

CASE STUDY



“We at Rosy Blue Thailand are very proud of our achievements, from being the first diamond cutting factory in Thailand to be certified ISO 9001:2000 compliant and to be currently the ONLY diamond cutting factory in the world to be certified under the prestigious “social accountability international SA8000.”

We can never claim to be successful as a company if we have ignored or failed in our social responsibility. With each employee’s commitment, understanding and contribution we will continue with our vision to make a better world tomorrow” **Palitha Jayasekera**

Interview with Palitha Jayasekera

Member of the Group Executive Management - Member of the Corporate Affairs Committee

How do you engage your employees?

We have a system of different committees, representing all the workers. They select projects and collect contributions by the management and workers and are continuously following up on the progress of the projects.

Suggestions of employees are very welcome and are all recorded and answered. Many suggestions have been implemented during the last year.

Are there any initiatives to assist employees in finding a balance at work and at home?

Our factory works to establish an internal environment that enables employees to work with enthusiasm and provides for their overall well-being. Each year, we organize a ‘children’s day’ on the 2nd Saturday of January. The children of the workers are invited to visit their father/mother in their workplace to understand what they do. On a regular basis, festivities are taking place and we try to involve the families of the workers. We also have children’s nursery on our site that is managed by a trained person in childcare to assist employees whenever they have no person to take care of their kids during work hours.

“Did you know that Rosy Blue Diamond Co. is the only diamond cutting company in the world to be certified SA8000 compliant and the first diamond cutting company to be certified ISO9001:2000 compliant?”

Can you give some of the important projects on social involvement that your entity supports?

First of all, we support an initiative to eradicate drug addiction by joining projects of H.R.H. Princess Ubonrat Rajkanya to involve youth in sports and other extracurricular activities. In this endeavor we were placed first in the northern region and runner-up for whole of Thailand.

Every year on the 31st of May, we organize a Tobacco-Free Youth day, when we select and counsel smokers to quit smoking. Our company also hosts the ‘world anti drugs day’ by joining with local government agencies and schools in order to have essay competitions in schools, aerobic exercise contest and other activities.

For the celebration of H.M. the King’s birthday, we planted 60,000 trees.

We also donated several study, sports and agricultural items to rural schools in the provinces. Our employees regularly donate their blood to mark H.M. the Queen’s birthday. We have built 2 rest areas opposite the factory for public and employees with a shelter from rain and cold.

We have helped to renovate houses belonging to underprivileged employees with contributions from our employees and the company. Scholarships are offered by our company to employee’s children presented by the governor of Phitsnulok, Thailand. If any of our employees would like to plant mushrooms at home as a secondary income, we have nursery for mushrooms and we conduct classes called “the mushroom project.”

