

à´éÃÑ°;ÒÃµí°ÃÑ°íÀèÒŞá¾ÄèËÀÒÃ»·ÑèÇàÁ;¨ÖŞÃÖ;ÒÃ¾Ñ²¹Ò«Í·íáÇÀì µèÒŞ æÃ
à¾xèíÁÒãé;Ñ°ÃÐ°»-Ò°ÑµÒ;ÒÃÇÍŞ Windows ùò ·ÒãËéÃ
à·à¹ÁÒÃÖËÒÃË¹à·Èà´éàèÒÁÒÃÖ¼ÁµèíÇÒ¶Ò°ÒÇÒµµÍŞª¹ªÒÇÒµ»ÃÐ¨ÓÇÑ¹íÀèÒŞãÁéíÒ¨ÈÃ
Ò;àÁÒèÃŞã´é
Ã
ã¹ç³Ð·ÒèµíÁ¾ÒÇàµíÁíàÁÒèÁãé;Ñ¹á¾ÄèËÀÒÃ¹µèÒŞ»ÃÐà·È
áµèã¹»ÃÐà·È·ÃÑŞÃÒãéíÁÙèã¹ÇŞ¨Ò;Ñ¹
à¾ÃÒÐà»ç¹à·à¹ÁÒÃÖËÒÃË¹èÃÑŞãÁèÁÒ;ÒÃË¹ã¹Ë¶Ò¹ÈÖ;ÉÒ
ã¹ç³Ð·Òè»ÃÐà·È·Òè¾Ñ²¹ÒàÁéÇÃÖ;ÒÃãé;Ñ¹íÀèÒŞá¾ÄèËÀÒÃ
áÃÐÃÖ;ÒÃÒÃÒÈÒÃ;ÒÃ¨Ñ¹;ÒÃèíÁÙÁíÀèÒŞà»ç¹ÃÐ° ´éÇÃµÇÒÃËÐ´Ç;áÃÐÃÇ´àÃÇÇ
áÃÐ´éÇÃÃÐ°»-Ò°ÑµÒ;ÒÃ Windows ¾ÄéíÁ æ ä»Ñ¹;ÒÃ¾Ñ²¹Ò«Í·íáÇÀì ·ÒèÃÍŞÃÑ°;Ñ°
à·à¹ÁÒÃ·Òèãéã¹;ÒÃËxèíÈÒÃá´éÃÑ°µÇÒÁÒÃÁíÀèÒŞÃÇ´àÃÇÇ ¹Ñè¹µí ÍÒ¹µíÁíà¹çµ (Internet)
«ÒèŞà»ç¹à·à¹ÁÒÃ·Òèãéã¹;ÒÃËxèíÈÒÃ áÃÐ¾Ñ²¹ÒÃÒíÀèÒŞÃÒÇ¹Ò¹ ¹Ñ°µÑéŞáµè»Ò¾·È. òòùò
à¾ÒÃŞáµèàÁÒèÁµé¹ãéã¹;ÒÃËxèíÈÒÃÒÃã¹ÁÈÒÇÒ·ÀÒÃÑã¹»ÃÐà·ÈËÃÑ°íàÁÒÒ;Ò
áÃÐèÒÃÒ¼Áãéã¹Ë¹èÇÃŞÒ¹èÍŞÃÑ° à·èÒ¹Ñé¹
Ã
µÃÑé¹àÁxèíÁ¾ÒÇàµíÁíà´éÁÒ;ÒÃ¾Ñ²¹ÒãËéÁÒè¹Ò´àÁÇ;ÁŞ áÃÐÃÒµÒàÁèÈÙŞ
¨¹µÃÑÇàÃx¹ËËx¹ÉÒ¹Ñ;ŞÒ¹·ÑèÇà» ÉÒÁÒÃ¶ÃÒàµxèíŞµíÁ¾ÒÇàµíÁíàÇéãéŞÒ¹ã´é
¹ÑŞ¹Ñé¹àÁxèíÒ¹µíÁíà¹çµã´é¾Ñ²¹ÒàèÒà²xèíÁµèíàèÒ;Ñ°àµxèíŞµíÁ¾ÒÇàµíÁíã¹µÃÑÇàÃx¹
áÃÐÉÒ¹Ñ;ŞÒ¹ã´é·ÒãËé;ÒÃãéµíÁ¾ÒÇàµíÁíàÁÐíÒ¹µíÁíà¹çµà»ç¹·Òè¹ÒÃÁ¾ÄèËÀÒÃíÀèÒŞÃÇ´à
ÃÇÇ
Ã ¾ÃÑíÁ æ ;Ñ°ÃÐ°»-Ò°ÑµÒ;ÒÃ Windows ùò
ã´éà;Ò´èÒ¹ÁÒ¹Ñé¹ ÁÙ»á°èÍŞµíÁ¾ÒÇàµíÁíÁÙ»á°ãËè·ÒèàÁÒÃ;ÇèÒ Notebook ËÃx¹Laptop
ã´é¶U;Í;á°áÃÐ¾Ñ²¹ÒèÒ¹ÁÒãé
áÃÐà»ç¹·Òè¹ÒÃÁãéíÁèÒŞá¾ÄèËÀÒÃà¾ÃÒÐÈÒÁÒ¶¾¼¾Òã»ã¹·ÒèµèÒŞ æ ä´éŞèÒÃ
Ã µíÁ¾ÒÇàµíÁí áÃÐíÒ¹µíÁíà¹çµà»ç¹·Òè¹ÒÃÁíÀèÒŞá¾ÄèËÀÒÃ
;ÒÃ¾Ñ²¹Òà·à¹ÁÒÃÖËÒÃË¹à·È¨ÒŞà»ç¹à»íÀèÒŞãÁéèÒ¨Ò;Ñ¹
ÁÒ;ÒÃ¾Ñ²¹Ò«Í·íáÇÀì;Ò´èÒ¹ÁÒíÀèÒŞÁÒ;ÁÒÃ ÍÒ·Òàè¹ E-mail, Website, Internet Explorer,
Microsoft office, ÍÁ
¹Ñ°à»ç¹¹ÇÑµ;ÃÃ·ÒèÁÒ¼ÁµèíÁÙ»á°;ÒÃ·ÒŞÒ¹á°ãËèã¹ÁøµãËèŞãÁ;ÒÃÒÇÑµ;Í
á´ÁàÇ¾ÒÐíÀèÒŞÁÒèŞÁÒ¼Á;ÃÐ·µèí;ÒÃ»ÁÒèÁ¹»Áã¹ ØÃ;Ò¨·éíŞà·ÒèÃÇà»ç¹íÀèÒŞÁÒ;
à¾ÃÒÐ;ÒÃ·éíŞà·ÒèÃÇ·ÐàµÒ°áµÈÑ¾Ñ¹;Ñ¹;Ñ°à·à¹ÁÒÃ·Òèà»ÁÒèÁ¹»ÁŞ
Ã
´éÇÃà·à¹ÁÒÃÖËÒÃË¹à·Èãéã¹èéíÁèèá;Ò;ÒÃËÒÃÍŞËéíŞ¾Ñ;ã¹ÁÙ»á°ãËè¼èÒ¹àµÃx¹èÒ
Á ÍÒ¹µíÁíà¹çµ à;Ò´èÒ¹à»ç¹áÈèŞãÁ;ã¹¹ÑŞËÇÑ¹ÁÙà;çµ áÃÐèÍŞ»ÃÐà·ÈxèíÇèÒ www.phuket.com
«ÒèŞà»ç¹ ØÃ;Ò¨·Òè´Òà¹Ò¹ŞÒ¹à´ÁÒÇµèÒŞ»ÃÐà·È ´éÇÃã¹ÃÐÃáÁ;ã¹»ÃÐà·Èà·Ã
ÃÑŞãÁèÁÒ¼ÁÙèãéèÁÒ;ÒÃÍÒ¹µíÁíà¹çµ (ISP - Internet Service Provider) ¹Ñ¹Ñé¹ã¹ÃÐÃáÁ;
www.phuket.com ¨ÒŞµèíŞãéÇÒ ÓÍ¹ã¹íà´ÁµÃŞ;Ñ°»ÃÐà·ÈËÃÑ°íàÁÒÒ;Ò
¾·È. òòòò Website èÍŞÒÈÑ·ÑÇÁíÁÈèŞãÁ;Ñ¹;Ñ°;ÒÃµxµÒ¹àèÒÁÒèÍŞÇÒ;ÁµÒàÈÃÉ°;Ò¨
Ã µÃÑé¹àÁxèí»ÃÐà·Èà·ÃÒèÁÁÒ
¼ÁÙèãéèÁÒ;ÒÃÍÒ¹µíÁíà¹çµ ISP ã¹»ÃÐà·È ã¹ÇÑ¹·Òè ò÷ Á;ÁÒµÁ òòòò »ÃÒ; àÇÇ°ãµí (Website)
èÍŞÒÈÑ·Òà·ÒèÃÇ«ÒèŞ´Òà¹Ò¹ŞÒ¹à´Áµ¹à·À»ç¹µÃÑéŞãÁ;ã¹¹ÑŞËÇÑ¹ÁÙà;çµ xèíÇèÒ
www.phuketjettour.com à¾xèíà»ç¹;ÒÃ¹ÒàÈ¹¼ÁÒµÑÑ±ì·ÒŞ;ÒÃ·éíŞà·ÒèÃÇ ãËèµ¹·ÑèÇ æ
ã»ÈÒÁÒÃ¶ã´éÃÑ°èíÁÙÁã´éÈÐ´Ç; «ÒèŞà´ÒÁ·ÒÃà¼ÁÁ¾ÄèèíÁÙÁ·ÒŞ;ÒÃ·éíŞà·ÒèÃÇ
µx¹ÈÒèŞ¾ÒÃ¾¼ «ÒèŞÃÒèíÒ;Ñ¹·ÑéŞã¹àÁxèíŞ »ÃÒÁÒã¹;ÒÃ¼ÁÒµ µèÒãéèÒÃã¹;ÒÃ¼ÁÒµ
ÃÐÃáÇÀÒã¹;ÒÃ¼ÁÒµ ÁÇÁ¶ÒŞ;ÒÃ¨Ñ¹ÈèŞÈÒèŞ¾ÒÃ¾¼ èíÒ;Ñ¹àÈÁèÒ¹Òè
·ÒãËé;ÒÃà¼ÁÁ¾ÄèèíÁÙÁã´éÈÒÁÒÃ¶·Òã´éÃÇ´àÃÇÇ áÃÐÉÒ¹à»ÁÍŞµèÒãéèÒÃ ¹Ñ¹Ñé¹
´éÇÃà·à¹ÁÒÃ;ÒÃËxèíÈÒÃ´éÇÃÍÒ¹µíÁíà¹çµ áÃÐàÇÇ°ãµí
ã´éÈÁÒÃèíÒ;Ñ¹èÒŞµèíÁŞã»íÀèÒŞÈÒé¹à°ÒŞ
àÇÇ°ãµíáÃÐà·à¹ÁÒÃ;ÒÃËxèíÈÒÃ¨ÒŞàèÒÁÒÁÒ°·Ò·µèí;ØÃ;Ò¨·éíŞà·ÒèÃÇà»ç¹íÀèÒŞÁÒ;
áÃÐãé;Ñ¹íÀèÒŞá¾ÄèËÀÒÃ
ã¹ÃÐÃáÇÀÒµèíÁÒàÁÒèÁÈèŞ¾Á;ÃÐ·µèí;ØÃ;Ò¨·éíŞà·ÒèÃÇ·Òè´Òà¹Ò¹ŞÒ¹·Òè»ÃÒÈ¨Ò;à·à¹ÁÒ
Ò (Manual)

éÇÀÈÑ;ÁÀÒ¼ÇÍŞ"ÑŞËÇÑ'ÀÙà;çµàÍŞà»ç¹³¼xé¹º¹
áÁÐÁÔ»Ñ"ÑÁÈÈŞàÈÁÔÁÈ¹ÑºÈ¹Ø¹áÈé;ÔÁ-èÍŞà-ÔèÁÇÇÍŞ"ÑŞËÇÑ'ÀÙà;çµàµººâµÍÁèÒŞÁÇ'áÁÇÇ
á'ÁÈÈŞàÈÁÔÁáÁÐÈ¹ÑºÈ¹Ø¹µºÔÁ¹áÁºÔÁÇÍŞÁÑº ÈÍ'áÁéÍŞ;ÑºÇÒÁµéÍŞ;ÔÁÇÍŞ-éÍŞ¶Ôè¹
ÇÒÁÁÈÇÁÁ×ÍÁÐÈÇèÒŞ ÀÒµÁÑº áÁÐÁÔµàÍ;¹¹à»ç¹á»ÍÁèÒŞÁÔáÍ;ÁÒ¾
¹Í;¹Ò;¹ÔéÁÑŞÁÔèÈµØ;ÔÁ³;ÈÒµÑ-ÈÁÔÁ æ àÈµØ;ÔÁ³;Ôèà;¹Ô ÇÔé¹
à»ç¹ÍÔ;»Ñ"ÑÁÈ¹ÔèŞ-ÔèàÈÁÔÁÈÈŞ ¼ÁÑ;Ñ¹
ÇÁÔÁ¼ÁáÈé;ÔÁ-èÍŞà-ÔèÁÇÇÍŞÀÙà;çµàµººâµà»ç¹ÍÁèÒŞÁÔ;
á'ÁáºèŞà»ç¹ÁÐÁÐàÇÁÔÁÈÈŞ;ÔÁ¾Ñ²¹Ô;ÔÁ-èÍŞà-ÔèÁÇà»ç¹ ô ÁÐÁÐ 'ÑŞ¹Ôé
Á Á Á Á Á Á Á Á Á ÐÁÐÁÐèŞÍÁÐ³ÇÍŞ;ÔÁ-èÍŞà-ÔèÁÇ"ÑŞËÇÑ'ÀÙà;çµ ÁÐÁÐ ñð »ÔáÁ; (¾.È. òðññ
â€" ¾.È. òððð) ÇÒÁŞ'ŞÔÁ-ÒŞ. ÁÁÁºÔµº-ÔèÁÔÁÔáµè 'ÑéŞà'ÔÁ
áÁÐÁÑŞÁÔ¹éÍÁ¹¹;¹-Ôè"ÐàÇèÒ¶ÔŞ áÁÐÈÑÁ¼ÑÈ¹Á
ä'é¹Ôá»»ÁÒ;¹á¾ÁèÁÒ¾áÈéºÇáÁ;ä'éáÈÇ¹á¹ÁÒ¾Á¹µÁ; ÁÐµØé¹áÈé¼ÚéáÈÇŞÈÒ
á'ÁáºèŞà»ç¹ÔÐ¼ÚéºØ;¹Ò;ÔÁ-èÍŞà-ÔèÁÇ (Backpacker) ·ÁÍÁ'Ô¹-ÒŞÁÔÁÑŞÁÙà;çµ
;ÔÁÈÁèÒŞ-Ôè¾Ñ; áÁŞáÁÁà¾xèÍà»ç¹;ÔÁÍÍÁÑº"ÒŞà;¹Ô ÇÔé¹ÍÁèÒŞºèÒ æÁ áÁÐµèÍà¹xèÍŞ
Á Á Á Á Á Á Á Á Á ÐÁÐ ñð »Ô-ÔèÈÍŞ (¾.È. òðññ â€" ¾.È. òððð)
à»ç¹ÁÐÁÐàÇÁÔÁÈÈŞ;ÔÁáÁÔèÁµé¹¾Ñ²¹Ô;ÔÁ-èÍŞà-ÔèÁÇ
áÁÐà»ÁÔèÁ¹¶èÔÁ"Ô;ÍØµÈÒÈ;ÁÁÁáÈÁ×ÍŞáÁè'Ôº; àÇèÔÈÚèÍØµÈÒÈ;ÁÁÁ-éÍŞà-ÔèÁÇ
á'ÁÍÒÈÑÁÈÑ;ÁÀÒ¾-ÒŞ;ÔÁ-èÍŞà-ÔèÁÇ(Potential) ·ÔèÁÔÇÒÁÈÁºÚ³; ÁèÒÇÇ×Í
ÇÒÁÈÇÁŞÔÁ-ÒŞ. ÁÁÁºÔµº-ÔèÁÔÁÚè 'éÇÁ¹éº-ÐàÁ-ÔèÍØè¹ÁÔÈÒ-ÔèÈÇÁÈ'áÈŞ'ŞÔÁ
ÈÒ'·ÁÔÁ-ÔèÇÒÇÈÍÒ' ÇÑ²¹. ÁÁÁ-ÔèÁÔáÍ;ÁÑ;È³; ÈÑŞµÁÁÔÇÔ¶ÔºÔÇÔµ-ÔèáÁÔÁºèÒÁ
»ÁÐºº¹ÁÔáÁµÁÔ"Ôµ áÁéÇ'Ôá¹Ô;ÔÁáÈéÁÔ;ÔÁÈèŞàÈÁÔÁ (Promotion) ;Ñº
¾Ñ²¹Ô;ÔÁá¹;ÔÁàÇèÒ¶ÔŞ (Accessibility)
¼¹Ç;¹Ñº¹áÁºÔÁÈÈŞàÈÁÔÁ;ÔÁ-èÍŞà-ÔèÁÇà¾xèÍ¾Ñ²¹ÒáÈÁÈº;¹Ô ÇÍŞ»ÁÐà-È (Policy)
'éÇÁ;ÔÁ-Ô;ÔÁáÍÈ³º »ÁÐºÔÈÑÁ¾Ñ¹;¹;ÔÁµÁÔ' (Marketing)
·ÔáÈÈÁÙà;çµà»ç¹-ÔèÁÚè"Ñ;á¾ÁèÈÁÔÁ
ÀÙà;çµ"ÒŞ;ÁÔÁà»ç¹áÈÁèŞ-èÍŞà-ÔèÁÇ-Ôèá'éÁÑºÇÒÁ¹ÔÁÍÁèÒŞÁÇ'áÁÇÇ(Popular Destination)
¾ÁéÍÁ æ ;Ñ¹á»»Ñº;ÔÁÈÁÔÁÇéÍ'Ô;Ñ'ÈÁ×ÍØ»ÈÁÁ·ÔèÁÔÁÚè (Threats)
'éÇÁ;ÔÁ¾Ñ²¹Ô;ÔÁàÇèÒ¶ÔŞ (Accessibility) áÁÐÍÒ¹ÇÁÇÒÁÈÈÇ; (Facilities) ÍÑ¹á'éá;è
;ÔÁµÁ¹ÔµÁÇ¹ÈèŞ È¹ÒÁº¹ ·èÒá×Í ¶¹¹ ä;çéÒ á-ÁÈÑ¾;í áÁŞáÁÁ-Ôè¾Ñ; ÁèÒ¹ÍÒÈÒÁ
;ÔÁºÔ;ÔÁ ·ÔáÈé;ÔÁ-èÍŞà-ÔèÁÇàµººâµÍÁèÒŞÁÇ'áÁÇÇ'éÇÁÈÑ;ÁÀÒ¾-Ôè'Ô¹;ÁÁÁºÔµº
áÁÐÈÑŞµÁ ·ÔèÍÁÚèáµèà'ÔÁ
áÁÐáµèŞàµÔÁáÈÁÔÁáµèŞáÈéÁÔÁÚÁµèÒà¾ÔèÁÇÔé¹-ÒŞ;ÔÁ-èÍŞà-ÔèÁÇ
Á Á Á Á Á Á Á Á Á ÐÁÐ ñð »Ô-ÔèÈÒÁ (¾.È. òðññ â€" ¾.È. òððð)
¼Á"Ô;ÔÁÈÈŞàÈÁÔÁ;ÔÁµÁÔ'ÍÁèÒŞ"ÁÔŞ"ÑŞá¹ÁÔÇ»ÁÔÁ-ÈÇÁÁÈáÁ;ÁÐÈÇèÒŞ»Ô ¾.È. òðð÷ -
òððð ÇºµÚè;Ñ¹á»»Ñº ;ÔÁ¾Ñ²¹ÒÈÑ;ÁÀÒ¾-ÒŞ;ÔÁ-èÍŞà-ÔèÁÇ á'éá;èáÁŞáÁÁ-Ôè¾Ñ;
ºÁÔÈÑ-¹Òà-ÔèÁÇ ;ÔÁµÁ¹ÔµÁ ä»ÁÑŞáÈÁèŞ-èÍŞà-ÔèÁÇµèÒŞ æÁ
ÈèŞ¼ÁáÈé;ÔÁ-èÍŞà-ÔèÁÇÁÔ;ÔÁÇÁÔÁµÑÇÍÁèÒŞÁÇ'áÁÇÇ
·ÔáÈéµéÍŞ»ÁÐÈ¾;Ñº»Ñ-ÈÒáµÁŞÈÁèÒŞ¾xé¹º¹µèÒŞ æ ÁÔ;ÁÔÁ (Infra Structure)
"ÒŞµéÍŞàÁèŞá;éäÇ»ÁÑº»ÁØŞÁÐºÈÒ ÔÁ³Ú»áÁµáÈéÈÒÁÔÁ¶ÍÍÁÑº;ÔÁ-èÍŞà-ÔèÁÇ
à¾xèÍà»ç¹;ÔÁÍÒ¹ÇÁÇÒÁÈÈÇ;ÈºÔÁáÈé;Ñº¹;èÍŞà-ÔèÁÇ ÍÑ¹á'éá;è ·èÒá×Í ¶¹¹ ¹éÓ ä;çéÒ
á-ÁÈÑ¾;í áÁÐ;ÔÁºÔ;ÔÁ
ÁÇÁ¶ÔŞ;ÔÁ¾Ñ²¹ººµÁÔ;Áá¹ÍØµÈÒÈ;ÁÁÁ-éÍŞà-ÔèÁÇáÈéÁÔÇÒÁÁÚèÇÒÁÈÈÒÁÔÁ¶á¹;ÔÁáÈé
ºÁÔ;ÔÁÁ (Education & Training)Á á¹Ç³Ð-Ôè;ÔÁµÁÔ'Ñº»ÁÐà-ÈáÈÁè æ
ÁÑŞµŞ'Ôá¹Ô;ÔÁµèÍà»ÍÁèÒŞµèÍà¹xèÍ ¾ÁéÍÁ æ ;Ñ¹á»»Ñº;ÔÁ"Ñ'·Ô;Ô¹;ÁÁÁµèÒŞ æÁ (Events)
à¾xèÍà»ç¹;ÔÁ»ÁÐºÔÈÑÁ¾Ñ¹;(Public Relations) áÈéáÈÇ¶ÔŞÈÑ;ÁÀÒ¾ á'éá;è
;ÔÁ"Ñ'á-È;ÔÁÍÒÈÒÁ-ÐàÁ (Seafood Festival) ;ÔÁáÇèŞÇÑ¹;ÔÁ¼ÉÁàµÁxèÍ'xèÁ (Bartender
Contest) ;ÔÁáÇèŞÇÑ¹;ÔÍÒµèÒŞ æ ÍÒ-Ôáºè¹ ;ÔÁáÇèŞÇÑ¹à×Íáº (King Cup Regatta)
;ÔÁáÇèŞÇÑ¹;ÍÁ;áÐ'ÑºáÁ; (Johnnie Walker Classic) ;ÔÁáÇèŞÇÑ¹áµÁ;ÔÍÒ (Laguna Triathlon)Á
;ÔÁà;çµÑÇ¼ÚéáÈÇÁ»ÁÐ;ç¹ÒŞÈÒÇä-Á (Miss Thailand) ÁÔÈä-ÁáÁ¹'íàÇÒÁ' (Miss Thailand
World) ;ÔÁ"Ñ'ºØ;ä;çµºÔÁÈÒ'ÁÔÇ-ÔèÈØ'á¹áÁ; (World Longest Beach Buffet) à»ç¹µé¹
¹Í;¹Ò;¹ÔéÁÑŞÁÔ;¹;ÁÁÁ-ÔèáÈ'¶ÔŞÈÑ;ÁÀÒ¾ áÁÐÈÒèŞÍÒ¹ÇÁÇÒÁÈÈÇ;á¹;ÔÁÍÍÁÑºµÁÔ'
MICE (Meeting, Incentive, Convention & Exhibition)Á á'éá;è
;ÔÁ»ÁÐºÔÁÈÑÁ¹Ôá¹ÁÐ'ÑºÁÙÁÔÁÒÇ áÁÐÁÐ'Ñº»ÁÐà-È àºè¹

ÃÙ»á⁰⁰;ÒÃ¾Ñ²¹Òà»ç¹à»ã¹ÃÑ;É³Ð·ÕèàÃÕÃ;ÇèÒà»ç¹;ÒÃá;é»Ñ-ÈÒµÒÃÉÃÑŞÃ
ÈÒãè;ÒÃ¾Ñ²¹Òà¾xèÍÁŞÃÑº;Ñº»Ñ-ÈÒ·ÕèµÒ´ÇèÒ´Ðà;Ò´çÒé¹ã¹ÃÐÃÐÃÒÇ
«ÕèŞ»Ñ-ÈÒàÉÃèÒ´Õè´ÐÉèŞ¼ÃãÉé;ÒÃ·èÍŞà·ÕèÃÇçÍŞÃÙà;çµãÁèÍÒ´à»ç¹ã¹ÍÃèÒŞÃÑèŞÃx¹ã´é
ÉÃxÍáÁèÈÒÃÒÃ¶¾Ñ²¹ÒàÉèà»ç¹àÃxÍŞ·èÍŞà·ÕèÃÇ·ÕèÃÒµØ³ÃÒ¾ã¹ÃÐ´Ñº World Class
ã´éµÒÃ·ÕèÃÒà´µ¹ÒÃÃ³;ÑèŞÃÒµÃÑº áÃÐ·éÍŞ¶Õè¹

»Ñ-ÈÒÈÃxÍ»Ñ´´ÑÃàÉÕèÃŞ·ÕèµÒ´ÇèÒ´ÐÃÒ¼Ã;ÃÐ·ºã¹ÃÐÃÐÃÒÇ à»ç¹»Ñ-ÈÒÈÃxÍÍØ»ÉÃÃµ
(Threats) ã¹;ÒÃ¾Ñ²¹Òà¹ÃÐ´ÑºµèÍà»

ÍØ»ÉÃÃµ (Threats)

-Ã Ã Ã Ã »Ñ-ÈÒ·ÕŞ;ÒÃàÃxÍŞ ¹Ñ;ÒÃàÃxÍŞ·ÕèçÒ´´ÃÒÃ·ÃÃ
à¾xèÍ»ÃÐã¹;çÍŞ;ÃØèÃà»ç¹·ÕèµÑèŞ jèÍÃÉèµÇÒÃçÑ´áÁèŞ çÃÒÃ¼ÃÃŞÃÒ;ã»¶ÕŞÈÑŞµÃ
·ÕãÉè»ÃÐã¹áµ;áÁ;áºèŞ;ÃØèÃ à»¶ÕŞÃÐ´Ñº·éÍŞ¶Õè¹
¹Ñ;ÒÃàÃxÍŞ·éÍŞ¶Õè¹à¾ÒÃŞà¾xèÍÃÒã¹Ðã¹àÉÕÃŞ à¾xèÍÃÉèµ¹áÍŞÃÒxèÍÃÈÕÃŞ
áÃÐà¾xèÍ¼Ã»ÃÐã¹;çÍŞµ¹áÍŞ ÉÃxÍ»j»éÍŞ¼Ã»ÃÐã¹;çÍŞ;ÃØèÃ
;ÒÃÇÃÁ;ÒÉà¾xèÍ;ÒÃàèÇŞµÒŞµÐã¹àÉÕÃŞ´éÇÃÇÒ;Ò;ÒÃ·ÕèçÒ´´ÃÒÃ·ÃÃ
·ÕãÉèÈÑŞµÃáµ;áÁ; çÒ´µÇÒÃà»ç¹áÍ;ÃÒ¾·ÕŞµÇÒÃµÒ´ã¹;ÒÃ¾Ñ²¹ÒàÃxÍŞ
ÈÒãè¹Ñ;ÒÃàÃxÍŞ·Õèá·é´ÃÒŞ·ÕèµÇÃàÉÕÃÉÃÐà¾xèÍÈÑŞµÃ
;ÒÃµèÍÈÚéçÍŞ¹Ñ;ÒÃàÃxÍŞ ¹Ñ;ÃèÒÇ;èÍÃÉèà;Ò´µÇÒÃÈÑºÉ¹á;è»ÃÐã¹
áÃÐà;Ò´µÇÒÃàºxèÍÈèÒÃ »ÃÐã¹áÁèÉ¹ã¹µèÍµÇÒÃà»ç¹ã¹çÍŞàÃxÍŞ
;ÒÃ¾Ñ²¹ÒàÃxÍŞ»ÃÐÉºÍØ»ÉÃÃµã¹;ÒÃ¾Ñ²¹ÒÍÃèÒŞãÉ·èÉÃÇŞ
-Ã »Ñ-ÈÒ;ÒÃºÃÒÈÒÃ;ÒÃ´Ñ´;ÒÃÃ Ã ·ÑèŞã¹ÃÐ´ÑºÃÙÃÒÃÒµÃ ÃÐ´Ñº·éÍŞ¶Õè¹
áÃÐ;ÒÃÃÒÈèÇ¹ÃèÇÁ çÍŞ »ÃÐã¹ã¹·éÍŞ¶Õè¹ ÃÑŞçÒ´µÇÒÃà»ç¹áÍ;ÃÒ¾ã¹;ÒÃÃèÇÁ;Ñ¹¾Ñ²¹Ò
à¾xèÍ·Õè·ÕŞ·ÕèãÑ´à´¹ã¹;ÒÃçÑºàµÃxèÍ;ÒÃ¾Ñ²¹ÒàÃxÍŞ
;ÒÃºÃÒÈÒÃº;ÒÃÃÑŞµŞà»ç¹;ÒÃÃÍŞÃÑºã¹ÃÒÃ´Ò;ÈèÇ¹;ÃÒŞ
ã¹;ÒÃÇÒŞá¼ã¹;ÒÃ¾Ñ²¹ÒàÃÐ;ÒÃ´Ñ´;ÒÃ «ÕèŞàÁè·Ñ;¹Ñº;ÒÃà´ÃÒ-àµÒºãµÃÃÐ¾Ñ²¹Ò;ÒÃ
ÍŞµ;Ã»µÃÍŞÈèÇ¹·éÍŞ¶Õè¹ÃÑŞçÒ´ºµÃÒ;Ã·ÕèÃÒµÇÒÃÃÙèµÇÒÃÈÒÃÒÃ¶ã¹ÃÐ´ÑºÈÒ;Ã
ã¹;ÒÃÇÒàµÃÒÐÈ; ÇÒŞá¼;ÒÃºÃÒÈÒÃáÃÐ;ÒÃ´Ñ´;ÒÃ
;ÒÃºÃÒÈÒÃ;ÒÃ´Ñ´;ÒÃà¾ÒÃŞà¾xèÍÃÁèãÉèà;Ò´¼Ã;ÃÐ·µèÍµÐã¹àÉÕÃŞ
´ÕŞãÁèÈÒÃÒÃ¶ÑºÑµã¹é;®ÉÃÒÃã´é
µÇÒÃáÁèà»ç¹ÃÐã¹ÒÃº·ÕŞçÒÃÒÃµÑÇÃÒ;çÒé¹áÃÐÉèŞ¼ÃãÉé;ÒÃ´Ñ´ÃÐã¹ÒÃºã¹Í´ÒµµÃÒµÇÒÃÃÒ
;ÃºÒ;ÃÒ;ÃÒèŞçÒé¹Ã Ã Ã Ã Ã Ã Ã Ã Ã
Ã Ã -Ã »Ñ-ÈÒ´ÃÒ´ÃáÃÐÍØºÑµÒàÈµØ
Ã Ã Ã Ã Ã ´éÇÃ´Ò¹Ç¹»ÃÐã¹;Ã·ÑèŞ´Ò;µ¹·éÍŞ¶Õè¹ µ¹µèÒŞ¶Õè¹ µ¹µèÒŞºµÒ
áÃÐ¹Ñ;·éÍŞà·ÕèÃÇ·Õèà¾ÒèÃçÒé¹ ÍÃèÒŞÃÇ´àÃÇÇ ;ÒÃà¾ÒèÃçÒé¹à»ç¹ã¹ÍÃèÒŞãÁèçÒ´´Ò;Ñ´
;ÒÃ¾Ñ²¹Ò·ÕèÃÒà»èÒÈÃÒÃà¾ÒÃŞ;ÒÃà¾ÒèÃ»ÃÒÃÒ³¹Ñ;·éÍŞà·ÕèÃÇ áÃÐã¹ÃÉèº;Ò´·ÕèàµÒºãµ
à´ÃãÁèã´é¾Ò´ÒÃºÒ¶ÕŞÃÒ¾ÃÇÁ ÍÑ¹á´éá;è µÇÒÃÈÒÃÒÃ¶çÍŞ¾xè¹·Õè
µÇÒÃÈÒÃÒÃ¶çÍŞµØµÃÒ;Ãã¹;ÒÃÃÍŞÃÑºã¹ÃÐ¾Ñ²¹Ò
ÉÃxÍáµÒ¹ÕŞ¶ÕŞ;ÒÃ¾Ñ²¹Ò·Õè´Òà¾xèÍ;èÍÃÉèà;Ò´µÇÒÃÈŞºÈØã¹·Ø;´éÒ¹çÍŞÈÑŞµÃ
´Ò¹Ç¹¹Ñ;·éÍŞà·ÕèÃÇáÃÐ»ÃÐã¹;Ã·Õèà¾ÒèÃçÒé¹ÍÃèÒŞãÁèçÒ´´Ò;Ñ´áÃÐ»ÃÒÈ´Ò;ÒÃÇÒŞá¼
·ÕãÉèÃÒ;ÒÃãéÃÒ¹¾ÒÈ¹Ðà¾ÒèÃçÒé¹à»ç¹ÍÃèÒŞÃÒ;áÃÐÃÇ´àÃÇÇ;Ò´µÇÒÃÈÒÃÒÃ¶·Õè´ÐÃÍŞ
ÃÑºã´é ÈÒ;µÒ¹Ç³¾xè¹¼ÒÇ´ÃÒ´Ã·ÕèÃÒÍÃÙèÍÃèÒŞ´Ò;Ñ´;¹Ñº»ÃÒÃÒ³ÃÒ¹¾ÒÈ¹Ð·Õèà¾ÒèÃçÒé¹
ÃèÍ;èÍÃÉèà;Ò´;ÒÃ´ÃÒ´Ã·ÕèáÍÑ´ áÃÐ¾ÃéÍÃ·Õè´Ðà;Ò´ÍØºÑµÒàÈµØ
´éÇÃ»ÃÒÃÒ³´ÃÒ´ÃáÃÐÍØºÑµÒàÈµØ·Õèà¾ÒèÃçÒé¹ ÈÑŞµÃ·Õè´ÒÃÒÈŞºÈØÈÒÃà»
ã¹·ÕèÈØ ÈÑ;ÃÃÒ¾çÍŞµÇÒÃà»ç¹àÃxÍŞ·éÍŞà·ÕèÃÇ
·ÕèÃÒµÇÒÃÈŞºàÉÃÒÐÉÃ;Ñº;ÒÃ¾Ñ²¹¼èÍ´´ÐçÒ´ÈÒÃà»
Ã Ã -Ã »Ñ-ÈÒ¹éÒãÁèà¾ÒÃŞ¾Í
Ã Ã Ã Ã Ã ÀÙà;çµÃÒÈÃÒ¾à»ç¹à;ÒÐ »Ñ´´ØÑ¹áÉÃèŞ¹éÓÃÒÍÃÙèÍÃèÒŞ´Ò;Ñ´
´éÇÃ´Ò¹Ç¹»ÃÐã¹;Ã·Õèà¾ÒèÃçÒé¹ÍÃÙèµÃÍ´àÇÃÒ
;ÒÃºÃÒàÃµ»Ðà¾ÒèÃ»ÃÒÃÒ³ÃÒ;çÒé¹ÍÃèÒŞÃÇ´àÃÇÇ
ã¹ç³Ð·ÕèçÒ´;ÒÃÇÒŞá¼»´ÒºÑµÒ;ÒÃ·Õè´Òã¹;ÒÃµÇºµØÁ;ÒÃà¾ÒèÃ´Ò¹Ç¹»ÃÐã¹;Ã
áÃÐã¹èÃÒ;ÒÃãµÃÒÃ;ÒÃã¹áÃxèÍŞ·ÃÑ¾ÃÒ;Ã¹éÓãÉèà¾ÒÃŞ¾Íµè;ÒÃãéÉÍÃ
»Ñ-ÈÒ¹éÒçÒ´áµ¹;ÒÃÑŞ´ÐàçéÒÃÒà¼ÃÒ·È¹éÓÍÃèÒŞÃØ¹áÃŞã¹Í´ÒµµÍÑ¹á;Áé

Â Â -Â »Ñ-ÈÒÈÒ ÒÃ³ÈØç ;ÒÃ°ÃÔÈÒÃ°Ñ°;ÒÃçÂÐáÂÐ¹éÓàÈÕÃ
Â Â Â Â Â Â ¹Ñ;·èí§à·ÒèÂÇà¾ÒèÂÇÒé¹µÒÃ»ÃÔÃÒ³çí§Èéí§¾Ñ;
»ÃÔÃÒ³çÂÐ·Òèà¾ÒèÂÇÒé¹à¹xèí§°Ò;»ÃÔÃÒ³çí§»ÃÐ°Ò;Ã·ÒèÂèÒÃ¶Òè¹°Ò¹à¾ÒèÂÇÒé¹µÁÍ`àÇÃ
Ò ¹Ñ°µÑé§áµè¼ÚèÂèÒÃ¶Òè¹°Ò¹°Ò;¹Ñ§ÈÇÑ¹µèÒ§ æÃ °ÒÇµèÒ§ªÒµÒ·ÒèàçèÒÃÒÃ§·Ø¹
·Ó§Ò¹ÈÃxíàçèÒÃÒÍÀÙèÍÒÈÑÃ
áÃ§§Ò¹µèÒ§ªÒµÒ·Òèà»ÃÒèÃ¹È¶Ò¹ÐáÃ§§Ò¹ªÑèÇµÃÒÇà»ç¹;ÒÃÍÀÙè¶ÒÇÃÃÒ;çÒé¹
«Òè§çÒ¹;ÒÃÃÒÈèÇ¹ÃèÇÃã¹µÇÒÃÃÑ°¼Ò°¹ª¹;ÒÃá;é»Ñ-ÈÒçÂÐ¹éÓàÈÕÃ
»ÃÐÃÒ³ÇèÒÃÒ»ÃÐ°Ò;ÃÃÇÃ¹Ñ;·èí§à·ÒèÂÇã¹áµèÃÐÇÑ¹ ÁÒ°Ò¹Ç¹ öðð,ððð µ¹ ·Òè;èíãÈéà;Ò`çÂÐ
ã¹°Ò¹Ç¹¹ÒéÃÒ¹Ñ;·èí§à·ÒèÂÇ»ÃÐÃÒ³ öð,ððð µ¹µèíÇÑ¹ (á¹Ãà©ÃÒèÃ»ÃÐ°Ò;Ã ¹µ¹
;èíãÈéà;Ò`çÂÐ»ÃÐÃÒ³ ¹ ;ÒãÃ;ÃÑÃµèíµ¹µèíÇÑ¹) áµèÈÒÃÐá¹»ÃÐ°Ò;ÃÃÒã¾ÒÃ§ öðð,ððð µ¹
à·èÒ¹Ñé¹ áÃÐ°Ò¹Ç¹»ÃÐ°Ò;ÃÃÑ§µ§à¾ÒèÂÇÒé¹ÃèÒ§ÃÇ`àÃÇÇáÃÐµèíà¹xèí§
á¹·ÒèÃÑ§áÃèÃÒÃÒµÃ;ÒÃã` æ
·Òè°ÐµÇ°µðÃãÈè°Ò¹Ç¹»ÃÐ°Ò;Ãã¾ÒèÂÇÒé¹ã¹ÃÐ¹Ñ°·Òèí§µ;Ã»µÃí§ÈèÇ¹·éí§¶Òè¹ÈÒÃÒÃ¶°ÃÒÈ
ÒÃ°Ñ¹;ÒÃçÂÐáÂÐ¹éÓàÈÕÃ
à¾ÃÒÐ»Ñ-ÈÒçÒÃÈÈÍÒ`áÃÐÈÒ,ÒÃ³ÈØç°ÐÃÒ¼ÁµèíÈÑ;ÃÃÒ¾·Ò§;ÒÃ·éí§à·ÒèÂÇçí§ÀÙà;çµã¹Í
¹Òµµ
Â Â -Â »Ñ-ÈÒÈÈÒ¾áÇ·ÁéÍÃÈxèÍÃ·ÃÁ°Ò;ÒÃãªé·Òè°Ò¹ÃèÒ§ãÁè¶Ù;µéí§
Â Â Â Â Â Â ;ÒÃà»Ò°¾xé¹·Òè°Ò¹à¾xèí;ÒÃ¾Ñ²¹ÒÍÃèÒ§ãÁè°Ò;Ñ¹
à¾xèí¼Ã»ÃÐã¹¹çí§°ØµµÃÈÃxí;ÃØèÃà»ç¹ÈÃÑ;
ãÁèãéµÒ¹Ò§¶Ò§ÇèÒ¾xé¹·Òèã¹µÇÃÃÒµÇÒÃèÈÁÒÐÈÃã¹;ÒÃ¾Ñ²¹ÒÍÃèÒ§ãÁè
;ÒÃ¾Ñ²¹ÒáµèÃÐã¹µ§;ÒÃÃÒ¼Ã;ÃÐ·µèÍÈÃÒ¾áÇ·ÁéÍÃèÒ§ãÁè¶ÒÃ§ÈÃxíÃè
ã¹ÃèµÃÐÈ¹Ñ;ÇèÒÍÒ°Ðà;Ò¹µÇÒÃèÈÒÃÈÒÃ°Ò;ÃÃÑ¾Ò°ÑµÒ°Ò¹¶ÃèÃ
ÈÃxí¼Ã;ÃÐ·µèÍÀÙÃ·ÑÈ¹;ÍÑ¹·Ð;ÃÐ·µèÍÈÑ;ÃÃÒ¾·Ò§;ÒÃ·éí§à·ÒèÂÇã¹·ÒèÈØ`
Â Â Â Â Â Â ÀÒµÃÑ°µÇÃãªéµÇÒÃÈÒÃÒÃ¶¹;ÒÃ°Ñ§µÑ°ãªé;ÈÈÁÒÃ ;ÒÃÃÐãÃÃ
ÃÐàÇé¹;ÒÃ»Ò°ÑµÒ ÈÃxíáÈÇ§È»ÃÐã¹ìã¹ÃÒªº
à»ç¹;ÒÃ·ÒÃÒÃÈÑ§µÃã¹ÃÐã¹ÃÒÇ·Òèá;éãç;ÃÑ°µx¹ãéÃÒ;
ã¹Ãà©¾ÒÐÍÃèÒ§ÃÒè§ÀÙà;çµà»ç¹àÃxí§·ÒèÍÒÈÑÃ;ÒÃ·éí§à·ÒèÂÇà»ç¹àÈÈé°Ò°ÈÃÑ;çí§¹Ñ§ÈÇÑ¹
¹Ñ°ÇèÒÃÒµÇÒÃèÈÒèÃ§µèÍ¹Òµµ·ÒèãÁèÈ`ãÈà»ç¹ÍÃèÒ§ÃÒ;
Â Â -Â »Ñ-ÈÒÇÑ²¹,ÃÃ·éí§¶Òè¹ÈÙ-ÈÃÒÃ
Â Â Â Â Â Â »ÃÑª-ÒµÇÒÃµÒ·ÒèµÒ¹Ò§à¾ÒÃ§ÃÒµÒ·Ò§àÈÈé°Ò°èÒ¹àÒÃÇ
;èíãÈéà;Ò`µèÒ¹ÒÃ·Ò§ÇÑµ¶ØÃÒ;çÒé¹
ÃèÍ·ÒãÈèÇÒ¶ÒÃÒÇÒµáÃÐÇÑ²¹,ÃÃ·Òè°Òã¹;ÒÃÍÀÙèÃèÇÃ;Ñ¹ÈÙ-ÈÃÒÃÈÒÃà»
;ÒÃàµÒÃ¾¹Ñ°¶xí¼ÚèÃÒ°Ò¹ÐáÃé°ÐãÁè·ÃÒ°ÇèÒãé·ÃÑ¾ÃÈÒ¹ÃÒÍÃèÒ§ãÁèéÃÑ°;ÒÃÃÍÃÑ°Ã
Ò;çèÒ¼Úè»ÃÐ¾ÃµÒ°ÒÃÒµØ³,ÃÃÃÃÒÃÒ;çÒé¹
Èè§¼ÃãÈèÇÒ¶ÒÃÒÇÒµà»ç¹ã»ã¹ÃÑ;È³ÐµèÒ§µ¹µèÒ§ÍÀÙè
ÇÑ²¹,ÃÃãà»ç¹à¾ÒÃ§ÀÙ»á°°çí§»ÃÐà¾³Ò áÃÐ¹Ñ¹áÈ`§ãÈèÃÒçÒé¹à»ç¹µÃÑé§µÃÒÇ
à¾xèíáÈ`§ãÈè»ÃÒ;çèÒÇÑ²¹,ÃÃ·ÒèÃÒÍÑµÃÑ;È³;Ñé¹ÃÑ§µ§ÈÃ§àÈÃxíÍÀÙè
;ÒÃàÃxí§á°©Ò°©ÇÃ áÃÐ©;©ÇÃ»ÃÐã¹;ÒÃÑ§çÃÒÃµÑÇÃÒ;çÒé¹ ¾ÃéÍã æ
ã»¹Ñ°ÇÑ²¹,ÃÃãã¹;ÒÃÃÒÈèÇ¹ÃèÇÃãÁèãééÃÑ°;ÒÃÈè§àÈÈÃÒÃ
à¾xèíãÈéà;Ò`;ÒÃ¶èÇ§`ØÃ;Ñ°;ÒÃàÃxí§ã¹ÀÙ»á°°;ÒÃ©;©ÇÃ¼Ã»ÃÐã¹ìà©¾ÒÐµ¹ÈÃxíà©¾ÒÐ;
ÃØèÃÃ

Ø´ áÁÐá¹ÁÐÁÐÁÒÇ´ÐÈè§¼¼Á;ÁÐ.ºµèí;ÒÃ.èí§à.ÕèÁÇá´ÁÀÒ¾¼ÁÇÁ
´éÇÁÇÒ´¼¼Ùé»ÁÐ;íº;ÒÃ.ÕèÁÒ´ÒÁÒº³ÁÒ¾¼.Õè´ÐÈÁéÒ§µÇÒÁ»ÁÐ.Ñºá´áÈé;Ñº¹;èí§à.ÕèÁÇ
;ÒÁÁÒ.èí§à.ÕèÁÇ»ÁÐà.Èä.Á´ÐáÁè¹èÒÈ¹á´ÍÒ;µèíá»

φéíµÒ´àÈÇ¹áÁÐφéíáÈ¹Íá¹Ð

Á Á Á Á Á Á Á Á Á Á "Ø´Íéí¹áÁÐ»Ñ-ÈÒ.Õèà¼¼º-ÍÁÙè ä´éà;Ò´ÇÒé¹¾¼ÁÈÍÁ æ
;Ñº;ÒÃ»ÁÐ;ÒÈáÈé´Ñ§ÈÇÑ´ÁÙà;çµà»ç¹àÁ×Í§.èí§à.ÕèÁÇÁÐ´Ñº World Class
´Ñ§¹Ñé¹ÈÒ;ÁÑ§»ÁéÍÁáÈé»Ñ-ÈÒ áÁÐ;ÒÃàµººµà»ç¹á»ÍÁèÒ§áÁé.ÕÈ.Ò§
ÍÒ´Èè§¼¼ÁáÈéáÁèÈÒÁÒÁ¶á;éáç»Ñ-ÈÒ.ÕèÈÈÈÁáÈÁèÒ¹Òéá´é ;ÒÃà»ç¹àÁ×Í§.èí§à.ÕèÁÇá¹ÁÐ´Ñº
World Class ÁèÍÁáÁèÈÒÁÒÁ¶á»ç¹á»á´é
á´Áàº¼ÒÐÍÁèÒ§ÁÒè§´Ñ§ÈÇÑ´ÁÙà;çµà´éáÁ×Í;.ÕÈ.Ò§ÇÍ§áÁ×Í§à»ç¹àÁ×Í§áÈÁÈº;Ò´;ÒÃ.èí§à.Õè
ÁÇ áÁÐá´éÁÒ;ÒÃ¾¼Ñ²¹Òà;×Íº.Ø;¾¼×é¹.Õèà»ç¹;Ò´;ÁÁÁ.Ò§;ÒÃ.èí§à.ÕèÁÇ
´Ñ§¹Ñé¹ÈÒ;»Ñ-ÈÒ.ÕèÈÈÈÁÁÒ;çÒé¹.Ø;ÇÑ¹áÁÐáÁèä´éÁÑº;ÒÁá;éáç ÈÁ×ÍÇÒ§á¼¼;ÒÃ¾¼Ñ²¹Ò
áÁÐÈÒÁÒÁ¶á»´ººÑµÒáÈé´ÒçÒé¹á´éáÁéÇ
¹ÑºÇèÒà»ç¹µÇÒÁáÈÈèÁ§µèí;ÒÃ.èí§à.ÕèÁÇ.ÕèÁÑè§Á×¹çÍ§´Ñ§ÈÇÑ´ÁÙà;çµà»ç¹ÍÁèÒ§ÁÒè§
´Ò§ÈÁµÇÁ´Òá¹Ò¹;ÒÃá¹áÁ×éí§´Ñ§µèíá»¹Òé

1.Á µÇÒÁàÈÒÁÈÁÐçÍ§¹Ñ;ÒÃàÁ×Í§ (Politiciansâ€™ sacrifice)

Á Á Á Á Á Á Á Á Á Á Á Á Á Á Á Á
¹Ñ;ÒÃàÁ×Í§à»ç¹¼¼Ùé»ÁÐ;ÒÈà´µ¹ÒÁÁ³;ÇèÒà»ç¹¼¼ÙéàÈÒÁÈÁÐ´Ò§;éÒÇàçéÒÈÙèÀÒµ;ÒÃàÁ×Í§
´Ñ§¹Ñé¹ á¹ÈÁÒÇ;ÒÃ³;Õè»ÁÐà.ÈäÈÈÈÁÈÒÁà»ç¹ÍÁèÒ§ÁÒ;à¾¼ÁÒÐÁÒµ;ÒÃàÁ×Í§à»ç¹àÈµØ
¾¼ÁÁµ;ÒÃàÁ×Í§ ¹Ñ;ÒÃàÁ×Í§ ¹Ñ;àµ×éí¹áÈÇ.Ò§;ÒÃàÁ×Í§
·Ñé§á¹ÁÐ´ÑººµººÁÁÐÁÐ´Ñº.èí§¶¶Òè´´Ò§µÇÁà»ç¹¼¼ÙéÁÑº¼¼Ò´ººá¹;ÒÃàÁÒèÁµé¹
·Õè´ÐáÈÒÁÈÁÐµ¹áí§ ÁÒ´¶×í;ÒÃàèÇÁàÈÁ×Í»ÁÐà.ÈäÁÐÈÑ§µÁà»ç¹.ÕèµÑé§
áÁèááèçÍ§¾¼ÁÁµÈÁ×Í;ÁØèÁçÍ§µ¹ ÈÁ×Í¼¼Á»ÁÐáÁ¹;çÍ§µ¹áí§à»ç¹.ÕèµÑé§
ÁèÍÁ;èíáÈéà;Ò´ÈÑ§µÁÁÒ;ÒÃà»ÁÒèÁ¹á»Á§.Õè´ÒáÁÐà»ç¹á»ÍÁèÒ§µØéÁµèÒ;ÑºµÇÒÁàÈÒÁÈÈÒÁ
á¹ÁÍºÈÁÒÁ»Ò.Õè¼¼èÒ¹ÁÒ à¾¼×éíáÈéà;Ò´ÁÒ¾¼ÁÑ;É³;·Õè´Òµèí¹Ò¹ººµººÇèÒ
ÁÒÁÈÁÑ§´Ò;µÇÒÁçÑ´áÁé§ÍÁèÒ§ÁÒÇ¹Ò¹
áÁÐà;Ò´ µÇÒÁÁØ´áÁ§ÈÁéÒ§µÇÒÁáÈÈÁÈÒÁá;è»ÁÐà.Èä»ç¹ÍÁèÒ§ÁÒ;¹Ñé¹
á´éÁÒ;ÒÃà»ÁÒèÁ¹á»Á§áÈéà;Ò´ÁÒ¾¼ÁÑ;É³á¹.Ò§.Õèà»ç¹ºÇ; ÁÒ;ÒÃà»ÁÒèÁ¹á»Á§¾¼ÁµÒ;ÁÁÁ
á»á¹.ÕÈ.Ò§.Õè´Ò§ÒÁáÁÐÈÁéÒ§ÈÁÁµ; á´éá;è
àÁ×éí§ÈÁÒ¹©Ñ¹.íá¹»ÁÐáÁ¹;çÍ§»ÁÐà.Èä»ç¹.ÕèµÑé§
Á µÇÒÁçÑ´áÁé§áµèááé;ÒÁµÁÇ´ÉÍº;ÒÃ.Ò§Ò¹ÍÁèÒ§à»ç¹àÈµØáÁÐ¼¼ÁÁÒ;çèÒ;ÒÃ;ÁèÒÇÈÒ«Òè§
;Ñ¹áÁÐ;Ñ¹ à»ç¹¹Ñ;ÒÃàÁ×Í§.ÕèÁÒº³ÁÒ¾¼á¹;ÒÃ»ÒººµººÈ¹éÒ.Õè´éÇÁµÇÒÁàçéÁáçÇ§
«×éíÈÑµÁÈÈØ´ÁÒµ ÁÒàÁµµÒ ÁÁÁ ÁÒÇÒÈÑÁ·ÑÉ¹;·Õè´Ò ÁÒÈÑÁÁÒÇÒ´Ò
(à¾¼×éíÁ µÇÒÁçÑ´áÁé§ ´Ò;¶éíÁµº.ÕèàÈÈÒÁ´ÈÒ ÁØ´áÁ§ÇèÒ;ÁèÒÇµèí;Ñ¹)
ÁÒ´ÈÁÑ;á¹;ÒÃ¾¼Ñ²¹Ò»ÁÐà.ÈäÁÐ.èí§¶¶Òè¹à¾¼×éí»ÁÐá¹á»ç¹.ÕèµÑé§
ÇÒÈÑÁ·ÑÉ¹íá¹;ÒÃ¾¼Ñ²¹ÒàÁ×Í§´ÐÁÒµÇÒÁà»ç¹áí;ÁÒ¾¼ÁÐà´Ò¹È¹èÒá¹;ÒÃ´Òá¹Ò¹§Ò¹á´éÁÇ´áÁÇÇ
áÁÐÁÒ»ÁÐÈÒ.ÒÁÒ¾¼ÁÒ;çÒé¹
Á Á Á Á Á Á Á Á Á Á Á Á Á Á Á Á
ÁÒ´Ñºµèíá»ç¹ÁÒÁ¼¼ÁáÈé»ÁÐá¹áµèÁÐ;ÁØèÁáµèÁÐàÈÁèÒÇÒººº¼¼ ÍÒ.Òàáè¹ çéÒÁÒº;ÒÃ
¹Ñ;ÇÒº;ÒÃ È×éíÁÇÁ¹ Í§µ;ÁÁÒµàí;á¹´éÒ¹áÈÁÈº;Ò´´´éÒ¹ÈÑ§µÁ´éÒ¹ÇÒººº¼¼ ÍÁÍ
ÁÒ´¶×íá¹Ç.Ò§´Ñ§;ÁèÒÇ à¾¼×éíçÁÒÁ¼¼Áµèíá»ÁÑ§µØÁ¹áÁÐ»ÁÐá¹;èíáÈéà;Ò´µÇÒÁÈÁÒ¹©Ñ¹.í
ÁÒÇÒÈÑÁ·ÑÉ¹;ÁèÇÁ;Ñ¹á¹;ÒÃ¾¼Ñ²¹ÒàÁ×Í§ à¾¼×éíáÈéÁÍÁÁÒéÁçÍ§µ¹á.Á;ÁÑºµ×¹ÁÒàáè¹´Ñ§á´ÒÁ
Á Á Á Á Á Á Á Á Á Á Á Á Á Á Á Á ÈÒ;ÁÑ§µÁÁÒÁÒ´©Ò.ºº.ºº.Õè´ÐÁÑ§»ÁÐ¾¼ÁµÒ»´ººÑµÒµ¹áººà´ÒÁ
æ àáè´Í´Òµ.Õè¼¼èÒ¹ÁÒ ÁèÍÁà»ç¹¹Ñ;ÒÃàÁ×Í§.Õè.ÒÁÒÁàÁ×Í§ÍÁèÒ§á´é´ÁÒ§

2.Á ;ÒÃººÁÒÈÒÁ;ÒÃ´Ñ´;ÒÃ (Administrative and Management)

Á Á Á Á Á Á Á á¹ÁÑ;É³ººÙÁ³Ò;ÒÃµÇÒÁµº´àÈÇ¹çÍ§¼¼ÙéÁÒÈèÇ¹á´éÈèÇ¹àÈÒÁá¹ÈÑ§µÁ
ÈÁèÒ§áÈÁÒÁáÈé.Ø;ÁÒººÁÒÈèÇ¹ÁèÇÁá¹;ÒÃ¾¼Ñ²¹ÒàÁ×Í§ à¾¼×éí;ÒÈ¹.ÕÈ.Ò§á¹;ÒÃ¾¼Ñ²¹ÒàÁ×Í§

ÇÔÇÑ²¹Ò;ÒÃÀ»ÊÛè;ÒÃ°ÃÔÈÒÃÁÀĐ;ÒÃ°Ñ¹;ÒÃÀÁ×ÍŞ´éÇÂµ¹àÍŞã¹ÃÛ»á°çÍŞ
â€œ³Đ;ÃÃÁ;ÒÃÀÁ×ÍŞâ€• â´ÃÃÔâ³ÃŞÊÃÈÒŞ áÁĐÍŞ³»ÃĐ;Í° .Ôè»ÃĐ;Í°çÔé¹´Ò;ÀÒ³ÈèÇ¹µèÒŞ æ
ãÈÉÁÒ;·ÔèÈØ´ á´éá;è ÀÒ³Ò;ÒÃÀÁ×ÍŞ·ÑéŞÈèÇ¹;ÁÒŞáÁĐÈèÇ¹·éÍŞ¶Ôè¹
ÀÒ³ÒÃÒ²;ÒÃÈèÇ¹ÁÛÁÒÀÒ³ ÀÒ³ÒÃÒ²;ÒÃÈèÇ¹·éÍŞ¶Ôè¹
ÀÒ³ÒàÍ;¹.ÒŞàÈÁÈ°;Ò³´Ò;ÈÒçÒ,ØÁ;Ò´ ÈÃ×ÍÍÒ²Ò³µèÒŞ æÃ ÀÒ³ÒàÍ;¹.ÒŞÈÑŞ³Ã
ÀÒ³ÒÇÒ²Ò;ÒÃ ÀÒ³ÒÈ×èÍÈÒÃÇÁ¹
â´ÃÃÔÈÑ´ÈèÇ¹çÍŞÀÒ³;ÒÃÀÁ×ÍŞáÁĐÃÒ²;ÒÃã¹ÍÑµÃÒÈèÇ¹·Ôè¹éÍÁ;ÇèÒÀÒ³×è¹ æ ÃÇÁ;Ñ¹
(àè¹ÍÑµÃÒ ò:ñð à¼×èÍÈÉä´éÃÑ°çéÍÁÛÁ çèÒÇÈÒÃ
³ÇÒÃÒ´àÈç¹´Ò;ÀÒ³»ÃĐ²Ò³ãÈÉÁÒ;·ÔèÈØ´) áÁĐÃÒ´Ò¹Ç¹ÍŞ³³Đ·ÔèèÈÁÒÐÈÁÃ
ÈÒÈÃÑ°ÇÒ´Ò;ÒÃ³Ò´ÒÃ³ÒÈÁÈÒ ÈÃ×ÍÑ´àÁ×Í;ÃÃÁ;ÒÃ´Ò;áµèÁĐÃÒ³Ò
ãÈÉä´é¼Úè·ÔèÁÒÈÑ;ÃÃÒ³µÇÒÃÁÛèµÇÒÁÈÒÃÒÃ¶áÁĐÃÒÍØ´Á;ÒÃ³¹
«ÔèŞ;ÃÃÁ;ÒÃ´ÑŞÈÇÑ´ã¹»Ñ³´ØÑ¹¹Ñé¹»ÃĐ;Í°´éÇÂÀÒ³ÃÒ²Ò;ÒÃÍÒ´´Ðà»ç¹¼Úè;ÓÈ¹´
ÈÃ×ÍÍÒ´´ÐÃÒ³³Đ;ÃÃÁ;ÒÃÍÒ;Ø´È¹ÒèŞà¼×èÍ³Ò´ÒÃ³ÒàÁ×èÍŞ¹Òèá´Ãà³ÒĐ;ÇÁèÍÁä´é
·ÑéŞ¹Òè;ÓÈ¹´ãÈé³³Đ;ÃÃÁ;ÒÃÀÁ×ÍŞã¹ÃĐÃĐÃ;
ÍÒ;·ÓÈ¹´ãÈé¼ÚèÇèÒÃÒ²;ÒÃ´ÑŞÈÇÑ´ã¹»ç¹ÈÑÇÈ¹éÒ³³Đ ãÈé³³Đ;ÃÃÁ;ÒÃÁÒÍÒ´Ò´È¹éÒ·Ôè
ã¹;ÒÃÈÓÁÇ´ÃÇ°ÃÇÁçéÍÁÛÁ ÇÒ³ÃÒÐÈÍ »ÃĐàÁÒ¹¼Ã (Research) áÁĐÈÁØ»»ÃĐà´ç¹»Ñ-ÈÒ
;ÓÈ¹´ÇÒÈÑÁ·ÑÈ¹´ áÈ¹Íá¹Ç·ÒŞ;ÒÃ³Ñ²¹Ò (Development) ã¹áµèÁĐ³èÇŞàÇÁÒ á´ÃçéÍÁÛÁ
çéÍÒ´àÈç¹
çéÍàÈ¹Íá¹Đ·ÔèáµèÁĐÃÒ³Ò¹ÒàçéÒàÈ¹ÍµèÍ³Đ;ÃÃÁ;ÒÃÀÁ×ÍŞ¹Ñé¹ãÈÉÁÒ·ÔèÁÒÍÁèÒŞà»ç¹ÃĐ°°
àè¹´Ò;·ÒÃ»ÃĐ²Ò³ÁçÍŞÈÁÒ²Ò;ã¹áµèÁĐÃÒ³Ò¹Ñé¹ æ ·ÔèÈÁèÒàÈÁÍ
à»ç¹çéÍÒ´àÈç¹·Ôèä´é¼èÒ;ÃĐ°Ç¹;ÒÃÇÒ³Ò;ÈÍÇÒ´ÒÃ³¹áÁĐÈÒçéÍÈÁØ»çÍŞÀÒ³Ò¹Ñé¹ æ áÁéÇ
à»ç¹µè¹Ã
à¼×èÍ;ÃÑè¹;ÃÍŞãÈèçéÍÒ´àÈç¹çéÍàÈ¹Íá¹Đ¹Ñé¹ÈÒÁÒÃ¶¼Ò´ÒÃ³ÒÁÍ°ÈÁÒÃãÈÉáµèÁĐÈ¹èÇÁŞÒ¹¹Ò
ã»»´Ò³ÑµÒä´é áÁĐ»ÃĐ²ÒÈÑÁ³Ñ¹ ãÈÉÈÑŞ³Ãä´éÃÑ°·ÃÒ°
ÈÃéÒŞ;ÒÃÃÒÈèÇ¹ÃèÇÁã¹;ÒÃÃÑ°ÃÚè áÁĐµÒ´µÒÁ;ÒÃ»´Ò³ÑµÒÃ ð;ÒÃµÃÇ´ÈÍ° áÁĐÈĐ·éÍ¹¼Ã
¹ÒàçéÒ³Ò´ÒÃ³Òã¹ á€œ³Đ;ÃÃÁ;ÒÃÀÁ×ÍŞâ€• µèÍà»
ÃèÍÁà»ç¹;ÒÃÈèŞàÈÁÒÁ;ÒÃ³Ñ²¹Ò;ÒÃÀÁ×ÍŞÀÒ³»ÃĐ²Ò³ãÈÉÁÒÁÒ;çÔé¹ÍÁèÒŞà»ç¹ÃĐ°°
ÍÒ;·ÑéŞà»ç¹;ÒÃ¶èÇŞ´ØÁ;Ñ°ÀÒ³Ò;ÒÃÀÁ×ÍŞ·Ôèä´éÈÁèÒŞÈÁÃ³
µÃÇ´ÈÍ°;ÒÃ»´Ò³ÑµÒ³Ò¹çÍŞçéÒÃÒ²;ÒÃ·Ôè·Ø´ÃÒµ»ÃĐ³¼ÃµÒÁÒ³Í°
áÁĐ»´Ò³ÑµÒ³Ò¹ÍÁèÒŞãÁèÁÒ»ÃĐÈÒ·ÒÃÒ³¼
·ÒãÈè»ÃĐ²Ò³ÁÒÈèÇ¹ÃèÇÁã¹;ÒÃÃÑ°¼Ò´³Í°ã¹;ÒÃ³Ñ²¹ÒàÁ×ÍŞ
àÈÁÒÐÈÁ;Ñ°;ÒÃà»ç¹»ÃĐ²Ò;Ã·Ôè´ÒçÍŞáÁ×ÍŞ
·ÑéŞ¹Òè;ÒÃ°ÃÔÈÒÃ;ÒÃ°Ñ¹;ÒÃ·Ôè´Ò³ÇÃãÈÉÁÒ;ÒÃ»ÃĐàÁÒ¹¼Ãá¼¹»´Ò³ÑµÒ;ÒÃÃèÇÁ;Ñ°ÀÒ³Ò
µèÒŞ æÃ ÇèÒà´é»´Ò³ÑµÒáÁĐ´Òà´Ò¹;ÒÃµÒÁá¼¹à»ç¹ã»ÍÁèÒŞÁÒ»ÃĐÈÒ·ÒÃÒ³¼
à»ç¹»ÃĐ´Ò·Ø;ÃĐÃĐ à¼×èÍ;ÒÃÃÑ°ÃÚè¶ÍÒŞ¼ÁÈÑÁÃ·Ò ã¹µÇÒÁã»ÃèŞãÈ
áÁĐÃÑ°;ÑŞçéÍÒ´àÈç¹ çéÍàÈ¹Íá¹Đ à¼×èÍ;ÒÃ³Ñ²¹Ò»ÃÑ°»ÃØŞá¼¹»´Ò³ÑµÒ;ÒÃã¹»ÒµèÍ æ ä»
áÁĐ³¼Ñ²¹Ò;ÒÃã»ÊÛè;ÒÃ°ÃÔÈÒÃ;ÒÃ°Ñ¹;ÒÃ´éÇÂµ¹àÍŞã¹ÍÒ³µÍÑ¹àÈÁÒÐÈÁ
Ã Ã Ã Ã Ã Ã Ã Ã Ã çéÒÃÒ²;ÒÃ·Ôè´Ò ÁÒ³³·ÃÃ´ÃÒÃ·ÃÃ
¹Ñ°à»ç¹;ÁØèÁÒ³³Ã·ÔèÈÒ³Ñ·ÔèÈØ´ã¹²èÇŞàÇÁÒ·ÔèÈÑŞ³ÃÃÑŞÁÒ³ÇÒÁáµ;áÁ;
·Ôè´Ð»ÃĐ³¼ÃµÒ»´Ò³ÑµÒ ã¹ÈÃÑ;ÒÃçÍŞ "µÇÒÁà-èÒà·ÒÃã¹;ÒÃ°ÑŞ³Ñ°ã¹é;®ÈÁÒÃ"
áÁĐ"ÈèŞàÈÁÒ³³·ÃÃÃÑ°ÃÑéŞ;ÒÃ·Ø´ÃÒµ"

ó.Ã ÃĐ´ÁµÇÒÁÒ³´Ò; á€œ;ÒÃ-éÍŞà·ÔèÁÇà»ç¹ÇÒÃĐáÈèŞ³ÒµÒá€• à¼×èÍ;ÓÈ¹´ÁØ·ÈÒÈµÃÍ
áÁĐ´Ñ´·Óá¼¹»´Ò³ÑµÒ;ÒÃ á€œÁÛà;çµàÁ×ÍŞ-éÍŞà·ÔèÁÇÃĐ´Ñ°áÁ;á€• (Phuketâ€™s World Class
Destination)
Ã´Ò;»Ñ-ÈÒ·ÒŞ;ÒÃ-éÍŞà·ÔèÁÇ·Ôèä´éÈÈÈÁ»Ñ-ÈÒµèÒŞ æ ÁÒÍÁèÒŞÃÒÇ¹Ò¹ »ÃĐ;Í°;Ñ°
»Ñ-ÈÒ·ÒŞ;ÒÃÀÁ×ÍŞ ·Ôè·ÓãÈè»ÃĐà·È¶ÍÒŞ´Ø´µ;µèÒ·ÔèÈØ´çÍŞ;ÒÃ-éÍŞà·ÔèÁÇà·Ã
ÃÑ°ÒÃã´é»ÃĐ;Í°ãÈé;ÒÃ-éÍŞà·ÔèÁÇà»ç¹ÇÒÃĐáÈèŞ³ÒµÒ
¹Ñé¹´ÒŞÈÁµÇÃ·Ôè´Ð´Òà´Ò¹;ÒÃÍÁèÒŞ´ÃÒŞ´ÑŞ äÁèã¹èà»ç¹à¼ÒÃŞÇÁÒ·Ôè;ÑŞà¼àÃÒÐ
ÈÃ×Íà¼ÒÃŞà¼×èÍà»ç¹;ÃÃ·.Í·ÒŞ;ÒÃÀÁ×ÍŞ
ÈÃ×Íà¼ÒÃŞà¼×èÍÈÉä´éş°»ÃĐÃÒ³à¼×èÍ;ÃĐµØé¹;ÒÃµÃÒ´ãÈé;×é¹³¹;ÃÑ°ÀÒ³ÑŞà´ÒÁà-èÒ¹Ñé¹
ã´Ãà³ÒÐÍÁèÒŞÁÒèŞ·Ôè´ÑŞÈÇÑ´ÁÛà;çµã¹³³Đ¹Òèä´é;ÁÒÃÈÁÒ³¼à»ç¹àÁ×ÍŞ·Ôè¼ÒèŞ¼ÒàÈÁÈ°;

äÄëääèà»ç¹ÀÒÃÐµÍ§Ê¶Ò¹ÈÖ;ÉÒáµèà¾ÕÀ§½èÒÀà´ÒÀÇ
 Â ÊÀØ»â´ÀÀÇÄ ;ÒÃËÄéÒ§µ¹µ×Í;ÒÃËÄéÒ§²ÒµÒ
 ÈÒãè;ÒÃËÄéÒ§ÍÒÒÃËÈè§»ÀÛ;ËÄéÒ§ à¾ÀÒÐÇèÒÈÒ;µ¹äÄéÀÒµð³ÀÒ¾
 »ÃÐà·È²ÒµÒÃËÈÍàÍèÍ¹áí à»ç¹ÍØ»ËÄÃã¹;ÒÃ¾³Ñ²¹Òã¹ÃÐÃÐÀÒÇ
 ÈÒ;¾³Ñ²¹ÒãÈÄÉº;Ò·á´ÁÍÒËÑÀàÄÇ´à§Ò¹´Ò;µèÒ§²ÒµÒã¹;ÒÃÀ§·Ø¹ÍÄèÒ§µÁÍ´àÇÀÒ
 ÂèÍÀÄèÀÒµÇÒÓÃÑè§Å×¹ äÄèÈÓÁÒÃ¶ÍÅ×¹ÍÄÙèºµÒµÑÇàÍ§ä´é ;ÒÃÀ§·Ø¹´Ò;µèÒ§²ÒµÒ
 ÄèÍÀ´Ð¶Í¹·Ø¹ËÄ×ÍÄèÒÀºÒ¹;ÒÃÀ§·Ø¹àÄ×èÍÀ;çä´èääè¹;Ñ¹
 à¾ÀÒÐàÄ×èÍÀËÇ¹ÇèÒÒµÇÒÁËÈÒÁÒÃ¶Í¹;ÒÃ·Ò;ÒãÄÄè´Òà¾ÕÀ§¾Í ´Ñ§¹Ñé¹
 ;ÒÃÀ§·Ø¹´Ò;µèÒ§²ÒµÒà¾×èÍÀ;éäç»Ñ·ÈÒàÈÄÉº;Ò·à¾×èÍÀ;ÒÃËÄéÒ§§Ò¹Ñé¹
 äËèµÇÄÄÒ´¶×ÍÍÄÙèä¹á¾¹ÃÐÃÐËÈé¹áÃÐÃÐÃÐ;ÀÒ§
 ÈèÇ¹ã¹á¾¹ÃÐÃÐÃÐÇÇÄãËÈèµ¹ã¹²ÒµÒËÈÒÁÒÃ¶ÍÅ×¹ÍÄÙè´éÇÁÀÓáçé§çÍµ¹àÍ§·Ñé§´éÒ¹;ÒÃÀ§·Ø¹
 áÃÐáÃ§§Ò¹ ÈÒ;ÃÑ§ÁÒ´¶×Í¹ãÄÒÁá;é»Ñ·ÈÒàÈÄÉº;Ò·éÇÄ;ÒÃÀ§·Ø¹´Ò;µèÒ§²ÒµÒäè¹ õð-õð
 »Ò·Èè¼èÒ¹ÁÒã´ÄÄÄèà»ÁÒèÄ¹á»Å§·ÒãËÈèµ¹ã¹²ÒµÒÓÍè¹áí µÇÒÁËÈÒÁÒÃ¶µÈÒ
 ÄèÍÀ;èÍÄÉèà;Ò¹;ÒÃ¹ÒáçéÒáÀ§§Ò¹ã¹ÃÐ´ÑººÁÒËÈÒÁ´¶ÍÒ§ÄÃ§§Ò¹äÄé½ÒÃ×Íà¾×èÍÀ´á·áÀ§§Ò¹ã¹»
 ÃÐà·ÈÍÄèÒ§µèÍÀ´×èÍ§ á¹·ÒèÈØ´¼Á»ÃÐã¹¹ÍÒ¹à»ç¹à¾ÕÀ§ÁÒ¾ÁÒÀÒà·èÒ¹Ñé¹
 à¾ÀÒÐã¹µÇÒÓÁ»ç¹·ÀÒ§ÍÒ¹äÄèä´éÃÑº»ÃÐã¹¹;Ñé§ËèÇ¹çÍ§;ÒÃÀ§·Ø¹ áÃÐËèÇ¹çÍ§;ÒÃ·éÒ§§Ò¹
 ä¹·ÒèÈØ´µ¹ã¹·éÍ§¶Òè¹äÄèÈÒÁÒÃ¶´ÒÁ§ÍÄÙèä´é

Â ù.Â Â Â ÀÒµàÍ;ª¹ (Private Organization)
 Í§µ;ÍÄÒµàÍ;ª¹¾³Ñ²¹Òº·Ò·çÍ§µ¹àÍ§ã¹;ÒÃ¾³Ñ²¹ÒµÇÒÁÄÙèµÇÒÁËÈÒÁÒÃ¶Í¹½Ùè»ÃÐ;Íº;ÒÃ
 ¾³Ñ²¹Òµð³ÀÒ¾³çÍ§ÁÀ§§Ò¹ ;ÒÃÁá;éäç»Ñ·ÈÒ áÃÐ;ÒÃãèÇÄàÈÄ×Í«Òè§;Ñ¹áÃÐ;Ñ¹çÍ§;ÄèÄÍÒº¾
 ã¹;ÒÃ;ÒË¹´;µÒ;Ò;ÒÃµèÒ ·ÁÒÄ·ÃÄ·Ò§;ÒÃµèÒ
 áÃÐÀÒµ¹º¹;ÒÃ»ÒºÑµÒÃÐËÇèÒ§;Ñ¹ã¹ÍØµËÈË;ÃÄÄ;ÒÃ·éÍ§à·ÒèÄÇÄ
 à¾×èÍÄèÄËÈÇèÒ§;Ñ¹ã¹ÍØµËÈË;ÃÄÄ·éÍ§à·ÒèÄÇ
 ÁÒãèèà¾ÕÀ§à»ç¹Í§µ;ÍÄ¾×èÍÄË¹»Ñ·ÈÒãËÈèÀÒµÃÑºá;éäç
 ÈÄ×Íà»ç¹Ë¹èÇÄ§Ò¹»ÃÐÒËÈÑ¾³Ñ¹;Ìà·èÒ¹Ñé¹ ÈÄµÇÄ·Òè;ÒË¹´ÀÒÃ;Ò·
 ÈÄ×Íº·Ò·çÍ§µ¹àÍ§ãËÈèÑ¹à´¹ÇèÒ
 àÄ×èÍ§ã¹à»ç¹ÀÒÃÐÑºº¹Òº·º¹çÍ§ÀÒµÃÑº·ÒèµÇÄÄÇºÄÇÄ¹ÒàÈÍ¹¾³ÄèÍÄèÍÄº·àÈÇ¹
 àÄ×èÍ§ã¹à»ç¹µÇÒÁÃÑºº¹Òº·º¹çÍ§¼Ùè»ÃÐ;Íº;ÒÃ·ÒèµÇÄ»ÃÐÈÒ¹§Ò¹áÃÐºÁÒËÈÒÁ´Ñ¹;ÒÃ;Ñ¹àÍ§ã¹ÍØ
 µËÈË;ÃÄÄ·éÍ§à·ÒèÄÇ àè¹ ;ÒÃ;ÒË¹´;µÒ;Ò·Ò§;ÒÃµèÒ (Rules & Regulations of Trade)
 ;ÒÃ¾³Ñ²¹Òµð³ÀÒ¾³çÍ§¾ÁÒµÃÑ³±í (Products Development)Â
 ;ÒÃ¾³Ñ²¹ÒãÄ½Ò;Íº·º¹ÁÁºµÄ;Ã(Human Resource Development)
 ;ÒÃ;ÒË¹´ÇÒ·Ò»ÒºÑµÒ§Ò¹çÍ§µ¹àÍ§áÃÐÃÐËÇèÒ§;Ñ¹à¾×èÍÄÒµÃº¹·Òè´Ò (Procedures &
 Standards) ÁÒµÇÒÁÄÙèµÇÒÁËÈÒÁÒÃ¶Í¹ã¹à·ã¹ã¹ÃÒËÈÒÁËÈ¹à·È (Information Technology)
 ¹;Ò¹·Òèã¹ËèÇ¹·ÒèÈÒµÑ··ÒèÈØ´Í§µ;ÍÄÒµàÍ;ª¹
 áÃÐ·Ø;Ò·àÍ;ª¹á¹ÍØµËÈË;ÃÄÄ·éÍ§à·ÒèÄÇµÇÄÄµÇÒÁàçéÁáçç§
 ã¹;ÒÃ»éÍ§¾Ò·Ñ;ÈÍÀÑ;ÈÒÈÒ¹µèÒ·Ò§;ÒÃ·éÍ§à·ÒèÄÇ«Òè§à»ç¹Ë¹èÒèÇÍ§ÍØµËÈË;ÃÄÄ·éÍ§à·Òè
 ÄÇà´ÄÈèÇ¹ÃÇÄ
 áÃÐµÃÐË¹Ñ¹¶Í§¾Á;ÃÐ·º¹àºÒ§Áº·Òè·Ðà;Ò´çÒè¹ã¹²ºÁ¹·ÒèÍØµËÈË;ÃÄÄ·éÍ§à·ÒèÄÇàçéÒà»ÃÒ
 ²ºÒ·
 ;ÒÃºÁÒËÈÒÁ´Ñ¹;ÒÃáÃÐº·Ò··Ñ§;ÄèÒÇÄèÍÀ·ÒãËÈèÀÒµ·Ø;Ò·àÍ;ª¹ÁÒµÇÒÁàçéÁáçç§·Òè·Ð¾³Ñ²¹ÒÍ
 ØµËÈË;ÃÄÄ·éÍ§à·ÒèÄÇãËÈèÀÒµð³ÀÒ¾³ÁÒ·ÁÒÄ·ÃÄ·ÁÒÁÒµÃº¹ à¾×èÍÀ»ç¹ÀÙÁÒµðéÁ;Ñ¹
 ·Òè·Ð·ÒãËÈèØµËÈË;ÃÄÄ·éÍ§à·ÒèÄÇçÍ§·Ñ§ËÇÑ¹ÀÙà;çµÁÒµð³ÀÒ¾³ÈÙ§
 áÃÐà»ç¹ã¹»á´éÍÄèÒ§ÃÑè§Å×¹

Â ñð.Â Â ÀÒµÇÒº;ÒÃ (Academic)
 ã¹²èÇ§àÇÁÒáËÈè§ËÑ§µ·ÒèçÒ´µÇÒÁà»ç¹àÍ;ÁÒ¾³·ÒµÇÒÁµÒ´ áÃÐ»ÒºÑµÒ
 ÀÒµÇÒº;ÒÃà»ç¹ÁÒµËèÇ¹·ÒèÁÒµÇÒÁËÈÒµÑ·ã¹;ÒÃ¹ÒáÈÍ¹´Ñ§¹Ñé¹È¶ÒºÑ¹;ÒÃÈÒ;ÈÒ·Ñé§ËÄ´
 ã¹ºÒ¹ÐÀÒµÒÁÒµÇÒº;ÒÃ·ÒèàÄèÈÒ´µÒ´ã¹¾Á»ÃÐã¹¹;
 ÈÄµÇÄ·Òè·ÐÀèÇÄÄ×ÍÄËÈÇèÒ§;Ñ¹·Òè·ÐÀèÇÄ;Ñ¹ ÄÇºÄÇÄèÍÄÙè µÇÒÁµÒ´àÈÇ¹ ÇÒàµÁÒÐËË
 ÈÄØ´¼Á à¾×èÍÄË¹á¹Ð ÇÒËÑÀ·ÑÉ¹·Ò§àÄ×Í; á¹Ç·Ò§»ÒºÑµÒ ÇÒ;Ò;ÒÃ µÒÁËÈÑ;ÇÒº;ÒÃ

à»ç¹;ÒÃ;ÃÐµØé¹àµ×Í¹¼ÙéÁÕË¹éÒ·Õèà;ÕèÂÇçéÍ§ »ÃÐªÒÈÑÁ¾Ñ¹ ;
ãËé»ÃÐªÒª¹ä´éµÇÒÁÃÙéµÇÒÁµÕ´ ;ÃÐµØé¹´ÕµËÓ¹Ò;ã¹;ÒÃÁÕËèÇ¹ÃèÇÁçÍ§ËÑ§µÁ
´éÇÃ»ÃÐà´ç¹ËÒ·ÒÃ³ÐµèÒ§ æÃ ä»ËÙèµÇÒÁµÁµ×è¹ãËÇçÍ§ËÑ§µÁ
;èÍãËéà;Ò´µÇÒÁµÃÐË¹Ñ;¶Ò§µÇÒÁÑº¼Ò´ª¹ºçÍ§¼ÙéÁÕËèÇ¹ã´éËèÇ¹àËÕÃ
;ÒÃ»´ÒºÑµÕË¹éÒ·ÕèçÍ§Ë¹èÇÁ§Ò¹µèÒ§ æÃ ;ÒÃ¾Ñ²¹Ò´ÐÁÕ·ÕË·Ò§·ÕèªÑ´ª¹ÁÒ;çÖé¹
ËÑ§µÁÑº¼ÙéáÃÐÁÕËèÇ¹ÃèÇÁµÕ´¾Ò´ÒÃ³Òã¹;ÒÃ¾Ñ²¹Òã»ËÙèà»éÒËÁÒÃ

º·Ëè§·éÒÃçÍ§¼ÙéàçÒÃ¹Ã

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çéÍµÕ´àËÇ¹·Õè¼ÙéàçÒÃ¹ã´é¹ÒàË¹ÍçéÒ§µé¹·Ãº´·ÕÇèÒ·Ø;ËÕè§ÃèÍÁÁÕÏ¹ÒÃØçÑÃçÍ§µ¹àÍ§
áµèËÒ;ÒÃ·èÍ§à·ÕèÂÇçÍ§´Ñ§ËÇÑ´ÀÙà;çµ«Òè§;ÒÃÑ§à»ç¹àËËËº;Ò´ËÑ;à¾ÒÃ§Ë¹Òè§à´ÒÃÇ
ËÒ;ÁÕÏ¹ÒÃØçÑÃ·ÕèËÑé¹;ÇèÒ·ÕèµÇÃÃèÍÁà»ç¹·Õè¹èÒàËÕÃ´ÒÃÃÕè§
¼ÙéàçÒÃ¹´Ò§à¾ÒÃ§µè´ËÇÑ§ã¹;ÒÃ´Ø´»ÃÐ;ÒÃ·Ò§µÇÒÁµÕ´
ãËé;Ñº¼ÙéÁÕËèÇ¹ã´éËèÇ¹àËÕÃã¹ËÑ§µÁã´é¾Ò´ÒÃ³Ò áµ;Ë¹èÍµèÍÁ´·Ò§µÇÒÁµÕ´
Ã§ÃÒ;ã»ËÙèà¼¹»´ÒºÑµÕ çÑºàµÁµ×è¹ãËËà»ç¹ÃÙ» ããÍÁèÒ§ÁÕ;ÃÐºç¹;ÒÃ
à¾×èÍãËé;ÒÃ·èÍ§à·ÕèÂÇçÍ§´Ñ§ËÇÑ´ÀÙà;çµÃÕÇÒÁÑè§Ã×¹ãËéÁÒ;·ÕèËØ´à·èÒ·Õè;ÃÐ·Óã´é
´Ñ§¹Ñé¹à¹×èÍ§ã¹ãÍ;ÕË·Õè;ÒÃ·èÍ§à·ÕèÂÇçÍ§»ÃÐà·Ëã·Ã
ã´éà´Ò¹·Ò§ÁÒà»ç¹ÃÐÃÐàÇÃÒµÃÕè§ËµÇÃÃË ´Ò§ËÁµÇÃ·Õè´Ð·Ó;ÒÃ·ºç¹
»ÃÐàÁÒ¹¼ÃçÍ§;ÒÃ¾Ñ²¹Ò;ÒÃ·èÍ§à·ÕèÂÇçÍ§¹´Òµ·Õè¼èÒ¹ÁÒ
ÇèÒ;ÒÃ¾Ñ²¹Ò·Õè¼èÒ¹ÁÒ¹Ñé¹ÁÒ´Ø´ÍèÍ¹ ËÃ×ÍçÒ´µÇÒÁÃÙéµÇÒÁàçéÒã´ ËÃ×ÍÃÐàÃÃã¹àÃ×èÍ§ã´
æºéÒ§ à¾×èÍËÒÁÒÃ¶ÇÒ§á¼¹¾Ñ²¹Ò;ÒÃ·èÍ§à·ÕèÂÇçÍ§ãËËà»ç¹à»ÍÁèÒ§ÁÒµØ³ÁÒ¾Ò·ÕèÃÑè§Ã×¹
ÃÕµÇÒÁàçéÁáçç§ à´Ò¹·Ò§ã»ËÙè;ÒÃ;éÒÇ¾é¹ËÁÒÇçÍ§;ÒÃàÃÒÃ¹¼Ò´àÃÒÃ¶Ù;
àµÒºãË-èÍÁèÒ§ÁÒµØ³ÁÒ¾Ò à¾ÃÒÐ;ÒÃàÃÒÃ¹¼Ò´ã¹ºÒ§µÃÑè§ÍÒ´;èÍµÇÒÁàËÕÃËÒÃÍÁèÒ§ÁÒ;
áÃÐÁÒ;ÁÒºÒ;ã¹;ÒÃ;ãéàçãËé;ÃÑºµ×¹ã´é àªè¹ ËÕè§áÇ´ÃéÍÁ ÇÑ²¹·ÃÃ áÃÐÇÒ¶ÒºÇÒµã¹ËÑ§µÁ
µ§´ÐÁÕ»ÃÐã¹ºéÒ§ãÁèÁÒ;ç¹éÍÁ ;Ñº æœ;ÒÃ·èÍ§à·ÕèÂÇçÍ§·Õè´Ðà»ç¹ÇÒÃÐáËè§ªÒµÒã€•

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