

KU Experience: Empowering Entrepreneurial Skills for Agricultural sector

This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.





The ROLE of KasetSart University **KU**

Life and Land **Laboratory** and Platform for
Agricultural, Food and Bio Innovation for Wellbeing
(Innovation driven entrepreneurs with Self-sufficiency Philosophy:
better Self, better Relationship, better Society)

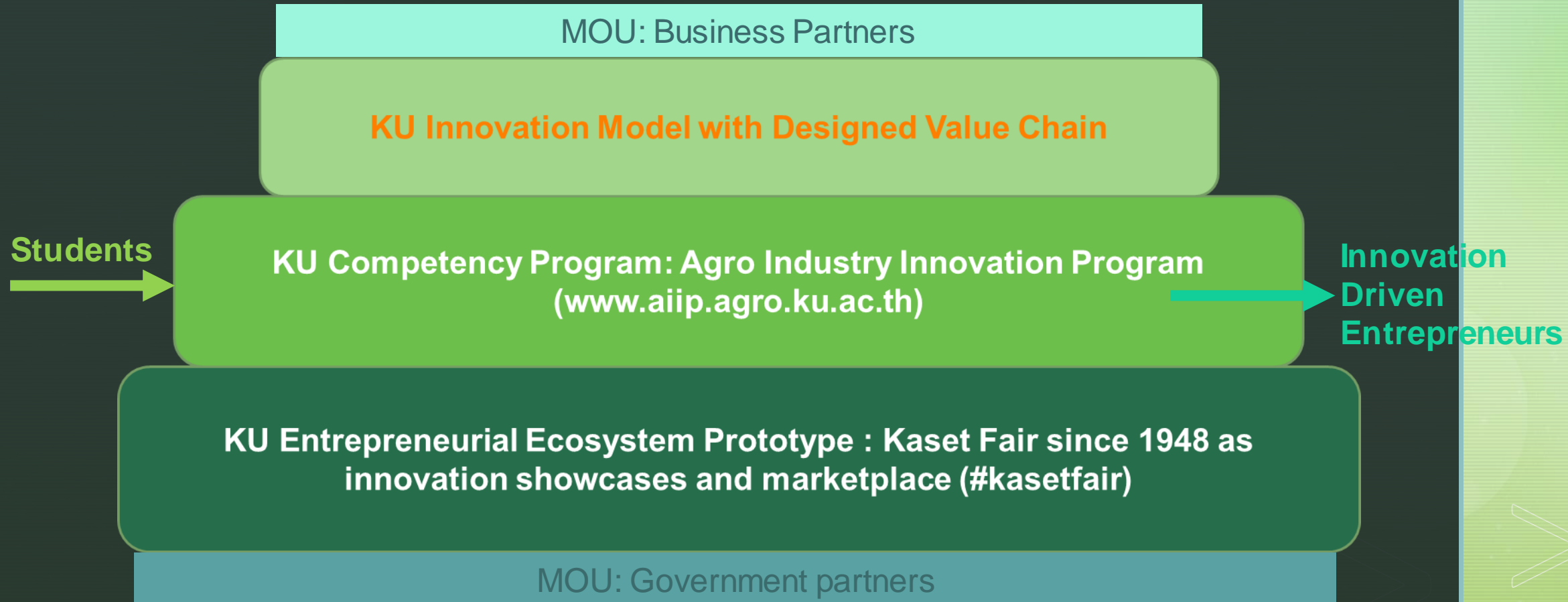
#KasetFair: an Annual Event as Innovation Entrepreneurial Laboratory



Attitudes for being Entrepreneurs

touch points

KU: Innovation and Entrepreneur developer by design



- Innovator needs a *journey*

Entrepreneurship needs a *spirit with skill*

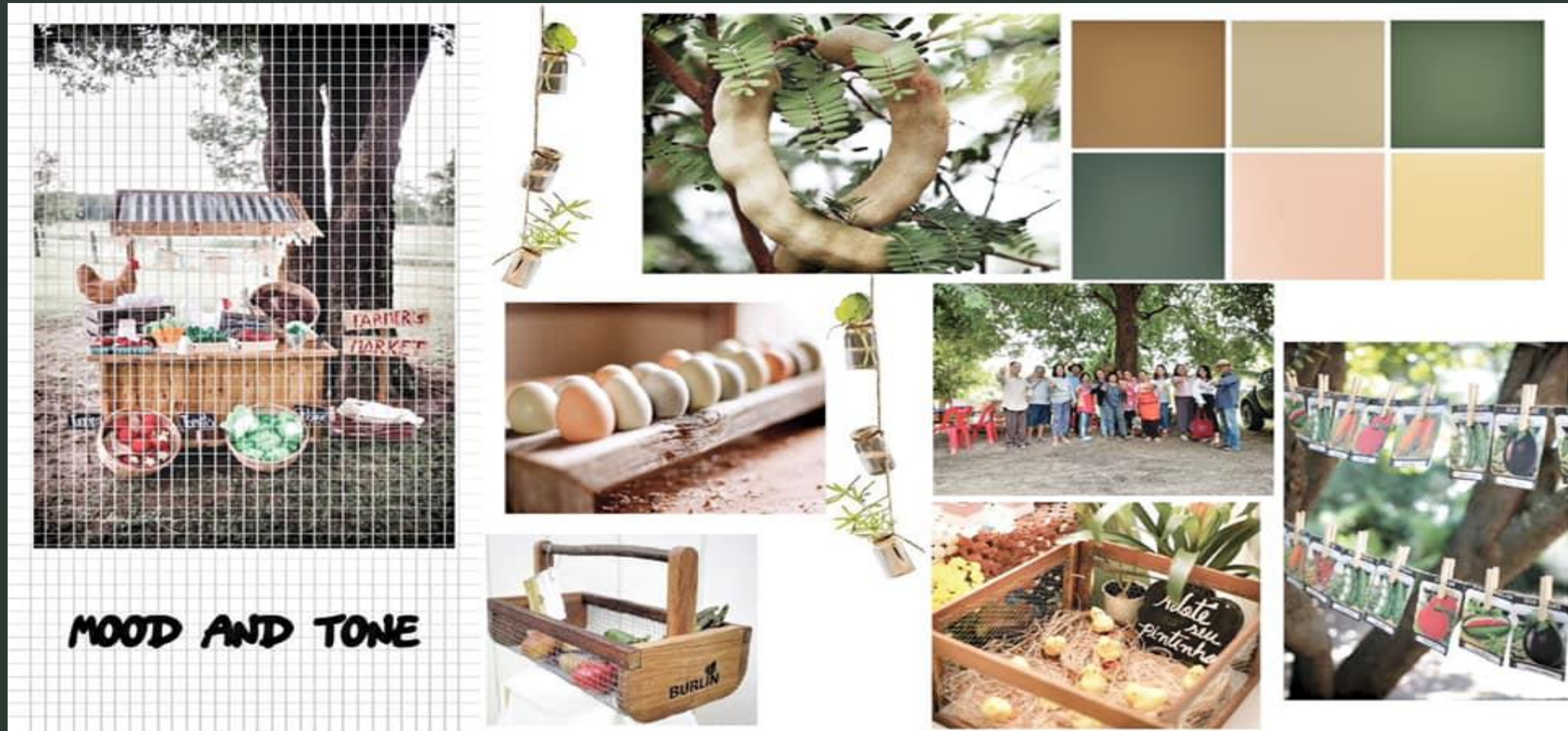
Just got to immerse yourself with the right *team* for a certain period until it becomes a normal behavior



Agro Industry 4.0 for Thailand: Human centric innovation with connectivity

1. Strategic **Value by design**: focusing in **People** with the life long learning culture (reskill and upskill)
2. Service **innovation** with originality (Lean, reform, transform and perform) and **digitalization** for **adaptive advantage**
3. **SDGs** and **Local identity**
4. Life long relationship through **Brand** design
5. Strategic **Co creation** business model with ASEAN

Farm shop perspective design by a team from Fashion Business KU (Department of Textile Science)



See also Faculty of Fishery Model in FB @Chobprachoom (Suriyan Tunkijjanukij, Dean)

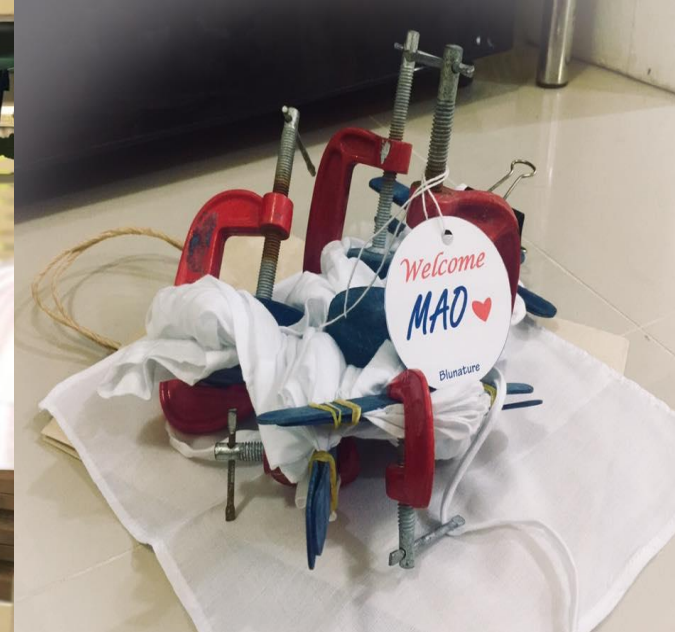
**Business Model and Management Practice:
Organic Rice Community Enterprise
(extended from Smart Agri Robot Project
by School of Engineer)**



Be the customers in order to understand the lifestyles and understand the marketplaces



Agri Community Development with Blue nature





Experience sharing from the mushroom farm owner



Agro Industry 4.0 for Thailand: Human centric innovation with connectivity

1. Strategic **Value by design**: focusing in **People** with the life long learning culture (reskill and upskill)
2. Service **innovation** with originality (Lean, reform, transform and perform) and **digitalization** for **adaptive advantage**
3. **SDGs and Local identity**
4. Life long relationship through **Brand** design
5. Strategic **Co creation** business model with ASEAN



Every kids were born with the talent. University shall be a place that empowering the lifelong growth toward wellbeing for all...

Chutima Waisarayutt, Ph.D.
Associate Dean of
Corporate Relationship
Faculty of Agro-Industry

#AgroInnovationProgram 
(www.aiip.agro.ku.ac.th)