

Kingdom of Life — Heaven on Earth

Dr. Yingrudee Bhumisiriratanavadi

Founder, Kingdom of Life Visionary & ELY World Ecosystem

A Visionary Journey Toward a Civilization of the Heart

For over three decades, Dr. Yingrudee Bhumisiriratanavadi has dedicated her life to bridging science, spirituality, and sustainability — transforming Thailand's cultural wisdom into a global model of human development and peacebuilding. As the Founder of the Kingdom of Life Vision, ELY World Ecosystem, and Life Design Institution, she envisions a civilization guided not by competition, but by compassion — where ethics, education, and empathy shape a true Heaven on Earth.

ELY World — From Thainess to Universal Wellbeing

At the heart of her movement stands ELY World, a living ecosystem that transforms Thainess Soft Power into Universal Wellbeing. Combining art, science, and spirituality, ELY World offers a holistic model of regenerative living — where every product, space, and experience nourishes the body, mind, and soul. Its nine wellbeing domains range from conscious leadership education and wellness architecture to AI-driven wellbeing technology and cultural innovation, forming a bridge between local wisdom and global transformation.

Through the Life Design Institution, Dr. Yingrudee nurtures new generations of ethical leaders and changemakers, guiding them toward balance through the H10 Human Wellbeing Index — her ten-dimensional framework for physical, emotional, intellectual, cultural, and spiritual harmony.



Peace, Wisdom, and Shared Humanity

Dr. Yingrudee's philosophy is rooted in Thailand's Sufficiency Economy Philosophy, the ESG Principles of Ethics in Action, and the UN SDGs — all interwoven into what she calls a Living Regenerative Ecosystem of Loving Kindness. Her vision, Empowerment Future 2030, calls on humanity to unite knowledge with kindness, technology with consciousness, and progress with purpose.

"When peace is born from consciousness, and wellbeing is guided by compassion, humanity discovers the true wealth of life — a civilization of harmony, sustainability, and sufficiency."

— Dr. Yingrudee Bhumisiriratanavadi

Designing Heaven on Earth: The Thai Visionary Leading Humanity Toward Global Wellbeing

Q: What inspired your lifelong commitment to advancing peace, wellbeing, and human development?

My lifelong commitment arises from a profound belief in human dignity, loving-kindness, and compassion. I believe in the truth, the good, and the beauty of being human — that our highest purpose is to awaken consciousness and express love through service. Guided by the noble legacies of the Buddha, King Rama V, and King Rama IX, and inspired by the Philosophy of Sufficiency Economy, I have devoted my life to nurturing loving kindness, virtue, and unity. For me, peace is not merely the absence of conflict but the living harmony born of compassion — where humanity co-creates a civilization grounded in balance, sustainability, and shared wellbeing.

Q: How do you define “Global Wellbeing” in today’s rapidly changing world?

Global Wellbeing is the holistic harmony between humanity, nature, and technology — where development is measured not by wealth alone, but by the health of hearts, minds, and societies. It is the art of living with consciousness, balance, and moral purpose in a world of constant change. True wellbeing embraces body, mind, and spirit; it honors diversity while promoting collective resilience. It integrates ethics with innovation, and compassion with progress. In essence, Global Wellbeing is not a destination but a shared Humanity ecosystem — where peace becomes policy, sustainability becomes culture, and love becomes the universal language of civilization.



*Dr. Yingrudee Bhumisiriratanavadi
Founder, Kingdom of Life Visionary & ELY World
Ecosystem*

Q: In your leadership journey, what role has Thainess philosophy played in shaping your vision?

Thainess is my life design essence and DNA — a way of well-being living guided by loving-kindness, compassion, grace, forgiveness, smile, sharing, caring, resilience, respect, and beauty. The Thainess Philosophy is the essence and DNA to promote a shared humanity ecosystem for wellbeing living with wellness lifestyle design. My leadership journey is rooted in the principle of “being the change you wish to see in this world,” integrating Thainess Soft Power into a framework of moral innovation and compassionate leadership. Through Thainess, I envision a global culture where kindness is power, and harmony becomes prosperity.

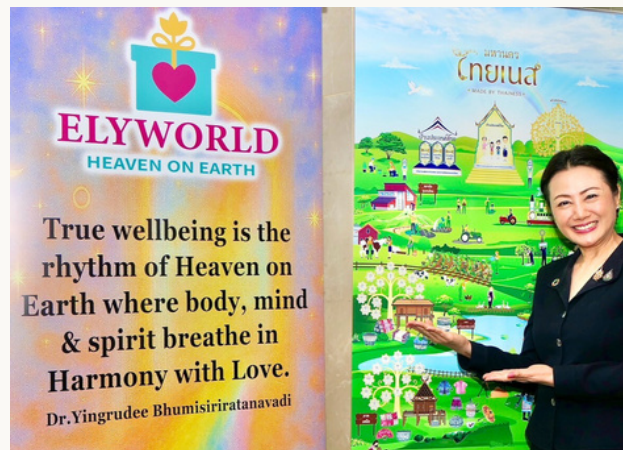
Q: What is the deeper purpose behind integrating 9 Global Pillars for H10 Human Credit within your global ecosystem?

The H10 Human Credit Framework represents a new paradigm for measuring true prosperity — one rooted in human consciousness, moral intelligence, and holistic wellbeing. Guided by people, planet, peace, prosperity, and partnership, I integrate the purpose of being human into practice for the greater common good through the Empowerment Future 2030 Initiative. By leveraging non-financial forms of capital — human, intellectual, wisdom, spiritual, social, and natural — we balance moral value with economic vitality. Ultimately, the wealth of nations lies not in capital, but in compassion, and the strength of civilization is measured by creative regeneration, peace, harmony, and happiness.

Q: How do you envision the balance between spiritual intelligence, cultural identity, and global innovation?

The Kingdom of Life Initiative is the living blueprint of civilization's evolution — where spiritual intelligence becomes the soul of innovation and cultural identity becomes its conscience. Guided by the Philosophy of Sufficiency Economy, I believe technology must serve life, not dominate it. Spiritual awareness brings compassion and meaning to creation, while culture preserves wisdom and belonging. My framework connects Human, Social, Natural, and Community Capital to create an ethical economy through Mutual Value Creation. At its heart lies Shared Humanity Credit — a moral system transforming profit-driven growth into purpose-driven prosperity aligned with human and planetary wellbeing.

*Destiny:
From Cultural Wellbeing to
Regenerative Civilization —
toward the Golden Era.*



Design: Ely World Wellbeing Ecosystem for Shared Humanity in the Kingdom of Life.

Q: Among your CHG recognitions — including Lifetime Achievement and Innovation Awards — which holds the most meaning to you, and why?

Throughout my 30-year journey dedicated to human capital development for peace, national resilience, and humanity's wellbeing, every recognition I have received reflects a milestone of shared purpose and service with love and compassion. The Lifetime Achievement Award holds profound meaning, not as personal glory, but as a symbol of collective dedication to peace and wellbeing. True leadership is measured not by power or prestige but by the capacity to awaken the light within others. When we lead with compassion, we illuminate hearts with hope, harmony, and humanity's higher purpose.



Q: What message would you like to give to the next generation of leaders in sustainability, compassion, and cultural wellbeing?

Sustainability is not a policy — it is a way of life rooted in respect, balance, and empathy. Be the change you wish to see in this world by transforming “I” into “We.” Together, we plant the Seed of Life that grows into the Tree of Life, blossoms into the Flower of Life, and bears the Fruit of Life — where peace, prosperity, and wellbeing flourish as Heaven on Earth. Leadership begins within; by nurturing consciousness, compassion, and courage, the next generation will design a civilization guided by purpose and love.



Discovery: The Legacy for the Creation of Heaven on Earth, inspiring the New World Sustainable Empowerment future.

Q: How do you see Thailand's role in shaping the future of global peace and human-centric progress?

Thailand's strength lies in its cultural soul — Thainess, compassion, and balance. By integrating human capital, cultural intelligence, and sustainability innovation, Thailand can inspire a global movement of peacebuilding and wellbeing diplomacy, where development is guided by compassion and progress becomes the shared path toward harmony, purpose, and Heaven on Earth. Through initiatives such as the Kingdom of Life and ELY World Ecosystem, Thailand can embody the Economics of Mutuality, showcasing how nations can thrive ethically while advancing human and planetary prosperity.

Q: What is your ultimate vision for a civilization of harmony, sustainability, and sufficiency?

The Kingdom of Life Vision 2030 is a framework for a living regenerative ecosystem of loving-kindness, designed for humanity's renewal. It envisions a civilization where human intelligence harmonizes with moral wisdom, culture unites with global identity, and nature aligns with consciousness. When humanity lives with shared awareness and compassion, well-being becomes the new wealth, and Heaven begins to bloom on Earth. We are one world, one home, one family — sharing a prosperous destiny in the golden era of peace, wisdom, and wellbeing.