CHAPTER I
INTRODUCTION

"The United Nations has long recognized that the imagination, ideals and energies of young men and women are vital for continuing development of the societies in which they live. AIESEC has contributed to this development by serving as an agent of positive change through education and cultural exchanges to develop a broader understanding of cultural, socioeconomic and business management issues." Kofi Annan, Ex-General Secretary of United Nations (UN)

A. Background

AIESEC is an NGO that was established in 1948. For 70 years since its establishment, this NGO has significant development. On September 2018, AIESEC reported in their Global Annual Report that it had more than 36.000 members worldwide spread in more than 120 countries and territories. In doing their activities, AIESEC collaborates and makes partnership with more than 7,929 organizations in the world, starting from multinational cooperation to small businesses, non-profit organizations to government and also the United Nations. Finally, this fact makes AIESEC to become the largest organization that is organizing and driving youth in the world (Editor).

World politics and international development have undergone a radical transformation mostly because of increasing globalization. A unique characteristic of this transformation is the increasing number and type of stakeholders organized into interest groups or nongovernmental organizations (NGOs). Their influence on public policy at local, national, and global levels and in nearly every aspect of policy-making and international relations has made them dominant actors in the development arena. These non-state actors have even been recognized as having a significant role in the international system.

In this global revolution, NGOs play important role in negotiation, especially in advocacy for human right and peace.

They also play the leading roles in coping with disaster, humanitarian aid and etc. In the *Global Policy Forum on June, 1999,* it explained that NGOs have crucial participation in international system. NGOs contribute in value's ideas and information which can effectively advocate things for a positive change. NGOs also facilitate essential capacities in emergency condition and development efforts. All of those things that are already mentioned generally can lead to increase accountability and legitimation from the global governance.

Furthermore, it can be described that NGOs and community participation grew rapidly after the adoption of the International Covenant on Civil and Political Rights in 1996 and the end of the 1991 Cold War Era. NGOs became a new form of community participation in public relations, which on international level, are based on the personality of international law from individuals and the rights of the people to self-determination, which has expanded the path beyond the decolonization process of the past century to protect the right to democracy.

The growth of NGOs in this world is increasing positively over years. In the 1909, there were 176 NGOs. Then, in the 1993 it increased to 28.900. This number always increases, especially in the early 1990. As an example: the growth number of registered in "north" OECD developing countries were 1.600 in 1980 and became 2.970 in 1993 and the amount of budget that they spent increased from 2,8 billion US$ to 5,7 billion US$ (Chandler, 2004). One of the NGOs that have been developing rapidly in this society is AIESEC.

The focus of AIESEC activity is creating the world peace by the leadership skills that are already possessed by any leaders in this world. In their official press, AIESEC International mentioned that some of the alumni of AIESEC became the leader in the global perspective such as President of Finland 1994-2000 Martti Ahtisaari (The Nobel Peace Prize Recipients in 2008), U.N Undersecretary-General for Humanitarian Affairs and Emergency Relief Coordinator 1992-1994; State-Secretary for Foreign Affairs 1994-1999; President of U.N General Assembly 2005-2006; Swedish Minister of Foreign Affairs 2006

Jan Eliasson, Chancellor of Germany 1982-1998 Helmut Kohl, Poland Minister of Finance 2006; President of Polish Financial Supervision Authority since 2007 Dr Stanislaw Kluza, Croatia Minister of Finance 1997-2000 Borislav Skrego, President of the U.N Conference on Trade and Development 1996-2000 Alexander Erwin and etc.

Martti Ahtisaari is a negotiator and diplomat recognized by the world in order to make the world peace. One of the biggest successes achieved by Ahtisaari is solving the problem of Indonesian's Government and *Gerakan Aceh Merdeka (GAM)* conflict in 2005-2008. And the other one is also Junichuro Koizumi. He is the leader who promoted the world peace through his directs statement, one of the statements in 60th celebration after the end of war in Pacific area: "I am determined not to allow the lessons of that horrible war to erode, and to contribute to the peace and prosperity of the world without ever waging a war". The president, William J. Clinton is also the actor who has belief towards Democratic Peace Theory. Clinton always makes sure that every US's foreign policy brings democratic issues that has mission to peace. In one of his speech, Clinton said: "In the end, the best strategic to ensure our security and to build peace is support the democracy no matter what, because democracy does not fight each other."

In order to achieve world peace, education is one of the factors that can help to make world become better because start from better education, people can get more knowledge and get educated. However, the education system in Thailand still lacking and the quality of education in Thailand still bad. It can be proved by Thailand's educational system is ranked 35th among 40 countries included in the 2014 report entitled "Learning Curve, Lessons in Country, Performance in Education" published by Pearson Education. In the latest Programme for International Student Assessment (PISA) score results in 2016, Thailand is ranked 55th out of 72 countries in the overall results. Also, in maths and science aspect, Thailand is ranked 54th, and 57th for reading from overall countries. (Fernquest, 2017)

To ensure that efforts to achieve world peace are realized, AIESEC pours its vision of peace in its blue print. The vision of AIESEC itself is peace and the fulfillment of humankind's potential. In its practice, AIESEC also instructs its participants to have impact on society. Youth are required to contribute towards Sustainable Development Goals and tackle the issues that you are most passionate about. Therefore, the target of this global volunteer program is developing countries. Young people are sent to volunteer to help and contribute to realizing Sustainable Development Goals. AIESEC also said that their organization ultimate goal is to shape everything we do around what the world needs. And we have committed to creating a youth movement to achieve the 17 Sustainable Development Goals by the year 2030. (Editor, DEVELOP YOURSELF AND THE WORLD, 2018) The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests. (Editor, Sustainable Development Goals, 2019)

Hence the goal toward peace, just, and inclusive society just became one of the focus for the development of the new agenda. Some people might have an argument on how this entity work in implementing this goal to achieve the ideal target in the country that affected by conflict, or on how they can assist the government to rebuild their nation from the impact of the internal or external conflict toward the sustainable national development.

From here we know that actually the programs offered by AIESEC are to help making the world peace since they implement some SDG's points in their program. One of the programs provided and offered by AIESEC in helping to bring

about world peace is Global Volunteer. Global Volunteer is a cross-cultural experience for young people who want to gain personal development and impact on the world (Editor, If we don't change the world, then who will?, t.thn.). Global Volunteer is an opportunity for a young person to develop Leadership Qualities of self-awareness, solution orientation, empowering others and world citizenship while by living a cross-cultural volunteer experience. In the product a young person volunteers abroad on social impact projects that contribute to the Sustainable Development Goals. (Editor, DEVELOP YOURSELF AND THE WORLD, 2018)

In the global volunteer program, youth plays a very important role in realizing world peace because indeed the target for participants is young people who have a high level of leadership who also want to help in realizing world peace. They partner with academic institutions, civil society organizations, private sector and the government to provide young people global volunteer experiences on projects contributing to the SDGs, through which they can develop themselves while impacting local communities and organizations. AIESEC has partnered with the United Nations Volunteers (UNV) program to produce a guide of daily actions and activities that can be carried out to help achieve the Sustainable Development Goals (SDGs) and also UNV and AIESEC launch the Young Person's Guide to 'Changing the World' to help you achieve the SDGs. (Global, 2017) AIESEC also said that their deadline to accomplish the 17 goals is in 2030, which means they still have 11 years to change the world's future. The SDGs are a roadmap to the future we all long for. Right now, many things in the world are messy and unfair, but they don't have to be. "We can change that as long as we do something about it. The intention is not enough. We must ACT." said an activist of AIESEC. (Lainfiesta, 2017) Other programs offered by AIESEC are Global Talent, Global Entrepreneur, and YouthSpeak.

In December 2015, AIESEC's young global leaders and representatives from 126 countries and territories gathered at the United Nations Headquarters to promote and drive youth participation in the implementation of the Global Goals for

Sustainable Development. AIESEC's goal is to engage and develop every young person in the world since this is a milestone for them to achieving its organizational mission and vision of Peace and Fulfillment of Humankind's Potential. (AIESEC, 2015)

B. Research Question

From the phenomena or issue that has been explained on the background, the research question which this undergraduate thesis would like to answer is:

"How did AIESEC (Association Internationale des Etudiants **en Sciences Economiques et Commercialesas) contribute in improving the quality of education in Thailand?"**

C. Research Purposes

This research aimed to identify the contribution of AIESEC by running Sawasdee Thailand Project in rural area of Thailand to improve the quality of education in Thailand.

D. Theoretical Framework

Roles of Non-Governmental Organizations (NGOs)

The role of Non-Governmental Organizations (NGOs) in the realm of global politics in its development has become increasingly significant, especially after the Cold War ended. In the last three decades NGOs have grown in terms of the number, size, and diversity of the issues of concern. The concept of NGO itself has not yet found a definite form and there are still differences in its definition. According to Tujil, NGOs can be defined as independent, non-partisan, non-profit organizations, which aim to improve the quality of those who are marginalized. (Tujil, 1999) NGOs are not part of the government but are elements of civil society that bridge the community with the government by taking concrete actions and are an independent social organization.

The UN defines NGOs as non-profit and voluntary organizations that are organized at the local, national or

international level. Encouraged by the community with common interests, NGOs carry out a variety of services and humanitarian functions, bring people's concerns to the government, monitor policies and encourage political participation at the community level. NGOs provide analysis and expertise as an early warning mechanism and help monitor and implement international agreements. Some of them are organized on specific issues such as human rights, the environment or health.

Meanwhile, Teegen et.al defines NGOs as a non-profit organization that aims to serve particular community interests by focusing on advocacy and or operational efforts towards social, political and economic objectives, including equality, education, health, protection, environment and human rights. (Hildy Teegen)

NGOs are also said to be an organizational manifestation of civil society's interest. Civil society itself is defined as an area of association and action that is independent of the state and market in which the population can organize to achieve goals that are important to them both individually and collectively. Civil society, which also refers to the 'third sector' or 'non-profit' sector, is often used to describe aspects of society that go beyond the public and private sectors. Associations in civil society are voluntary and have characteristics in which individuals unite ideas, needs or common goals to promote collective benefits - that is by taking collective action.

From here we can also identify the role of NGOs. Role is a concept that used to be developed in social science and social psychology to indicate the characteristic patterns of actors who occupy certain positions. This means that each individual, organization, or state as an actor who is given a certain position to act as the action is taken in accordance with the position held. (Aggestam, 1999)

David Lewis explained that the role of NGOs can be defined in three primary role in developing countries : Implementers, catalysts, and partners. (Lewis, 2007) Lewis asserts that these three roles have the potential to occur simultaneously and that they should not be understood as mutually exclusive. Lewis describes the implementer role as one

in which an NGO would secure funds to directly provide specific goods and services. The NGO role as a catalyst attempts to stimulate change at the individual and/or organizational level. In the role of partner, the NGO embarks on collaborative initiatives with governments, the private sector and donors. Indeed, the roles of NGOs have continually become more complex and cannot be defined by one role or another.

As implementers, NGOs typically engage in a variety of development related activities. Lewis posits that, as direct service providers, NGOs deliver services through their own programs on behalf of governments and/or on behalf of donors. More recently, NGOs have provided their services not only to poor communities and individuals but also to other NGOs, government agencies and the private sector. Lewis reviews common critiques of NGOs that take on this role as government or private sector contractors, which may compromise their value-driven motivations and simply replicate the for-profit private sector. On the reverse side, the NGOs may be more able to reach populations that lack government support and can potentially provide a gateway to strengthen government service provision in these areas.

Within the implementer role, Lewis states that what an NGO is implementing, specifically as it relates to existing government services, has the potential to shape how its services and presence are viewed. This can depend on three factors: whether or not the NGO is "supplementing, undermining or replacing public services" (Lewis, 2007, p. 89). Lewis relates these to the topics of accountability and sustainability, stressing that NGOs have significantly different accountability mechanisms depending on their revenue streams, which can also determine their ability to be sustained if their organization is not present. Using a similar framework as Najam, Lewis closes by saying that this role can be defined by whether or not the provision of service is " a 'means' or and 'end' for development NGOs"

To understand the roles of NGOs as catalysts, Lewis discusses the importance of understanding the usage of the word empowerment. He presents the notion of empowerment within a

spectrum that places Freire's more radical understanding of the term with what Lewis describes as a United States specific understanding as "selfimprovement" (p. 90). This is to make a point that understandings of the imbalance of power relationships are central to this role and that there is a widespread disparity in how NGOs may interpret these themes. Lewis talks about two specific ways that NGOs serve as catalysts: empowerment and advocacy. Within empowerment, Lewis divides this into two categories. The first he calls "market based" empowerment, where empowerment comes through economic activity and sometimes political engagement. The second, he would refer to as the "Ghandian" and/or "Freirean" style of empowerment which involves a process of active reflection on one's own and one's societies challenges as they relate to structures of power and poverty and result in some form of collective social action (p. 90-92). Lewis suggests that for NGOs accustomed to implementing service delivery, a shift to the role of a catalyst may be challenging and require a new organizational configuration. This may be related to the fact that more energy turns towards addressing the "structural roots of poverty rather than the symptoms"

Lewis' third role of development NGOs positions them as partners. While this description and activity lacks homogeneity, Lewis suggests that the blossoming of references to partnership seen in development literature in the 90s was in direct response to a deficiency. This role is generally seen as positive and one that has the potential to make better use of resources as well as to improve sustainability and participation. It can also be considered as strengthening civil society and breaking through a commonly "topdown institutional culture".

Partnership can be understood as directly related to the NGO role of implementer, specifically when NGOs are servicing a contract. A strictly contractual, financial partnership can be seen as a privatization of public goods provision and can draw hostility from those who feel that it relinquishes responsibility and distances the accountability between the government and the citizens. Lewis describes his definition of a partnership role as one with multiple strands of connectivity, not simply financial or

contractual. Two different types of partnerships are presented: active and dependent. Active partnerships characteristically include ongoing dialogue and debate about roles and responsibilities. While this type of partnership may include hostility at times, it is one in which the NGO ultimately has a higher level of influence in the decision-making process. Dependent partnerships, as described by Lewis, are typically those that are reliant upon a specific funding source and have less latitude for modification such as a time bound development project. These may be less specific about role designations but will have specific outcome expectations. These two types of partnerships are not static and both are susceptible to change during the course of a partnership depending on contextual factors.

Lewis closes his thoughts on partnerships by stating that motivations for pursuing such a relationship can be complex. Different actors may have fundamentally different reasons for entering into a partnership and so it is important for development NGOs to carefully consider the implications of any partnership. He asserts that successful partnerships include ways in which the collaboration can be monitored and adjusted when needed. The defining characteristic should be that a specific objective could not be otherwise achieved without entering into the partnership.

According to the above understanding, AIESEC is an NGO that take a role as partners. AIESEC take the role of partnership with Thailand's Government but not directly into their governmental such as policymaker and etc. AIESEC in here played as capacity-building work which seeks to develop and strengthen capabilities. Evidenced by AIESEC directly participated in sending young people to be channeled as teaching staff in Thailand in the context of providing education, training and also information. Not only that, AIESEC also provides additional supporting activities in the program to improve education quality with cultural exchange, etc. by take the partnership with a lot of public schools and public universities that sponsored by government. With NGO, countries can function better in the eyes of the public and in the eyes of the international community. That kind of hope then forms a role. So

the role of the actor will depend on the expectations or allegations that arise. Based on this assumption, AIESEC, which is an international NGO engaged in various fields in various countries, has a role in helping to improve education's condition, especially in Thailand through certain efforts.

E. Hypothesis

AIESEC played the role as a *partner* in making partnership with public schools and public universities in Thailand by providing education and training in Thailand especially in educating Thailand society through a program that run in the Global Volunteer named Sawasdee Thailand Project.

F. Methodology

This research is expected to explain the role of AIESEC as capacity-builder in order to improve the quality of education in Thailand. To make sure the objective of this research is well achieved and well understood by the readers, exploratory and explanatory methods were used. The data collection techniques used in this research were document studies done by collecting secondary data, in this case, the information was derived from several relevant published materials such as a AIESEC global annual report, journal, news in the United Nations and also AIESEC International, and its related agencies' websites. Data from another researcher were also collected as the standard of my research objectives.

G. Scope of Research

In understanding this process of this research, this thesis placed focus on seeing the issues in Thailand and the role of AIESEC in the issues by focusing on Sawasdee Project, especially in rural area of Thailand. This research focused on 2009-2019 since the first time this program was conducted for preparing youth to face MEA Community in 2015. However, the purposes of this program changed because it really gave impacts to Thai society, not only for facing MEA Community but for improving their skills in English. Furthermore, to deepen the analysis of this research, the writer used the data from AIESEC

itself since it was the most reliable data as long as the analyzed topics are still relevant to the issue of the thesis.

H. Structure of Writing

This research is divided into five parts. The first is **Chapter I Introduction**, contains the background, the research question, the research purpose, theoretical framework, research arguments, research methodology, and the structure of writing. The next is **Chapter II Dynamic of AIESEC's Development**. This chapter is about the history of AIESEC and how the programs of AIESEC such as Global Volunteer, Global Talent, Global Entrepreneur and also YouthSpeak can exist until now. This chapter also explains the structure of AIESEC in order to help understanding how AIESEC works and defines the role of AIESEC in the next chapter.

The next chapter discusses the condition of Thailand's education. Chapter **III The Condition of Education in Thailand.** This chapter explains about the history of education in Thailand and also the system and curriculum of education applied in Thailand. Then, **Chapter IV The Contribution of AIESEC in Sawasdee Thailand Project.** In this chapter the author describes and explains how AIESEC can reach those missions by conducting the program called Sawasdee Thailand Project. The author explains the definition and purposes of this program, how it works and how it directly gives contribution to Thai society through activities that were held in Sawasdee Thailand Project.

The final chapter of this research is **Chapter V Conclusions,** which is the closing chapter which contains conclusions from the presentation of the following chapters, annexations and bibliography.