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A Sonnet Addressed to HRH Princess Maha Chakri Sirindhorn, Crown Princess of the Kingdom of Thailand

Simplicity and scholarship enshrine Your life
Innovation marks the essence of Your thinking
Resilience inspires Your work for Your people
Inspiration is what You so generously give to us
Naturalness in Your style befriends multitudes
Devotion to Our King’s Projects is the blessing of Your life
Honor is the code You adopt in Your behavior
Obedience to Your parents is exemplary to Thai youth
Rational wisdom is what we perceive in Your scholarship
Nobility in living is the reward of your living
Princess Sirindhorn, devotee to the Triple Jeweled Crown
Merit and serenity are blessings we invoke for Your life
History decorates this Your sixtieth birthday with love of Your people
Whose aspirations and greetings accolade You at Success' steeple

(Dedicated to HRH Princess Maha Chakri Sirindhorn, the Crown Princess of Thailand on the auspicious occasion of Her 60th Birthday, April 2, 2015 by Ajarn Glen Chatelier, Director, The Office of International Affairs, Assumption University)
Four Decades of Blessing Relationships  
Between HRH The Princess and Assumption University  

Her Royal Higness Princess Maha Chakri Sirindhorn was born on April 2, 1955 to His Majesty King Bhumibol Adulyadej and Her Majesty Queen Sirikit of Thailand. This year in April marks her 60th birthday cycle. Assumption University joins the rest of the nation wishing Her Royal Highness the Princess excellent health, long life, and happiness.

On this auspicious occasion, ABAC Today would like to reflect on our blessing relationship with the Princess since early establishment of Assumption University, then called ABAC, and since 1990 to present the Princess has graciously visited AU seven times on different occasions:

- Nov 7, 1990 The Princess presided over the inauguration of the Coronation Hall, Hua Mak campus
- Jan 19, 1995 The Princess presided over the inauguration of the Queen Tower, Hua Mak campus
- Sep 20, 1995 The Princess joined Queen Fabiola of Belgium on the Conferral of Doctor Honoris Causa
- Oct 18, 1998 The Princess and Queen Fabiola of Belgium visited Hua Mak campus
- Jun 27, 2002 The Princess inaugurated the Cathedral of Learning building, Suvarnabhumi campus
- Aug 20, 2004 The Princess presided over the inauguration of Srisakdi Charmonman IT Center
- Dec 7, 2010 The Princess presided over the inauguration of the Montfort del Rosario School of Architecture and Design and the Albert Laurence School of Communication Arts and 40th anniversary of AU
- Mar 29, 2011 The Princess opened the 5th Thai-U.S. Roundtable Meeting at Assumption University,
THE SCHOLAR PRINCESS: LIKE FATHER LIKE DAUGHTER

The Time magazine once named, His Majesty King Bhumibol Adulyadej, the present king of Thailand, “Mr. Know All” on its front cover. Today, on the 5th Cycle of HRH the Princess, Thai people and the world are clearly convinced that the Princess has closely followed her Father footsteps: HRH is a true scholar in many fields.

We will highlight just a few areas which are perhaps less known to the public.

According to the Thai professor, Assoc. Prof. Dr. Khunying Sumontha Promboon, who has been providing academic services to the Princess for many years, HRH is not only a prominent scholar in liberal arts (she can speak several languages), history and social science; she is also keen in natural sciences, nutrition, nature study as well as music, artistry, and more. Better still; the Princess is great in perusing different fields for deeper understanding. Like HM the King, the Princess always carries a note book and a pencil and pen and Her Royal Highness takes notes anytime, anywhere. Her thirst for knowledge is demonstrated through her request to visit museums wherever she goes (Dichan magazine, April 2015, pp.173-174).

Another scholar, Prof. Dr. Pairach Thajchayapong (ibid pp.178-182) with over 20 years of services to the Princess mentioned HRH The Princess contributions to, three specific projects: DESY, Lindau, and CERN.

All these are science and technology projects, the first two in Germany and the last on the border of Switzerland and France. With keen interest, the Princess visited DESY in 2002 and 2011 then in 2012. The DESY director came to meet the Princess in Thailand and offered 4 scholarships each year for Thai students to attend 8-week trainings at DESY where HRH helps select 3 physics and 1 computer student every year.

Later, from reading a German magazine about Lindau, the Princess asked Dr. Pairach to find out why there were no Thais at this annual conference for Nobel Laureate speakers and 50-60 young scientists. Eventually after some connections, they learned about the Princess’ expertise. Thai youth, selected by the Princess, were invited every year since then.

In 2013, Singapore imitated Lindau launching GYSS by inviting international prize winners in mathematics, computer science, and engineering. GYSS invites Thai students, selected by the Princess, to join every year.

The Princess’ continued engagement in science has also led to an active involvement in CERN a biggest physic laboratory in the world established in 1954. The Princess visited CERN four times and during her 3rd visit an MOU was signed for Thai scholars and students to join summer courses each year.

LONG LIVE HER ROYAL HIGHNESS PRINCESS MAHA CHAKRI SIRINDHORN!
Ansgar University visited Assumption University

A group of 12 students and Prof. Dr. Viggo from Ansgar University College in Kristiansand, Norway explored South East Asia on a study program and visited Assumption University on March 3, 2015 at Suvarnabhumi campus. The visitors were welcomed by the Director of the Office of International Affairs.

President of the University of the Incarnate Word visited AU

Dr. Louis Agnese visited Assumption University to discuss and generate additional collaborative initiatives between both institutions. Dr. Louis was well received by Rev. Bro. Dr. Bancha Saenghiran, Rector Magnificus and Mr. Glen Chatelier, Director, Office of International Affairs on March 10, 2015.

Laurels for the Cardinal

Rev. Brother Dr. Bancha Saenghiran, f.s.g., Rector Magnificus, Rev. Brother Dr. Prathip Martin Komolmas, f.s.g., Rector Emeritus, Rev. Brother Dr. Amnuay Yoonprayong, University Vice Rector for Moral Development Education and Dr. Krisana Kitcharoen, Assistant Rector recently visited His Eminence Kriengsak Cardinal Francis Xavier Kovithavanij to congratulate him on behalf of Assumption University, on his being consecrated as the second Cardinal of Thailand on February 14, 2015 by His Holiness Pope Francis.
University Highlighted Activities

Induction program for New Students

Office of the University Registrar conducted an INDUCTION PROGRAM which is a general orientation for freshmen students in the first semester, academic year 2015 on March 21, 2015 at John Paul II Sports Center, Suvarnabhumi campus.

International Night 2015

Assumption University International Students Community (AUISC) organized the International Night 2015 to promote and showcase cultural identities of 80 plus nationalities of international students at AU, and to strengthen unity and connectivity among student groups. Students attended in their national attire, performed cultural dances on stage and sold national products in booths. Rev. Bro. Dr. Bancha Saenghiran Rector Magnificus, Rev. Bro. Dr. Amnuay Yoonprayong, Vice Rector for Moral Development Education, Dr. V indhai Coc racul, Vice Rector for Student Affairs, faculty, and students attended the event on March 30, 2015 at the Cathedral of Learning Suvarnabhumi campus.
ABAC Student Organization organized the Closing Ceremony of **AU Games 2015** on March 30, 2015 at AU Sports Center, John Paul II, Suvarnabhumi campus. Dr. Vindhal Cocracul Vice Rector for Student Affairs, presided over the ceremony and gave a closing speech. The event was well attended by administrators, faculty, staff, and students.
University Highlighted Activities

80 students from India visited Assumption University

Four officials brought a group of 80 students from Swayam Siddhi College of Management & Research, India, to visit Assumption University, Suvarnabhumi campus on April 1, 2015. It was an initial visit to promote interaction and collaboration between the study programs of both universities.

Presidential Candidates of AUSO 2015

Assumption University Student Organization (AUSO) launched their election campaign to screen eligible candidates for the post of AUSO President 2015 on April 2, 2015 at the John XXIII Conference Center, Assumption University Suvarnabhumi campus.

Songkran Festival 2015

Assumption University celebrated Songkran festival on April 9, 2015 at the Thai Pavillian, Suvarnabhumi campus. Faculty, staff and students paid their respects to the President, President Emeritus and the Vice presidents by pouring lustral water on their hands and invoking blessings upon them.

The President and President Emeritus addressed the university community and while extolling the richness and meaningfulness of the Songkran festival, they urged the students to inculcate respect for traditions and cultural observations. The President and President Emeritus blessed the gathering and wished everyone the joys of the Thai New Year.

AU Signs an MOU with BLCU

MOU Signing Ceremony between Beijing Language and Culture University (BLCU) and Assumption University (AU) in order to expand the educational cooperation and exchange activities between China and Thailand on joint cultivation of undergraduates based on the long-term friendly cooperation between each other at Suvarnabhumi campus on April 3, 2015.
AU expresses condolences to the Nepalese quake victims

The President of Assumption University (AU) and the Assumption University Community express their deepest condolences to the Federal Government and the people of Nepal for the massive loss of life and devastation caused by the earthquake in the western region of the country on April 25, 2015 at midday.

Along with the Assumption University Alumni in Nepal and our current Nepalese students, we share the grief of all who have lost loved ones and express our heartfelt sympathies to those injured and to the families of the victims of the earthquake in Nepal. The thoughts and prayers of the Assumption University family are with the people and AU alumni in Nepal, especially those directly affected.

The Assumption University Department of Student Affairs is coordinating the following activities in support of relief to the victims of the earthquake as outlines below:

- Providing channels for fund raising for AU community, alumni, and public via donation boxes on both campuses, and bank transfer (the bank account will be confirmed as soon as possible).
- Gathering information of students who are in need and require immediate assistance.
- Supporting the Nepalese Community organizing the “Prayer for Nepal” event on Thursday April 30, 2015 at 5 pm. at Sala Thai, Suvarnabhumi Campus.
- Collaborating with the campus Ministry to hold a Mass for Nepal on Wednesday May 6, 2015 at 12.30 pm., the Chapel of St. Louis Marie de Montfort, Suvarnabhumi campus

The members of the Assumption University Community, Alumni and all well wishers are encouraged to donate generously to the cause of aid to Nepal.

Ayuthaya Bank Donated Fund

On March 31, 2015 Ms. Wannipa Rungruang, managing director for marketing affairs, Ayuthaya Bank, presented a donation of 300,000 baht fund to Assumption University in support of the 5th University Innovation Leader Camp. In attendance were Rev. Bro. Dr. Bancha Saenghiran, Rector Magnificus, administrators and student representatives, in the King’s room, The Cathedral of Learning, Suvarnabhumi campus.
CFE Meeting on QA Indicators

The Center for Excellence organized a meeting on School QA Indicators: Student Service/Activities, Preservation of Art and Culture, and Institution’s Identity for academic units’ QA Teams. Chaired by Dr. Sompit Porsutyrak Vice Rector for Academic Affairs, the meeting was held on April 3, 2015 in the Hall of Fame, Coronation Hall (C Building), Hua Mak campus.

YSEALI Leadership Training Workshop
Assumption University, Suvarnabhumi campus
March 14-15, 2015

On March 14, 2015 President of Assumption University (ABAC) Rev. Bro. Dr. Bancha Saenghiran and Cultural Affairs Officer Anne Seshadri joined the opening ceremony of the YSEALI Leadership Training Workshop at Assumption University, Suvarnabhumi Campus. Attended by over 70 students from universities throughout Thailand, the program aims to reach out and build networks of youth leaders for social action in Thailand by connecting the existing active alumni networks with student leaders to magnify positive change in society. The workshop utilized prominent youths to inspire the next generation.

Internal Quality Assurance System Implementation Workshop
for Academic Year 2014
On March 11, 2015 John XXIII Conference Center, Suvarnabhumi Campus

The University Quality Assurance Executive Committee organized an Internal Quality Assurance System Implementation Workshop to get AU academic staff ready for an Internal Quality Assurance visit for Academic Year 2014 using the new OHEC Internal Quality Assurance System B.E. 2557. Attendants were chairpersons, program directors, and QA Teams of all Schools.
Faculty Activities

Training conducted on Thai manners and etiquette for interested students and faculty

Ms. Sasitorn Tassanaiyana, Director, Office of Thai Art and Culture for Student Affairs conducted a training on Thai manners and etiquettes for interested students and faculty at the Office of Thai Art and Culture on March 19, 2015 in Activity Room 2, King Solomon Residence Hall, Suvarnabhumi campus.

Digital Economy for SMEs towards AEC

The Graduate School of E-Learning, Assumption University in cooperation with Indigy Co., Ltd organized a training workshop titled “Digital Economy for SMEs towards AEC” for SMEs and general public, chaired by Rev. Bro. Dr. Bancha Saenghiran Rector Magnificus, on March 20, 2015 in Room A52, Assumption Hall, Hua Mak campus.

Creative Performance of Communication Arts Students

March 31, 2015 marks a series of the school of communication arts project which combines requirements from three courses in Performance Communication program. From the project, students had learned to create a live performance about Bangkok flood in 2011 under the title in Thai “อันยอง ท่วมนัก รักซะเลย” (See Space: CONNECTION, LOSS AND CRISIS), a romantic comedy versed in three languages, Thai, English, and Korean.
Faculty Activities

The Office of Thai Art and Culture for Student Affairs organized a *Thai Manners and Etiquette Contest on the auspicious occasion of the 60th birthday anniversary of HRH Princess Maha Chakri Sirindhorn* on April 2, 2015 at the Albert Hall, AU Mall, Suvarnabhumi campus. Contestants were student teams from all faculties.

Ms. Sasitorn Tassanaiyana, the Director, and faculty from the Faculty of Arts served on the judging panel.

**AU Students Promote Thai Elephants Research & Conservation**

On April 18, 2015 senior students in Communication Arts and the Thai Elephants Research and Conservation Fund organized an elephant conservation camp in celebration of H.R.H. Princess Maha Chakri Sirindhorn at Khao Yai. The camp aimed to build awareness in young generations to embrace the nature and environment and be more thoughtful and caring for elephants.
Prizes, Awards, Honors and Scholarship

AU Student Won True Young Producer Awards 2014
December 16, 2014 Auditorium Hall, 5th floor, Tipco Tower, Rama 6

Congratulations to Mr. Sedtakrit Satjawatcharaphong, student of CGI, Albert Laurence School of Communication Arts who has won the 1st prize of True Young Producer Awards 2014 Viral VDO for Society Competition, under the theme, "GIVING IS THE BEST COMMUNICATION" The winner competed with over 683 teams of students all over Thailand to be in the final round of 10 teams and won the award.

He received HRH Princess Maha Chakri Sirindhorn Trophy, 30,000 baht of scholarship and a visit to Dentsu, Japan with the advisor A. Gongpan Uphathumprungpong, part-time lecturer, Department of advertising. The project was assigned as part of teaching learning activities of AD3103 Creative Strategy in Advertising.

AU Faculty Receives Honorable Mention for Her Research Paper

Ms. Marissa Chantamas, Lecturer from Graduate School of Business, Assumption University, received an honorable mention at national recognition for her research paper in administration development on sufficiency economy 2015 organized by NIDA (The National Institute for Development Administration).
Alumni Activities

CGA GAMES 2015

The Confederation of St. Gabriel’s Alumni Associations of Thailand (CGA) organized its 9th CGA GAMES during March 7-8, 2015 at John Paul II Sports Center, Assumption University Suvarnabhumi campus. Bro. Surasit Sukchai, Provincial Superior of the Montfort Brothers of Saint Gabriel, Asst. Prof. Bro. Dr. Vinai Viriyavidhayavongs and Bro. Viharn Srihaphol, director and deputy-director of St. Gabriel’s College, Dr. Udom Hongchatikul, President of AU Alumni Association, and CGA administrators attended the games.

ABACA Home Coming Day 2015

AU Alumni Association (AUAA) organized a Home Coming Day 2015 on March 15, 2015 from 9:00-18:00 hrs. at Hua Mak campus to build relationships between current students and AU alumni. The event featured paying tribute to five Rev. Brothers and senior faculty, booths of discount products for sale by alumni, on-stage songs and music. Dr. Udom Hongchatikul, President of the AU Alumni Association chaired the event which was well attended by administrators, faculty members, students, and staff.
Anniversary of the Chapel of St. Louis Marie de Montfort and Commemoration of
the 60th Birthday Anniversary of HRH Princess Maha Chakri Sirindhorn

The Feast day of St. Louis Marie de Montfort, was celebrated on April 28, 2015 at the
Suvarnabhumi campus, with a Holy Mass at the Chapel of St. Louis Marie de Montfort. Rev. Bro.
Dr. Amnuay Yoonprayong, Vice Rector for Moral Development Education was the main
Celebrant. The Celebration of the Holy Mass incorporated the University’s Commemoration
of HRH Princess Maha Chakri Sirindhorn’s 60th Birthday which fell on April 2, 2015. A lunch
was hosted by the Rector Magnificus at the John XXIII Conference Center after the Holy Mass.
The festive occasion was participated in by Rev. Bro. Dr. Banja Saenghiran, Rector
Magnificus, Rev. Bro. Dr. Prathip M. Komolmas, Rector Emeritus, Rev. Brother Surasit Sukchai,
Provincial Superior, members of the Montfortian Brothers of St. Gabriel in Thailand,
Assumption University Alumni, Faculty members, Students and Distinguished guests.