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With the contributions of all our hardworking faculties, staff and students, we are now:

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- Communication & Media Studies
- Modern Languages

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Lecture Series

In accordance with the Visiting Lecture Series project of Nagoya University, the Faculty of Engineering at Kasetsart University has organized a Lecture Series in commemoration of the 50th Anniversary of the Department of Civil Engineering. In this regard, Associate Professor Emmaule LELEITO attended and lectured on the topic “Inventive Problem Solving. Approach to Disaster Risk Reduction” in room 9201, 9 Building Engineering. The International Affairs Division, in association with the Department of Physics, organized another lecture by Professor Kazunori ISHIBAHI on the topic “Physics Made Easy: Stellar. Physics as an Example” in room 325 floor 3 Science 45 Anniversary Year Building. Moreover, the Faculty of Humanities organized a lecture by Professor Akiko ITO on the topic “Development of Railroad Network and its Role in the Modernization of Japan” at the conference room 1 floor 3 in the Humanities building. At the end of each lecture, the lecturers summarized and provided information about the short term Japanese Language exchange program of Nagoya University for interested KU students.

The activities help in strengthening academic cooperation and maintaining good relationships between Kasetsart University and our partner.

The Development of French Language Teaching with AUF

On March 18, 2016, Associate Professor Dr. Bancha CHINNASRII, Assistant to the President, welcomed three visiting professors from Nagoya University, which has been an academic partner in cooperation and research with Kasetsart University for 35 years.

On March 30, 2016, the International Affairs Division (IAD), Kasetsart University, warmly welcomed the representatives of the Agence Universitaire de la Francophonie (AUF), an international association of academic institutes that use the French language all over the world:

1) Madame Sophie GOEDEFROIT, Directrice du Bureau Asie-Pacifique (BAP);
2) M. Claude-Emmanuel LEROY, Coordonnateur régional de projets; and
3) M. Trinh Van MINH, Président de la Commission régionale des experts du BAP.

The three AUF representatives discussed possibilities of academic collaboration with the Faculty of Education and the Faculty of Humanities, particularly those concerned with supporting the double-degree program in teaching French as a foreign language and French-language teacher training.

AUF also expressed interest in developing a digital library with the Kasetsart University Library/Learning Center (KULC) and the Faculty of Engineering. The aim of the digital library is not just to provide a French-based science and technology research database, but e-learning and e-conferencing systems will also be available.

Afterwards, the AUF representatives visited the Kasetsart University Library/Learning Center (KULC) to view the buildings and facilities and to meet its administrative team.
On Monday February 15, 2016, a delegation from Harbin Engineering University led by Dr. Ding XUEZHONG, Vice Dean, College of International Cooperative Education, Mr. Li ZHEN, Head of Student Affairs Office and Ms. Yasumin THAISOMBOON visited Associate Professor Dr. Poonpipope KASEMSAP, Acting Vice President for International Relations on February 18, 2016, the Director of the Extension and Training Office, Kasetsart University accompanied staff members of the International Center for Development Communication (ICDC) with the President of PHILARM (Philippine Association of Research Managers, Inc.) to visit the Acting President of Kasetsart University, Dr. Chongrak WACHRINRAT. The purpose of visiting Kasetsart University was to introduce PHILARM, a private, non-profit organization dedicated to the promotion and enhancement of the role of managers in improving and sustaining productivity in research. In the meantime, PHILARM has exclusively invited Kasetsart University to co-host the "1st International Research, Development and Extension (RDE) Management Congress and 26th PHILARM Annual Meeting" which will be organized in April 2016, and they invited the President of Kasetsart University to be the keynote speaker at this conference.

First visit by Bhagwant University, India

The delegation from Bhagwant University including the following
1. Prof. Ram Kumar MATHU
   OIC International Affairs, Department of Mechanical Engineering
2. Assoc. Dr. (Lt.) Rajeev Kumar SINGH
   Dean of Department of Physics
3. Dr. Chandra Mohan RAJORIA
   Assistant Registrar, Department of Geography Professor
4. Mr. Avinash Kumar SINGH
   Student B.Tech Mechanical Engineering
5. Mr. Nitish THAKUR
   Student B.Tech Mechanical Engineering
visited Kasetsart University on Tuesday, 22 March 2016. The purpose of the visit was to explore the possibility of academic cooperation particularly student and staff exchange, and to share experiences and knowledge in the field of engineering and earth sciences between the two universities. The delegates met the representatives from the International Studies Center (ISC), the Faculty of Engineering, and the Faculty of Science, and visited the international dormitory and the main library.

PHILARM delegates visited KU

On February 18, 2016, the Director of the Extension and Training Office, Kasetsart University accompanied staff members of the International Center for Development Communication (ICDC) with the President of PHILARM (Philippine Association of Research Managers, Inc.) to visit the Acting President of Kasetsart University, Dr. Chongrak WACHRINRAT. The purpose of visiting Kasetsart University was to introduce PHILARM, a private, non-profit organization dedicated to the promotion and enhancement of the role of managers in improving and sustaining productivity in research. In the meantime, PHILARM has exclusively invited Kasetsart University to co-host the "1st International Research, Development and Extension (RDE) Management Congress and 26th PHILARM Annual Meeting“ which will be organized in April 2016, and they invited the President of Kasetsart University to be the keynote speaker at this conference.
Since 2004, Kyoto University has been supported by AIEJ in managing student exchange programs, which has led to the annual short-term exchange program with KU. Students from the two universities have enjoyed opportunities to join classes and study tours in agriculture, agribusiness, forestry and culture as well as agricultural technologies. Since 2015, undergraduate students under this program may transfer credits. Functions concerned are the International Affairs Division, Kasetsart University and the Graduate School of Agriculture, Kyoto University.

From February 29–March 12, 2016, Kasetsart University welcomed 19 delegates from Kyoto University including four guest lecturers and fifteen undergraduate students in their first and second year to a short-term student exchange program at Kasetsart University. On March 1, 2016 at 9.00 am, In meeting room no. 9, the delegates attended the opening ceremony with KU administrators and were officially welcomed by the chairman, Asst. Prof. Dr. Buncha CHINNASRI, Acting Assistant to the President.

Kyoto University is an active academic partner of Kasetsart University. In 2000, the two universities began a graduate student exchange program to support research for their theses and dissertations. This program has been extended to Kyoto University International Education Program (KUINEP), and scholarships are made available to KU undergraduate students for the student exchange program.
The theme of the activity this year was "Integrated Agricultural Development for Environmental Friendliness" which included field trips to seven provinces which are Chiang Mai, Ayutthaya, Ratchaburi, Kanchanaburi, Chachoengsao, Nakhon Ratchasima, and Lopburi. The purpose of these trips was to focus on various specific topics such as agriculture, forestry, agribusiness, and culture, allowing both Japanese and Thai students to share their knowledge. It also helped to promote the approach of hands-on learning with different agricultural environments, methods and technologies.

MS. Nichanan ROJANAVANICHKIJ, a former short-term exchange student at Kyoto University, gained more knowledge about forestry and agriculture particularly from the many old and beautiful cities in Japan. She had learned about Japanese culture, traditions, and the Japanese way of life. This time, it was her turn to welcome Japanese students from Kyoto University to Thailand. She said it had been a very good opportunity for her to join this program.

MS. Natcha THIRAMANIT, a third year student from the Faculty of Economics, majoring in Entrepreneurial Economics (International Program), said it was her honour to join the exchange program at Kyoto University in Japan. She has had a memorable experience and a great opportunity to learn many new things, meet new friends and see new culture. Likewise, she was glad to see this opportunity for Japanese exchange students as well. The program also brought Japanese students to study and visit Thailand. She was pleased to say it was a very good opportunity for her to host exchange students and that she would definitely welcome them back.

MS. Khosook CHUMSOOK, another third year student from the Fishery Products dept., the Faculty of Fishery, was also selected to join the exchange program at Kyoto University in Japan. This was her first time she had traveled abroad. "Not just shopping, it’s an experience!" she mentioned. These experiences help me to see the world. When the Japanese exchange program from Kyoto University happened in Thailand, she was willing to represent and attend every program until the final day. "I would like to make it the best unforgettable experience that they will treasure forever", she smiled and said this program has taught many valuable things. I would like to thank Kasetsart University for this opportunity.

MR. Nichika HIROTA, a sophomore student from the Faculty of Agriculture at Kyoto University, came to Thailand for the first time. He said the experience from this program about Thailand’s Agriculture was highly related to his study. He also made friends with Thai students, whom he thought were active and open-minded. They had a chance to learn each other’s language and cultures. This was a very good part to remember.

MR. Yutaro FUJIMOTO, from the Faculty of Forestry at Kyoto University, was interested in learning the Thai language. He had decided to participate in the program because he wished to speak Thai fluently in the near future.

MS. Moe WATANABE, from the Faculty of Engineering at Kyoto University, is interested in the history of Southeast Asia. She loves to learn more about country and the culture. This trip provided great opportunities for her to experience Thai culture. She said that she had made a lot of good Thai friends who were very friendly and helpful, and that it was a great pleasure for her to join this program.

MS. Natcha THIRAMANIT, a third year student from the Faculty of Economics, majoring in Entrepreneurial Economics (International Program), said it was her honour to join the exchange program at Kyoto University in Japan. She has had a memorable experience and a great opportunity to learn many new things, meet new friends and see new culture. Likewise, she was glad to see this opportunity for Japanese exchange students as well. The program also brought Japanese students to study and visit Thailand. She was pleased to say it was a very good opportunity for her to host exchange students and that she would definitely welcome them back.

I would like to thank Kasetsart University for this opportunity.
The 4th AUCFA Conference and Workshop and the 2nd AUCFA Student Seminar and Competition

Between February 4-5, 2016, the Faculty of Agro-Industry at Kasetsart University, Bangkok, Thailand hosted the 4th ASEAN Universities Consortium on Food & Agro-based Engineering and Technology Education (AUCFA) Conference and Workshop and the 2nd AUCFA student Seminar and Competition. In this program, our honorable chairman Associate Professor Dr. Poonpipope KASEMSAP, Acting Vice President for International Relations, jointly presided over the conference and gave a speech at the opening ceremony, which was followed by opening remarks from the Conference Chairman, Assistant Professor Dr. Tanaboon SAJJAANANTAKIJ, Dean of the Faculty of Agro-Industry.

The 4th ASEAN Universities Consortium on Food & Agro-Based Engineering and Technology Education (AUCFA) Conference and Workshop started with a plenary session: 1) ASEAN Economics and Trade Barriers by Dr. Yann L. DUVAL (United Nations ESCAP) and 2) EdPex Education Criteria for Performance Excellence by Associate Professor Dr. Anan MUNGWATTANA (Faculty of Engineering, Kasetsart University).

Participants of a delegation from AUCFA consisting of the deans or the representatives of deans in agro-industries from several universities in ASEAN then visited Thailand Science Park in The National Science and Technology Development Agency, Pathum Thani and the Institute of Food Research and Product Development (IFRPD) at Kasetsart University. The overall visiting programs have been supported and coordinated by the Center for Advanced Studies for Agriculture and Food (CASAF).

AUCFA is a consortium with the primary aim of establishing a mutual recognition agreement with the Agro-Industry Academic Council Association (AIAC) particularly in the South East Asian region. This consortium provides various activities that are beneficial to all members. The activities include information exchange in academic development, student exchange, staff exchange, joint research, student competitions, academic standards development, etc. AUCFA of Southeast Asia aims to promote knowledge management that meets international standards in food and agro-based engineering and technology. At the moment, the members of the consortium are more than 30 institutions from six countries, including Thailand, Indonesia, Malaysia, Vietnam, Cambodia, and the Philippines.

The ASEAN Dean conference on February 5, 2016, consisted of 59 delegates from 38 universities. At this event, there were also a discussion on the various activities of AUCFA in curriculum development and harmonization, student and staff mobility, transfer credits, research and extension, and scientific communication. These activities were undertaken to improve international academic cooperation. Yet another milestone, a Memorandum of Agreement (MoA) signing ceremony was announced as well as welcoming another six new institutions to the AUCFA society.
On February 5, 2016, the 2nd AUCFA Student Seminar and Competition involved 20 teams from various AUCFA member countries with a total number of 65 students. This is a forum for students to demonstrate their capability to create and deliver innovative products and also to promote good relationships between members. The list of winning teams is as follows:

1. First Prize- HAKKO Team from Bogor Agricultural University, Indonesia
2. 1st Runner Up- Agro KMITL Team from King Mongkut’s Institute of Technology Ladkrabang, Thailand
3. 2nd Runner Up- Gutsyr Team from Bogor Agricultural University, Indonesia
4. Best Commercialization- Mate-Bar Team from Bogor Agricultural University, Indonesia
5. Best Innovative Idea- Milky Team from Bogor Agricultural University, Indonesia
6. Best Technology Deployment- RK Team Bogor Agricultural University, Indonesia
7. Best Presentation- Young Innovators Team from University of Jember, Indonesia
Kasettsart University at Bangkhen campus has organized Songkran with religious ceremonies and activities along the Riceberry Road in front of Kasettsart Golden Jubilee Administrative and Information Center. KU lecturers, students and support staff joined and shared a joyful moment to celebrate this special event for the prosperity of the New Year in Thailand. This was also a good opportunity to create warm and cordial relations with others inside and around the institution. On this occasion, His Excellency Mr. Ampol SENANARONG (Privy Councilor) and former Chairman of KU Council honorably presided over the Rod Nam Dum Hua ritual or the traditional Thai water blessings ceremony. Later on, Associate Professor Dr. Viroch IMPITHUKSA, Chairman of KU Council was the chairperson in alms, or the Buddhist alms giving ceremony to 74 monks. Afterwards, he proceeded to plant 3 rare and endangered trees called "Chan Ka Pho" (Vatica diospyroides) with the university administration, staff and students.

The soaking and splashing event 2016 has been so much more fun under the theme "Songkran in the middle of the city, Bustling Bangkhen." This annual Songkran Festival inside the Nontri community was very grand, and there was a delightful atmosphere. Kasettsart University would like to raise public awareness about Thai culture, traditions, and heritage. The formal ceremony began with offering food alms to the monks, a bathing rite for Buddha images, pouring water on the hands of revered elders to express respect, and especially dressing in traditional Thai clothing. In particular, the Songkran Festival in Thailand this year, KU focused and stimulated on awareness about saving water to fight drought and proudly being a role model and demonstrating best practice as an academic institution. Apart from water splashing, which is the best-known symbol of the Songkran Festival, KU also celebrated the festival with many other joyous activities such as the spectacular Floral Float contest, Miss Songkran beauty contest, a selfie/photo contest, and live music performances from Ruamdaokrajui Musical Kasettsart University Music Club. Of course, the highlight of the event was splashing water on each other. This year KU brought more excitement and fun for every participant with a fancy water tunnel located along the way of the Riceberry Road area.

**Why Riceberry Road?** Riceberry Road is the geographical origin of the super-splash Songkran festival at Kasettsart University. It is the idea to promote tourism by naming streets with the rice name and enjoying the festival. For example Khaosan (grain rice) Road is known as a legend of Songkran since 2010 for foreigners.

Riceberry is a new variety of organic rice that has been developed in Thailand by the Rice Science Center of Kasettsart University. Riceberry is a cross-breed of *Hom Mali* (Jasmine 105) rice and *Hom Nil* (Black Fragrant) rice, enriched with vitamins and antioxidants. With KU’s signature, Riceberry has become one of the most popular and high quality organic rice varieties in Thailand. Riceberry has been granted a patent and is now being registered for the protection of new plants.