

THE GAZETTE OF

CHULALONGKORN UNIVERSITY



CU volunteering students visit BangKruay to help flood victims.

P. 3//
How Chula Helps
the Country Get
Over the Flood
Crisis

P. 6//
UN Secretary-General
Visits Chulalongkorn
University Flood
Relief Center

P. 9//
Sasin Students Ring
the Bell at NASDAQ

THE GAZETTE OF
CHULALONGKORN UNIVERSITY
VOLUME 3 ISSUE 2
OCTOBER - DECEMBER 2011

//ADVISORY BOARD//

PRESIDENT

Prof. Pirom Kamolratanakul, M.D.

VICE PRESIDENT

Assoc. Prof. Dr. Sittichai Tudsri, D.D.S., M.D.

Assist. Prof. Dr. M.R. Kalaya Tingsabadh

ASSISTANT TO THE PRESIDENT

Assoc. Prof. Dr. Anongnat Thakoengwit

Assist. Prof. Dr. Rattachat Mongkolnavin

//EDITORIAL BOARD//

EDITOR-IN-CHIEF

Assist. Prof. Dr. Worawan Ongkrutraksa

NEWS EDITORS

Jutapan Siripan

Robert Bruce Halliday

NEWS WRITER

Pornteera Imsuwansakorn

The Gazette of Chulalongkorn University is produced by Chula International Communication Center (CICC). Please send comments and ideas to improve the publication to:

Chula International Communication
Center (CICC)

Chulalongkorn University
254 Phayathai Rd., Pathumwan,
Bangkok, Thailand 10330

TEL: +66 2215 3555 or +66 2611 7500

FAX: +66 2218 3281

E-MAIL: cicc@chula.ac.th

WEBSITE: www.chula.ac.th

www.cicc.chula.ac.th

FACEBOOK: [www.facebook.com/
ChulalongkornUniversity](http://www.facebook.com/ChulalongkornUniversity)

For international relations enquiries,
please contact:

Office of International Affairs

TEL: +66 2218 3331-5

FAX: +66 2216 1299

E-MAIL: int.off@chula.ac.th

WEBSITE: www.inter.chula.ac.th

The Gazette of Chulalongkorn University
can be read online at
[www.chula.ac.th/cuen/cic/press/gazette/
index.htm](http://www.chula.ac.th/cuen/cic/press/gazette/index.htm)

COPYRIGHT 2011 CHULA INTERNATIONAL
COMMUNICATION CENTER (CICC)

// CU HIGHLIGHTS

Chulalongkorn University **Jumps to the Rank of 171st** **Among the World's Best Universities**

According to the 2011/2012 World Best University ranking by QS World University Rankings, Chulalongkorn University has risen 10 places above its position last year and is now ranked at No. 171. When ranked by individual faculty, Chula's Faculty of Arts and Humanities placed at No. 69. Engineering and Technology at No. 104, Life Sciences and Medicine at No. 78, Natural Sciences at No. 138, and Social Sciences and Management at No. 68. Altogether six indicators are used to determine the ranking of a university, with academic peer review counting for 40 percent, recruiter review for 10 percent, faculty student ratio for 20 percent, citations per faculty for 20 percent, number of foreign instructors for 5 percent, and international students for 5 percent. The Asian universities that placed highest in the ranking, and that number among the top 50 in the world, are the University of Hong Kong at No. 22, the University of Tokyo at No. 25, and the National University of Singapore at No. 28.



Chula Spirit

How Chula Helps the Country Get Over the Flood Crisis

The central part of Thailand including the capital city, Bangkok, has been experiencing an ongoing crisis in the form of one of the worst floods in the country's history. For more than two months, people have had to live away from their evacuated homes and locate safe and dry places to stay. With both clean water and electricity unavailable in some areas and food and other necessities difficult to obtain, many have had to struggle to survive from day to day.

Chulalongkorn University, led by Prof. Piroon Kamolratanakul, M.D., the President, has organized students, faculty members and staff from all units and departments to help the country through this crisis. He established a war room where, since mid-October, meetings have been held with the administrative board and the key faculty members from various fields including Environmental Science, Water Resources Engineering, Architecture, Landscape Engineering, Medicine, Nursing, Psychology, Pharmaceutical Science, Communications Arts, Veterinary Science, and more to brainstorm and find solutions to pressing problems. His objective has been to find ways to deal with the flooding, systematically assist people affected by it, and devise a sustainable strategy for preventing such catastrophes in the future.



01



02



03



04

War room meetings have been held every day, including weekends, beginning at 8 a.m. in Meeting Room 1, at the Office of Student Affairs. The result has been a three-phase plan for attaining these goals:

Phase I: Pre-flood preparation

This phase includes working out guidelines for sustainably protecting and resolving problems related to flooding, setting up a "Chula Flood Relief Committee" and preparing a system for crisis communication flow during the flood crisis.

Phase II: Management during flood crisis

During this phase, the working committee gathered information from various sources such as academics, field volunteers, government agencies and relevant members of the private sector to identify the key problem areas that the university has to address. The analysis of this data showed that the key issues faced by flood victims have been connected with basic necessities, health and safety, transportation, flood information, communication, pets and farm animals.

CFRC & Figure

When putting all these issues into perspective, the committee came up with solutions to help minimize the harmful effects of the flood, such as...

Basic Necessities



- Setting up shelters for **3,000** affected CU students, staff and the general public



- Cooking and distributing **1,309,218** meals for flood victims



- Producing and distributing
 - **4,000** sets of solid fuel for cooking
 - **5,773** packs of ready-to-eat rice
 - **40,000** relief bags of necessities

Prevention & Treatment of Flood - Related Diseases



- Producing and distributing
 - **200,000** cases of immersion foot treatment medication
 - **50,000** bottles of mosquito repellent
 - **2,000** bottles of Nano Anti-Bacterial spray
 - **19,000** bottles of fluoride mouthwash
 - **3,000** water purification kits
 - **1,000** copper blades for removing leeches from the body



- Setting up a mobile medical care unit
- Building and distributing **9,400** mobile toilets for the flood victims

Pet Care

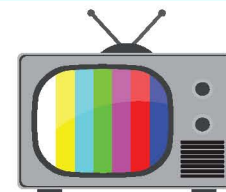


- Providing care for **500** pets at Chula Pet Care center and the Man Sri Pet Care center

Prevention of Flood- Related Accidents

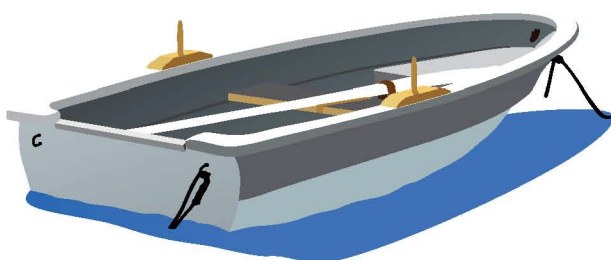
- Producing and distributing
 - **2,500** electrical current leakage sensors
 - **1,000** life jackets made from used plastic bottles

Communications



- Thai PBS-Chula News Center
- CU Integrated Media & PR tools
- Content Management

Transportation



- Building and distributing
 - **100** rafts made from paint buckets
 - **30** fiber boats

Information for Flood Assessment

- ThaiCrisis Planner and Report Software
- Flood Risk Evaluation System for Thailand (Flood_REST)



01-02 Prof. Pirom Kamolratanakul, M.D., CU President, leads the meetings at a war room where the administrative board, the key faculty members and student representatives brainstormed to find solutions for flood crisis.

03-04 A Chula flood relief shelter

05-06 Volunteering students visit the affected areas to help the flood victims.

07 Pharmacy students help make "Immersion Foot Treatment Cream" for the flood victims to treat flood-related fungal disorders.

08 CU personnel cook rice and food to distribute to the flood victims.

09 Volunteers make "Mobile Toilets" for the flood victims.

10 A CU staff demonstrates the use of an "Electrical Current Leakage Sensor", one of the innovations from Chula Flood Relief Campaign (CFRC)

11 Veterinary students volunteer to take care of the flood victims' pets at Chula pet care center.



Phase III: Post-Flood Recovery, Sustainable Measures for Protecting Against and Preventing Flooding

The committee together with different faculties and members of colleges and institutes, help plan recovery activities, which are divided into four clusters, including Community Development, Climate Change, Social Education and Human Development and Health.

The working team also suggests ways to sustainably protect against and prevent flooding. These are divided into short-term, medium-term, and long-term measures. The short-term measures include preventive and protective methods to be implemented before and during the flood.

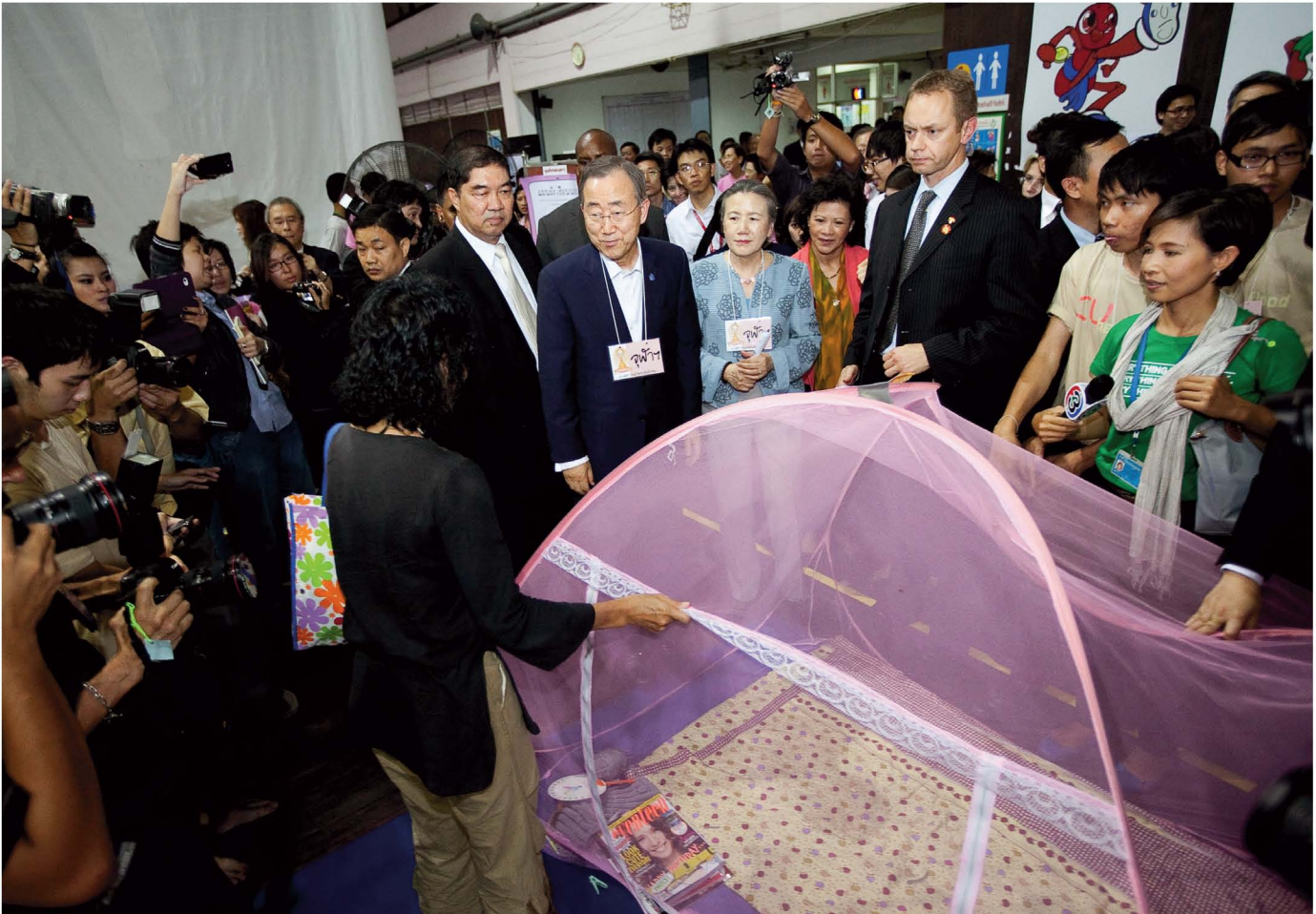
The pre-flood prevention methods are of two types, one involving construction and the other not. The measures not including construction include an alarm system, evacuation plan, distribution plan for necessities, workshops for the high-risk area residents and the "one area, one rescue team" concept. Those for which construction activities are required include the building of a City Ring to control flooding, and

creation of more detention basins (Kaem Ling) and the expansion of catchment and porous areas.

During flooding, it is suggested that organizations or communities set up relief centers and shelters. Regional donation and coordination centers are also needed. These projects require efficient communications to ensure that the public gets useful information. In addition, flood victims should be provided with assistance as quickly as possible and receive both direct and indirect compensation for their losses.

The medium-term measures involve restoring affected areas and helping them to recover. Here the university emphasizes providing victims with information on post-flood recovery collated from ideas presented by Chula-based academics and experts in various relevant fields. The long-term measures suggested by the working team include the setting up of Water Management Center to formulate effective strategies for water management and flood prevention. The team also suggests that there should be a system of integrated resources management to oversee the use of natural resources and improve the quality of people's lives.

The UN Secretary-General and his team visit residents at the Chula flood relief shelter.



UN Secretary-General Visits Chulalongkorn University Flood Relief Center



Prof. Charas Suwanwela, MD, the chairperson of CU council (right) greets UN Secretary - General Ban Ki - moon (left) and his wife upon their arrival at the university.

November 16, 2011, Mr. Ban Ki-moon, Secretary-General of the United Nations, visited the Chulalongkorn University Flood Relief Center. Mr. Ban was welcomed by Chulalongkorn University President Prof. Pirom Kamolratanakul, M.D., faculty members, and university staff and students. Prof. Pirom delivered a brief statement on the operation of the Relief Center to inform Mr. Ban Ki-moon and his group.

Chulalongkorn University was integrated its academic knowhow as well as physical and human resources to create a holistic operation for its Flood Relief Center and the care of flood victims there. The center provides

comprehensive welfare service for all flood victims under its care, including physical and mental health care as well as services to promote physical and social well-being.

For physical and mental well-being, the center provides comprehensive diagnosis, treatment, and prevention of disease, illness, and injury by qualified practitioners—doctors, dentists, pharmacists, and nurses from Chulalongkorn University. Intellectual and social programs such as career training, entertainment, sports, and music are also offered on a daily basis. Currently, the Chulalongkorn University Flood Relief Center accommodates approximately 500 flood victims from the general public and

01 Prof. Pirom Kamolratanakul, M.D., delivers a brief statement explaining the operation of the Chula Flood Relief Campaign to Mr. Ban Ki-moon and his group.

02 The UN Secretary-General and the CU president look at the exhibition of flood relief innovations presented by CU students.

03 The UN Secretary-General tries on a life jacket made for flood victims by CU volunteers.

04 The UN Secretary-General greets a resident of the Chula flood relief shelter.

05 The UN Secretary-General greets the Students Government of CU (SG-CU) team who led all activities to assist flood victims.

06 The UN Secretary-General speaks to CU members and residents at the Chula flood relief shelter.

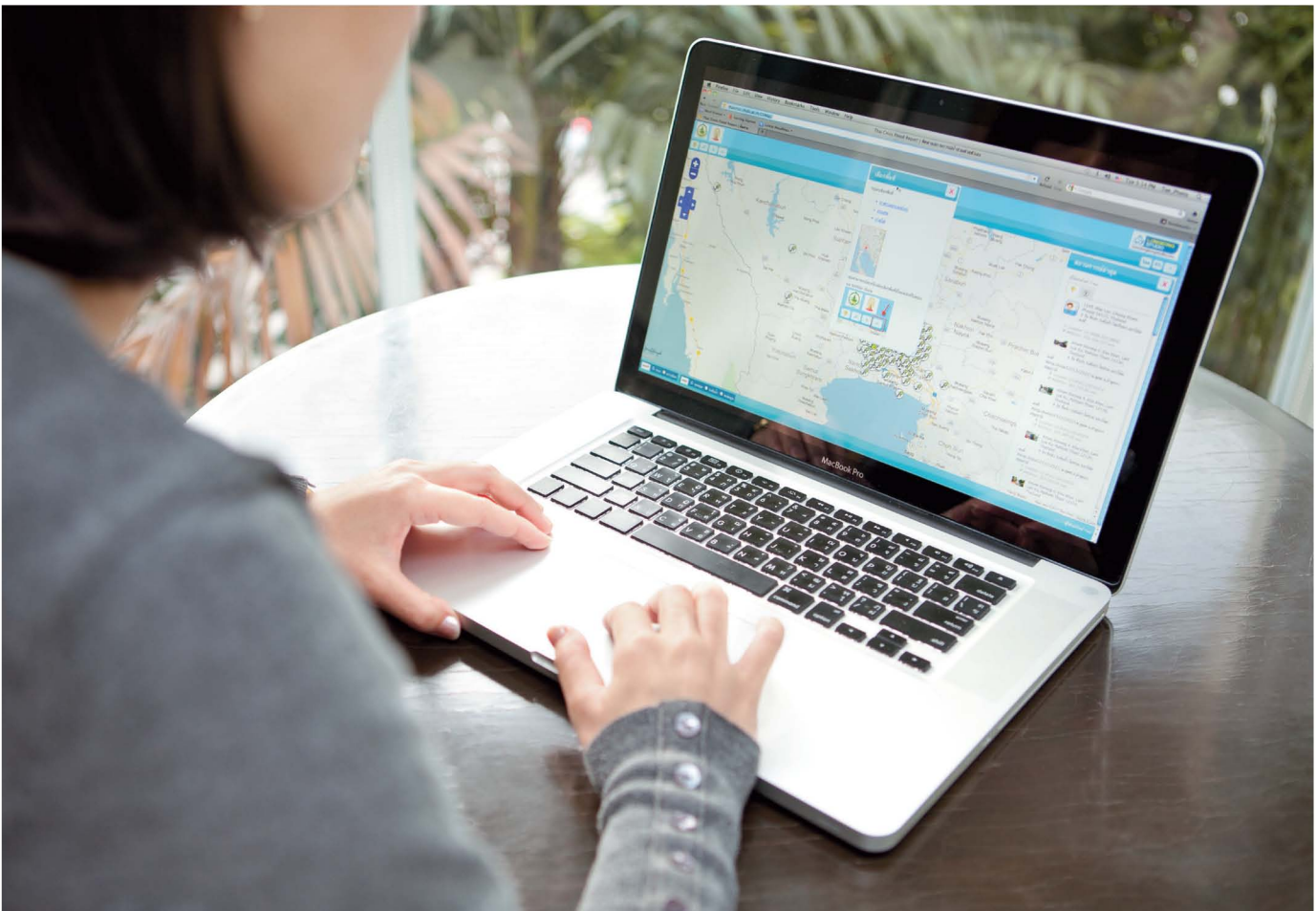


more than 2,500 university staff and students who are affected by the flood. In addition, the center provides a separate shelter for animals under surveillance by veterinarians.

The Flood Relief Center at Chulalongkorn University provides needed assistance to the victims of this disaster as well as an excellent learning opportunity for student volunteers. This real-life experience helps develop their public-mindedness and sense of social responsibility. As graduates, they will be knowledgeable contributors to society who know how to use their capabilities to bring about the sustainable development of the country.

The spirit and energy of the Student Government of Chulalongkorn University (SGCU) have been a major force behind the success of the Chula Flood Relief Campaign.

CU and ICT Ministry Collaborate on “ThaiCrisis Planner and Reporter Project”



Chulalongkorn University and the Ministry of Information and Communication Technology have collaborated on a project to develop ThaiCrisis Planner and Reporter software to help monitor natural disasters and support reconstruction work.

Preceding this collaboration was the self-risk assessment program called Flood_REST, which a team of experts from Chulalongkorn University had developed. The new collaborative project will expand on Flood_REST and create a ThaiCrisis Planner and Reporter, which will help the public to manage their lives better during the flooding. The Crisis Planner will help users to better evaluate their overall situation during the flooding and manage their lives, while the Crisis Reporter will help the public to

effectively track the flood and water level via information from social media reporting and official sources. The team of experts from Chulalongkorn University will also continue to develop this software after the current flooding has passed and integrate the data into the Ministry of ICT's database to extend its usefulness.

The Crisis website also partners with other sites such as Longdo Map, ThaiFlood and Floodhelps to integrate information from available sources, including **websites and social media**. All information will be published on www.floodthailand.net.

For more information on the project, please contact Assoc. Prof. Phisan Santitamnont at +66 2218 6651-64 ext. 318.

The Crisis Planner will help users to better evaluate their overall situation during the flooding

August 26, 2011, MBA students from Sasin Graduate Institute of Business Administration of Chulalongkorn University rang the NASDAQ Closing Bell. The event became a historic NASDAQ closing.

The bell-ringing privilege for Sasin was part of the first prize in the Stu Clark Investment Competition 2011 (organized by The Asper School of Business, University of Manitoba in Winnipeg, Canada). The Sasin team developed a business plan to produce and market a new variety of high-antioxidant rice. It was cross-bred from the world famous Thai jasmine rice and Thai black rice, coupling the renowned taste of the former with the nutritional values of the latter.



Sasin Students Become the First Thai Students to Ring the Bell at NASDAQ



For the Sasin students, this is not just another business school exercise. They are well on their way to realizing their business enterprise. Their company, Siam Organic, has already been founded. Their brand name, Jaspberry™, already created. Their market research in key US cities has also already been completed.

Pornthida Wongphatharakul, Siam Organic's Business Development Director, stated that, "Our market research became a crucial factor in getting the attention of some top US retailers and food brokers".

The Sasin Graduate Institute of Business Administration of Chulalongkorn University was founded almost 30 years ago as an autonomous entity within the university. Created initially in conjunction with Wharton and Kellogg, Sasin has evolved into a world-class business school. Sasin is one of a handful of such institutions in Southeast Asia accredited by both AACSB and EQUIS. Sasin's pioneering program structure has become a model for business programs around the world. Its programs are anchored by a core full-time faculty, and draw on leading visiting professors from around the world.

// AWARDS & HONORS

Sasin Professor Receives Best HRM Professor Award

Associate Professor Dr. Siriyupa Roongrerngsuke, the Head of Sasin's Human Resources Management program, has been presented with the "Best Professor in HRM" award by CMO Asia. Only one HR professor in Asia receives this award each year.

CMO Asia and its Asia's Best Business School Awards are run and managed virtually

on a non-profit basis by professionals who have both full-time jobs and a strong personal passion for community improvement. The organization is dedicated to promoting the exchange of knowledge at a high level through leadership and networking activities among senior CMOs and brand decision-makers across industry segments.

Assoc. Prof. Dr. Siriyupa received the award on July 22, 2011 at Suntec Building in Singapore. In attendance were senior administrators from top educational institutions in many countries including Singapore, Malaysia, India, Pakistan, the Philippines, Korea, Japan, China, Bahrain, Kuwait, Saudi Arabia, Hong Kong, Sri Lanka, and Nepal as well as HR heads from various organizations.



Life @ CU

“What have you contributed to help our fellow Thais who are affected by the flooding?”



Name: Private First Class Maitree Promsupa
Occupation: Soldier

“I have been working at Chulalongkorn University for more than a month now. The military assigned us soldiers to protect and help Thai citizens who are victims of the current flooding. Each day we go to different flooded areas to give food and other necessities.”



Name: Mr. Anan Promdirek
Occupation: Third-year student at the Faculty of Arts, Chulalongkorn University

“I think it has been almost a month since I started to help the Chula Flood Relief Center provide food and other essentials to flood victims. This year’s flooding is considered to be a national disaster. There is nothing much that we can do about what has already happened. The only thing we can do now is to work together and help each other get through this tragedy.” (Mr. Promdirek’s house is located in a flooded area.)



Name: Mrs. Pannee Sasom
Occupation: Chulalongkorn University Personnel

“I have been working with the Chula Flood Relief Center since October 25. I’ve been living away from my home for a while now. Our normal daily routine at the Flood Relief Center is to wake up around 4 in the morning to make food and send it to flooded areas. Then, from noon through late evening, we start preparing the dry food and other items for the volunteers to pack. At the end of each day, all of the staff are very exhausted, but when we see the smiles on people’s faces when they received our help, it gives us the energy we need to keep working.”



Name: Mr. Vasudhorn Piyaromna
Occupation: Third-year student at the Faculty of Communication Arts, Chulalongkorn University

“I’ve been working as a volunteer at the Chula Flood Relief Center for several days. I work there with the volunteer registrations and information center. Each day a huge number of people register to help pack the aid package. We all know that this year’s floods have caused the loss of a great amount of property. But Thais have to look on the bright side and recognize that for most people it was their property that they lost, not their lives. We should not give up because there is always light at the end of the dark tunnel.”

// AWARDS & HONORS

CU Athletes Bag Medals from the 26th World University Games

Chulalongkorn representatives have won two gold medals, one silver medal and six bronze medals at the 26th World University Games, also known as Summer Universiade held between 12 and 23 August in the Southern Chinese city of Shenzhen.

The first of the gold and bronze medals were awarded to Mr. Sampanyu Awahingsarn, an undergraduate student at the Faculty of Sports Science, who won them in the Single Male Badminton and Mixed Team Badminton events. The second gold and the silver medal were awarded to Ms. Thanaya Phrugsakorn, an undergraduate in the Faculty of Engineering, for her performance in marksmanship competitions using short-range pistols in the 25 and 10-meter categories.

The winners of the other five medals are listed as follows: Ms. Savitree Amithpai from the Faculty of Commerce and Accountancy won three bronze medals in Female Team, Single, and Mixed Team Badminton events. Mr. Prinyawat Thongnum from the Faculty of Political Science and Ms. Chanida Junrathanamane from the Graduate School won the remaining two bronze medals in the Mixed Team Badminton category.



Photo courtesy of www.sz2011.org

// NEWS & EVENTS

CU's Neighboring Country Scholarships

August 23, 2011, Professor Pirom Kamolratanakul, the President of Chulalongkorn University, hosted a welcoming party at Chula Narumit for 35 international students who have been awarded Neighboring Country Scholarships. All of these students will be attending Chulalongkorn University for graduate study.

The Neighboring Country Scholarship program gave outstanding students from nearby countries like Laos, Vietnam, Myanmar and Cambodia the opportunity to study at front-rank Thai universities like Chulalongkorn. Professor Pirom welcomed the students warmly with a speech and souvenirs.



// CAMPUS & COMMUNITIES

Chula Students Win at the SIFE Thailand National Exposition 2011

Chula SIFE was the winner at the community project competition at the SIFE Thailand National Exposition 2011 held on 27 - 29 July 2011 at Mahidol University International College, Salaya Campus. As a result, they represented Thailand at the SIFE World Cup 2011, held in Kuala Lumpur, Malaysia, in October. The winners at that event were from the University of Regensburg in Germany.

Chula SIFE (Students in Free Enterprise) was founded in 2005 with the objective of helping to develop sustainable communities through the application of knowledge acquired both inside and outside of the classroom. Various projects were conceived that draw on students' business, economics, accounting, and entrepreneurial skills, taking into account local social and environmental factors.



Three different projects which are Soil Booster, Amazing Koh Kret, and Cost Board were set up. All have been initiated by the students, but local people will be able to continue and develop them. The projects can serve as models for other communities throughout the country to adapt and implement.

Happy New Year 2012

We wish you a joyful Holiday Season and
a Happy and Prosperous New Year!



Chulalongkorn University



Chulalongkorn University
จุฬาลงกรณ์มหาวิทยาลัย
Pillar of the Kingdom

Chula International Communication Center (CICC)
Chulalongkorn University
254 Phayathai Rd., Pathumwan,
Bangkok, Thailand 10330

