

## 4.1 Good people development

As the “Employees” are important factor driving the organization to the goal and sustainability, the company realizes importance of employees’ life quality. Also, we encourage the employees to have a sense of a giver, “morality” and “gratefulness”, prudent living,

self-immunity, reasonableness according to theory of sufficiency economy of His Majesty the King which is the important base of thought to develop good people to be “smart people”.



### 4.1.1 Good people development: creating value for self-esteem

#### • Develop employee mind with Buddhism

The company has encouraged employees to do good. By committing mercy on every day, monks, by invitation of the monks from the various communities around the factory to rotate around the corpse. And bless the employees It also promotes activities related to the religious maintenance. Both activities are done with external agencies. And the internal activities that the company held regularly. This will result in better staffing. And refine the mind with merit and charity, and also create a good relationship with society and surrounding communities as well.

and organizations as it gives employees choice to plan and rely on self-sufficiency. To reducing corruption risk and to make employees be more focused on work.

These factors make the Union group be more efficient and continue working until now

- 1) Management systems were believable.
- 2) Equally treated from Staff.
- 3) Reliability reports.
- 4) Equity investment.

So that, Along 2017 Somboon’s Union Group has got the Norm keeper rewards.

#### • Company’s credit union group

The Company has focused on promoting savings. To help ease the burden and create a financial discipline for employees. Including promoting long-term savings to prepare for retirement. Along with promoting knowledge of savings and investment in various forms.



### Savings and Credit Cooperatives for employees in Somboon Group (year 2017)

Members	Working Capital	Dividend
1,436	174 Million Baht	4.15%

The company has started “Company’s credit union group” since 2007. This project is beneficial to employees

- **To the better things**

The Company has featured on the creation and development of corporate culture. Because it is the foundation that drives the organization to achieve its vision. And grow sustainably. It is used as a tool to manage and develop people as both good and good. In 2017, the company focused on corporate culture. Through a variety of communication channels covering all target groups in the company, such as SBG Weekly News, Borrowing Public Relations, etc., to understand the importance of changing employee behaviors in the same direction throughout the organization. And the outstanding and effective way to communicate is the “Better for the Better” project, which is a great way to communicate with the people in the community. Behavior through various activities. By using language and symbols that are easy to understand (17 times, 2,772 employees).

- **Understand Dhamma and do good things for a happy life**

Apart from making merits in our “Dhamma Sawasdee” event, our employees also had a chance to make merits in many important religious activities, for example, the Buddhist Lent Day, the Asalha PujaDay, the Anniversary of Death of our company’s founder Mr. Somboon Kitapanich, the Birthday Anniversary of Mrs. Malinee Kitapanish. In 2017 our company also participated in an activity “The Buddhist Ordination The program” which this was a part that we pay our final tribute to His Majesty The Late King. In the Bangna plant, 11 of our employees participated and in the Rayong plant, 11 of our employees participated on 7 and 20 October 2017, at the Bangchalong Nai temple, Samutprakarn province, and at the Punsadet Nai temple, Chonburi province, respectively. We hoped that our activity would help to nurture the religions, to prolong the traditions, and to make us good people for a long time.

- **Somboon’s consciousness and meditation**

Our company has established a project called “Smart people with consciousness and meditation” twice on 22 May 2017 and 5 June 2017 at the the Bangchalong Nai temple, Samutprakarn province, with an aim to help all our employees to understand meditation method, the benefits of meditation, and the correct method to improve consciousness. After this activity, our employees could use the knowledge gained for applying in their working and daily lives based on non-negligent approach, have consciousness, and being self-awareness at all time. This year we had 426 employees participated in this activity.



#### 4.1.2 Good people development: Creating value for organization

##### • Factory police club

SBG companies are members of factory police of Samutprakan province established in 2007. This club is supported by Police Major General. Suweera Songmetta. The objective of this club is that the supervisors in the factor are responsible for the happiness of employees according to White Factory principles; good and safe environment, no criminal acts and drugs. This project creates activities that covers all factories in the area. Currently we have 68 factory policemen.

In recent year, Factory's policemen have been carry on;

- Categories the level of danger area by colors including red orange green. ( Red – Dangerous area, Orange – should be rectify, and White – Non-drug )
- Improved a traffics in company to be more convinience and be aware of traffic rules.
- Join the investigation team to increase safety, to reduce crime and to prevent substance abuse.



##### • Knowledge management sharing

An effective promotion policy focuses on advancing employees based on their skills and performance, not favoritism. Companies risk putting people in jobs they can't handle when promotions aren't based on workers' abilities. Then, Passing their knowledge to others by trainings or activities. Such as,

- 1) SBG Innovation Day & EV knowledge sharing  
To let the employees learn about future technology and possibility impact which held on December 1, 2017.
- 2) Robot programming training  
To teach about robot programming theory and process of automation in robot which held on July 11-12 and 19, 2017.
- 3) Basic TPS simulation  
To trained about TPS stimulated production for learning how to decrease waste which held on March 27-29, 2017.



- **Marigolds bloom in our heart**

To pay the highest respect to His Majesty the late King and correspond to Invitation from Ministry of Interior by planting marigold flower together. On August 31<sup>st</sup> 2017 Somboon Group had activity name “9,000 Marigolds Bloom in our heart” Management team and employee join to plant marigold.



- **Sandalwood flower: from our hearts,  
for His Majesty The Late King Rama IX.**

Our company, with the help from external consultants, taught our employee and people from the Bangclalong community to make Sandalwood lowers, or the Daffodil, which were then donated to the general public in order to pay our final tribute to His Majesty The Late King. The major raw material was the corn peel. This kind of raw material could be nicely made as Sandalwood flowers, or the Daffodil. More importantly, the production of these flowers was also in line with the initiative of His Majesty The Late King’s on Sufficiency Economy philosophy where the remaining from agricultural products were used for other benefits. Within our company, our employees produced a total of 10,000 Sandalwood flowers as part of a project that pay tribute to His Majesty The Late King. We submitted these flowers to the Banplee District Office, Samutprakarn province, so that the flowers could be donated to the general public for paying the ceremony in the final tribute to His Majesty The Late King, at the Bangplee Yai Nai Temple, Samutprakarn province, on 26 October, 2017 (Attended 2,772 peoples for 5,450 hours).





### 4.1.3 Good people development:

Create Value for ourselves Organization and society

The company has a policy to encourage employees to make good deeds to the society and provide an opportunity for employees to use their potentiality and skill they have to create value for the interest of community and society as same as the King's work. Besides, this company promotes a development of human resources by making them as the knowledge center along with the creation of pride and commitment to the organization, then extend the sense of responsibility towards society to the organization. This is the foundation of sustainable development. In 2017, SBG encourages the employees to make good deeds to society by participating in community development activities. The number of hours worked was 19,541 hours and good deeds worked hour was 6.98 hours per person

#### • Somboon volunteering group

Somboon Volunteering Group is the group of volunteering employees aiming at doing good deeds for public interests. This group has organized activities for community service for 17 years. Currently there are more than 200 members. In 2017, this volunteering group has organized following activities.

In year 2017, Somboons' volunteer group had done corporate social response activities including:

- 1) Constructed 47 meter walkway for disable employees. At the date of 2 June 2017, 21 of employees has join this champagne.
- 2) Volunteering activities for 3 days at Baan Nong Tor Ta Kean School Saraburi province. The purpose is to fix equipment, improve school environment and do activities with student. There are 78 participants in this activities.

### ● Creating happiness from brother to brother

Every year, the employees from our company participated in the National Children Day in order to create happiness with smiles and to incorporate some knowledge in them. Hopefully these children would grow up as people who have both knowledge and moral.

This year, our company participated in the National Children Day at the Nong Ngoo Hao Sartprasert school, Samutprakarn province, on 12 January 2018, and at the National Council of Social Welfare of Thailand on 13 January 2018. During these activities, we donated water, sweets, dolls, educational materials, and we also organized games and the money saving and safety learning base for the children and the people who joined the event.



### ● Good people development for the society

For 4 years that our company's employee has participated in the activity at the Boonchu Center for Special Children in Chonburi province. This center is a home of over 200 poor children and children with disability. On 16 September, 2017, around 327 employees from our company volunteered in an event where they help these children by repairing their facilities and the building, donated some cloths, foods, provided them with meals, and made a donation of 80,000 Bahts to this center for use in the future.



### ● Return happiness to the society

The company always supports our employees to put their strength to use for the benefits for the society. We were aware that people could apply their skills to help each other. Thus we initiated an activity called "Jointly make" in which we selected employees who had skill and knowledge in electrical technician, civil technician, cement technician, and welding technician, to help to improve the houses of people with disabilities in Rayong province on 21 July, 2017. Moreover, these technicians also helped to repair houses at the Bangchalong community and the



Banglee community on 22 September, 2017. They helped to repair and improve the general areas the Nong Ngoo Hao Sartprasert school, Samutprakarn province, on 27 November 2017. Finally our team of employees went on to help improving the conditions of Ban Nong Bon School, Pluak Daeng district, Rayong province on 25 November 2017, where 157 employees participated.



• Kindness bottle from brother to brother

For 8 year that our company has set up the activity “Kindness Bottle from Brother to Brother’. This activity would help to instill conscious minds in our people and be ready as giver and sharer of happiness. We invited all of our employees to donated useful things and money and we gave these to some foundations, institutions, hospitals, temples, and school when needed. This year we initiated the “Kindness Bottle from Brother to Brother’ activity twice: the first time we donated 35,906 Bahts to the Pra Dabos Project, Samutprakarn province and the second time we donated 39,282.50 Bahts to the Siriraj Foundation, as a part to build facility for this hospital.



• Encourage employees to make good deeds for society: blood and organ donation

The company encourages employees to donate blood to the Red Cross four times a year. Because the Thai Red Cross as a center Donate and serve blood. Need large amounts of blood because of the current need for more blood. Resulting from Disasters and accidents This activity demonstrates employee involvement in social responsibility. Clearly, by promoting the blood donation of the company, the purpose is as follows.



1. To encourage employees in the company and the general public to donate blood for the benefit of patients.
2. To promote activities to do good. To increase public awareness for the organization.
3. To promote the development of employees of the company. Both morally and ethically

This activity has been organized for 18 years consecutively. In 2017, there are 204 people (executives, employees and partners). 61,200cc of blood were donated. The executives and employees who meet the donation criteria received the souvenir pin from Thai Red Cross society. Besides, the company promotes the employees to donate organs to Thai Red Cross.

