

## **"The return of Pachamama: Coca, politics and empowerment in Bolivia"**

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We study the consequences of the violation of the "moral economy" of rural Bolivia, based on coca, caused by the escalation of coca eradication in the 1990s. We show that this led to mass political mobilization and the rise of the MAS political party which captured the presidency in 2005. We estimate that the political reactions was twice as large in places characterized by the Ayllus and other types of traditional institutions of governance of rural Bolivian society which facilitated the mobilization. We then study the consequences of controlling the state after 2005. Using survey data we show that indigenous people significantly increased their expectations of social mobility after 2005. We also present direct evidence of an "empowerment effect" in the form of an increased use by indigenous people of indigenous first names for their children.