

6.3 Good People Development



Morality



Good
People



Gratitude

The Company realizes that creating value to society and the environment is integral to sustainable development. Consequently, Corporate Social Responsibility (CSR) activities in all aspects have been initiated continuously from the past to present as being the resolution of the organization’s founder, “Khun Somboon Kitaphanich”.

The “employees” are not only the key power to drive business toward the goal, but also the ones who lead the organization to sustainability. Thus, the Company emphasizes taking care of employee quality of life by adhering to the principles of “morality” and “gratitude” nurturing employees to hold conscious minds of being the giver and to live with caution, have immune system boosted and be reasonable, according to the philosophy of Sufficiency Economy which is the essential fundamental principle for fostering the “good people” to step up to the “smart people”.



Policy

The Company has formulated a policy encouraging employees to perform good deeds by offering opportunities for employees with volunteer mindsets to utilize knowledge, competency, potential, and skills in various fields to create value to the community. In doing so, the Company’s intention is to motivate employees to perform good deeds without expecting in return. Moreover, it will be beneficial to society without having an impact on the organization. In 2022, the number of hours employees performing good deeds were 23,593 hours in total, calculated for number of good deed hours were 11.19 hours per person.



Management Approach

The Company has set the target of performing good deeds for 5 consecutive years in 2022, with the targeted good deeds of 10 hours per person/year. The Company’s good deed guidelines are divided into 3 approaches and the performance results for 2022 were as follows.



The fundamental good deeds:

614 Hours



Knowledge sharing:

144 Hours



Community service on the
“voluntary” basis:

22,835 Hours



Total: **23,593** Hours



1. The fundamental good deeds

Blood donations



The Company supports employees to perform good goods by themselves through donating blood which is regarded as the value creation that can help save the lives of fellow human beings in society. The Company has collaborated with the Thai Red Cross Society to arrange blood donating opportunity for employees 4 times a year annually, for 23 consecutive years in 2022. There were the Company employees, the management and trading partners joining the blood donation activity for 197 persons. The Thai Red Cross Society received blood volume in total of 68,950 CC, calculated for good deed hours at 197 hours.



Participants in the **197** person blood donation activity



Received blood volume in total of **68,950** CC



Calculated for good deed hours at **197** hours.



Other fundamental good deed activities

The Company supports participation in important religious activities through making merit and giving alms to the monks, and light waving rite on major Buddhist days, for instance, Asalha Puja Day, Maka Bucha Day, Visakha Bucha Day, the Buddhist Lent Day, etc. The Company's religious event of making merit and giving alms to the monks were held to add the good deed channel for employees to easily access.

Furthermore, the Company also supports donating money and things to the disadvantaged, for example, unused clothes, consumer goods including educational equipment. These contributions can be passed on to the disabled, orphans, and the disadvantaged through reliable projects or agencies. In 2022, the good deed hours reached 417 hours in total.



The good deed hours reached **417** hours in total




2. Knowledge sharing.

The category is divided into 3 following practices.




Being the lecturer through the SLA course.

This enables employees to apply existing competency and experience to the teaching provided for internal employees through the SLA course which will be useful to the Company personnel and the teaching skill development of the lecturer.



Sharing knowledge inside the organization.

This is the learning exchange and knowledge transfer, both formally and informally under the knowledge management process related to the job matters. The transferred knowledge is recorded.



Sharing knowledge with stakeholders.

This includes the shared knowledge transfer, experience, skills and concepts of various forms, for example, lecture method in teaching, On-the-Job Training (OJT) instruction, seminar participations, coaching and mentoring, excluding from the major duties of stakeholders.




There were employees participating in good deeds of sharing knowledge:

144 Hours.



3. Community service

This is the encouragement according to the personnel development policy regarding the creation of good people by utilizing self-potential to perform community service for oneself, the organization and society with the focus on building consciousness and participation of employees. The employee development objective is listed below.



In 2022, the Company has supported employees to perform CSR activities through various projects, offering the CSR opportunities in diverse dimensions, for instance, environmental and natural resource conservation, the support of circular economy, development of community quality of life, etc.

No.	Company	Location	Activity
1	SAT	<ul style="list-style-type: none"> Surao Bang Play School Wat Ka Long School 	<ul style="list-style-type: none"> Improved 3 water systems: drinking water, commodity water and water used in the toilets Developed a stadium Developed a vegetable plot
2	SFT3	<ul style="list-style-type: none"> Surao Bang Ka Si School 	<ul style="list-style-type: none"> Learning activity base <ul style="list-style-type: none"> Social media usage Nutrition Savings Improved educational equipment
3	SFT1, 2	<ul style="list-style-type: none"> Chumchon Borisat Namtan Tawan-Ok School 	<ul style="list-style-type: none"> Learning activity base <ul style="list-style-type: none"> Waste sorting Basic fire fighting Improved educational equipment
4	SBM		
5	SBM, ICP	<ul style="list-style-type: none"> The association of disabled persons and child development center 	<ul style="list-style-type: none"> Trained career creation for the disabled Utilized the materials left from the production process for pathway improvement Installed electrical equipment



The employees with volunteer mindsets performing good deeds in the community service and CSR activities totaled **22,835** hours.

No. of average good deed hours of all employees

2022



11.19
average hours/
person/year



Target: **10**
hours/person/
year

2021



9.40
average hours/
person/year



Target: **9**
hours/person/
year

2023



8.00
average hours/
person/year



Target: **8**
hours/person/
year

