

## **Chulalongkorn University shows some social responsibility**

By The Nation: Posted 2011-03-21 06:33:50

**The country's oldest university is preparing to celebrate its 100th anniversary with a better management system. Chulalongkorn University was established in 1916 in Bangkok's Pathumwan area.**

CU vice-president Dr Jiruth Sriratanaban disclosed that the university is adjusting itself in line with the Thailand Quality Award (TQA) concept under a 2008 - 2012 Implementation Plan. TQA calls for the excellence in all aspects.

He said the plan had four goals: To ensure CU will be one of the world's leading higher-educational institutes, that it will be a wisdom source for Thailand, that it will have efficient, streamlined management, and that it will be a good home for good and capable people.

As parts of the management-system improvement, CU has put all its technicians under one same unit to order to facilitate technical services at all of its faculties. Previously, when technicians worked for each faculty, they did not provide services to other faculties even when such resources could be shared.

"We have also set up a Strategic Planning Office responsible for the TQA work," Jiruth said.

CU has also embraced University Social Responsibility (USR). Presently, it has an aerobics yard for public use at Samyan Market and a green park in the heart of Siam Square.

The space could generate huge income if rented. "However, we think about the benefits of neighbouring communities and Bangkok residents," Jiruth said.