

Good University Report Chiang Mai University

2021



Good University Report Chiang Mai University 2021



Chiang Mai University

General Information about Chiang Mai University

History

Chiang Mai University is the first regional university of Thailand in accordance with the call of the northern people. It was founded by the Chiang Mai University Act on 22 January 1964, regarded as the university's official establishment day. On 24 January 1965, His Majesty King Bhumibol Adulyadej graciously presided over the opening ceremony of the university, marking Chiang Mai University Foundation Day annually.

Logo

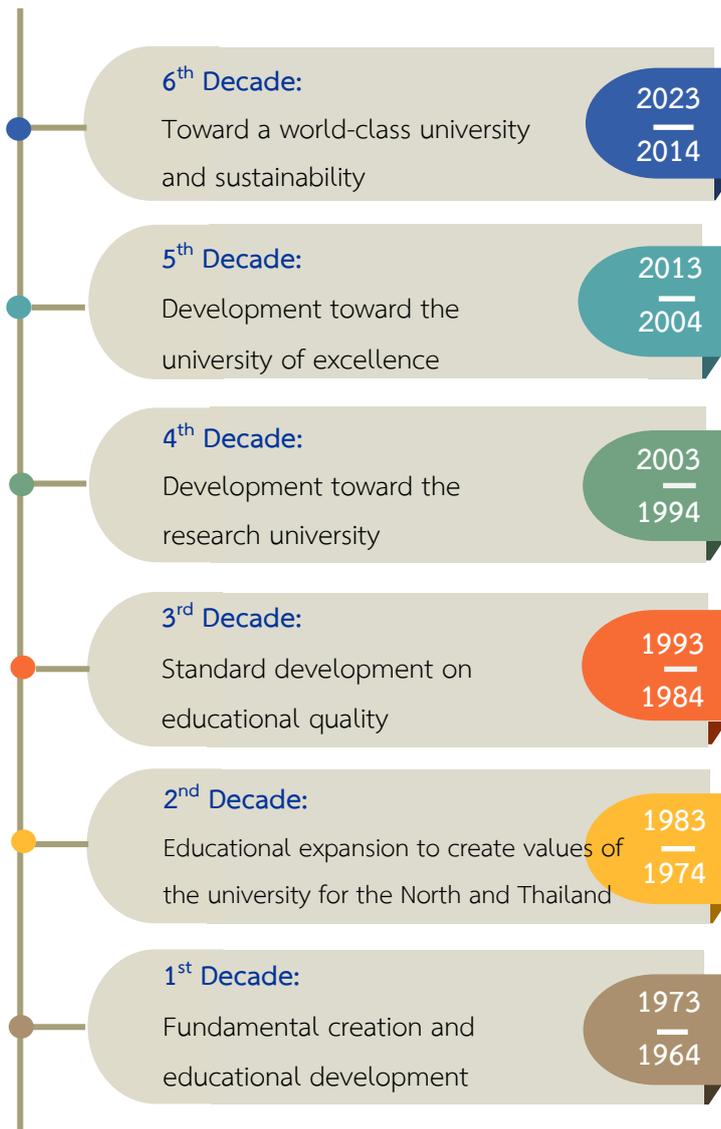


The color of the university: Purple

The flower of the university: Bastard Teak

The motto of the university:
Attanum Damayanti Pandita
The wise control themselves.

Development



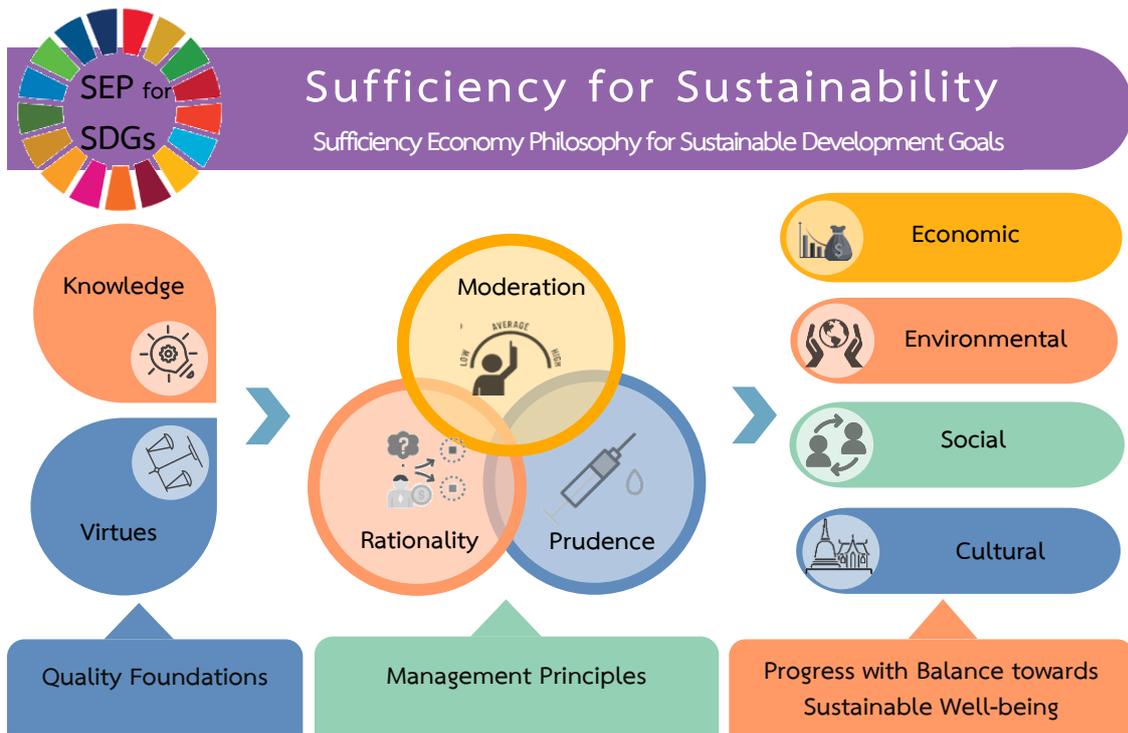
Location and Area Size:

The university covers a large area and is located amidst natural abundance.

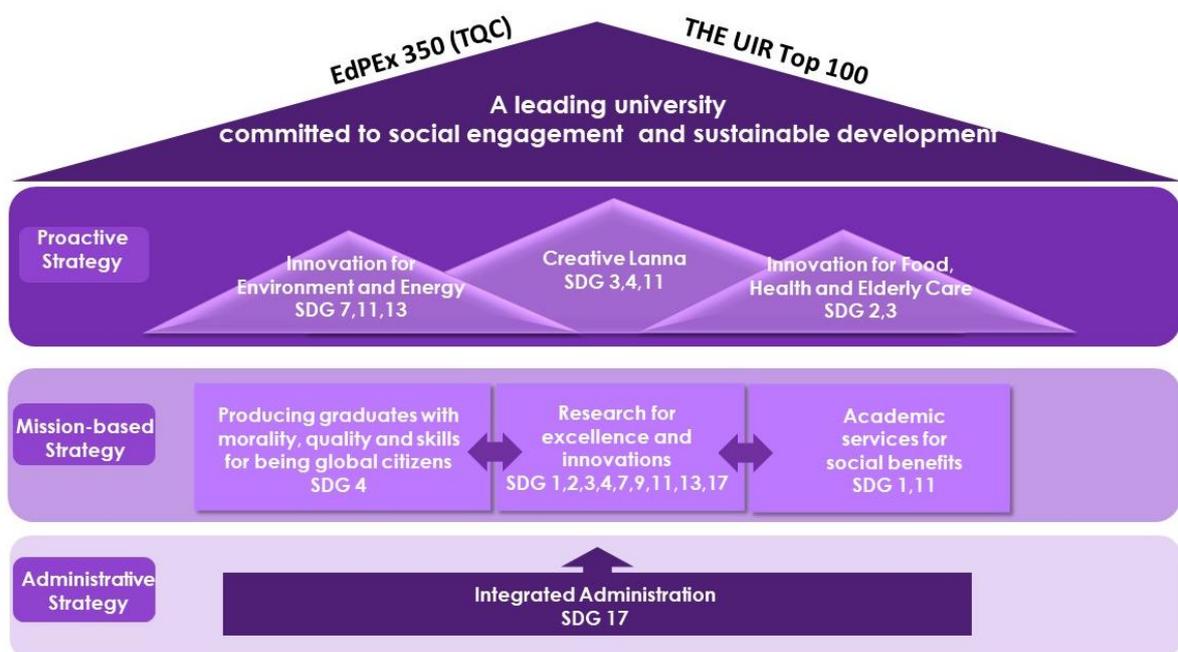
Total area	3,518.18 Acres
Main campus located around Suthep Mountain and Suan Dok Area, Chiang Mai	727.6 Acres
Education Area, Mae Hia, Chiang Mai	511.06 Acres
Education Area, Hariphunchai, Lamphun	1,868.37 Acres
Education Area, Samut Sakhon	1.97 Acres
Others	409.09 Acres

University Administration toward Sustainable Development

Based on its vision toward becoming a world-class university with social accountability and sustainable development, Chiang Mai University has implemented the CMU Educational Development Plan, Phase 12 (2017-2021), to move toward Sustainable Development Goals (SDGs) by driving the Sufficiency Economy Philosophy (SEP) through BCG (Bio Economy, Circular Economy, and Green Economy) or “SEP for SDGs by CMU BCG Platform.”

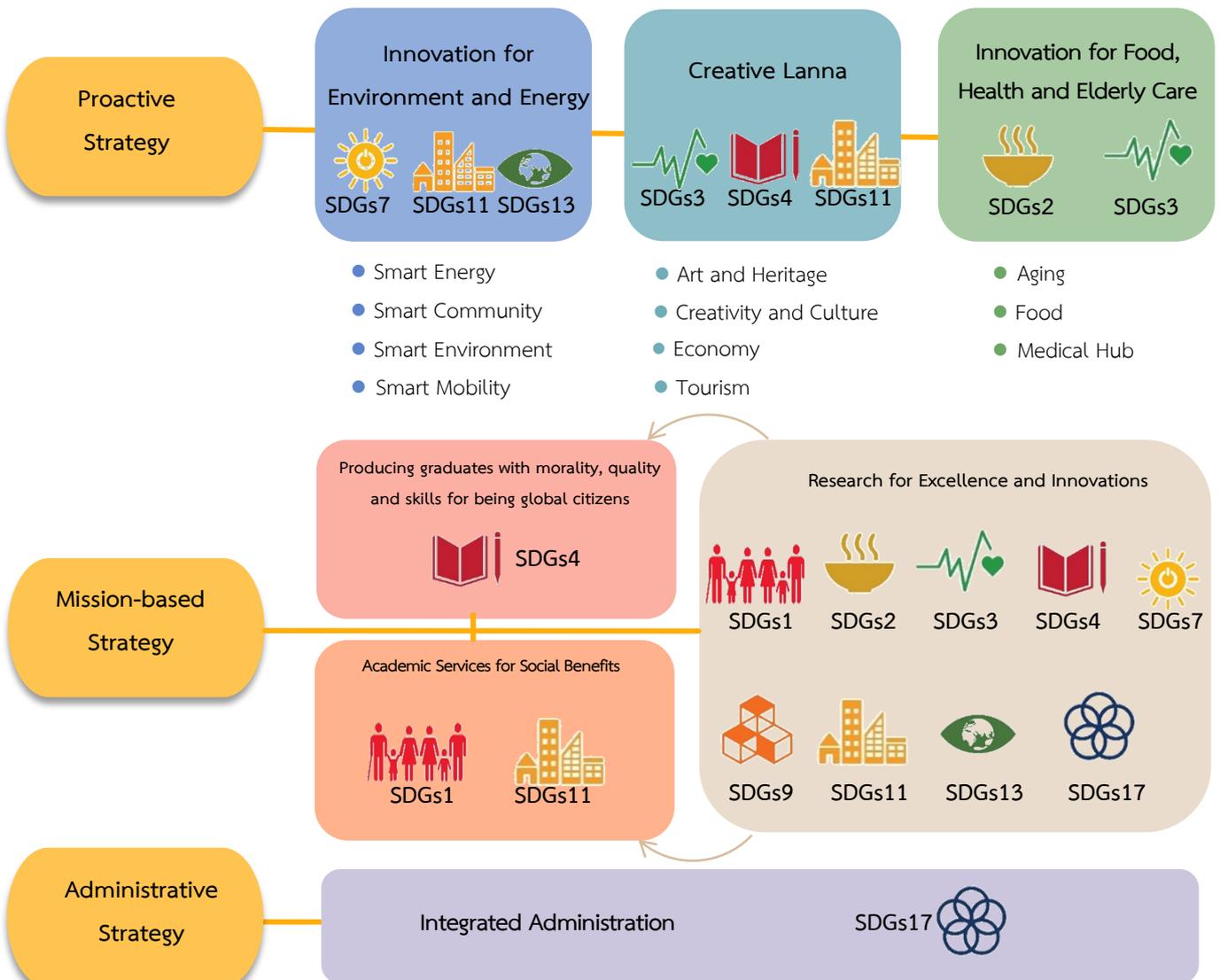


By Mr. Don Pramudwinai, Deputy Prime Minister and Minister of Foreign Affairs (2016)



CMU Educational Development Plan, Phase 12 (2017-2021), Revised Edition 2020

The Links between Missions and Strategies of the University and SDGs



Chiang Mai University

Vision, Commitment, Mission, Core Competency, Values, Organizational Culture

Chiang Mai University is the first regional university, based on the government's policy and objectives of the northern people, devoted to being a center for academics and high professions to benefit the locality and the country as a whole.

This university is a place for knowledge collection, studies, research, and knowledge transfer in accordance with academic freedom based upon morality and academic excellence, application, dissemination, and arts and culture restoration.

All graduates of Chiang Mai knowledgeable, thoughtful, themselves and other



University will concentrate on self-training to become and practical persons as well as being able to manage people, and work with ethical and social awareness.

A Leading University Committed to Social Responsibility and Sustainable Development



1. Provide education and training to the students.
2. Collect and apply the body of knowledge (Research-Innovation).
3. Provide academic services as gratitude to the motherland.
4. Preserve and nurture Lanna-Thai cultural heritage and natural environment (a supportive mission through an integrated operation with other missions).

Hand-in-hand basis



Integration of interdisciplinary skills toward Excellence of Environment and Energy, Food, Health, and Aging, and Creative Lanna

E-CMU



E-Excellence

Excellence

- Focusing on the quality of excellence
- Focusing on work efficiency
- Focusing on flexibility
- Learning organization

C-Community/ Engagement

Community Engagement

- Creating a sense of love and bond with the organization
- Focusing on the locality and having social accountability

M-Morality

Morality

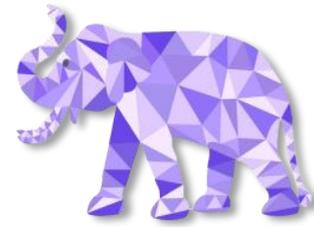
- Having good governance
- Promoting morality
- Developing a volunteering spirit/service

U-Unity

Unity

- Working as a team

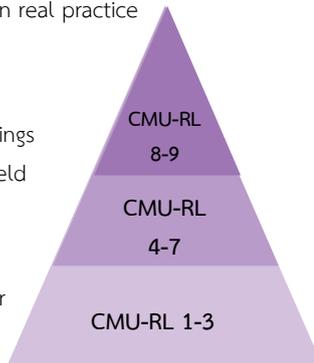
Administration Guidelines for CMU Accomplishments



Ecosystems toward Knowledge Integration for Education, Research, and Innovation

CMU Readiness Level (CMURL) inspirationally moves the University forward to develop new knowledge toward innovative outcomes and effective utilization in the actual areas.

- CMU-RL 8-9 puts a priority on applying new knowledge or research findings in real practice by real users.
- CMU-RL 4-7 focuses on applying new knowledge or research findings as a model for laboratories or field operations.
- CMU-RL 1-3 places emphasis on new knowledge development or research findings published in the Scopus database.



CMU-EdPEX

Adopting the EdPEX as the guidelines for administration to encourage all sectors of the university to exercise their potential in the same direction.



Sandbox Organization

Adjusting the organizational structure of some agencies within the University Office in the form of the pilot sandbox model, having the structure of flat organization for flexible management and repetition reduction in utilizing resources.



Teaching and Learning Innovation Center (TLIC)

To develop the quality of teaching and studying through consistent innovation, an educational digital platform that supports such teaching and studying has also been created.



CMU Digital Transformation

To move forward the Digital University based on the implementation of Digital Transformation, an educational digital platform has been developed to support the study, research, administration, and academic services for the society and communities through technologies.



Digital University through Digital Technology for Administration and Public Services

Developing the Jumbo Net, expanding 7,000 WiFi spots, and developing the Research Data Service (RDS@CMU) to support electronic-based work in order to enhance work capacity and improve the administration and data integration for security and good governance.



New Personnel Administration System

- Active Recruitment
- Double Appointment
- Talent Mobility



Big Data for Academic Services and Administration

Data of air quality and haze, Participatory Onehealth Disease Detection (PODD), water management system, and administration system for a smart city all enable the development of databases, platforms, and tools for effective management.



CMU School of Lifelong Education

Focusing on the educational development of people of all ages that supports accumulation in the form of a credit bank to be further transferred to the degrees.



Angkaew Holding Co.,Ltd.

For further development of knowledge toward innovations for commercial purposes.

Outstanding & Awarded Innovations and Research



- The Trinity Challenge Award from Trinity College, University of Cambridge, the United Kingdom, for Digital Surveillance System for Epidemics and Natural Disasters “PODD”
- The Outstanding Research Award from the Ministry of Justice for the Research Project on Capacity and Readiness of Local Administrative Organizations in the Promotion of Community Justice Center Performance
- The International Award for the Research on Automobile Parts Localisation for Augmented Reality (AR) System
- The Innovation Award from the National Research Council of Thailand (NRCT) for Research on “Air Quality Monitoring System”
- The Smart City Thailand Badge selected as one of the 15 ‘Smart City Development Zones’



Tang Hu Klong Ngern

Krachao Khao Sok

Saed Taksina

Bulong Hala-Bala

Karawek Kleep Rieo

- Discovery and Publication of the World’s New Plants: 5 Species of the Family Annonaceae
- Discovery of the World’s New Mite
- Discovery of the World’s New Mayflies (Heptagenia Longicauda)
- Development of SnO₂ Nanoparticles Loaded with Core-shell through Flame Spray Pyrolysis
- Thailand’s First Transcripts toward Digital Files for Fully Digital Document Services
- Discovery of Methods for Photocatalytic Efficiency Improvement
- Discovery of New Methods for Studying Environmental Microorganisms to Effectively Identify the Structures and Diversity of Microorganisms
- Innovation for Improving Rice Varieties for Farmers and Thai Rice Industries
- Discovery of New Structural Materials for Hazardous Dye Removal in Water Sources
- Discovery of Genetics Unique to Thai Dugong Populations
- Innovative Longan Essence
- Accomplishment of Gender Determination in Marine Mammals
- Rice Straw-based Packaging toward Innovation for Sustainable Agroindustry
- Research of Italian White Truffle Cultivation
- Farmer Promotion of “New Amaryllis Species”



Roles in Promoting Educational, Economic and Social Equality

Educational Opportunity Expansion

Chiang Mai University has continuously accepted students enrolled in various special projects to expand educational opportunities and reduce educational inequality while promoting those gifted students to enhance their own potential in order to apply the knowledge for creative work in each different field to benefit the country's development. These projects are listed below.



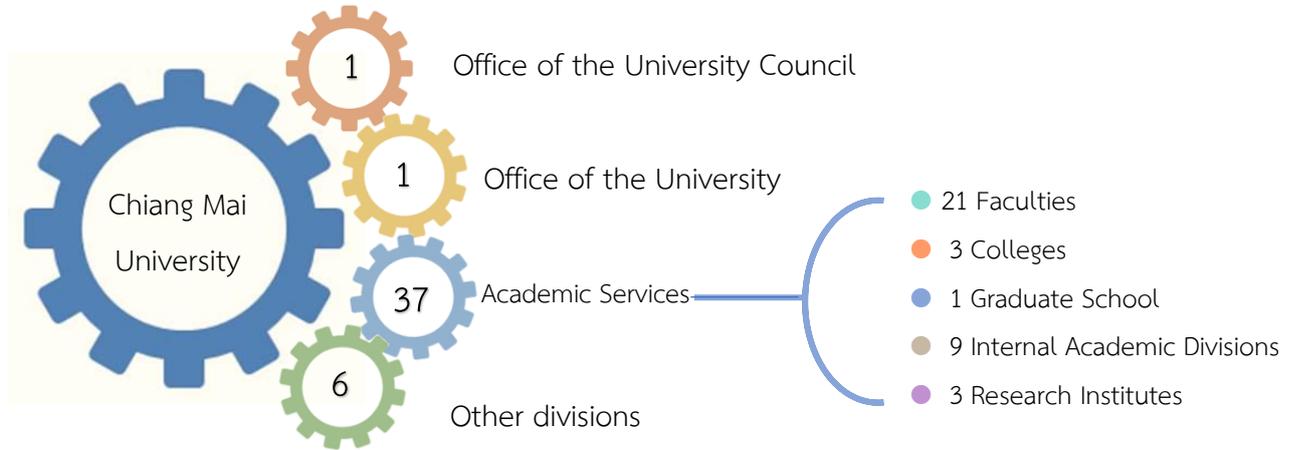
Impacts of the University's Operations on the Society and Economy



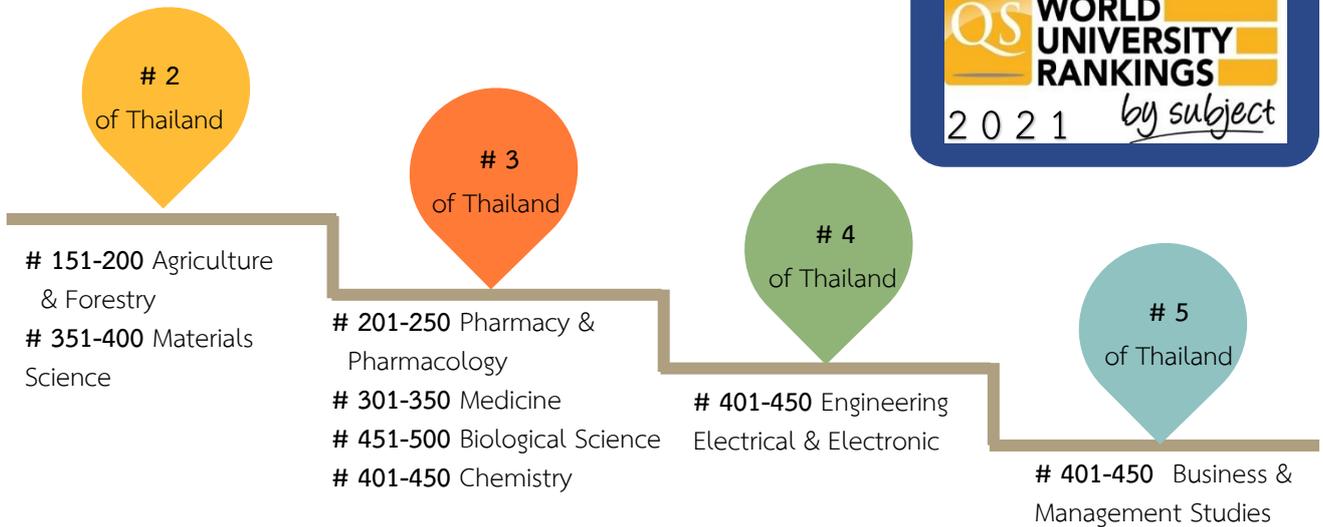
Chiang Mai University

Good University Report 2021, Chiang Mai University

Organizational Structure

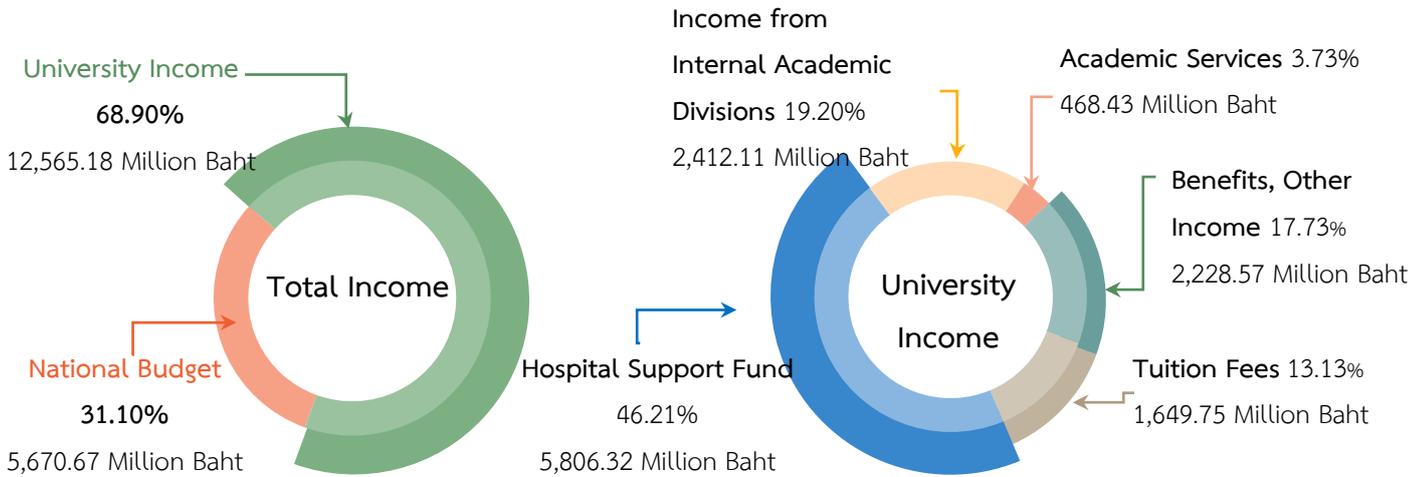


University Rankings

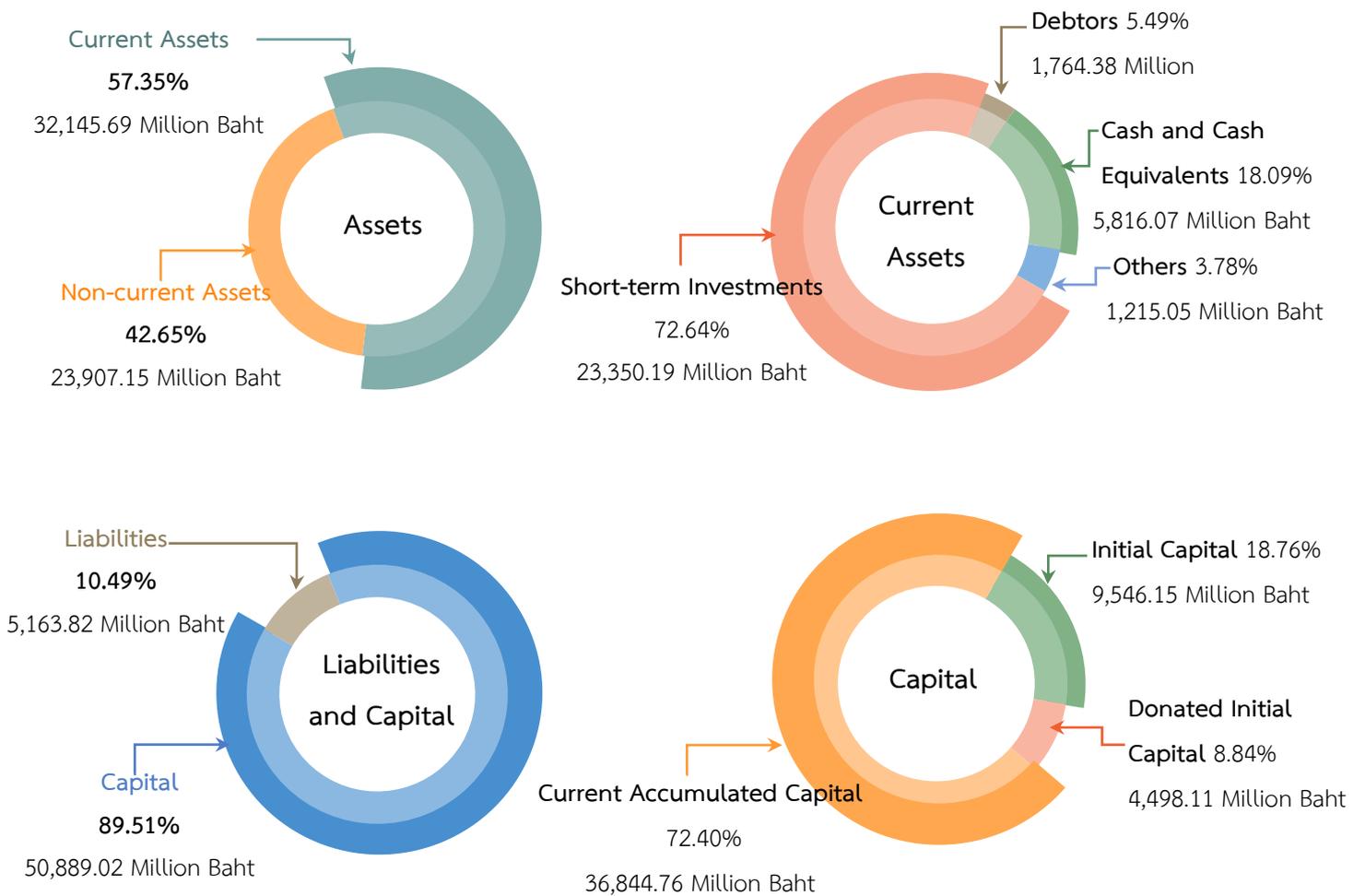


Chiang Mai University

Revenue for the Fiscal Year 2021 Total 18,235.85 Million Baht



Assets, Liabilities, Capital (by September 2021) Total 56,052.84 Million Baht

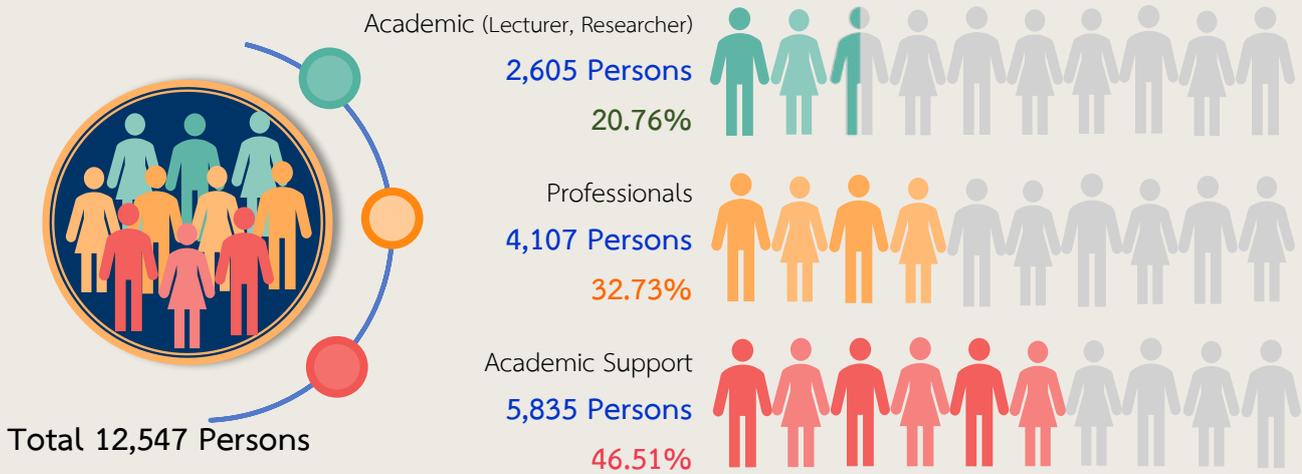


Source: Finance Division, Chiang Mai University (October 2020-September 2021)

Chiang Mai University

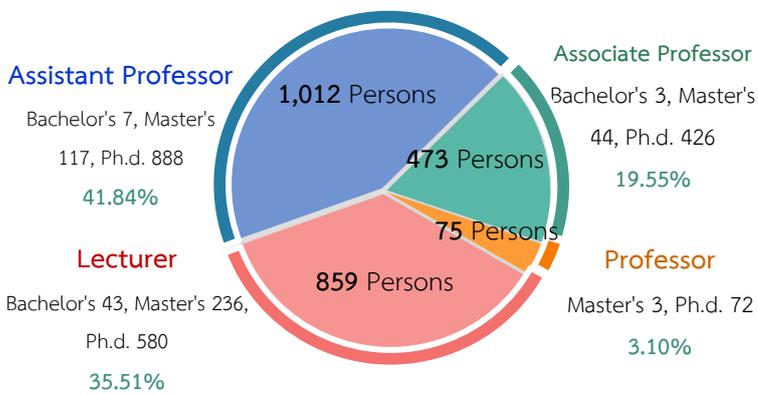
Personnel (By August 2021)

Type of Personnel



Academic Personnel (Lecturer) 2,419 Persons

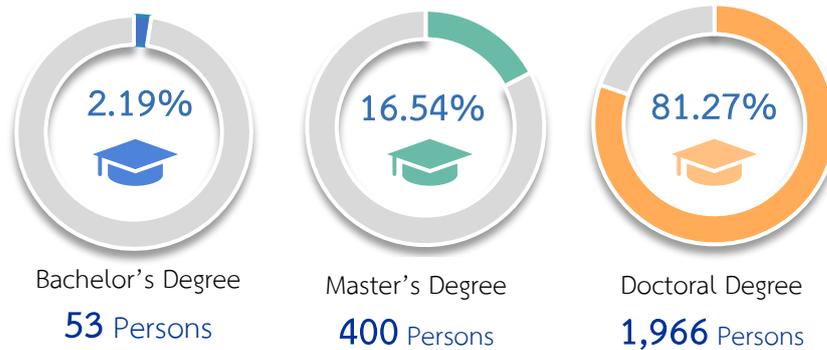
Classification by Academic



Ratio of Lecturer per Student 1: 15

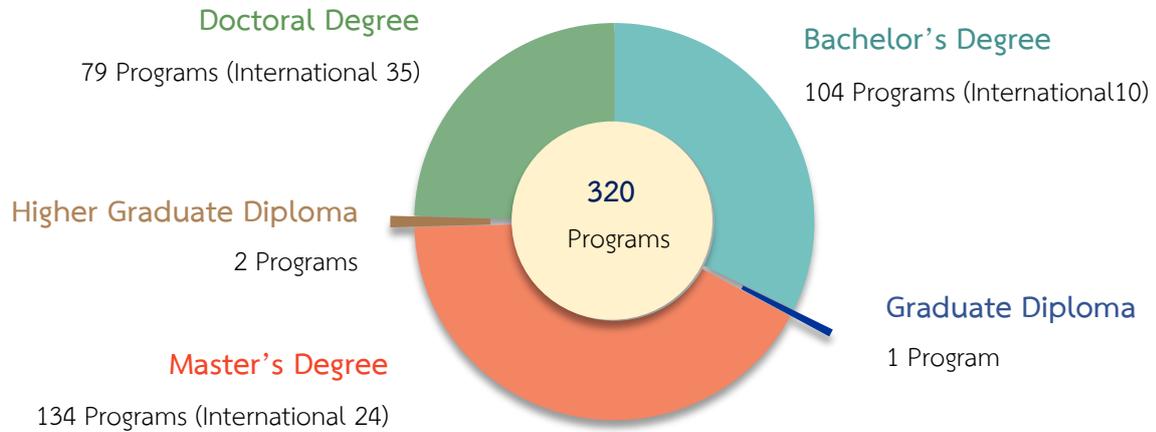


Classifications by Degrees

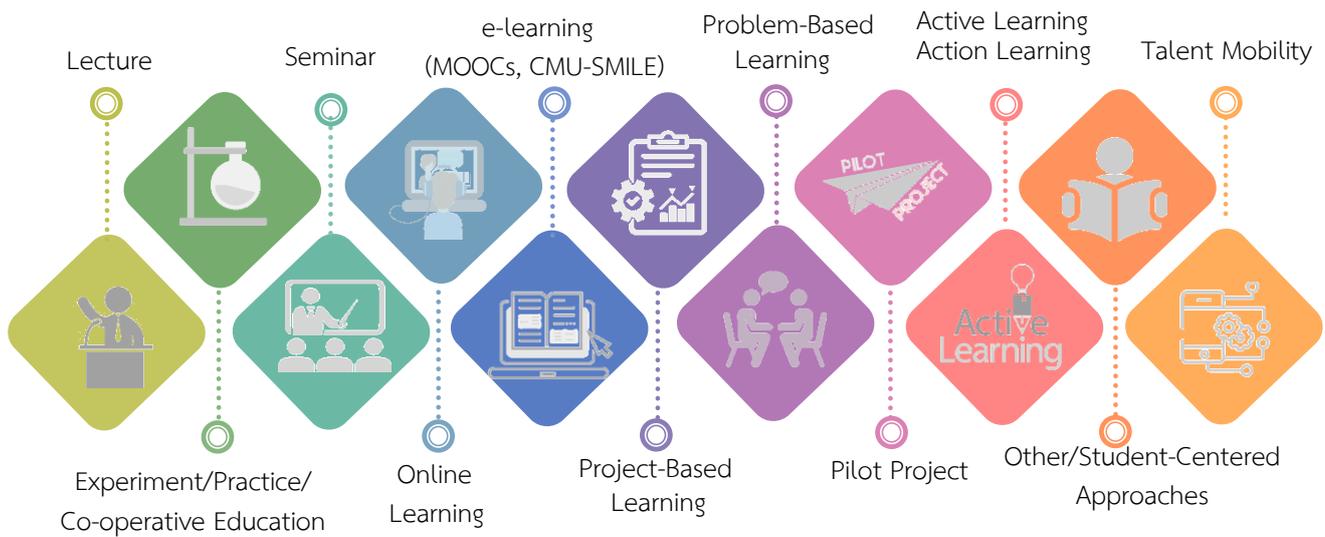


Graduate Production

Programs for Academic Year 2021

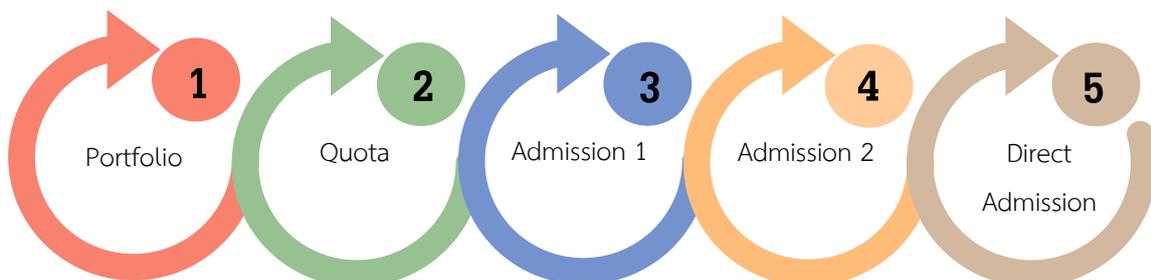


Types of Learning

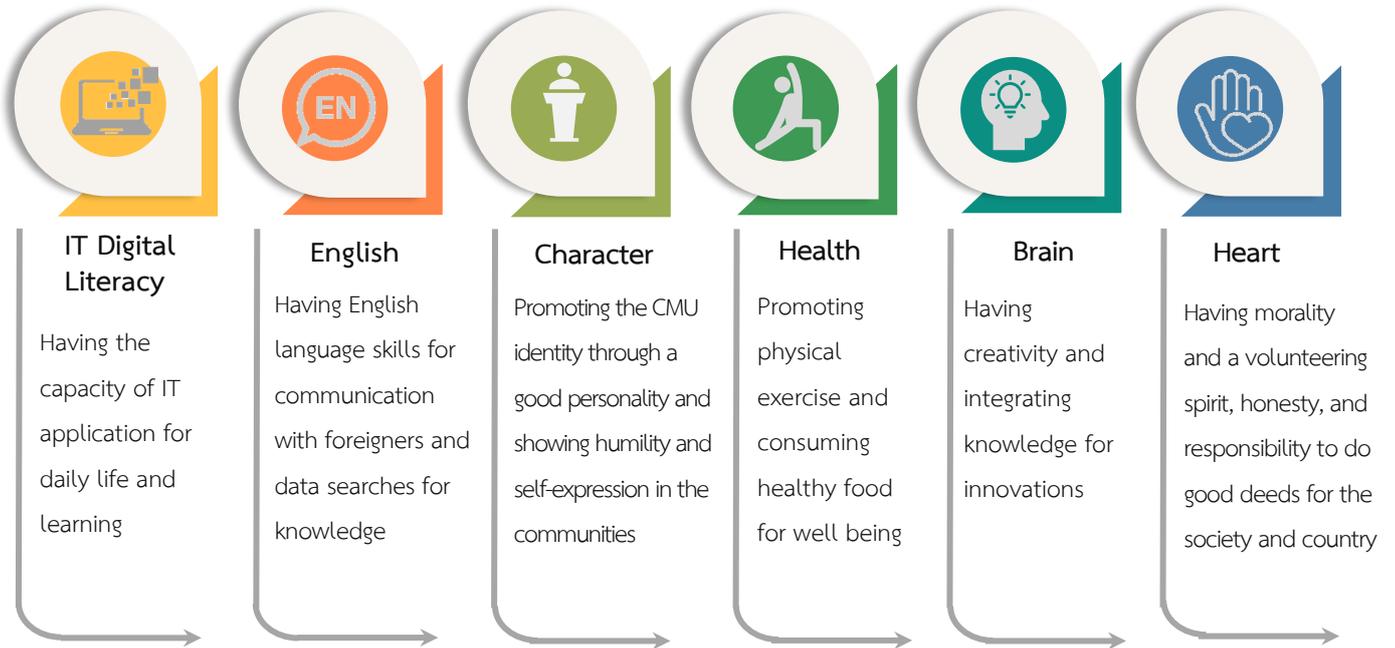


Student Admission

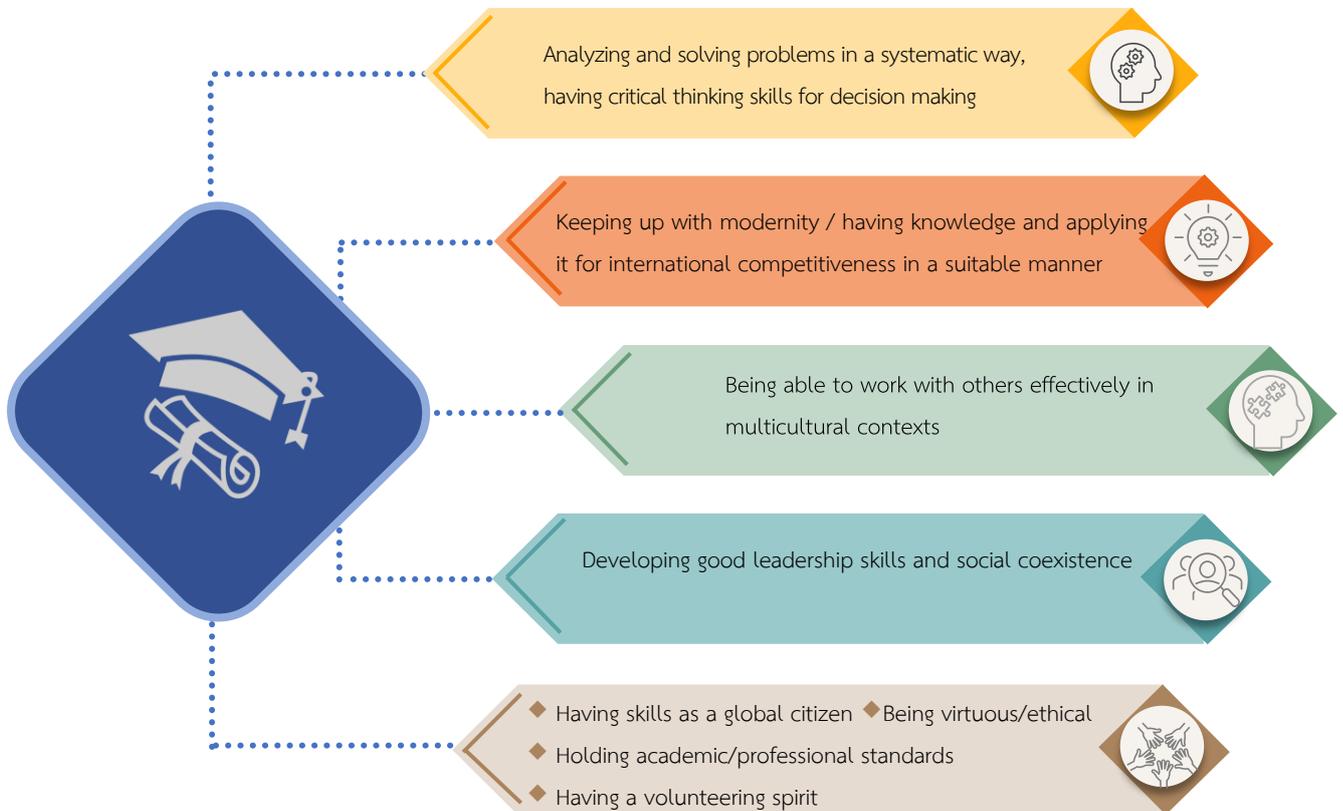
Student Admission by TCAS (Thai University Center Admission System)



Attributes of CMU Students: CMU Smart Student



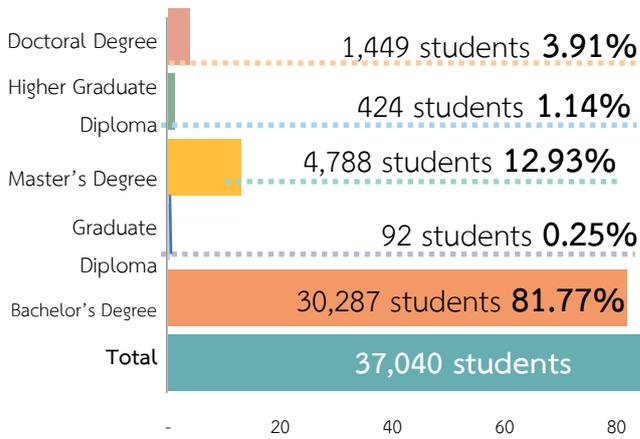
Attributes of CMU Graduates



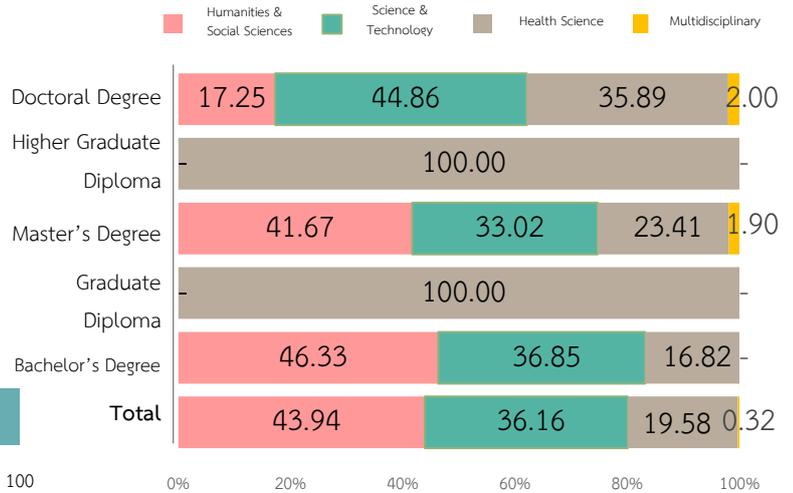
Chiang Mai University

Number of Students, Academic Year 2021 (15 July 2021)

Total Students

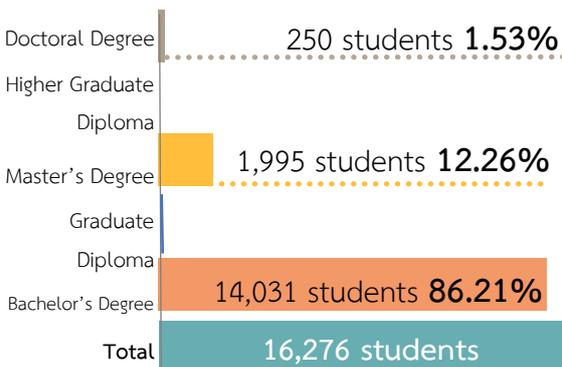


Student Ratio

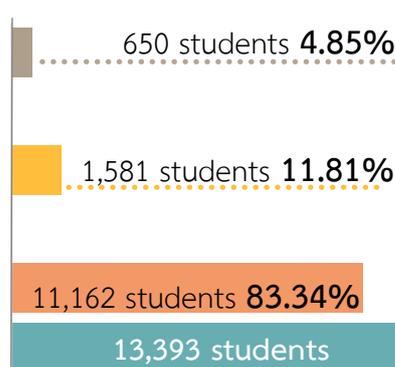


Number of Students Classified by Fields of Study

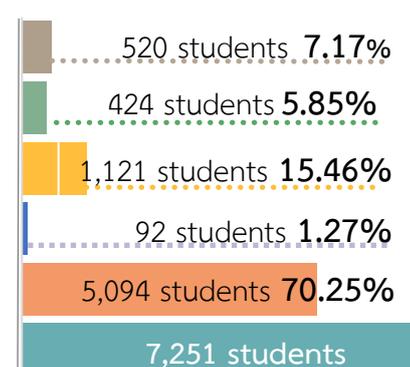
Humanities and Social Sciences



Science and Technology



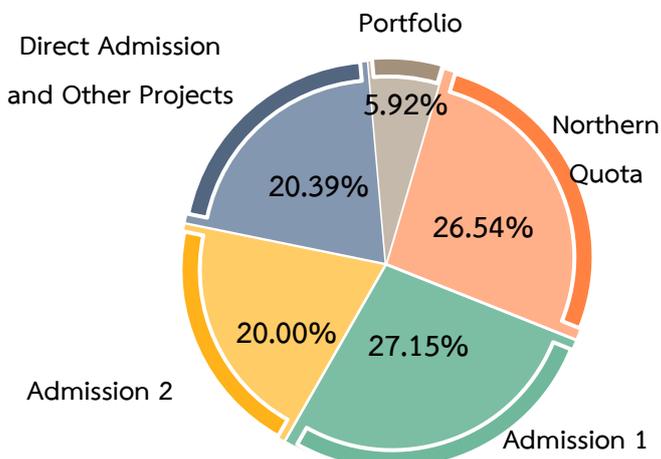
Health Science



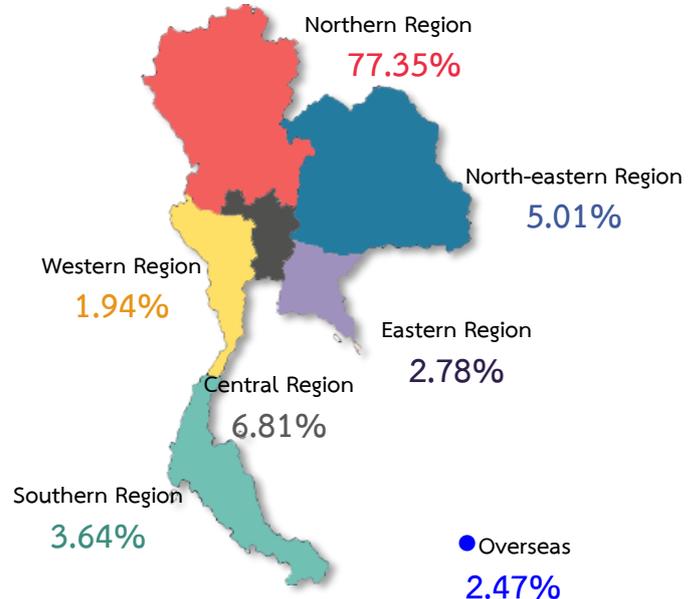
Multidisciplinary Field: Master's Degree: 91 students, Doctoral Degree: 29 students

New Students for Bachelor's Degree: 8,006 students

New Students Classified by TCAS Admission



Domicile of New Students



Tuition Fees

Average Tuition Fee per Semester, Bachelor's Degree



Special Program

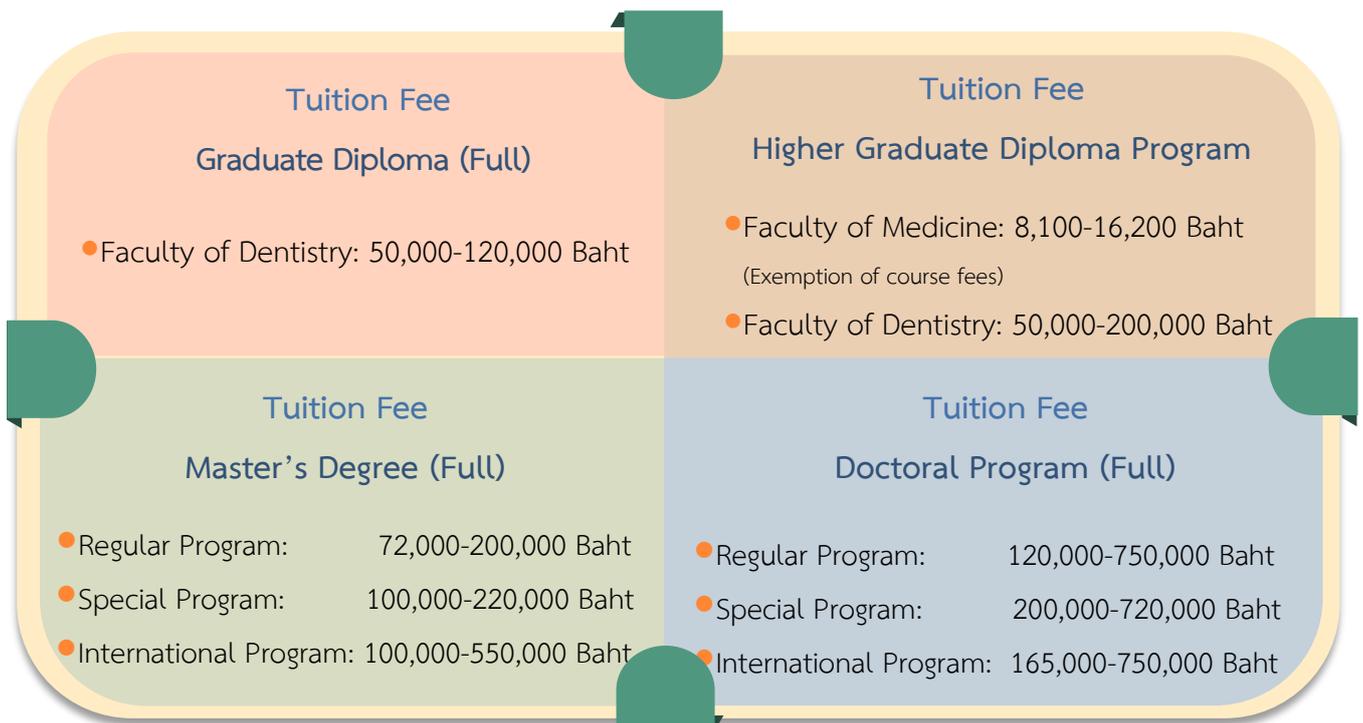
22,000–45,000 Baht

Faculty of Humanities
Faculty of Law
Faculty of Business Administration
Faculty of Engineering

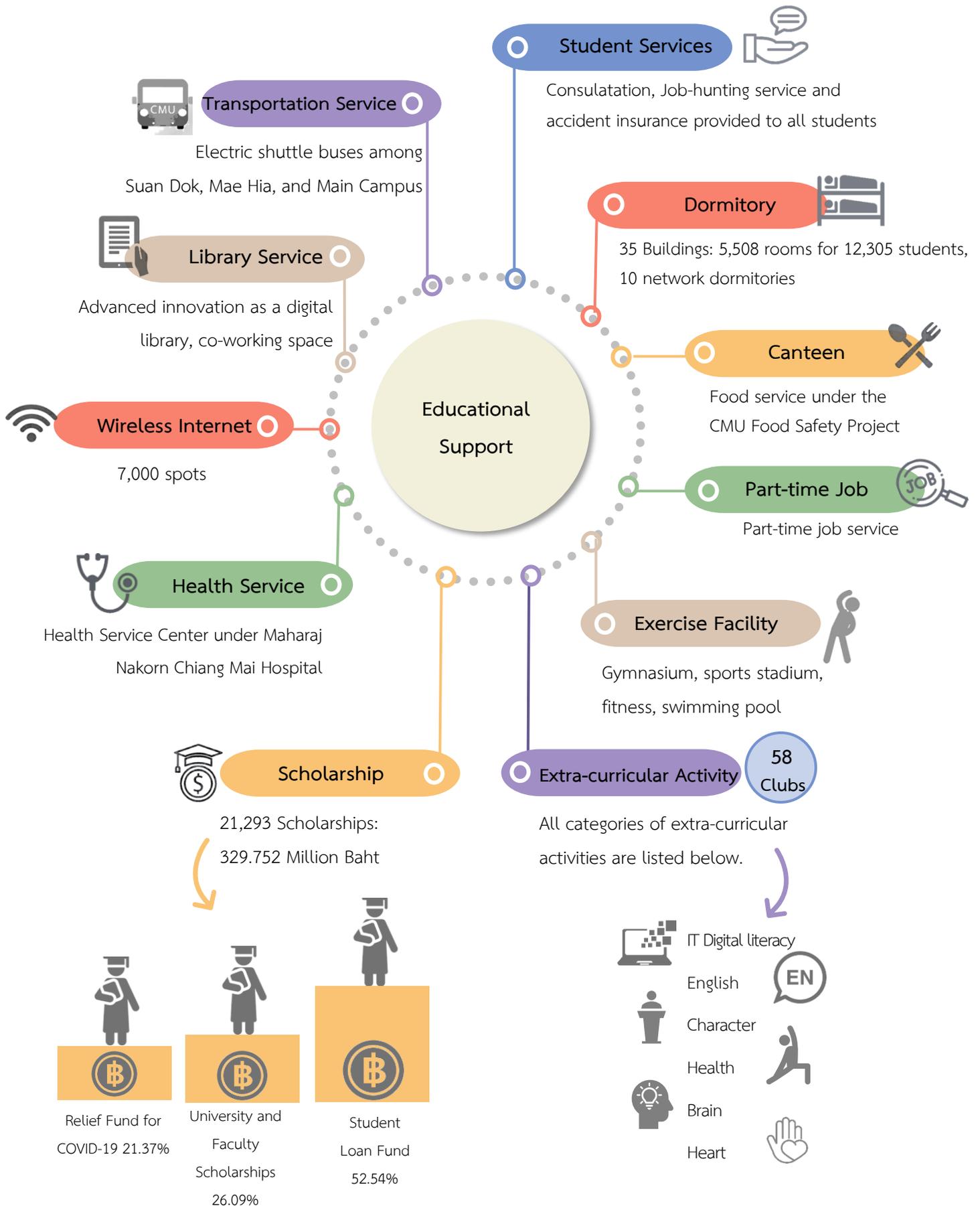
International Program

35,000-70,000 Baht

Faculty of Nursing, Faculty of Humanities (Thai Language as a Foreign Language), Faculty of Economics, Faculty of Social Sciences, Faculty of Architecture, College of Arts, Media and Technology (Software Engineering), International College of Digital Innovation, Faculty of Science (Environmental Science), Faculty of Engineering (Mechanical Engineering, Information Systems and Network Engineering)

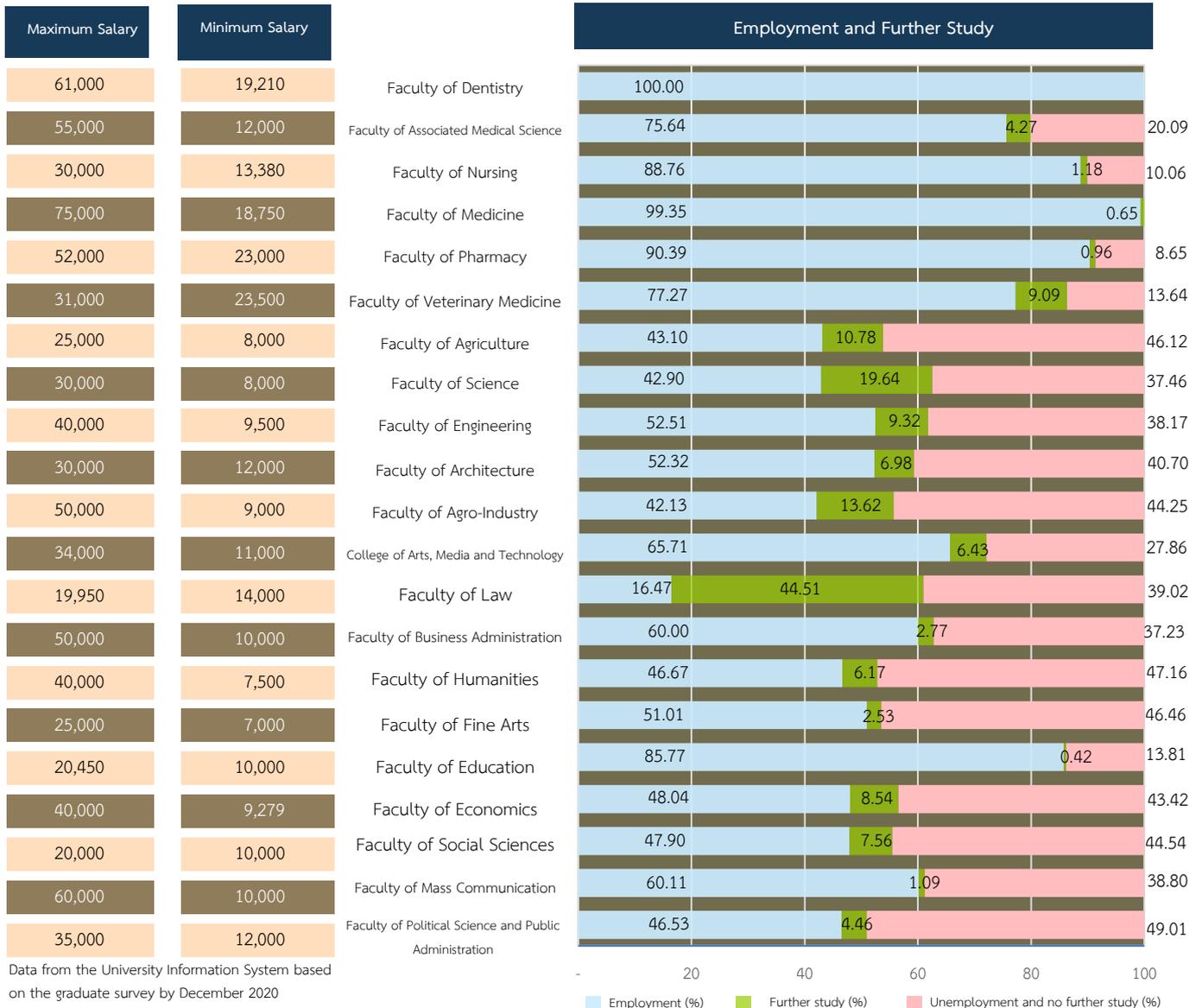


Educational Support

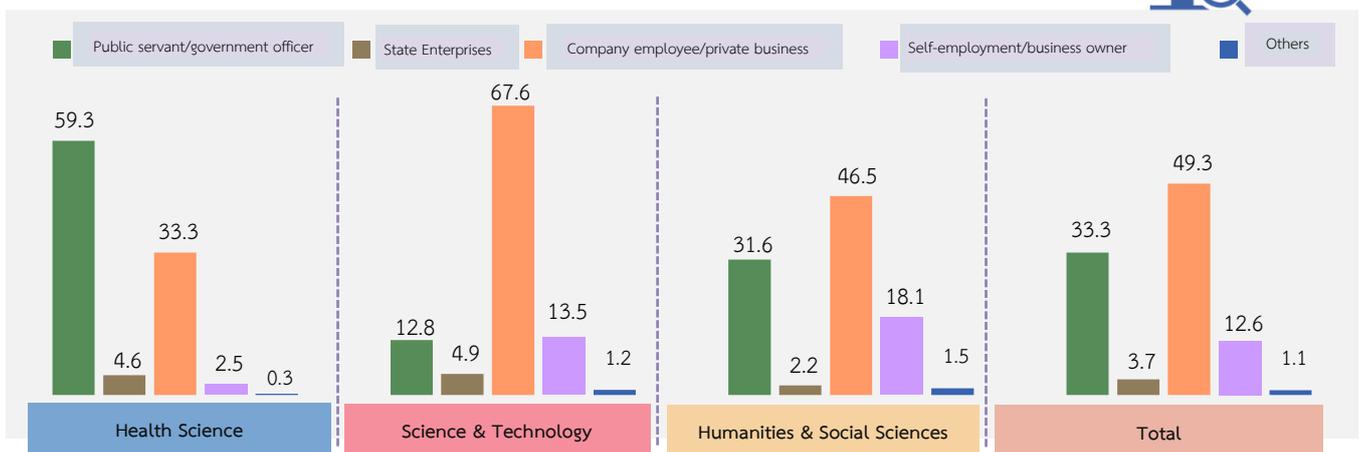


Graduation and Employment

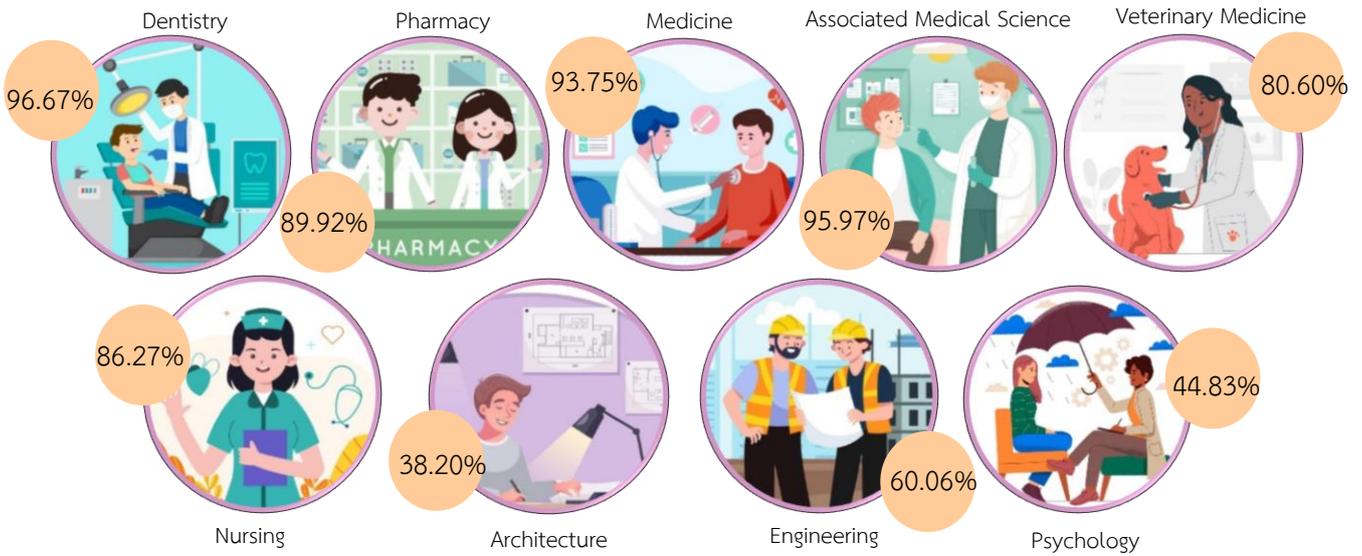
Percentage of Employment and Further Study, Income of Bachelor's Graduates (6 Months after Graduation)



Types of Agencies for Bachelor's Graduates (6 Months after Graduation)



Examination Results for License among Students (First Time) in 2021

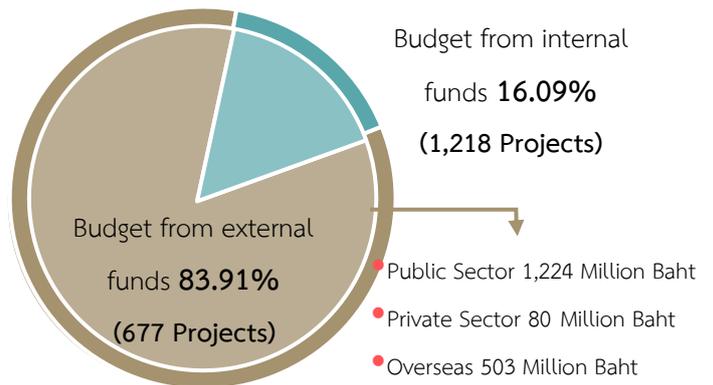


Research and Implementations based on University Strategies

Policy/Research Fund

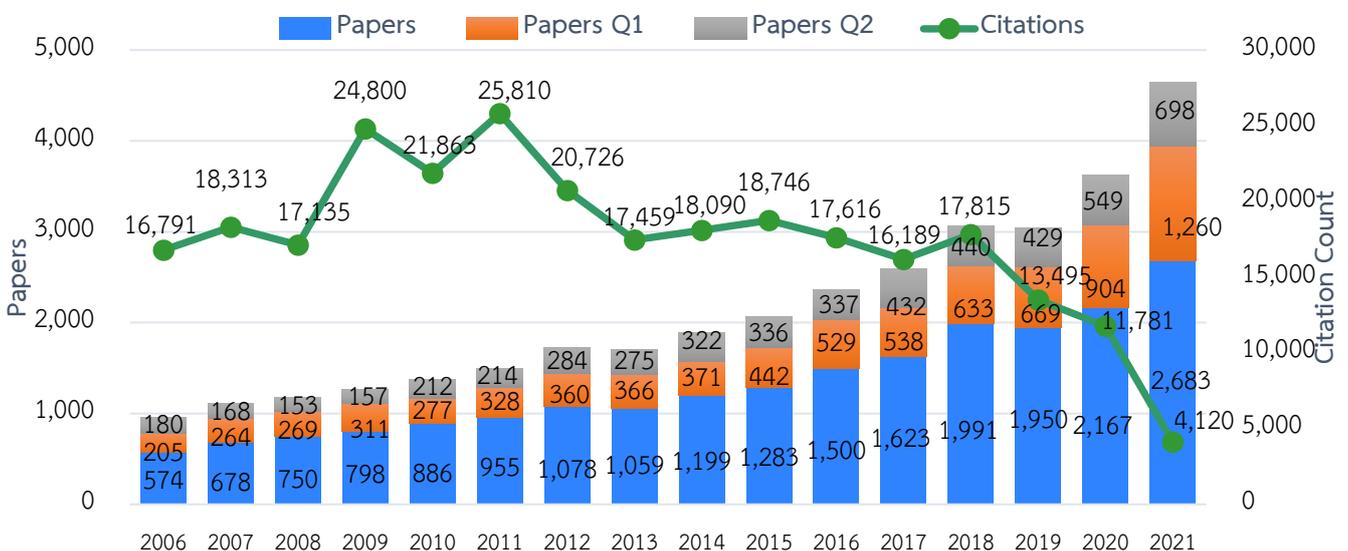
Chiang Mai University bases its direction of research development on research excellence and innovative creation that is practical toward the Thailand 4.0 Scheme and integrates research and study into the graduate program. Meanwhile, it still conducts research studies to serve society and to move forward to local areas through knowledge created by the university.

Research Budget: 2,153 Million Baht



Number of Publications and Cited References

Source: Office of Research Administration and the Scival Database



Strategic Implementations Linked to Sustainable Development Goals (SDGs)

The University has implemented a new economic development model to create balance between economic growth and sustainable natural resources within SEP for SDGs by three CMU BCG Platforms below.



Implementations of Platform A: Medicopolis

The University has pushed forward strategies for food, health and elderly care along with research and innovations corresponding to health promotion and medical products. It also improves the medical and public health services as a wellness center or a medical hub which provides comprehensive care and access for high-quality medical care in a convenient way under the following Medicopolis Platform.

Medical Hub, Chiang Mai



Hariphunchai Medical Center, Lamphun



Maharaj Nakorn Chiang Mai Hospital



The Center for Medical Excellence



Long Term Care Center



Craniofacial Center

CMU Senior Wellness Center



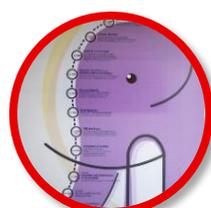
Geriatric Medical Center (GMC)



Geriatric Dental Center



Doi Kham Animal Health Center



Center of Elephant Health Research and Education



Thai Traditional and Complementary Medicine Center (ITCM)

Green: already implemented; Orange: being implemented; Red: the future plan

Research and Innovations for Food, Health, and Elderly Care



Nano-based Pain Relief and Anti-inflammatory Cream from Chili and Thai Plant Extracts



Longan Essence Drink



Innovative Oil Extracts from Black Soldier Fly for Entomocosmetics



Innovative Bio-Packaging



Anti-aging Cosmetics from Yellow Flower Extracts



CMU AIYARA ROBOT



Chewable Collagen Product



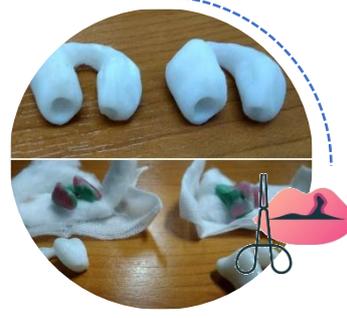
Mobile UVC Virus Killer "V-Free By Maneejun"



Cannabis Extraction Prototype for Medical Use and Cosmeceuticals



New Rice Variety by Ion Technology



"CMU-DONE" Nasal Stent for Patients with Cleft Lip and Palate



NOVEM Implant

Implementations of Platform B: Biopolis

The economic development is centered on utilization of bioresources in parallel with strategies for **energy and environment innovations** through technological advancements in varied fields to enhance efficiency and create innovations for environmental development through research and energy innovations under the following implementations.

INTEGRATED BIOMASS MANAGEMENT CENTER

INNOVATIVE FOOD
FABRICATION PILOT PLANT

ANIMAL HEALTH CENTER

FACULTY OF VETERINARY MEDICINE

HERB CENTER

FOOD INNOVATION AND
PACKAGING CENTER

LANNA RICE RESEARCH CENTER

CANNABIS PLANT



NORTHERN SCIENCE PARK

SMART GREENHOUSE

CMU BIOPOLIS &
BIOTECH CENTER

ENERGY RESEARCH AND DEVELOPMENT
INSTITUTE-NAKORNPING

FACULTY OF AGRO-INDUSTRY

FACULTY OF AGRICULTURE

BSF GREENHOUSE PROTOTYPE

Green: already implemented; Orange: being implemented; Red: the future plan

Research and Innovations for Energy and Environment

Community waste management for 30-100 tons per day by waste sorting to increase the values for alternative energy with no waste burning



Innovative MasquraX for Wildfire Suppression and Medical Purposes



Eco-Plastic Packaging



Edible SK Film



Haze Elimination Mobile

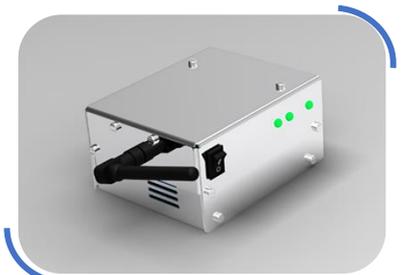


Kham Jao Mor.Chor.107 (KJ107)



Rice Weevil Eradicator by Radio Frequency (RF) for Communities

Dust and Air Quality Monitor by Sensor and Laser for Real-Time Response





Implementations of Platform C: Creative Lanna

The University has set strategies that put an emphasis on the center for creative innovation to further commercial benefits by creating value from goods, services, or tourism in Lanna communities, creating and gathering ready-to-use knowledge for commercial benefits and community growth through support and potential development for entrepreneurs under the following implementations.

Center of Lanna Folk Wisdom and Knowledge



The Lanna Traditional House Museum, The Center for the Promotion of Arts and Culture, Chiang Mai University



Lanna Architecture Center, Khum Chao Burirat (Maha In Na Chiang Mai)



Online Platform

Adding Value to Lanna Folk Wisdom



Wat Sri Nawarat (Thung Sieo): Community Arts



Ban Muang Kung Pottery Handicraft and Ban Tong Ngam Lathe Handicraft



Lanna Architecture Center as a center for the city and community and continuation of Lanna architecture



Product Development for Hand Woven Cotton by Villagers in Hod District, Chiang Mai, enhanced by Lanna floral fragrance through microencapsulation technology

Collaborating with Social Sector/Communities/ Tourism Authority of Thailand/CEA



Producing manpower

Creative Lanna League



Lanna Essence Workshops

Creating jobs



Gastronomy Tourism (Lanna High Tea), The Lanna Traditional House Museum, The Center for the Promotion of Arts and Culture, Chiang Mai University

Social Services/Social Roles

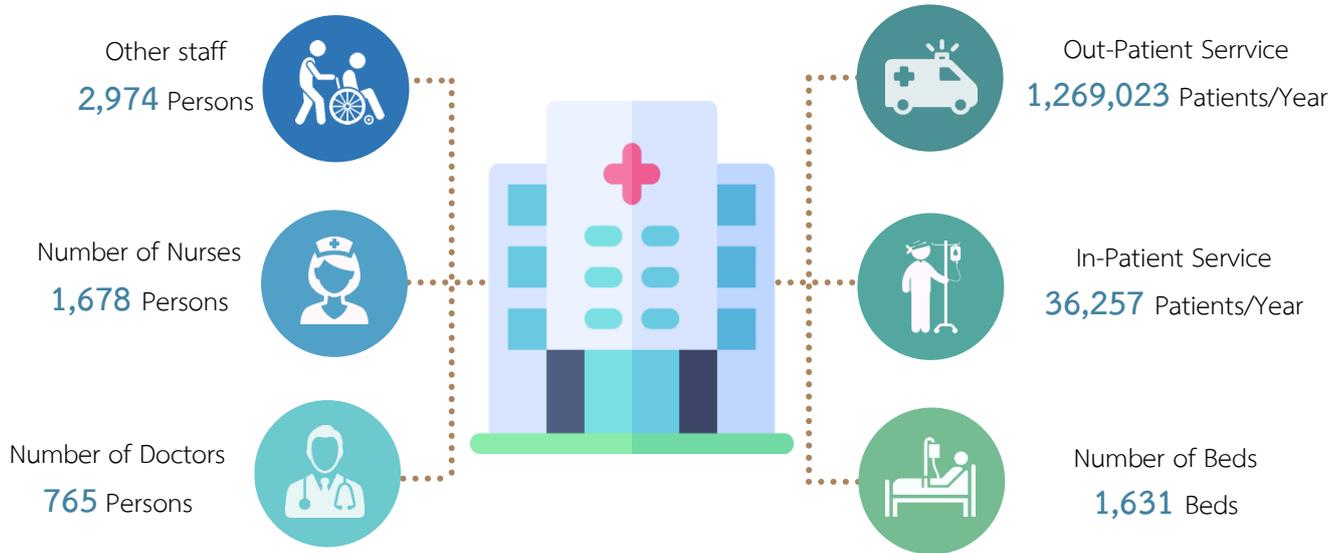
Academic Service

Chiang Mai University has carried out a variety of academic services in response to the needs of the society and communities along with knowledge transfer projects/activities and professional services for social benefits through its academic strengths and potential. These include projects of renewable and alternative energy, academic services for solving crises in the northern communities, and operations in accordance with royal initiative projects. The University has undertaken these following projects:

 <p>SDGs3</p>	<p>Craniofacial Center, The Information Technology Foundation under the Initiatives of Her Royal Highness Princess Maha Chakri Sirindhorn, Faculty of Medicine, Chiang Mai University</p>	
 <p>SDGs2</p>	<p>Plant Genetic Conservation Project under the Royal Initiatives of Her Royal Highness Princess Maha Chakri Sirindhorn</p>	
 <p>SDGs1</p>	<p>Income Generation Plans for the Elderly, People with Disabilities, and the Disadvantaged on Public Space: A Case Study of Ban Dong Slow Life Learning Center, Ban Pao Sub-district, Mae Taeng District, Chiang Mai Province</p>	
 <p>SDGs3</p>	<p>Behavioral Adjustment Project for Risk Reduction of Coronary Artery Disease and Heart Disease</p>	
 <p>SDGs9</p>	<p>Agriculture and Bio Plasma Technology Center (ABPlas)</p>	
 <p>SDGs4</p>	<p>Youth Development Project</p>	
 <p>SDGs13</p>	<p>Economic Forest Plantation for Haze Free Air</p>	
 <p>SDGs3</p>	<p>Community-based Rehabilitation Center</p>	
 <p>SDGs11</p>	<p>Law for Community</p>	
 <p>SDGs3</p>	<p>Preschooler Care Project by Family and Community</p>	
 <p>SDGs3</p>	<p>Elderly Health Promotion</p>	
 <p>SDGs3</p>	<p>Health Promotion for Karen Communities in Omkoi District</p>	
 <p>SDGs7</p>	<p>Energy-saving Steamer for Tea Leaves</p>	
 <p>SDGs3</p>	<p>University to Tambon (U2T)</p>	
 <p>SDGs2</p>	<p>Promotion for Non-toxic Crop Production</p>	
 <p>SDGs9</p>	<p>Occupational Development for Chiang Mai People (Eri Silk, Cash Crops)</p>	
 <p>SDGs2</p>	<p>Conservation and Utilization of Thai Rice Genetic Varieties in Mae Chaem District of Chiang Mai</p>	

Chiang Mai University

Medical Care, Maharaj Nakorn Chiang Mai Hospital, Sripchat Medical Center, and the Center for Medical Excellence, Chiang Mai University



Service by AMS
Clinical Service
Center



Service Receivers
143,976 Persons-Times

Service by
Community
Pharmacy



Service Receivers
109,085 Persons-Times

Service by
Dental Hospital



Service Receivers
60,469 Persons-Times

Service by
Small/Large
Animal Hospital



Service Receivers
63,547 Animals-Times

Service by Craniofacial Center, The
Information Technology Foundation
under the Initiative of HRH Princess
Maha Chakri Sirindhorn



Service Receivers
109 Persons-Times

The Royal Initiative Projects of HRH Princess Maha Chakri Sirindhorn in Omkoi Areas of Chiang Mai



International Cooperation

International Cooperation between Chiang Mai University and Universities/Institutes Abroad



Asia 18 Countries

- Bangladesh
- Brunei Darussalam
- Cambodia
- China
- Hong Kong
- India
- Indonesia
- Iran
- Japan
- Korea
- Laos
- Malaysia
- Myanmar
- Pakistan
- Philippines
- Singapore
- Taiwan
- Vietnam

Australia 1 Country

- Australia

Europe 15 Countries

- Austria
- Belgium
- Czech Republic
- England
- Estonia
- France
- Germany
- Hungary
- Italy
- Netherlands
- Poland
- Portugal
- Romania
- Spain
- Sweden

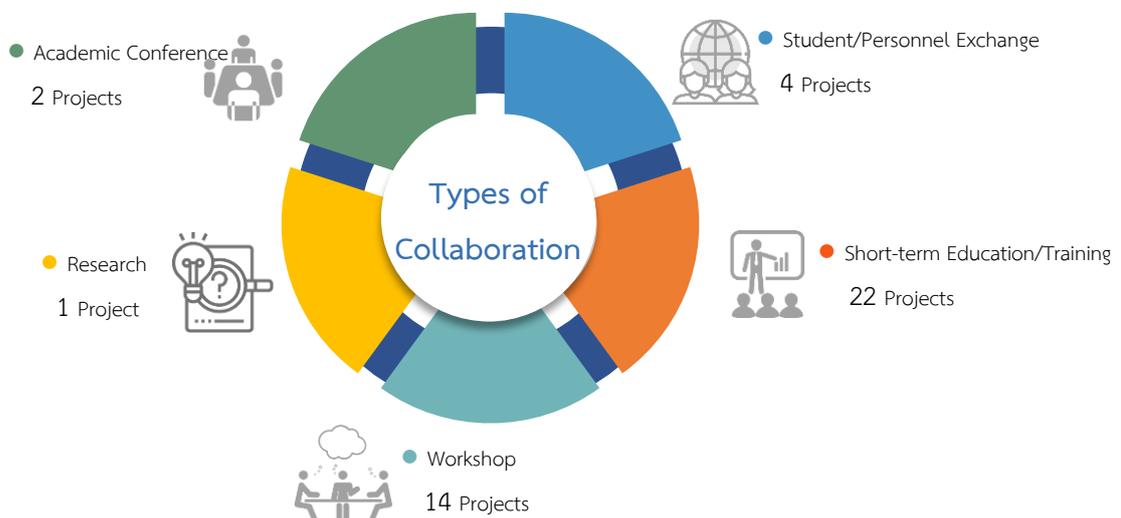
America 3 Countries

- United States
- Canada
- Peru

Africa 1 Country

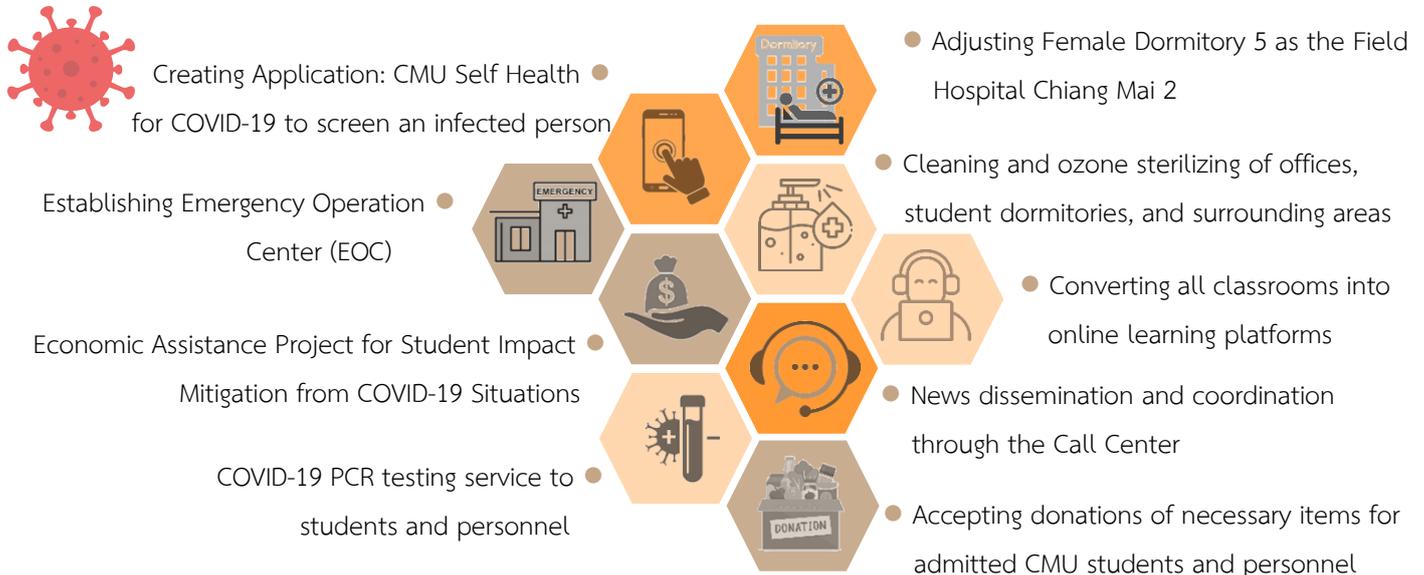
- South Africa

Types of Collaboration

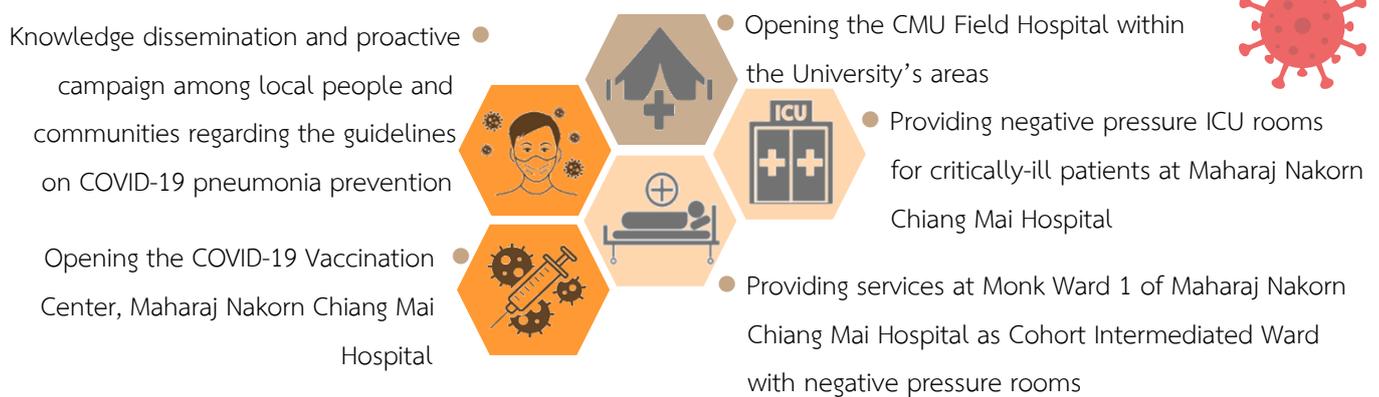


Roles of Chiang Mai University toward the Situation of COVID-19

CMU Implementations for Mitigation of Impacts on CMU Students and Personnel



Collaborative Implementations for COVID-19 in Local Areas and Communities



Application of CMU Innovations for the COVID-19 Patients



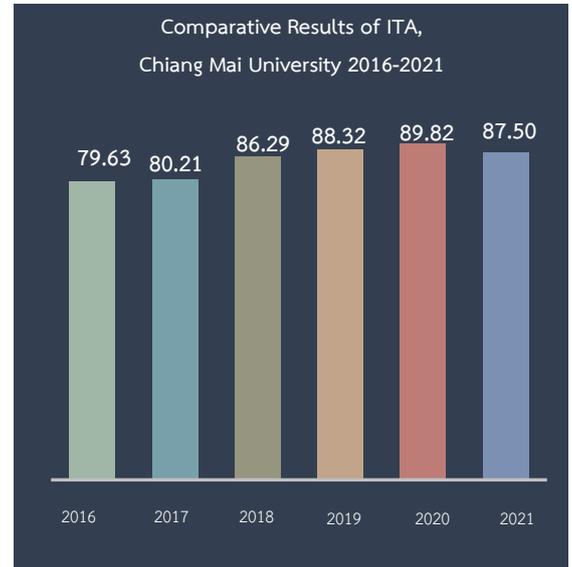
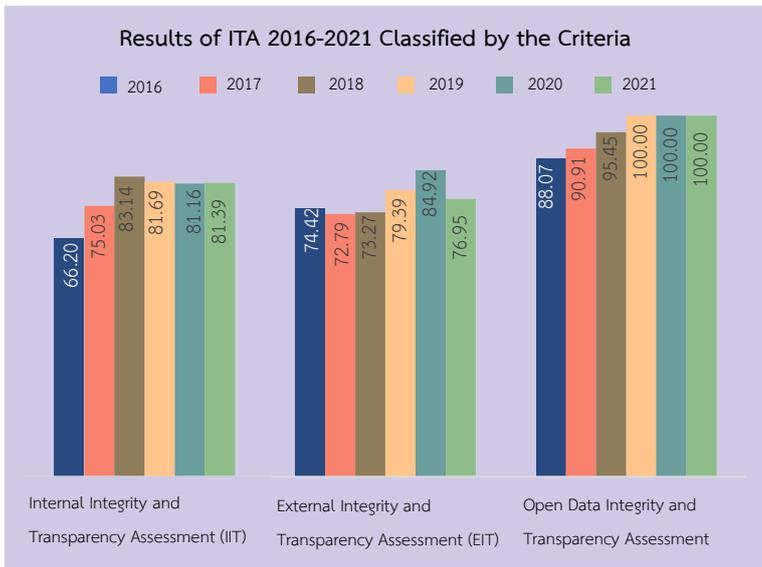
Implementations toward Government Policies: Producing Manpower, Creating Jobs, and Improving Local Economy

The University receives financial support from the Ministry of Higher Education, Science, Research and Innovation (MHESI) regarding projects to hire people suffering from the situation of Covid-19. The University, Research Unit, and SMEs entrepreneurs have collaboratively worked in various ways in the communities and continued the 'One Tambon One University' Project, which has recruited more than 8,300 positions worth a total of 73,500,000 Baht.

Good Governance of the University



Integrity and Transparency Assessment (ITA) of the Government Agency



“ANTI-CORRUPTION AWARDS 2021” for Anti-Corruption Promotion Regarding “Outstanding Educational Institution for Anti-Corruption Promotion”



Results of Integrity and Transparency Assessment (ITA) 2021 for Chiang Mai University with Rating A



CMU Transformation

■ 6th Decade 2014-2023

Toward a world-class university
and sustainability



■ 5th Decade 2004-2013

Development toward the
university of excellence



■ 4th Decade 1994-2003

Development toward the
research university



■ 3rd Decade 1984-1993

Standard development on
educational quality

■ 2nd Decade 1974-1983

Educational expansion to
create values of the university
to the North and Thailand



■ 1st Decade 1964-1973

Fundamental creation and
educational development

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The University's Channels for Contact, Information, and News



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[cmuchannel.cmu.ac.th](https://www.youtube.com/channel/UCmu)



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