

Abstract

The study of the politics of local liquor aims to analyze important factors, which brought about and developed the villagers' movement named "the network of local liquor of Thailand." The movement requested the government to open free producing and trading local liquor.

The villagers' movement used "local wisdom" as an important campaign for the liberalization of local liquor. It led the movement to become successful. The government was assured of policies which will allow villagers to produce and sell local liquor freely. However, villagers must be obeyed the laws very strictly.

Besides the ability of villagers to gather and fight against government officials very firmly, their success also emerged from the great support and collaborative works with ThaiNGOs under the names of "Network of Northern Thai Farmers" and "the Federation of Northern Thai Farmers." These organizations helped villagers to proceed movement activities which led to solve the problems in the policy level. They also assisted the villagers to arrange organization system, to set movement strategies, and to present problems to attract public interest in order to call for social support. Furthermore, the movement was likewise supported by a group of scholars and other organization. They played important roles to provide useful information, in particular laws, to villagers and to open public talks about the problems.

The study found that this movement of villagers was occurred at the same time when Thai society and government paid a lot of attention to "local wisdom." After becoming the Prime Minister, Taksin Chinnawat had plans to develop Thai economy from the ground level. The government plans emphasized to change social resources, such as culture, daily lives, and local wisdom of villagers, which have been passed down from the earlier period, to become economic resources. These can provide income to villagers under the One-Tambon, One-Product campaign which has been held continuously throughout the country. This public interest played an important part to

lead the movement of the liberalization free to produce and trade local liquor or “local wisdom” to become successful.