

9.1 Growth Society



“Create Opportunities for Strong Society”

The company is committed to “creating opportunities for a strong society” to promote sustainable development and support the community’s social needs. The company has established strategic social investment for the district to be consistent with business strategy, corporate budget, and community needs. Additionally, the company has set a vital policy guideline to encourage employees to be good people while keeping the good deeds hours throughout the organization. All employees volunteer to benefit the public. Also, the company has a Somboon Volunteer Group and various projects related to the development of the community and society. This would support the promotion of good deeds in all employees of the organization.

Furthermore, the company focuses on building a network of educational institutions to benefit the organization’s operations and the benefits of educational agencies. In particular, the company has developed professional standards in skills and competencies specific to the automotive industry, which would sustain the knowledge and skills in the automotive industry. Additionally, the company has several development programs for students to work in the automotive industry to meet the needs of key personnel and skills to support development towards the Sustainable Development Goals (SDG) in creating equal education and innovation development in the Thai industry.

Management Approach

The company is committed to creating sustainable social values. Therefore, the operational guidelines are regularly updated as appropriate. In 2021, the company continues to operate in response to the Covid-19 crisis by strictly emphasizing the company’s hygiene and safety measures to prevent the spread of Covid-19 and continue campaigning on this issue.

The Company categorizes social projects into 3 categories: educational community and social.

In addition, the company has planned strategies and monitored the operations. Through the complete community master plan, There is a review process through the Sustainability Development Committee.

9.2 Developing Community Relationship

The company has a unit to be directly responsible for the participation of the community. Planning to operate that is appropriate for the stakeholders in each community, such as the elderly, the disabled, students, other communities, the Company, therefore, cooperates with the government, education sector, local authorities. So, the company creates participation with the community, the Company, therefore, has to operate according to the needs of the community.

The company has adopted the Social Responsibility Standard (CSR-DIW) system of the Department of Industrial Works for the 12th year consecutively. This program has resulted in awards and certificates for the CSR-DIW. In 2021, the company has introduced 3 factories to join the project by cooperating with the communities around the business area. To clarify the operating procedures, the company organizes close discussions on projects to meet the needs