

# MANAGEMENT AND PROMOTION OF KNOWLEDGE ON THE CULTIVATION OF ALTERNATIVE MEDICINAL CANNABIS PLANTS AND PRODUCTS OF COMMUNITY ENTERPRISE GROUPS KANCHANABURI

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## **Introduction**

### **Statement and Significance of the Problem**

The current of medical science created a body of knowledge, developed medical innovation for treating patients very efficiently and effectively. Especially the symptoms of the disease being treated with modern medicine according to standards are not positive and does not respond to treatment. Cannot be suppressed/ pain relief or palliative treatment of illness resulting . The concept of development health service system by using medical cannabis which is another method of treatment that makes patients can use the right to treat with hemp-cannabis extract method. Chemical extraction is important substances named Cannabidiol (CBD) and Tetrahydrocannabinol (THC) used in treatment of illnesses because CBD, THC have medicinal properties in the treatment of suppression pain relief. Reduce nausea, vomiting, seizures/spasticity relax/sleep get closer or inhibit the growth of cancer cells Therefore, it is especially suitable for cancer patients' groups. Patients with severe pain patients on the seizure side Parkinson's patients, etc. Causing a trend to demand the use of hemp extracts and cannabis for medical use medical services from patients, academics, government agencies and private sectors increased in line with Research data from academics in higher education on medicinal cannabis is available. A variety of dimensions, interesting issues in academic studies. But according to the Narcotics Act of 1979, section 7 clearly states that Cannabis Kratom is considered a category 5 drug. If anyone consumes, produces, possesses, must receive imprisonment and fine until the year 2019 has the promulgation of the Narcotics Act (No. 7) B.E. 2562 amended the law. To allow people to use cannabis and Kratom for the benefit of can cure diseases and have medical benefits to create stability in the country's medicine and preventing a drug monopoly The agency can take cannabis and Kratom Conduct research and development studies for medical benefits and can be used to treat diseases. under the supervision and supervision of a physician in accordance with the announcement of the Ministry of Public Health on Specify the name of the narcotics of category 5 , B.E. 2563, Article 2 , giving the narcotics of category 5 according to the Narcotics Act of 1979 and the amended version, cannabis ( cannabis), hemp ( hemp) and various substances or substances contained in the cannabis plant, such as resin, oil, which are permitted Produced in the country, not classified as a category 5 narcotic drug, reflecting that the policy of The state aims to promote and support the use of hemp and cannabis. public health services in Thailand properly and appropriately Along with this, it also promotes and supports the agricultural industry in the country. Thailand to cultivate hemp for medicinal purposes, which will bring leading to economic development in public level A community enterprise in a comprehensive system for the use of cannabis for official use physician by the policy and management of the government has opened the region for farmers in the region People, community enterprises, cooperatives, private sectors, government agencies educational institutions can Permission to grow hemp for medical, commercial research studies by bringing various components of Hemp is extracted

and processed into medicines and health products. food, beverages, cosmetics, or products Samut Prai, according to the procedures of the Ministry of Public Health But what must be considered and considered from the state policy guidelines for the use of medicinal cannabis, the policy implementation How to operate for the highest efficiency and effectiveness for all stakeholders in the social sector? government and public sector How does the government approach the management of hemp products business? Because the original conceptual framework of society still has a negative view of cannabis as Narcotics Without careful control and prevention, it may lead to an epidemic of drug problems among young people who use cannabis recreationally, leading to social problems. as with other types of drugs, for this reason

The concept of community enterprise is an important foundation for promoting drive the economy society along with the development of a strong systematic country through Activities to encourage people in the community to jointly manage as partners interests in joint activities from jointly conducting activities to create products, use Community resources are allocated for maximum benefit. with innovation and creativity community local wisdom the community enterprises could operate, integrate systematically linking production with communities, networks, external agencies, and important enterprises The community must be self-reliant as the goal. Focus on the participation of people in the community to create stability, including welfare management public interest and financial status the economy of community enterprises is important Especially the policy to promote hemp cultivation. medical services that the government provides an opportunity for the public sector to jointly set up community enterprises or enterprises Communities can apply for a medical cannabis cultivation license from the Ministry of the Public. Suk and the Narcotics Control Board which is regarded as a good and important opportunity for farmers Cannabis hemp plants can be cultivated in the community, which will lead to increased farmers' income. and can become industrial agriculture in the future. Cannabis Cultivation and groups of patients with diseases that cannot be treated by current doctors or Alternative doctors have access to medical cannabis services. regarded as an important human right in access to medical care according to individual rights and liberties and to improve the quality of managing the public health of Thailand to have diversity in medical treatment, etc.

For Kanchanaburi it can be considered that community enterprises are very keen on joining groups to grow medical cannabis. from the report, there are community enterprises 8 places have reported their intention to grow medical cannabis, with 4 places that have begun operations in both research and development, such as the River Kwai Medicinal Plant Community Enterprise. Westland Herb Community Enterprise Ban Phanom Thuan Herbal Plant Community Enterprise and Gambis Agricultural Innovation Community Enterprise, which is allowed to grow cannabis, including 4 locations, amounting to 87,300 trees.

Therefore, it is very important to study the guidelines Develop community enterprises, cooperatives, or the public sector for cannabis cultivation. to be effective the effectiveness of cannabis cultivation within the legal framework and promote the agricultural industry systematically Enhance the quality of life of cannabis growers for medical and preventive purposes. Ensure that cannabis cultivation does not cause problems with cannabis oversupply or other recreational uses. non-medical Therefore, research studies on the development of medical cannabis are implemented in community enterprises. It is an important knowledge creation for the agricultural sector, the public sector interested in planting. Cannabis and important research also focus on ways to prevent the use of cannabis cultivation. commercial for other recreational purposes non-medical and research the researcher is therefore interested in studying how to make these cannabis grower community enterprises develop both academically. planting technology, marketing, as well as creating accurate knowledge and understanding for the people.

## **Research Question**

1. What factors affect the success of community enterprises that grow plants and alternative medical cannabis products?
2. Guidelines for promoting knowledge about planting and product development for community enterprises that grow cannabis to create efficiency The effectiveness of cannabis cultivation within the legal framework and promote the agricultural industry systematically
3. What is the sustainable approach to income and cannabis marketing?

## **Research Objectives**

1. To study what factors affect the success of community enterprises that grow plants and alternative medical cannabis products.
2. To study the model for the management and promotion of knowledge on the cultivation of plants and alternative medical marijuana products of community enterprises. Kanchanaburi
3. To present ways to create sustainability in terms of income and marketing of cannabis products

## **Scope of the Study**

To conduct research subject research Management and promotion of knowledge on growing plants and alternative medical cannabis products of community enterprises Kanchanaburi Qualitative Research Methodology was used by in-depth interviews. The researcher has defined the scope of research in each step of the research is as follows.

1. The scope of population
  - 1.1 Key Informants: In-depth interviews to study data. Policies to promote cannabis cultivation by selecting a specific (Purpose Selection), which is Representatives of groups involved in the promotion of cannabis cultivation in Thailand from various departments including.
    - 1 ) The government sector consists of the Director-General of the Department of Thai Traditional and Alternative Medicine. Secretary General of the Food and Drug Administration Agricultural Extension Office 2 , Kanchanaburi Province University lecturer / academician number 5 person
    - 2) private sector It consists of 10 entrepreneurs who produce medicines using cannabis as ingredients.
    - 3) Civil society, consisting of those who campaign for the use of cannabis as an alternative medicine, and Health care for 10 people and
  - 1 . 2 Participants in Focus Group meetings, cannabis grower community enterprises in the Kanchanaburi province of 15 cases, all of which are experts who are individuals Knowledge, understanding and direct experience with cannabis cultivation and production
- 2 . Content: study documents and research related to the policy promoting hemp cultivation and the use of cannabis and the Internet, articles, textbooks, or Article by website

## **Significance of the study**

1. Community enterprises gain new knowledge in the use of planting technology. breed selection to contribute to the development of the cultivation and production of medical cannabis. and commercially expand community products
2. Community Enterprise Group bring the knowledge gained, exchange, learn and experience to pass on to the agricultural groups in Kanchanaburi province Able to expand awareness widely in nearby provinces generate knowledge and widespread understanding in all regions.

3. Community enterprises could develop and further research on medical cannabis products. Leading to job creation, career creation, income generation

4. Effects of knowledge promotion Cultivation of alternative medical cannabis plants and products Relevant government and private agencies can use it as information for setting standards and elevating medical cannabis to be an important economic plant at the national level. and strengthening the economy for sustainable competitiveness

### **Definition of term**

In conducting training, the working group conducted a literature review from secondary data in various academic papers. and empirical data in the field in summary, the definitions of terms are:

Cannabis, an alternative medicinal plant, means that cannabis is used as an alternative to treat diseases of modern medicine, Thai traditional medicine, and folk healers in the dimension of alternative medicine. and modern medicine Can be used for medicine, food, beverages, and cosmetics under the conditions of the Narcotics Act No. 7, 2019 and related laws.

Cannabis cultivation and production means farm systems and management. and information technology Including growing all kinds of herbs, organic, soilless, closed greenhouses temperature and light control, and the production of medicinal plants for consumption, distribution, processing, and health care, with a variety of growing methods including.

(1) A closed system (indoor) , which can control the environment, including temperature, light and humidity, resulting in quality cannabis. while minimizing the risk of pest infestation. High productivity in both quantity and quality Able to control the stability of the yield both in terms of important substances and yield. More importantly, can plan planting and harvesting throughout the year. Distillation makes cannabis extracts with cannabidiol (CBD) having a purity of 99% and tetrahydro cannabinoids (delta-9 tetrahydrocannabinol: THC) not exceeding 0.01, obtaining standard cannabis. the most and is a planting system that the global market needs.

(2) greenhouse by growing cannabis indoors, transparent, by controlling the water, fertilizer and weather system by installing LED grow lights that can control the exposure hours of the cannabis plants. so that the tree receives the light intensity and wavelength suitable for each period of growth whether during the development of the bush or the production of flowers to obtain quality medical active ingredients; and

(3) Outdoor by growing cannabis outdoors is the simplest and most natural way to imitate the growth of cannabis in nature.

The production of alternative medicinal cannabis means that the farmers who form a group as a community enterprise apply for permission to grow cannabis according to the correct steps with planning (planning), operation (operation ) and control ( control) for each step and various components. of the roots, stems and leaves of cannabis that are not classified as drugs can be consumed and sold Inflorescence and seed part which are still classified as narcotics must be handed over to government agencies.

### **Review of Related Literature and Study**

This research has compiled and compiled relevant concepts and theories to be used in determining the research framework as follows:

1. National Economic and Social Development Plan No. 13 B.E. 2566-2570) issues of Thai medicinal plants and their extensions

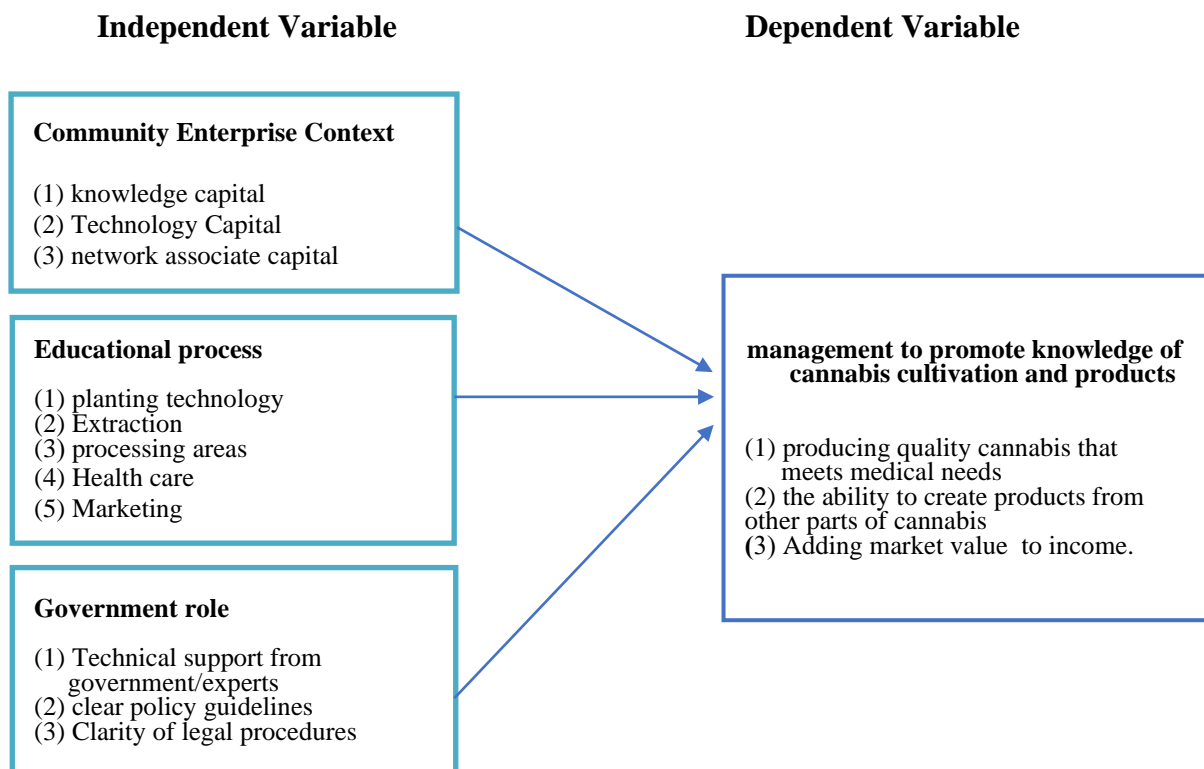
2. The concept of development management theory

3. The concept of the theory of planning into action

4. The concept of perception theory
5. The concept of the theory of participation
6. The concept of management theory
7. Theoretical concepts of human resource management
8. The concept of providing medical and public health services
9. Policy of the Ministry of Public Health Regarding the provision of medical cannabis services B.E. 2565
10. Knowledge of cannabis, medical properties
11. Knowledge of cannabis cultivation technology
12. Laws Related to Cannabis
13. Knowledge of community enterprises
14. Processing of cannabis products
15. Knowledge of marketing and limitations
16. Related Research
17. Conceptual Framework

### Conceptual Framework

From the above literature review the researcher has summarized the conceptual framework as follows.



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