

## Success Story (8): “Farm of Dream”

by Mr. Songyos Srijohn / Thailand

When Mr. Songyos worked for the Siam United Steel Corporation, a Siam group-Nippon Steel Corporation joint venture, he had a chance to participate in the AOTS Technical Training (host company: Nippon Steel Corporation) in 1996. While staying in Japan he was highly impressed by the spirit of mutual assistance of the Japanese people. When he returned home, while doing his proper job, he decided to set up a website called “*Farm Phun* (Farm of Dream)” via internet, media which was just beginning to be popular in Thailand then. In “*Farm Phun*” he wrote his impressions and inspirations which might provoke good ideas, lessons and models to the visitors in the form of a diary. The website was

renewed regularly, and it attracted a more and more number of hits and social reaction. As a result, it was two years after the website was set up in 2001 that *Farm Phun* was granted a prize from the then National Youth Bureau of the Thai government as the best mass media production contributing to raising morale and creativity of the youth. A major publishing house’s proposal led to a book titled “The Best Satisfaction is Brought through Learning.” Mr. Songyos says “I set up my website as a way to pay back society that had given me many fine chances in life. It was the technical training of AOTS that has made me think that way.”

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### Mr. Songyos Srijohn

A resident of Samut Prakan. Since 1989 Mr. Songyos has been working at the Siam Cement Public Co., Ltd., Thailand’s largest cement manufacturing company, and currently serves as its senior manager. In 2001 his website “*Farm Phun*” was honored by the government as one of the excellent websites targeted at young people. Since 2007 Mr. Songyos has been on the board of the Thai Chamber of Commerce and Industry.

Past experience of AOTS training:

Technical Training in 1996 [provided at Nippon Steel Corporation]



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Story submitter: Mr. Songyos Srijohn  
Country: Thailand  
Field of activities: Social Contribution



In a person's lifetime, it is not quite often that one can say here comes one's golden chance. For me, when I look back to my training period at AOTS in Japan, I accept that it is one of the most impressive and golden times of my life.

In late 1996, I got the chance to attend the training at Nippon Steel Corporation, the parent company, in Japan, through AOTS technical training program. My company is a joint venture between Thailand and Japan. I attended a Computerized Control Manufacturing Course which was a training program set up by Nippon Steel and AOTS, and the course duration is 1 year. Most of the training took place in the head office of Nippon Steel in Tokyo but I also had to be apprenticed in Chiba Prefecture and Kita-Kyushu City one month each.

During the training, AOTS coordinators and my colleagues at Nippon Steel took very good care of me. Apart from learning working skills and knowledge, I also absorbed the culture and good living patterns of the Japanese people. Normally, I love traveling very much. So, when I had a chance to stay in Japan, a country that has travel resources and convenient transportation, I traveled to various beautiful places.

During my stay in Japan, I felt that the Japanese people were very humble and ready to give a helping hand to others, which impressed me very much. I remembered that when I went to unfamiliar places and got lost, I was always helped by Japanese people. They took me to the nearest train station or the place I intended to go, though they were very far from their homes or destinations.

I absorbed the value of being a caring and helpful society while I was in Japan, as if it was in the air everywhere, be it in the house, office or other places. I also strongly felt that we could help anybody when the appropriate time comes. When I came back to Thailand in 1997, the Internet was very popular globally, and also in Thailand. I therefore thought that I could help society and community through an Internet channel. I created a website to be a place for inspiring people to find their

dreams and to try to achieve them. The website was named “FarmPhun” (“Farm of Dream” / <http://www.FarmPhun.com>).

In fact, FarmPhun is a Blog or Web log but in the year 1999 when I created this website, the words “Blog” or “Web log” were not well known. At that time, there was maybe a “Diary Online” that was created for recording daily life. But FarmPhun was different from Diary Online in that I did not write everyday. I wrote only my impressions that might present good ideas or good lessons to others. These impressions and inspirations may come from the situations we have met in our daily life or book contents that I thought valuable to publicize. I gradually created this website when I had the time and chance to do it. It was completed in the next 2 years. On the website, I convey stories, my impressions and my inspirations with the objective to give knowledge, morale support and good feelings to the visitor, which I considered worth introducing, to the website. I can not exactly say whether it is a hundred, a thousand or ten thousand people who visit my website. But I am quite sure that everyone visiting my website both children and adults shall receive good feelings and inspirations.

When I first created my FarmPhun, I never thought of nor intended that it would be awarded or would receive recognition from anyone. It was just a way that I could pay back society that had given me many fine chances in life. I would like to tell everyone that every life has to go through suffering, happiness, disappointment and fulfillment. So if we give up on our dreams and goals when we feel disappointed and become easily discouraged, we will miss many good opportunities.

In the evening of one day in October 2001, I got that good news that FarmPhun had been granted a prize as a good website for young people from the National Youth Bureau, the Office of the Prime Minister. (Now, it has been promoted to be the National Council for Child and Youth Development (NYCD) under the Royal Patronage of HRH Princess Mahachakri Sirindhorn). The day I received the award from the Deputy Prime Minister at Government House, I was very proud and happy.



*Ceremony at the Government House, 18 December 2001*

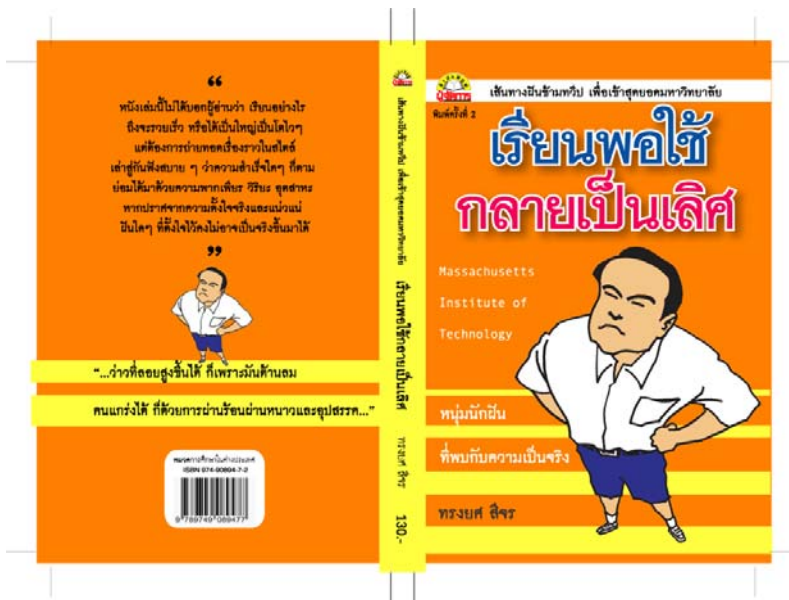
### Award Certificate

The Award Presentation Ceremony is organized by The National Council for Child and Youth Development every year. The Council selects the best mass media production for young people comprising 14 categories, i.e., television programs, radio programs, advertisements, Thai cinema, documentary films, singers or musicians, audio tapes, magazines, newspapers, television program supporters, cartoon books, computer media and local media. The objective of this award is to promote mass media producers and supporters who produced quality media suitable to children and young people (morally, creatively, and entertainment-wise) as well as to be a “Role Model” for other mass media producers.

### Publishing a pocket book “Ruen Por Chai Klai Pen Lerd”

After receiving this Award, two publishing companies contacted me to make a pocket book by gathering my interesting stories presented on FarmPhun. I thought for a couple of weeks, and then decided to select stories related to my educational efforts in the pocket book.

Firstly, I would like to talk about my educational background. Before I attended the training program at AOTS, I gained an MBA from M.I.T. (Massachusetts Institutes of Technology) by getting a scholarship from my company. M.I.T. is considered as one of the most elite universities in the world. From the past until now, there are few Thai people who have graduated from this institute. Though, I only finished primary and secondary levels in a local school in Bangkok, which is the capital of Thailand and center of everything, I could study at M.I.T. I think that if I bring the lessons of my life and the efforts to follow my dreams to others, it shall build up the moral, inspiration and spirit of a lot of children and young people.



*Mr. Srijohn’s Pocket book “Ruen Por Chai Klai Pen Lerd”, published and sold out in 2003*

The theme of the book does not indicate that M.I.T. is the best institute or the institute that everybody should go to. But the book indicates that people shouldn't feel discouraged in following their dreams but be patient to fulfill them.

Nowadays, I believe that every action will have an impact on other people, the world and society. We may ignore our own and social actions for too long till it causes great damage to the world. Global warming is an obvious example. We have been talking about these looming phenomena for a long time but only a few people pay serious attention to it. It may be now too late to solve this problem. The best way to deal with this now may be only to prevent it from getting worse. If we still ignore society, who will change things, if it is not all of us?

Having the good chance to attend the training with AOTS, I received another valuable thing: being a driving force for social giving and taking, apart from knowledge and skills, for the industrial development of my country.

Finally, I would like to thank you, AOTS, in serving as a major mechanism of the world, throughout half a century, in creating a mutual assistance network, technology transfer and economic and cultural exchange. In addition, your efforts in organizing an Alumni and Alumni Network that provide a lot of benefits in various parts of the world is very valuable.

Songyos Srijohn