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<td>Author(s)</td>
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By

Prapasna Auychai
Report
from
Professor Prapasna Auychai
Rector of Thammasat University
at the Opening Ceremony of
the International Seminar on
Communication Policy for Rural Development
2 - 6 March 1981
at Thammasat University, Bangkok

Your Excellencies the Minister Attached to the Prime Minister's Office, the Minister of Information and Broadcasting, Distinguished Participants, Ladies and Gentlemen:

On behalf of Thammasat University, I would like to welcome all, especially those who came from overseas, to this international seminar on Communication Policy for Rural Development. I am particularly thankful to you, Mr. Chairman, for the honor you extend to us by your presence at the opening ceremony today.

This seminar has been jointly organized by East-West Communication Institute (EWCI) U.S.A., the Asian Mass Communication Research and Information Centre (AMIC) Singapore and Thammasat University Faculty of Journalism and Mass Communication. Needless to say, EWCI and AMIC have made a significant contribution to the development of communication education and professionalism in Asia and the Pacific region. We are sincerely appreciative and honored that both EWCI and AMIC have distinguished Thailand in general and Thammasat University Faculty of Journalism and Mass Communication in particular by their choice of venue for a seminar as important as this one. Let me hope that this major joint venture will augur well for a further closer cooperation and collaborative project to the benefit of all institutional interest in future.
This international seminar is aimed at achieving the following objectives:

1. Share knowledge and experiences on the emerging models of rural development and the role of communication;
2. Identify and analyze priority problems of communication policy and planning in Asia and the Pacific region;
3. Develop specific recommendations for improving communication policymaking and planning for rural development in the region, including education and training of communication policymakers, planners, and program administrators; and
4. Examine possible mechanisms for maintaining dialogues and exchanging information on the problems of communication policy and planning for rural development.

It is noteworthy that the seminar takes place at a time when Thammasat University Faculty of Journalism and Mass Communication is prepared to launch its graduate program with emphasis on communication policy and planning. It is hoped that the results of this seminar will be beneficial to the proposed study program and all participants.

The seminar will be held at Bhumibol Dam, Tak Province. The Program will highlight paper presentations, followed by discussion, working group meetings and study tours. Topics for presentations are as follows:

"Development Paradigms—old and new"

"Microllevel Communication Policy-Making and Implementation in Thailand".

"Indian SITE program—Analysis of Policy-Making and Implementation Problems, Lessons for Other Countries".

"Indonesian Experience in Satellite Communication Program for Rural Development—Analysis of Policy-Making and Implementation Problems".
"Software Production and Distribution Policy—Import and Local Production of Communication Software and Programs" and "Institutional and Organizational Problems of Communication Policy-Making and Implementing Policy".

This seminar is attended by 25 foreign participants from 11 countries: Bangladesh, Fiji, India, Indonesia, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, Singapore and U.S.A. It is also attended by 25 participants and observers from Thailand.

The organizing of this seminar could not have been possible without a good cooperation from the Electricity Generating Authority of Thailand (EGAT) to whom we would like to extend deep gratitude.

It is now the time, Mr. Chairman, I would like to request you to open this international seminar on Communication Policy for Rural Development.