

Guidelines for Driving Local Potential to be Strong and Sustainable in the 21st Century



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ABSTRACT

The mainstream development paradigm that has long existed with the world population is capitalist developing system that was beginning to show up in the 16th century. The development paradigm was made necessary for the world population to begin as fast as possible in order to achieve growth in various dimensions. Especially, material growth and continued to show its effect till towards the ending of 19th century and during 20th century, which was called “Post-Industrial Society or Information Society” where all corners of the world can easily be linked together without stress. Under development main stream that focusses on the growth of basic economic structure and its current in existence. Not only does the world population need to encounter changes at macro stage, the results are also evident on national population, both urban centers and local communities of different countries need to find a paradigm for alternative development. In order to create balance a development and operates alongside with the flow of capitalism under the third wave. This era of globalization and Borderless World with mainstream development in capitalism globalization that has pounce down the increase flow of capital mobility, labor resources, knowledge and information dissemination that flows into the country. As a result, countries with

open economies like Thailand are inevitably affected by both positive and negative effects of change under the third wave, both on economic structure, social, politics and the livelihood of the population. Moreover, Thailand has to adjust to the changes that have occurred. Therefore, adhering to developing guidelines that will enable the country maintain its Thai identity and control sustainable development alongside with response to the new era of mainstream development. Thai society might not be able achieve that, However, the concept of development should be emphasized in three main areas such as; Making people the center of development. Ability to compete on world stage alongside the creation of balance development simultaneously.

Keywords: mainstream development, Thai society

Introduction

These reasons makes the author sees that, Basic concepts for national and local development under the dynamics change of the modern world to be in the same direction. Development concept of that focuses more on joint integration from all sectors of society, both public and private including the population should be empowered. By allowing people to be the center stage of development in every dimension in order to step into sustainable development or can be said as. Country and the community development is the responsibility of everyone in the society, It is not mandatory for the government to formulate policies and guidelines for development. This is a change from the old government management concept during the 19th and 20th centuries, where important was placed on development as the duty of the government. The author considers that 21st century should focus on the development of power distribution and joint integration at all levels in society. They must be responsible for one thing or another within themselves. The government is responsible for the provision of basic services to the people and the society and society are responsible for supporting the government and offer service to public. The people always have a responsivity to the society and the government. It is a circle, which plays a vital role in the development of countries and communities in order to deal with the modern world that need to relate with each other under development role. So they can develop together, However, Based on foundation or development at the local community level.

Content

For this article, the author will analyze guidelines for driving local potential to be strong and sustainable in the 21st century. The study content is divided into five sectors: (1) government and local development in the past; (2) effect of government development; (3) a visionary for strong local development; (4) guideline for driving local potential to be strong and sustainable 21st century (5) conclusions and recommendations. The study contents are as follows;

1. Government and local development in the past

Since the inception of the first National Economic and Social Development Plan (1961) till date, where the first economic development plan between (1961-1966). In the name of the plan, there was only a specific word “economy” and there is no “Society” included in the plan’s name because the plan only focuses on economic development. It was an era

of “free flow of water, bright light, good roads and job opportunities”. However, it was not successful as it should have been. The second National Economic and Social Development Plan (1967 - 1971) added the word “society” to the plan. Because they perceived that in the first development plan, social issues were neglected, and this however cause problems in the society. The third National Economic and Social Development Plan (1972-1976) was a continual development from the second plan. Development result started having environmental problem and the destruction of natural resources, (The usage of natural resources to develop were not worthy).Therefore, the fourth National Economic and Social Development Plan (1977-1981) turned its attention to environmental and natural resources. Nevertheless, in terms of putting it into action and practice it does not work out as a useful solution. Then the fifth National Economic and Social Development Plan (1982-1986) was a continuous plan from the fourth plan in order to allow practical action achieve its goals. The sixth National Economic and Social Development (1987-1991) was an extended plan of the fifth development plan. In terms of putting into action, it focuses on economic development and neglect society issues. Social problems start to impact fatal results and are more complicated. Environmental and natural resources were all damaged and degraded and natural resources were used in an unworthy manner. The seventh National Economic and Social Development Plan (1992-1996) adjusted the plan, emphasizing balance in all aspects and adhere to sustainable development principles. However, in terms of practical actions the plan does not achieve its objectives but modernization occurred but there was no development. The eight National Economic and Social Development Plan (1997-2001) focused on the development of “people”, but in terms of practical actions face economic crisis. The ninth National Economic and Social Development Plan (2002-2006) was a continuous plan from the eight-development plan. It focuses on all kind of reform system, by flipping crisis into an opportunity, it focuses on community and economic foundations. As the development plan was entering the 3rd year, evaluation on the plan are in need in order to crosscheck the result of the development plan. At that time, the reform of every system are seen explicitly such as; politics, government, economy, society, law, health and education. All the goals of this development plan are for people. In the past, strategy for strengthening the community and society as the foundation of the country under the tenth National Economic and Social Development Plan (2007-2011) is still facing major changes in different context. Both those that are opportunities and constraints to the development of the country. Therefore, it requires the preparation of people and systems to be in an immune state. That is get ready to change and the influence it may cause by probably relying on

“Philosophy of Sufficiency Economy” which is a guideline for holistic integrated development. “People are the center stage development”. From the eight and ninth development plan it, attaches great importance to the gathering of social power from all sectors to participate in every stage of the plan. Also, create a network to drive development strategies into action including continuous evaluation result of the development plan performance. The eleventh National Economic and Social Development Plan (2012-2015), according to 3 vision, 3 missions, 3 objectives, 4 main goals and 7 strategies based on contextual studies as well as strengths, weakness, opportunities and Threats of Thailand⁴. Thailand Vision is fairly stable and immune to change”, The 3 missions include the development of production and services, creation of fairness and reduce social inequality and the creation of immunity against crises. The 3 Objectives are to allow sustainable resources and environment, Thai people live together in peace and are ready to face change happily. The 4 main goal includes: strong and balanced economy, ability to compete, thorough social security and happy Thai society with good governance. The 7 strategies include; create a strong and balance production base, creating a conducive environment for production, trade, investment, human development both knowledge and morals, and social stability.

2. Effect of government development

The development of Thailand over the past years, starting from the first National Economic and Social Development Plan in 1961 to the eleventh plan 2012 - 2016, the evidence of mistakes and the consequences which occurs are seen everywhere. They are concluded below;

1. Local characteristics lose their solidarity, which serve as the heart of their community i.e. members of the community prefer to live alone without interfering or interact with other members. there is lack of cooperation, members became less generous to each other including the survival of themselves rather than the survival of the community there are also temporary and permanent immigration.

2. High community characteristics depends on external factors; They are controlled by external factors and determine the changes in every aspect of the community such as economy, society, politics and environment. The community has a low bargaining power. There is less freedom and less self-selection.

3. Community characteristics that solve problems by themselves of cannot even solve a problem. Example; Problem usurpation and destruction of natural resources from both outside and within the community itself. Environmental degradation problems. Occupational

problems such as debt, land, social problems (such as: teens violent, drugs and neglected children) crime, AIDS, etc.

4. Development conditions in various areas in the community is not sustainable. Potential and local intellects are abandoned. The community is in a state of lack of foundation and identity that will make them sustain by themselves.

5. A community that lacks strong leadership and lack of linked relationship with external community in a form of development network, learning network and management network.

6. Communities that lack vision and it's development plans. Member's participation process in every aspect is a development plan.

7. Community that is still lacking participation, self-evaluation in terms of action carried out and development in various fields in order to show and prove transparency so as to learn and improve themselves sustainably.

In conclusion, the condition of most Thai community in the past were been developed as a weak community. There is no characteristic of strong community. After the economic crisis, during the eight to tenth development plan, the development guidelines aimed at building the community strength. However, many communities and the public are still addicted to their formal ways of life in all related context. Both political and government find it difficult to adapt, many people knew and understand but they do not want to adapt to the development of people, which is considered as an important goal for local development.

3. Visionary for strong local development

Local community strength flow to the creation of strong community in to for them to possess the ability to manage themselves or develop themselves into a strong community and attracts interest from all sectors in an era where power distribution are been awarded to local community. It was found that, communities that are good example of strong communities can be characterized as a strong local communities in the following ways⁵.

1. The community must have a learning process especially community leaders and members of the local community must develop their own potential into a leading idea community. They must be a sacrificial example, Hardworking, Self-discipline and most importantly, they must be able to work with others.

2. The community must be a learning center. The pursuit of learning can be done in many ways, such as self-learning, group learning, and learning information in various

fields. Both Economic, social, political, and community-based knowledge that results from shared practices or experiences. This will make the knowledge acquired from learning from each other pass through the exchange of ideas and information together and enable decision-making in community activities. Therefore, a learning community allows the member of that community learn together, which serves as the starting point joint community development. Because the learning outcomes will lead to the thinking of how to jointly develop their communities.

3. Community needs leaders with community leadership skills. However, the leader must be the one coordinating member's idea, give opportunities to members to express their opinions, the leaders must not monopolize his idea or act as the owner of the community. The leader must be ready to learn and exchange information and opinions with others, make his/herself available to the community always and jointly be active in the community. In summary, the leaders who can make the community stronger is the person that connect different ideas of its Members and community organizations in order to implement it appropriately.

4. The people in the community must appreciate their community. The members must realize that they own the community are willing to take responsibility of every problem with other people equally and friendly. They must accept the potential of each other and accept the difference between members. They must take part in community problem solving.

5. They community must have loyal members. There are community members who sacrifice and work for cherishing the community. There are things that co-anchor them together within the community such as; temple, relatives or social relationships, this will make the community feel lively including the spirit of the community. This will cause abundant joy of happiness and tremendous power. These occurrences are long time result that makes people and communities happy. Therefore, spirit of the community is what happens after the community members shows their loyalty and appreciation to the community. Apart from the fact that is makes the community stronger, it is also an important foundation for strengthening the community in other areas as well as to make the community members stronger. Because it's a way of making the community members have a strong heart and be ready to work develop the community together.

6. It is a community with a strong community organization: The people are been organized together with a loyal and conscious mind to the community and the spirit of the community. They jointly help solve community problem, which is as a result from joint learning not anyone doing what he/she likes.

7. It is a community with good community management: the member of the community has the ability to manage themselves and the community. Especially the community master plan, by organizing the process of community forums, there is operating systems that linked with local organizations and there is an evaluation of local community development.

8. It is a community that has community network by having a process of linking members and community organizations together with effective communication and public relations, which however, results to strong joint conscious mind of community members and community organizations.

9. It must be a self-reliant community. Members and different organizations in the community must be strong enough to help or be make the community self-reliant. Both economically, Politics and Government, Society and culture in peaceful and crisis. This is a desirable sustainable development.

10. It must be a happy and peaceful community. Strong community need to develop quality people. In particular, empowering local community along with being virtuous and happy. When people come together and build a strong community, it will makes people and the community peaceful.

4. Guideline for driving local potential to be strong and sustainable 21st century

1. The management process of strong community are by promoting collaborative learning methods, joint experimentation including reinforcement or former groups to be more stronger. Focus on the potential readiness of the community linked with the process of making a living from the individual person to the community level. Consider modesty and adequacy, including good standard of living before connecting with outside community and society. There is a systematic process of knowledge management; there is a learning network, both inside and outside the community and also support community that are in different group together in having the capacity to develop themselves more. By opening public spaces for continuous activities, disseminating of useful information through academician, media, local and national media including the improvements to the legal mechanism, regulations and fiscal measures to facilitate different sector join forces in building a strong community.

2. The management of community knowledge and learning system into a systematic and up-to-date. Both household information, information on significant community potential such as: status of different groups, community activities, economic capital, natural resources

capital, local wisdom and intellects, and philosopher or natural leader in the community, the search of local history and community culture. This can be arranging in community map that can be easily access by community members and used as a basis for managing community resource and determine alternative developmental options that fit their lifestyle. There should also be continuous learning process in the community. They should think together, work together and jointly determine guidelines development activities of the community based on the principles of self-reliance, resources potentials, intellects, way of life, culture and local environment. Encourage the philosophers, leaders, those who transfer knowledge and local intellects through learning and knowledge management in the community and also supports the management of research and the creation of new knowledge that is consistent with the diversity of community capital, along with the restoration of folk knowledge. Support the role of local researchers with academicians in participatory action research that mixed local intellects and technology.

3. Immunization of community to face future changes are done by promoting family stability, management of social services in the community, impacting of good values, creating of interdependent and inter-community relationships systems equally with religious and cultural contexts, and the protection of community rights. Including the monitor and help when the community is facing various disasters. Build a stable family, have good relationship, strong ethics within the family. The organizing of activities also linked the role of the family with educational and religious institutions regularly. Link Community Learning center and empower livelihood stability for the people in the community. The creation of life insurance, social welfare, food stability, health and housing security, consumer protection and human right security.

4. Creation of economic stability in the community by integrating production processes, based on potential and strengths of the community. Focus on production for sufficient consumption within the community. Cooperate with the private sector to invest and create occupation and income that is been allocated to the community. Including promoting the role of women in driving the community economy and leads to the solution of poverty. Encourages the community to have different types of groups and make a fairly agreement. Support joint investment between the network of community organizations with local government organizations or the public sector or state enterprises by using local resources.

5. Support the use of Thai intellectuals and local culture in creating value for goods and services with high market opportunities such as; healthy foods, handicrafts, health services, tourism services, etc. By maintaining strong local identity when intellectuals and local culture are extended commercially. Develop the incubation of community enterprise system together with the creation of new entrepreneurs including the development of marketing knowledge, production knowledge on unique products; develop product standards, branding, management of intellectual property and skills for career development of different groups. Including people with disabilities, which is in accordance diverse careers in the community in order to reduce economic hardship.

6. Empower communities to live together with natural resources and environment in peace by supporting and promoting community rights and participation processes in conservation, rehabilitating, develop and utilize, and increase efficient management of natural resource and environment in local area. By creating community awareness on the value of natural resources and environment on their livelihood. Also, distribute management power of local natural resource management to enable the communities possess the potential to engage with the state in conservation process, restore and develop natural resources and environment effectively. Support community mechanisms and networks in managing and protecting natural resources and environment, which are link to the production of the community's livelihood. However, includes opportunity for compensation if the community resources are being destroyed by other activities outside the community.

7. Strengthen capacity and knowledge of local administrative organizations in the management natural resources and environment to be main partner in conservation and restoration in the management of natural resources and environment together with communities and related parties such as; management of forest and conserve and restore watershed, mangrove rehabilitation, the management of local eco-tourism etc. By adhering to fair and equal share of benefit.

8. Promoting the role of partnerships with community development in developing a strong and self-reliance community, make the communities up to date about change. Make it a good and livable community; create a linked connection between the community as well as a network to expand the development for the whole country. Each partnership, both the development of government, cause links to plans at all levels starting from the national development plan, government administration plan, province group strategy, local and community plan. Improve the rules, law including changes in the thinking level of government officials in solving problems and develop a holistic community. They are

potential contributor to the community; they provide conveniences to the citizens to be able to operate by themselves until they understand practical guidelines of sufficiency economy and increase their role in the operating and supporting of joint/corporation in the community for them to have increase amount participation.

9. Promote local government to implement community plan with the allocation of budget for local development and push the operation under community plans in order to achieve concrete results. By mobilizing resources within the area, both from the public, private and community sectors in order to build participation and ownership, which leads to the development of the community by the community itself and for the good and benefit of the community. Develop a monitoring and evaluation system for the community and make an indicating measure for the measurement of strength within the community in different aspect.

10. Promote private and community sector in support of research and development. In order to create more knowledge and elevate local intellects. Make research with the community, become a partner with the community in extending local intellects, coordinate and create a balance between economic and community sector (Public / community) in order for them to jointly think together, work together and jointly develop community database. Specify guidelines for developing the community activities based on self-reliance development skill, conscious of potential resources, intellects, their way of life, culture and local environment. By analyzing information pertaining to the problem and causes of the problems in the community, put them into real life practice based on knowledge and potential of the community. Go on excursion and exchange new ideas from the network and create a community plan, which includes participation.

11. Promote other social institutions. Allow NGOs have a vital role in terms of knowledge management and transfer knowledge to the community. Allow the NGOs helps strengthen the community to participate in conservation and management process. Allow educational institution/Academicians, as the main researcher in doing a community-based. Decode the knowledge that lies within the local intellects into an open knowledge for everyone. As well as being an information source and consultant to the community and create community empowerment programmed in order for them to manage the knowledge in their own community. Create a learning process for the community, including the extension of local intellect with modern technologies that the community can use in building more value that is economical to the community.

12. Encourage religious institutions to impute right attitudes and right practices in their way of life in order to create immunity and allow religious personnel serves as a good example in their sufficient lifestyle. They should be a center stage for the people in the community in order to participate in family development including the community and national level.

13. Promoting media organizations as the center-core information flow, which are beneficial to the adaptation measure of the community. Distribute accurate information to the community, effect of free trade, consumer protection both goods and services, including understanding process and realizing the rights of the people in the community, as well as creative content in the society in all form. In order to create and strengthen the immunity of children and families and give opportunities to children to take part in creating creative media such as; media that reflect the care of natural resources and environment, social monitoring and dissemination of knowledge.

Conclusions and recommendations

In conclusion, the guideline for driving local potential to be strong and sustainable in the 21st century should promote participation in development. The participation of everybody in all sectors in the development process gives opportunities to the people to develop the potential of solving problems by themselves. For their benefit, their family and the community as well as to respond and spread development to every area. Therefore, development of the 21st century will focus on the strengthening local community to be self-reliant. By using a stable community economy is a lead and use it as a base for upgrading the income and quality of community people life in the future. However, the private sector, NGOs and public organizations sectors need to strengthen the role of the government, who is the former supporter of development. This is going to be a synergy development, therefore, leads to sustainable strong and stable local community.

The authors was able to synthesize the above principles into suggestions within framework of local community development. 1) In terms of technological advancement, which is to meet basic human factors. Such as, production technology, awareness of information, public utility and medical technologies. Not all these do include knowledge and the utilization of local intellects for the development of the community. 2) In terms of economic stability, which is a result of balance in production and consumption in order to make the people in the community have perfectly adequate lives of their own and families

under the community context and the society as a whole. 3) In terms of sustainable natural resources. The utilization of natural resources, that put in mind to create balance in the ecosystems of the community. in order to have sufficient consumption. 4) In terms of mind and ethics. The people in the community must have faith in self-reliance. They must have a heart to develop and create a strong community. As well as moral and basic ethics as a framework for living together in the community. 5) In terms of social and culture, the community has a traditional social capital, which ties their relationship together. There is community leader and community networks who coordinates in all aspect of community development in order to create participation, which will lead to sustainable co-operation among the people and communities. By adhering to the main principle of the community and local development which area: Values and principles of community democracy, which focuses on community participation as an important factor. This characteristic is a way of creating motivation in development in order to draw people's attention to the importance of solving local community problems together. Through work anchor, which emphasizes on joint decision making of all related parties that linked holistically both in terms of relationship within the community and the extension of participation in the community. Based on the joint utilization of community funds thereby, adhere to this development principle as a strong framework. This will lead to an increase in process and selection of appropriate mechanisms alongside with working mechanism, which is an external supporter such as; NGOs and government agencies through working process outside the community. The most important thing is participation process; they must encourage each other to participate in the development of every sector in the community as much as they can.

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