
Management of Drug Eradication Schemes in Myanmar

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Abstract: Opium was introduced to Myanmar since 1750 by Pakistanis. In the year Myanmar gained independence from the British in 1948, the production of opium in Myanmar was 36 tons surveyed by the government. Myanmar government and DEA jointly eradicate opium. The drug eradication project becomes the most lucrative business and the productions of opium become increase and yearly production of opium has come up to over two thousand tons instead of elimination drug project is going on. Myanmar become the second largest opium production country in the world after Afghanistan. It is widely known that the drug eradication project had been seriously undertaken by several countries, including UN during centuries in the past without success. The younger generation of today will be the leaders of tomorrow. They become drug addicts and millions of younger generations are dying meaninglessly. It is extremely important that human society is needed to change the drug elimination system. UN should lead a creative method which could be separated by the producers, sellers, buyers and users of drugs voluntarily without blaming to each other, but cooperated with the concerned people in due course. Up to this date, the technique of drug abuse method has been enforcing by the law and let the people follow according to the law and yet no one pays attention to such laws. Countless of laws that are the best, the most justice and the most favorable laws that have jointly enforces by individual government and UN without success. Now, a new law that should be created by the UN which have been totally ignored by the world in the past. The author of this paper strongly wishes to eliminate totally from this world. Probably there is the most appropriate and benevolent law is left behind to appreciate by the world without bias to any party without hoping for self-beneficial, purely stand to restore peace, justice for all mankind.

Keywords: Inca Inchi, Drug Kingpin, Myanmar

1. Introduction

Narcotics are related to the production of opium, drug, heroin, cocaine and methamphetamines, in particular, which can be very destructive. Afghanistan is the largest opium producing country in the world. This paper is covered on how Burmese government and Drug Enforcement Administration (DEA) jointly try to eliminate drug mainly in Myanmar including Thailand and Laos which is called Golden Triangle.

The Myanmar government and DEA are attempting to reduce the production of illicit drugs in Myanmar through diplomatic pressure coupled with economic assistance, tougher sentences and confiscation of traffickers' assets, including well-executed programs but could not eliminate drugs in Myanmar. Since Myanmar gained independence in 1948, U Nu government and DEA jointly eradicate opium in Myanmar, the drug eradication project becomes the most lucrative business and the productions of opium become drastically increased. It seemed drug addicts are not care to sacrifice their life and money with the drug businessmen. As time passed by, the method of dealing drugs business becomes more sophisticated in using tricks and twisting around the world's eyes by creating drug kingpins as deem necessary to be blamed as the target of drug cases.

Since the drug has become a sophisticated business this paper tries to create awareness about drug business, and the necessary legal steps at present and need to study how as to eradicate drug and finally to be able to eliminate all kinds of narcotics from this world. There should be a way to get success by a cooperation method which participate by the authorities, producers, drug users, buyers and sellers without aiming of self-financial benefits.

- Is the name of the area and Drug Kingpins are promoting and protecting the drug usage in Myanmar?
- Is really Myanmar implementing the law against the drug usage campaign?
- Is there any international support for the Myanmar government to eradicate successfully the anti-drug campaign?

Government of the union of the Myanmar ministry of home affairs, prescribed that: "Narcotic drugs and psychotropic substances law and rules relating to narcotic drugs and psychotropic substances law" – says: Chapter VIII, offenses and penalties. A drug user who fails to record at the place agreed by the Ministry of Health or at a medical central recognized by the Government for this purpose, or who fails to abide by the directives issued by the Ministry of Health for medical treatment shall be punished with imprisonment for a term which may extend from a minimum of 3 years to a maximum of 5 years.

Whoever is guilty of any of the following acts shall, on conviction, be punished with imprisonment for a term which may extend from a minimum of 5 years to a maximum of 10 years and may also be liable to a fine:

- (a) Cultivation of the poppy plant, coca plant, cannabis, plant or any kind of plant which the Ministry of Health has, by notification declared to be a narcotic drug;
- (b) Possession, transportation, distribution and sale without permission under this Law of materials, implements and chemicals which the relevant Ministry has, by notification declared to be materials used in the production of a narcotic drug or psychotropic substance;
- (c) Possession, transportation, transmission and transfer of narcotic drug or psychotropic substance;
- (d) Transfer of a narcotic drug or psychotropic substance by a person who possesses the same with permission in accordance with Law to a person who is not permitted;
- (e) Inciting, inducing, deceiving, coercing, using undue influence or any other means to cause abuse of a narcotic drug or psychotropic substance;
- (f) Misappropriating, causing to disappear, destroying, removing or transferring any property which has been seized or attached under this Law,

Whatever the law say the areas of Burma's poppy farms have been expanded to Golden Triangle for a wider operation to make a higher return by the assistance of drug kingpins namely, Lo Hsing Han, Khun Sa and Wei Hsueh-kang consecutively one after another to refer as trouble makers designated by the authorities of drug project. Naturally, younger generation of today will become the leaders of tomorrow. It is extremely important that they need to elevate the quality of their ability spiritually and intellectually. The habit of younger generation seems easy to be accepted both pros and cons as their concept is still delicate to be adapted to their environment as deemed appropriate. Elder generations have the duty to guide and promote their younger generations to come up with proper ways for the sake of bringing prosperity in leading the people peacefully.

There was the 50th anniversary of a UN conference in New York during July 27-30, 1995. The moderators of the meeting explained one subject after another how UN took action on every topic during the past 50 years. The moderators allowed the audience to ask if any questions they may have. When drug eradication topic comes, a moderator explained how drug eradication projects had been taken actions during the past 50 years. A participant stood up and asked a question. "When the representatives go to a certain area to research the real situation of opium fields, do you personally go there and do the research in the opium field in detail, or get all necessary information from the media and made for the UN report? The moderator said, "I have no authority to answer to this kind of question. However, I will report your question to the higher authority".

The subject of drug abuse is a common enemy of all mankind. Countless of drug users have been brutally persecuted in several countries around the world by mismanagement and seriously

affected in human societies. On the other hand, the drug has been destroyed and killed every age of the people world-widely more than that killed in several conventional wars. In many cases, drug eradication projects become much sensitive and danger, some people become scared of it and distant away. As a matter of fact, this is a benevolent project to save millions of younger generation of the world if there could be created an appropriate strategy through collective management. Gradually, this idea could be motivated to the world by a handful of the beginners and eventually it could turn up into a collective project under International's Management cooperated by all concerned people. Therefore, such conceptual framework must be created in globalization project.

Golden triangle is a vast area to study the drug management. This area is an integral part of the main area that flows drugs, too many directions to the world. As a matter of fact, the result of my personal research is very limited to be useful to the world drug eradication. On the other hand, drug eradication has been world widely attempted for centuries without success except some areas by crop substitution as an example: Coffee substitution project in Doi Chaangvillage, located in the northern part of Thailand in Chiang Rai province. DOI CHAANG Coffees well known as one of the most popular coffees for good taste and fragrance. Moreover, Doi Chaang coffee is guaranteed at top 1 out of 100 percent special Arabica in the world. In the past this mountain has been filled with poppy farms and yet now this area is substituted by coffee plantation and the farmers in this area are assuring that the security of their future life is saved and guaranteed.

The main reason is that this project can be benefited to almost every family in the village as the project is offering sustainable training to the villagers. The number of attendees at Garden Fair in 2015 was 1,200 and last year in 2016 was 2,500. It seems that the sign of this figure will be increased in the future training. In this way, almost all Doi Chaang villagers are members of the project and benefited to almost all villagers as well. No wonder this project is a trust worthy drug substitution project to see as one of the most valuable models for all concerned.

2. Literature Review

2.1 Merchants of Madness

"Merchants of Madness the Methamphetamine Explosion in the Golden Triangle" (Lintner, 2009). This book explained about the willingness of people to sacrifice the well-being of the society and how they are emerging as a new drug lords within the Golden Triangle area. This book is based on extensive research by spending longer time period in the drug Trading area along with the primary data collected from law enforcement officers, intelligence officials as well as the traffickers themselves. The main findings of the books are relating the ineffective anti drug law administration implemented by the military government in Myanmar since 1962 (Lintner and Black, 2009).

2.2 Through Kachin Lenses

Small scale poppy cultivation and use of opium for medicinal and recreational purposes had long been a tradition with rural Kachins especially in remote border areas. But by the mid 1970's, a major shift in opium cultivation and drug use patterns had involved in the Kachin area. Finally, an overwhelming number of Kachins in this area, young and old, male and female, rural and urban, are drug addicted. The United Nations Office on Drugs and Crimes (UNODC) reports that Kachin State has the highest HIV rate among drug users in Southeast Asia. The AIDS epidemic has now reached such crisis levels that it is endangering even lower-risk groups like girls and women. The huge increase in drug use among the younger generation is of special concern. Local sources say about 70% of university students at Myitkyina, capital of Kachin State, are addicted to some kind of drug or the other.

The small town of Washawng, on the opposite bank of the Irrawaddy river from Myitkyina, has an unusually large number of younger generations as young as 14. This is not surprising given

the fact that an estimated 20% of households in the village deal in drugs and some drug addicts could not stand up any longer, crawling on the floor like snails before they die. The ever rising number of drug addicts and the subsequent HIV/AIDS epidemic poses serious health threats to the Kachins. If not addressed effectively in time, the Kachin a minority ethnic group with an estimated population of just over 1.5 million in Burma, could soon become an “endangered species”.

The Burmese military regime is handling the narcotic suppression project supported by the UN in the country. The Kachin society in the Kachin State lead by the leader of KBC Dr. Samson also strongly engages drug eradication project within the Kachin State. On 23 February 2016, a group of 1,400 Christians lead by Dr. Samson, participated by the Kachin mass from all walks of life went to Waingmaw district to destroy poppy farms. When they reached the Chipwi-Sadung junction, the border guard militias violently attacked with guns and grenades, some seriously injured. This was in addition to the teenagers shot and killed, and others injured.

After demonstration and the military’s bloody response in 1988, all schools and universities were closed down. Students were hunted down or at least left idle at home without employment. Hundreds of thousands of students flocked to Myitkyina for gold and to Hpakant for jade mining. The Hpakant population shot up to over a million. These two places had exploded, resulting in an increased heroin trade, gambling, prostitution, venereal diseases and finally, HIV/AIDS in Kachin State become spread more serious than before. In 1992, a group of some 50 prostitutes from Burma were arrested in Ranong in Western Thailand, including other sex workers who were arrested in Thailand were sent back to Burma and they were then handed over to the Burmese authorities. All of them were said to have been HIV positive. The Burmese Army transported them to the Hpakant jade mines (Lahpai Nang-Kai and PangmuShayi, 2016).

2.3 Burma Insurgency and the Politics of Ethnicity

The most radical sign of the CPB’s economic liberalization was its growing toleration of poppy cultivation by local hill farmers. Wa and Kokang sub-states fell under CPB control. Little of the wealth associated with the international narcotics trade has ever reached the farmers of Burma. The real profits are made elsewhere; in the west, by Chinese Chiu Cau syndicates and, to a far lesser extent, by the insurgent army in the Shan State, notably Khun Sa’s Shan United Army. In 1980s, by KhunSa’s own admission, the SUA took control of two-thirds of the cross-border narcotics trade with Thailand. One Joi (1.6 kilos) of raw opium which in the 1980s sold for as little as US\$20 (farmer’s price) in the Shan State, could fetch as much as US\$200, 000.on the streets of New York after refining into pure heroin (Smith, 1991).

3. Methodology

3.1 Design of the Study

Most part of this chapter will explain about the importance of drug kingpins for the directors who run drug eradication project and the figures showing the production of raw opium in the Golden Triangle area. The drug kingpins are responsible to hear all kinds of the blames regarding drug business by receiving huge amounts of money in return.

3.2 Development of the Instrument/Experimental Treatment

It seems that drug kingpins are very important to make handsome money through drug eradication project as they will take all kinds of the blame derive from every direction to make benefit of the whole project under the care of concerned authorities. Thus, the project makers usually create drug kingpins as deemed necessary. Up to this date, there are 3 drug kingpins have been created by the concerned people in the Golden Triangle area.

3.3 Drug Kingpins

Since Gen. Ne Win over through U Nu government in 1962, drug eradication project become the most lucrative business in Burma. There are three persons become famous as drug kingpins in Golden Triangle. They are, Lo Hsing Han, KhunSa and Wei Hsueh-kang who are designated to take action as the shields of the drug eradication project. *LoHsing Han (Law Sit Han)*. Gen. Ne Win tactfully encourages Lo Hsing Han to fight Communist as chief of local militia called *KaKwe Ye (KKY)* in 1967 and started dealing drugs business. By the early of 1970 he became an important figure in the Asian drug trade, particularly in the trafficking of China White heroin.

In August 1973, he became extremely rich along with drug eradication project and later wanted by the DEA, rewarded US\$ two million for his arrest. He was accused by the military rule of treason and arrested and transferred to Rangoon. He was sentenced to death for treason on the grounds of his brief association with the insurgent Shan State Army (SSA). It was all smoothed over agreeing with the junta. He was remained as house arrest, and was freed in 1980 and go freely as the rank of major in Burma Army. In 1991 almost two dozens of new refineries spotted in the north side hills for LoHsing Han.

When the Kokang and Wa insurgent troops mutinied and toppled the Communist leadership in 1989, Myanmar military intelligence chief found in Lo, a useful intermediary in quickly arranging cease-fire agreement and, in return, Lo was given lucrative business opportunities and unofficial permission to run drugs business with impunity along with the mutineers. He wasted no time in rebuilding the drug empire, he loss 15 years ago to KhunSa, a rival *KKY* chief of Loi Maw. No fewer than 17 new heroin refineries were located within a year in Kokang State and adjacent areas.

More importantly, the junta thought, he was resourceful and tremendously qualified to make both legal and illegal business for mutual benefits between himself and junta. His contacts with all the Shan, Kokang and Wa rebel armies helped Myanmar General to conclude a series of ceasefire agreements, and in return the military junta happily re-licensed Lo to resume the opium and heroin trade in opposition to rival drug warlord Khun Sa, who was still fighting the government under the banner of Shan nationalism.

His success came from making a product No. 4 grade China white. It could be injected, not merely smoked, and the effects were longer-lasting. He oversaw every stage in the heroin - making, from paying farmers who grew the poppies on the hilly parts of the Triangle for the transport of raw opium, in huge sacks, on the backs of hundreds of mules treading narrow jungle paths to the markets and refineries on the border with Thailand to shipment overseas. World Company is involved in a number of mega projects such as a Sino-Burma oil and gas pipeline project, a deep sea port at Kyaukpyu, the controversial Myitsone hydro-power plant. Steven Law accompanied Thein Sein during his first official foreign visit to China after inauguration as a civilian president. In 2008 Lo was put on the US Treasury Department's financial sanctions list as part of wider economic sanctions against Myanmar's government. The sanctions were expanded by the family's broader network of companies in 2010.

Lo Hsing Han passed away on July 6, 2013 at the age of 80 and is survived by his wife, four sons, four daughters and 16 grandchildren. *KhunSa (Chang Chi-fu)*. KhunSa was born on 17 February 1934 in HpaHpeung village, in the Loi Maw ward of Mongyai, Burma to an ethnic Shan mother and a Chinese father KhunSa formed his own armed bands. He eventually went on to form his own army of a few hundred men. In the early 1960s, his small private army was even recognized officially as the "Loi Maw KaKwe Ye" (*KKY*), a militia and a home guard unit under the Myanmar army loyal to Gen. Ne Win's Burmese government.

KKY received money, uniforms and weapons from the Burmese government to return to fighting the Shan rebels. In 1966, KhunSa was deputized by the Burmese government as head of the village defense force against the Burmese Communist Party (BCP), which at the time was at full strength and heavily involved in opium cultivation. HkunSa cleverly used government

backing to consolidate his power and beef up the strength of his militia. When KhunSa had expanded his army to 800 men, he stopped cooperating with the Burmese government, took control of large areas in Shan and WA states and expanded into opium production. KhunSa militia eventually grew into the Shan United Army (SUA), also known as the Shan State Army.

KhunSa Took Control of the Golden Triangle Drug Trade. In 1967 KhunSa clashed with the Kuomintang (KMT) leftovers in Shan State after the KMT attempted to control the smuggling routes in the remote area. KhunSa started the Opium War of 1967, which fetched in his defeat. He was arrested by the Rangoon government in 1969. He was untied in 1973 when his second-in-command abducted two Russian doctors and demand his release. He returned to opium smuggling in 1976, and established a base in northern Thailand in the village of Ban Hin Taek. He began supposedly fighting for Shan autonomy against the Burmese government.

The End of KhunSa's Drug Empire. KhunSa's time in power came to an end in January 1996 when a battalion of soldiers in advanced on his stronghold in eastern Burma. Rival drug lords and Wa fighters captured the region to the east. From the northern area of China the southern region of Thailand, At that time Burmese government had finalized a peace agreement with many of Burmese rebellion actions which allowed the Burmese military regime to focus their hard work on KhunSa.

KhunSa's Surrender. In May 1996, KhunSa welcomed the Burmese military with Scottish and formerly surrendered. They exchanged gifts, posed for photographs and addressed each other with well-mannered honorifics. KhunSa told Lt. Gen. Kyaw Ba before a television camera, "If I have done anything wrong in my life, please forgive me" The general said, "We must forgive him because he surrendered and has given us no problem." A formal procedure was later organized in which 4,000 Mong Tai soldiers surrendered .

KhunSa was passed away on 26 October 2007 in Rangoon. He was married to Nan Kyayon (died 1993) whom he had eight children (5 sons and 3 daughters). *Wei Hsueh-Kang.* In the absence of Lo Hsing Han and Khun Sa who have been dedicated as drug kingpins, it becomes extremely important to look for a qualified new drug kingpin in this new era. Finally, this position was filled by Wei Hsueh-kang, assisted by United WaState Army (UWSA) and United WA State Organization (UWSO) to be assured that his powerful action is well above trust worthy for the Burmese government and DEA.

Leaders of the Wa Drug Operation. In the 1990s the Wa drug operation was thought to be under the power of three brothers—Wei Hsueh-Kang, Wei Hsueh-yin and Wei Hsueh-long. The drug business operational as spies for the Kuomintang and as lieutenants for KhunSa. During that span they had occupied major area of the poppy cultivation in Myanmar, and had established refining complexes near to the Myanmar-China border area. (U.S. News and World Report, 1994). The Wei brothers contributed a lot in setting up a relationship with drug purchasers in Hong Kong Taiwan and elsewhere and helped KhunSa. When the Kuomintang left Wa territory the Wei brothers came back to their native soil and established their own drug business there. After the retirement of KhunSa they moved into his region. The Wei brothers also supported financially United Wa State Army, having between 20,000 and 35,000 armed forces. The US has reportedly been offered \$2 million for the arrest of Wei Hsueh-Kang.

WA Drug Operation. Those who visited WA-occupied region in the 1990s described that opium was being grown quite openly uprooted and transported from the Chinese border to the Thai border, encouraging new spaces to cultivate opium and make amphetamines and facilitating more smuggling routes into Thailand. *WaMove from Heroin to Amphetamine.* The Wa proved as flexible to their new atmosphere as to the changes in flavor of Asia's drug users. When Washington recognized the UWSA a narcotic-trafficking group in 2003 with a \$2 million reward on the head of its person in charge, Wei Hsueh-Kang, the Wa had started a change from opium

and heroin to chemicals. The UWSA has three regiments along with the Thai border with over 100, 000 locals living in the region (Reuters, 2007, cited in Lintner and Black, 2009).

4. Personal Findings and Concept

The author was born in 14 households, village surrounded by poppy farms in the northern Shan State and experienced regarding poppy by birth. Not only 3 month old babies and villagers become drug addicts in his village, but also pigs and buffaloes become drug addicts. When a 3 month old baby is crying non stop, the father keeps the baby near him as he is smoking opium for a few minutes, the baby gets the smell of the smoke for a few minutes and then starts kicking and boxing in the air joyfully.

Somehow, a group of pigs goes into the poppy farm and eat poppy plantation, they become drug addicts easily. The owner of the garden mends the fence, and the pigs cannot go into the garden anymore. They don't want to eat anything except poppy plantation. The pigs are crying and running outside of the garden round and round with a variety of voices. Within several days, the pigs become weak and thin. Likewise, when the buffaloes happen to eat poppy plantation, they become drug addict easily. Any person who happen to see the babies, pigs and buffaloes become drug addicts, they look very funny to see and yet it comes to the owner as a heavy blow. An overwhelming number of Kachins in this area, young and old, male and female, rural and urban, are drug addicted. The United Nations Office on Drugs and Crimes (UNODC) reports that Kachin State has the highest HIV rate among drug users in Southeast Asia. The AIDS epidemic has now reached such crisis levels that it is endangering even lower-risk groups like girls and women.

The huge increase in drug use among the younger generation is of special concern. Local sources say about 70% of university students at Myitkyina, capital of Kachin State, are addicted to some kind of drug or the other. The small town of Washawng, on the opposite bank of the Irrawaddy from Myitkyina, has an unusually large number of younger generations as young as 14. The Burmese military regime is handling the narcotic suppression project supported by the UN in the country. The Kachin society in the Kachin State lead by Dr. Samson, the leader of KBC also strongly engages drug eradication project within the Kachin State. On 23 February 2016, a group of 1,400 Christians lead by Dr. Samson, the leader of KBC participated by the Kachin mass from all walks of life went to Waingmaw district to destroy poppy farms. When they reached the Chipwi-Sadung junction, the border guard militias violently attacked with guns and grenades, some seriously injured. This was in addition to the teenager shot and killed, and others injured.

Mostly, the characteristic of drug addicts can be variable depend upon the changing of environment's behavior concerning with the changing of prices and availability of commodities. In the case that a drug addict is facing with the shortage of both finances and commodity in a remote area, there has no other choice he has to go to the closest rehabilitation camp, which runs by local community, NGO or ethnic armed organization to save his life for a period of time. After relieving from drug addiction, most of younger generation joined with ethnic armed groups and train them to become freedom fighters. In the case of the older generation, he has to bear with poverty until someone or one of his relatives come to take care of him.

Therefore, rehabilitation program in a poor country like Myanmar is not much helpful to the drug addicts unless some trustful organizations with a strong financial support back by skilled management under a good cooperation of the government. However, this is the time civil war is going on in Burma. According to the scenario of Burma today, it seems that after the strongest storm passing through under the dark cloud, the situation in such surroundings could be calm down. So that benevolent projects for human society could be taken action. Crop Substitution by Inca Inchi (Sacha Inchi).

According to the result of research in Myanmar, Shan state and Kachinstate, opium plantation is suitable to grow on high land in cold area. Inca Inchi is a seed of a plant that grows in the highlands of Peru. It is a native plant in Peru. The term "Sacha Inchi" refers to the edible seeds

produced by the Inca Inchi plant. This plant is much more than a snack food, they offer a diverse health benefits as these seeds are rich in protein, omega 3,6 and 9, vitamin E and A, fiber etc. Since this plant has a huge of health benefit properties such as controller of cholesterol, weight loss, fight depression, prevents the heart disease, improves brain and bone functions as well as improving the quality of skin and hair and helps in controlling diabetes etc. it can be consumed in whole form for extraction of oil, manufacturer of cosmetics as well as medicines. With the growing popularity and usage of these plants there is a huge demand of its product in Myanmar. Therefore, this paper explores the agricultural business model for Myanmar in order to generate social development.

4.1 Research Questions

- 1) Can Inca Inchi be a perfect substitute product against Opium?
- 2) Can Inca Inchi become a sustainable substitution crop?
- 3) What policy changes are required to promote the value added agriculture in Myanmar?

4.2 Findings

Inca Inchi is a seed of a plant that grows in the cold highlands of Peru. Likewise, Shan State and Kachin State in Myanmar are highlands and have cold weather with similar soil as the native land of Peru to grow Inca Inchi. Compare to Opium and Inca Inchi crops, with nature, the life of opium plantations lasted long 6-8 months as it grows around August and started harvesting around February up in April in each year. Moreover, it has to grow every year from the very beginning. But, the life of Inca Inchi lasted long for 50 years. Unlike other crops, Inca Inchi could be harvested after one year since started plant. Regardless of season, it can go on harvested all year long by adjusting watering and fertilizing in taking care of the plants. No need to invest to grow for new crops up to 50 years and it is a sustainable project for the farmers. Unlike Opium crops, Inca Inchi is a legal project, with free markets and available mostly unskilled man's power to handle the projects at the farm.

4.3 Personal Finding

Bangkok weather is warmer than the northern part of Thailand, where there is suitable to grow opium. Four years ago, the author of this paper planted a few Inca Inchi plants as personal research in Bangkok. He grew the seeds and started bearing flowers in 6 months and the seeds become ripe in one year to harvest the outcome of the seeds. It found that the seeds are as healthy as it grows in the northern parts of Thailand. This testing plant is not aimed as economical purpose.

Figure 1: Fruits of Inca Inchi



4.3.1 Economic crisis

The recent economic crisis showed that the uncertainties related to it had a negative effect on consumer spending; especially on luxury products, including expensive oils such as Incainchi. EU economic forecasts are moderate with an expected 0% growth in 2012 but 1.3% growth in 2013. Swiss economic growth is forecasted at 1.7% in 2013. However, forecasts have been

fluctuating and another downturn may occur, while also the Euro crisis can have a negative impact.

4.3.2 Marketing campaign

New ingredients on the cosmetics market need a big marketing effort in order to catch the attention of the consumer, which the importer/processor needs to be willing to make. Therefore, you need to convince the processor of the uniqueness and opportunities of your product.

4.3.3 Laboratory Tests

In cainchi oil needs further scientific tests before European manufacturers can sell the product. They need to invest in R&D and feasibility studies to determine whether the ingredient has sufficient potential in the market, looking into its functionality, safety and market opportunities.

Increase your opportunities:

- Stay up-to-date on the latest economic forecasts by Eurostat (<http://epp.eurostat.ec.europa.eu>).
- Develop a Technical and Safety Data Sheet, to show your product's properties to potential buyers. Examples can be found at <http://www.earthoil.com>.
- Cooperate with a big European player, to join R&D and marketing efforts.

4.4 Opportunities and bottlenecks

- In the face and body care segment, the share of natural products is expected to reach 15% by then, while four other segments it will remain below 1% (H&PC, 2011). Since the skin care segment is expected to provide the most opportunities for sachainchi, this development is very promising.
- Natural cosmetics products already account for approximately 4% of the Swiss cosmetics market, which is a relatively large share, and is forecasted to reach 10% by 2017 (Kline). This development indicates that prospects for natural ingredients, like sachainchi oil, are positive.

Promote the unique benefits of your product to potential buyers and profit from the predicted growth in natural cosmetics sales (*Inca Inchi Oi*). Sacha inchi (*Plukenetia volubilis*) it's a plant of the Peruvian Amazonia, known by the native people for thousands of years and the preinces and the Incas used it too; the power of it is in the ceramic found in tombs. (Mochica-ChimÚhuacos). The "Porra" or "Mazo" is inspired in the capsule of 04 tops of the fruit.

The first scientific mention was made in 1980, as a result of the analyses of oily and multifaceted content released by the Cornell University in USA. Proving that Inca Inchi Oil Demonstrating that the Inca Inchi Oil has the major content of omega 3 in comparison to other oils of oily seeds. This product has been awarded in Paris and recently in Sweden with the Gold Medal for being the finest oil in the world; and another 2 recognitions for the technological innovation in its extraction.

The Inca Inchi production in Peru is located in the departments of St Martin, Ucayalí, Loreto and Junin, Where it is calculated there exist about thousand farmers dedicated in cultivate Inca Inchi.

5. Conclusion

5.1 The Reality of Drug Eradication Project

The real fact is that, governments of many countries in the world, including the United Nations Organization are seriously planning to eliminate illicit drug from this world by using billions dollar in each year without succeeding. Where are all those huge monies gone? Mostly, the concerned people who use such money without benefit to any society in due course. However, instead of blaming at each other on mismanagement, it becomes more important to study among who are really seriously concerning to save the life of dying people in the world. Hopefully, by using a collective and appropriate methods without blaming to each other alone will able to produce positive results to make benefits for all concerned. The level of this world has been elevated from the Stone Age up to the present level by accepting their mistakes and change to appropriate methods one step after another. In some cases, the result could not bring up by using the best method; probably it can be succeeded by using an appropriate method through collective Human Management. We can presume that drug eradication project have been never used an appropriate method during several centuries in the past.

5.2 Call for Action

In the past, various kinds of Drug eradication projects as well as crop substitution projects have been undertaken by the United Nations Organization, cooperated by many countries in the world for centuries without success. The aim of this paper is not only to accomplish a thesis. More importantly, how as to eliminate illicit drugs from this world and alarm to start the project from what is happening in a tiny corner of the world called Myanmar and gradually to cover world widely. If this project could go on the right tract, the future of the younger generation will able to elevate the standard of their new life with assurance.

This author absolutely believes that, some readers may have the most intrinsic value of opinion to save the life of all mankind in the long run to come. But they kept silence for some reasons in the past. In practice, it is necessary to avoid blaming at each other while cooperating to overcome a combine aim and objectives to avoid more obstacles. By the glory of some people, who have the wisdom of collective human management for the sake of all mankind who are going on living together peacefully in their entire life?

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