



*Naewna's Archive*

## **RAMA Channel: An Example of TV Program for Health**

When I have free time, I learn from several ways.

- Reading books
- Looking at the website like Google
- Watching YouTube
- Watching TV
- Teaching and learning from the students

When I watch Thai TV channels, I focus more on news sessions. New1 provides good and in-depth knowledge but is not quite neutral because it belongs to Blue Sky.

I also watch international TV channels from China, BBC, CNN and Bloomberg. Today, I am talking about Rama Channel which I frequently watch and would like to sincerely admire.

Those who have never watched this channel should take a chance to watch it. I would like to inform the readers to follow my radio program and TV programs. Kid Pen Kao with Dr. Chira TV Program is broadcast on TGN or True 370 every Saturday at 21.00 hrs. Towards Thailand 4.0 TV Program is broadcast on NBT every the first Monday at 14.00 hrs. Human Talk is broadcast on FM 96.5 Mhz. every Sunday at 6.00 hrs. If you have time, please follow them.

In this era, we must support whatever is good. Rama Channel is valuable. It can be broadcast 24 hours a day. There

are network from several sectors especially entertainment sector. Therefore, the programs are not boring. I learn about health every day.

I would like all readers who are my networks to know that Rama Channel provides high quality knowledge which is very valuable for the Thai society as follows.

- Outside networks are involved to make it more interesting.

- It advises health prevention as much as treatment which is important. It presents very valuable issues. It provides Thais with health knowledge for the future. There should be other kinds of TV channels like environment, tourism and education using Rama TV Channel success as the model.

I believe that health is important. It is a part of human capital development. Human capital must start from health especially exercise and nutrition.

I would like to sincerely congratulate this channel. This is the first week of 2018. I would like to leave a concept. I would like to recommend the first book from Satya Nadella, the Indian CEO of Microsoft after Bill Gates and Steve Ballmer respectively.

The interesting point is human capital management. There are several main points from this book.

The great impression is that the author has curiosity and lifelong learning. Besides childhood, he maintains it when he

becomes adult. How can we develop curiosity culture in the Thai society?

Second, he has lifelong learning. Instead of knowledge, Thais craze for power, money and positions. A good lesson from this book is how to develop lifelong learning for Thais.

Finally, Microsoft meets a lot of success. If it does not have continuous improvement, it can fail. Refresh Technique is used. The newly fresh ways are developed to apply to the organization which has been already successful.

His method found that smart people working for a long time started to be selfish. They are smart due to their great ego. They rarely think of other people. They are very self-confident. From the past experience, it was found that the meetings of talents rarely succeeded. They never realize other people's values. They see the success from their own perspective and have me, me, me Culture.

Microsoft invited psychologists to train talents to adjust and discover themselves. Then, they can honor and listen to other people's opinions. It is like my HRDS Theory as follows.

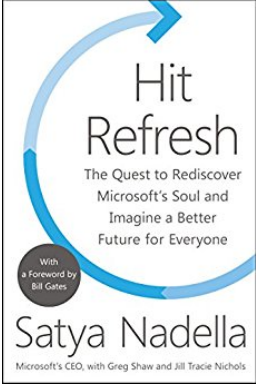

- Happy
- Respect
- Dignity
- Sustainability

I think that being the CEO is to extract the best from everyone. Then, everyone should be promoted to honor other people. It is like Empathy Concept. They must know that they also work for other people. If they think that they are talents

only, they will finally fail. There is no synergy within the organization.

Microsoft's talent management is intangible asset or soft skill management. It is not Intellectual Capital or IT skill only.

This is a New Year gift for 2018.

	
Hit Refresh	Rama Channel

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Source: Learning from Reality with Dr. Chira Column. **Naewna.**  
Saturday 6 January 2018, p.5