True Group CSR

To Cultivate:

- Knowledge
- Virtues
- Love of the Environment

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True Group
To Cultivate Knowledge, Virtues, and Love of the Environment...

True Plook Panya aims to provide Thai Youths, Teachers and the general public with equal opportunities to access information and knowledge to inspire sustainable learning, virtues and environment preservation awareness.
True Plook Panya Activities

Cultivate Virtues
- True Chronicle of Good People

Cultivate Knowledge
- Broadening Children’s Learning Experience for Underprivileged Schools Nationwide
- Activities & Contests for youths
  - True Young Producer Award
  - True Young Scientist Award
  - True Youth Camp

Cultivate love of the Environment
- The Nature Conservation Photo Contest

Creating a better life for the Disabled
- Autistic Application

www.trueplookpanya.com  True Plook PanyaTV Channel
To be part of the effort to improve society in terms of education so that children, youths, and the public in remote areas have equal access to sources of knowledge to inspire lifetime learning and self development for a brighter future.

Using True Plook Panya media as well as True’s strengths in communications innovation and resources to create a learning society in Thailand is one of the most important commitments and responsibilities of True Group.
1. TV and TrueVisions’s satellite sets, with more than 50 informative and educational channels

2. True Click Life: An integrated education program teaching computer usage for K 1-3, E 1-3

3. Digital Educational Software Program on 8 major subjects. Including Mathematics, Science, Thai, English, Buddhism, Health, Education, Art and Technology

4. Por Piang Game: Digital Game To cultivate the concept of Sufficiency Economy.

5. Converter: To convert signals from PC to TV

6. Easy Capture: A device to record TV programs for class planning by teachers

Digital Learning Media from True Plook Panya
True Visions Channels

- Discovery Channel
- Discovery Science
- Discovery Turbo
- Discovery Travel & Living
- Discovery Home & Health
- Animal Planet
- Disney Channel
- Playhouse Disney Channel
- The History Channel
- National Geographic
- True Explore 1
- True Explore 2
- True Explore 3
- True Spark
- TNN 24
- TNN 2
- BBC World News
- DLTV 1 – 15 (ช่องรายการของมูลนิธิการศึกษาทางไกลผ่านดาวเทียม)
- ETV (ช่องรายการโทรทัศน์เพื่อการศึกษา)
- RATV (ช่องรายการเฉลิมพระเกียรติ)
- Free TV (3, 5, 7, 9, NBT, Thai PBS)
Additional Support for Best Practice Schools

True Plook Panya Prototype Schools have easy access to info and knowledge in every classroom.
Multimedia Facilities for True Plook Panya Prototype Schools

- Installation of TV and computer in every classroom
- Installation of Server System
  - To store knowledge & information material in various forms / To be used effectively in planning teaching program.
- Installation of LAN Network System
  - To gain access to the Internet.
- Installation of SMATV system
  - To support audio and video broadcasting in all classrooms
- Installation of closed circuit television broadcast system
  - Live communication tools that can reach students in all classrooms.
True Plook Panya Best Practice School is the Center of Knowledge Sharing Network

- Complete set of “Digital Multimedia Equipment” installed in all classrooms in True Plook Panya prototype schools
- All prototype schools are the center of a knowledge sharing network for neighboring schools
- From 2007-2013, the number of prototype schools is 36 schools
IT Support Officer at All True Plook Panya
Best Practice Schools

- To maintain True digital learning media equipment
- To strengthen and build True Plook Panya prototype schools as the center of a knowledge sharing network
www.trueplookpanya.com

- Largest knowledge sharing database
- Examination sample database
- Promoting ethics among the youth
- Teacher’s corner: sharing articles and knowledge on class management for Thai teachers
- All about knowledge: Open for all experiences and knowledge sharing
- Guidance for future education
- Webboard for teachers to exchange knowledge or tips in teaching
- Updates on activities under the True Plook Panya project
True Plook Panya TV Channel

- Broadcast on TrueVisions channel DSTV 06
- “Work and Play Can Go Together” concept
- Focus on Edutainment content and ethics through Buddhist doctrine
  - Inspire learning anywhere anytime
  - Provide educational content (inside/outside class) appropriate for all levels
  - Promote ethics as the channel’s highlight by seamlessly integrating Buddhist doctrines in TV programs
Target Number of True Plook Panya Schools

- 2007: 800 schools
- 2008: 2,000 schools
- 2009: 2,500 schools
- 2010: 3,000 schools
- 2011: 3,500 schools
- 2012: 4,000 schools
- 2013: 5,000 schools
- 2014: 5,500 schools

Target: 10,000 schools
โครงการ G+ เพื่อโรงเรียนและชุมชน

อัสระที่จะเรียนรู้...

3G+ เพื่อโรงเรียนและชุมชน

ไปที่ความพันธุ์อยู่ใกล้แค่ไหน อนาคตการเรียนรู้เป็นจริงได้ ด้วยอินเทอร์เน็ตไร้สาย เครื่องมือ 3G+

3G for Schools & Communities
3G for Schools & Communities

- Bring the benefits of 3G technology to support and improve the quality of learning for schools and local public health service center in remote areas to be able to access information and knowledge equal to those who live in major cities.

- A 3G Internet connection set includes:
  - 3G aircard, NetSIM 3G+ with speed capability of up to 7.2 Mbps
  - Unlimited usage
  - Top up with white net program, a filtering software to prevent students from inappropriate content.
Sample of using 3G in Schools

- Surfing info & knowledge in libraries
- Learning outdoors
- Wi-fi sharing in computer LABs
White Net Program: Filtering Software for inappropriate websites

- Monitor and filter inappropriate websites
- Promote creative usage of Internet with responsibility & conscience
- Coordinate with related government agencies to promote creative usages of the Internet
- Distribute White Net Program and communication materials that promote understanding about creative usage of the Internet to all schools under True Plook Panya
- Provide training for school management and teachers/students about benefits and usage of White Net
Sample of using 3G in Local Public Health Centers

Search online for medical info

Live broadcast medical info for the community

Supports real time medical consultant from major hospitals to local public health service centers
Sample of 3G for Medical Consulting at Chaibadan District, Lopburi Province, Central Part of Thailand
Sample of 3G for Knowledge Sharing between Non-formal Education and Community Learning Centers
3G supports mobile medical services for hill tribes in the North part of Thailand
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