae Fah Luang Foundation under Royal Patronage (MFLF) is a Thai not-for-profit organization working in rural poverty alleviation. Founded in 1972, MFLF oversees several implemented development projects in Thailand and internationally — Myanmar, Afghanistan, and Indonesia — with the Doi Tung Development Project (DTDP) in Northern Thailand being its model project.

**We are looking for two teams of Thai and non-Thai undergraduate and graduate interns during June - July 2018 (9 weeks).**

**The two groups will develop different projects as follows:**

**TEAM 1:**  
**INTERNATIONAL E-COMMERCE PLAN**  
FOR DOITUNG READY-TO-WEAR & NATURE-TO-WEAR SCARF AND ACCESSORIES



**TEAM 2:**  
**DOITUNG MARKETING COMMUNICATION DEVELOPMENT**



**If interested, submit an application consisting of a letter stating your preferred team, resume and portfolio to [internship2018@maefahluang.org](mailto:internship2018@maefahluang.org)**

Applications are reviewed on a rolling basis due to the limited number of spots on our program. Once you pass the application screening, you will be scheduled for a teleconference/ skype interview on the first come first served basis.

The deadline for application is March 31, 2018 (11.59 pm - Thailand time) and all applicants will be notified of first-round interviews by April 2, 2018.

For more information about the Foundation, visit [www.maefahluang.org](http://www.maefahluang.org) or email: [internship2018@maefahluang.org](mailto:internship2018@maefahluang.org)