



RAIN in September: Monthly Digest

Get updated with #thaiRAIN's recent outreach to farmers, agrifood businesses, and organizations. In September, we continued to strengthen our partnerships and promote climate-smart innovations across the region. From collaborating with universities to engaging with local agricultural cooperatives, our initiatives aim to enhance sustainable practices and support food security in Thailand and beyond.

Let's get into the details...



#thaiRAIN Hosts Inaugural AgTechExpo at the Krayasart Fair

We recently held an AgTechExpo, believed to be the first of its kind alongside traditional events like the Krayasart Fair, which we helped revitalize in Saraburi Province. This unique collaboration celebrated the rich cultural heritage of Krayasart—traditional Thai rice bars—while showcasing innovative agricultural technologies. The AgTechExpo featured a range of climate-smart innovations for farmers, including mobile apps for weather forecasting and plot monitoring, customized fertilizers, and agricultural drones, all designed to enhance farming efficiency and sustainability.

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#thaiRAIN appoints new Technical Director

Congratulations to Dr. Chanakan Kupachaka on her appointment as thaiRAIN's new Technical Director!

Dr. Chanakan is a digital agronomist with over 10 years of experience in crop physiology, production, and integrated pest management. Her expertise in agronomy and simulation models has advanced digital agriculture and precision farming, helping farmers increase production and adopt sustainable practices. She has been instrumental in scaling climate-smart innovations like microbial powder and controlled-release fertilizers at thaiRAIN.

Let's wish Dr.Chanakan every success in her endeavor.

[Read more](#)



#thaiRAIN and DOAE Discuss to Boost Smart Farming in Thailand

We had a productive conversation with the Department of Agricultural Extension (DOAE) to advance smart farming technologies for Thai farmers. In a recent meeting, chaired by Ms. Duangsamon Pruttikul of DOAE, we discussed using innovations like VR training, drones, and big data to tackle climate change, labor shortages, and rising production costs. Collaborating with Kasetsart University and the Thai Agricultural Innovation Trade Association, #thaiRAIN aims to help DOAE scale these technologies, promoting sustainable farming, increasing farmers' income, and attracting younger generations to agriculture.

[Read more](#)



#thaiRAIN and SEARCA Join Forces to Empower Youth in Agriculture

We have partnered with the Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA) to drive a youth-focused initiative in agriculture. SEARCA's "Sowing Seeds: Cultivating Youth's Future in Agriculture" program is designed to inspire senior high



school students to explore diverse agricultural careers and consider pursuing studies or ventures in agribusiness. Through this collaboration, we aim to highlight the vibrant opportunities in the field and encourage the next generation to become leaders in agriculture.

[Read more](#)

Assoc. Prof. Witsanu Atthananich Recognized a TRF Senior Research Scholar

Congratulations to Assoc. Prof. Dr. Witsanu Atthananich of Kasetsart University, who was recently granted an audience with Her Royal Highness Maha Chakri Sirindhorn for being named a TRF Senior Research Scholar. As an advisor to #thaiRAIN, he leads auditing panels of climate-smart innovations that #thaiRAIN will scale to benefit 30,000 farmers by 2027. His expertise in climate change, agriculture, and food security strengthens our mission to promote sustainable practices and educate farmers across Thailand. We look forward to continuing this impactful partnership.



[Read more](#)

#thaiRAIN Partners with SEARCA to Inspire Youth in Agriculture

We are proud to collaborate with SEARCA on the inaugural "Sowing Seeds: Cultivating Youth's Future in Agriculture" program. Our Business Development Specialist, Mr. Phonlapat Amornrattanaket, led a session highlighting how technology is transforming agriculture and supporting our mission to scale climate-smart innovations across Thailand and Southeast Asia. Held at Patumwan Demonstration School, the program engaged twenty high school students, emphasizing that agriculture welcomes professionals from diverse backgrounds, not just those working on farms.

[See more](#)



#thaiRAIN Visited Northern Longan Growers to Promote Chemical-Free Longan Cultivation

#thaiRAIN recently visited organic model farmers Mr. Samai Kaewphusri and Ms. Wannathipha Panyaporn in Lamphun Province, who successfully utilize sustainable approaches such as mulch covering and organic fertilizers to maintain plant health and ensure a



consistent income. Additionally, we attended the "Longan Longevity Festival" in Chiang Mai, which facilitated dialogue between organic longan farmers and the value chain. This market-based approach aligns with #thaiRAIN's goal of scaling climate-smart innovations, targeting 30,000 farmers by 2027.

[Read more](#)

#thaiRAIN Partners with Chiang Mai University to Combat Farmers' Burning

We extended our gratitude to the U.S. Consul General of Chiang Mai and Chiang Mai University for their support in discussions with the Office of the Chiang Mai Governor for strategies to reduce farmers' burning. We are eager to collaborate with CMU to launch joint initiatives aimed at fostering cleaner air and sustainable agriculture across Chiang Mai. Together with partners like CMU, we are committed to making a positive impact.

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#thaiRAIN Actively Promotes Climate-Smart Technologies

Rainmaker Nikhom Ruamsit represented #thaiRAIN at the Sugarex Thailand & Agri Expo Thailand 2024 in Khon Kaen, highlighting #thaiRAIN's mission to develop cost-effective business models and expand market access for rice farmers. Among the innovations discussed were RiceBot, a Line-based tool for real-time problem diagnosis, and personalized fertilizers that reduce costs and environmental impact. #thaiRAIN plans to launch a campaign promoting microbial powder as an alternative to burning, addressing toxic smog and soil degradation in pilot areas around the Chi River.

[Read more](#)

Dr. Chanakan Kupachaka Delivers Controlled-Release Nitrogen to Farmers

Dr. Chanakan Kupachaka delivered Controlled-Release Nitrogen (CRN) to nine farmer groups in Thailand's northeastern provinces, benefiting 95 smallholder households. Key recipients,



include the Wang Thong Agricultural Cooperative in Maha Sarakham and the Community Rice Center in Khon Kaen. They want to learn more about CRN, which uses coating technology to provide the right amount of nitrogen into the soil, reducing nutrient loss and improving cost-efficiency.

[See more](#)

Dr. Chanakan Kupachaka Explores Collaboration Opportunities with Universities and UBE

Dr. Chanakan Kupachaka visited Mahasarakham University, Ubon Ratchathani University, and Ubon Bio Ethanol Public Company Limited (UBE). At Mahasarakham University, we introduced the Chi River No Burn initiative. Ubon Ratchathani University expressed strong interest in our climate-smart innovations projects, particularly in conducting trials on rice stubble decomposition. Meanwhile, UBE showcased its commitment to supporting cassava farmers through sustainable practices and bio-products from ethanol production, along with its research on disease-resistant cassava varieties and innovative irrigation systems.



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#thaiRAIN Collaborates with DOA and Mekong Institute to Support ASEAN Climate Resilient Network

#thaiRAIN met with the Department of Agriculture (DOA) and the Mekong Institute to discuss a potential partnership aimed at supporting the ASEAN Climate Resilient Network (CRN)'s effort to promote climate-smart agriculture practices, networking, and knowledge sharing among member countries to enhance their capacity to adapt to climate change. In January 2025, #thaiRAIN will co-host the 10th anniversary celebration of ASEAN-CRN in Chiang Mai. Through this collaboration, we aim to assist in driving the adoption of climate-smart practices among farmers, ultimately promoting well-being and food security across the region.



[See more](#)

Winrock's MEL Technical Lead Visits #thaiRAIN

RAINmakers welcomed Paul Stanchfield, Winrock's Monitoring, Evaluation & Learning - Technical Lead, to the Bangkok headquarters. #thaiRAIN appreciated his expertise in strengthening our monitoring, evaluation, and learning systems so that we can better assess which innovations have the most significant impact on farmer livelihoods and a healthier environment.

[See more](#)



Collaborating with the Agricultural Research and Development Office

We recently welcomed Khacharawit Phanyangnoi, Director of the Agricultural Research and Development Office, Region 4, and Wasana Suksamran, Director of the Control Group under the Act, to discuss collaboration through our RAIN Program. Together, we aim to create a lasting impact on Thailand's agricultural future.

[See more](#)



Partnering with IFPRI to Revolutionize Agriculture with Drone Technology

We had the pleasure of meeting Khun Ben Belton from IFPRI to discuss an exciting collaboration. This initiative explores how drone technology can transform Thailand's agriculture. By improving crop monitoring and increasing efficiency, we aim to boost farmers' livelihoods and create a more sustainable agricultural future. Together, we're driving innovation that will shape the future of farming across the nation.

[See more](#)



Prof. Duncan Boughton Represents thaiRAIN at ICAE Meeting

Prof. Duncan Boughton of Michigan State University recently represented thaiRAIN at the International Conference of Agricultural Economists in New Delhi. His presentation concluded that successful technology adoption and scaling need to address social and economic inequities, gender views, and institutional preparation. Furthermore, well-targeted support structures, new evaluation methodologies, and policies to increase worker productivity and



resilience in the face of climate change are necessary.

[See more](#)

#thaiRAIN introduces “Village Champion” campaign to promote SCi adoption

#thaiRAIN is working with our partners to build relationships with farmers and crop supply chains. Under the “Village Champion” program, we will continuously educate them about climate-smart innovations, let them make decisions, facilitate the CSI adoption and follow up on their experience. RAINmaker Sumon Sangkaew recently visited Khon Kaen to promote farmers’ adoption of Controlled Released Nitrogen fertilizer.



[See more](#)

**Dr. Nipon Poapongsakorn visited
thaiRAIN to discuss no-burning
campaigns**

#thaiRAIN was honored to host Dr. Nipon Poapongsakorn of the Thailand Development Research Institute (TDRI), a well-known expert on Thai agriculture, at the RAIN Galactic Headquarters. We look forward to collaborating on the reduction of rice burning in Thailand and the region.

[See more](#)



**#thaiRAIN launches Farmer Agent
program**

#thaiRAIN is pleased to announce the launch of our Farmer Agent program. Khun Ratchada from Khon Kaen Province is our first farmer agent to enroll with Agrimomo to offer premium rice inputs, including Yoy Din, a microbial solution that serves as an alternative to crop burning.

[See more](#)



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