

សកម្មភាពទំនួលខុសត្រូវសង្គម របស់ធនាគារ KDSB CSR Activities of KDSB



OUR CSR MODEL & SLOGAN

BENEFICIARIES AND SECTORS OF FOCUS

CSR PROGRAMS

KIDSBank

KIDSBank is a combination of “KiDS” and “Bank” from KDSB (KB Daehan Specialized Bank Plc.). KIDSBank is a small library with a playground for children which is located on the 22nd floor of KDSB’s head office, a place with panoramic views of Phnom Penh. Children visiting KDSB can either play games or read books while they are waiting for their parents negotiating with our staff. KDSB believes that reading, drawing, painting and playing materials in KiDSBank are catalysts for children to gain knowledge and abilities for imagination, creative and innovative thinking.

Customers are less worried that their kids will ask to go home early because at KiDSBank, their kids are enjoying playing, reading and drinking fresh milk for free. Furthermore, not only customers’ children, but all KDSB visitors can also join the small library and borrow reading materials for home reading free of charge.



KDSB Gallery



KDSB Gallery is part of the KDSB bank culture. This gallery is created to exhibit all materials produced for gifting to stakeholders on various occasions. KDSB Gallery is at headquartered and at all KDSB Bank branches.

At the same time, customers or any member of the public who visits KDSB offices can buy those materials for souvenirs or any purpose at the original price from the suppliers.

Then their payment will be kept in KDSB’s donation box for furthering the bank’s CSR activities. So that not only the bank, but individuals also can contribute to society together.

When visitors buy many materials, KDSB can produce more products with its production partners some of which are the enterprise providing work opportunities to disabled people.

Book Donation

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Book Donation

Books are the bank of knowledge. KDSB wants future youth (children) who are the future backbone of the nation to have broad knowledge through reading national and international books.

From 2020 until now, KDSB donated books/reading materials, chairs and desks, and bookshelves to three libraries all ready, Bun Rany Hun Sen Portiproek Primary School, Koh Reah Leu Primary School and Koh Reah Secondary School with located in Kandal Province.

The large number of books were donated by using funds of philanthropists who purchased items and donated their own money through the donation boxes at KDSB Gallery both head office and all branches. Moreover, many financial pop-up books have been sponsored with the help of KB Kookmin Card, the parent company of KDSB.



Moreover, to make the library more attractive and comfortable for students when they come to read books, in 2021 many KDSB staff volunteered to paint beautiful paintings on the walls in the library and designed the library with a new perspective for Koh Reah Leu Primary School.

KDSB plans to donate books in every quarter/year to primary schools, mostly in the province, and checking with them every year whether those books are still readable and if more books are needed.

Traffic Mirrors Installation



According to UNDP, traffic accidents are one of the leading causes of death and injury in Cambodia. On average, 5.4 people die every day, three-quarters of whom are motorcyclists, followed by pedestrians, family car users, and truck users. To alleviate this problem, KDSB has developed a project to install

Sponsoring Stoung High School Friendly Tournament

In January 2021, KDSB has support youth's sport program by sponsoring football uniforms, eating package, prize and other materials to the Soung High School Friendly Tournament Season 2.

KDSB Green Day

KDSB Green Day is an environment day which KDSB created with the aim at keeping the world green. On 24 July 2020, KDSB celebrated Green Day in conjunction with presenting award for the best performing staff in the second quarter of 2020. There are four major activities – tree planting, freebie tote bag distributing, staff awards, and an Acoustic Green Live Concert – on Green Day. We also engage our staff with this environmental and social program through their volunteering to plant trees. KDSB believes that good things come from us, our family, then spread to our nation/society.

To keep the world green and create shade for student, KDSB staff volunteers planted trees at Cambodia-China Friendship Khmuonh Primary School on the morning of the event. KDSB also prepared up to 1,000 units of freebie tote bag for contribution to the public for the purpose of helping to reduce plastic bag use in Cambodia. On the evening after the staff awards, an Acoustic Green Live Concert joined by Adda, a famous singer songwriter, was conducted to raise public awareness related to environmental protection and encourage them to help to keep the world green together.

Khmer's Painting Promotion Program

We started our first Khmer's Painting Promotion Program in 2019 to promote painting in Cambodia. To achieve our goal, we purchased paintings from two professional painting teachers and created a drawing contest. 29 children (contestants) were selected for the drawing contest while 1 to 2 family members of each child were allowed to join. We also invited the two painting teachers to give a brief introduction about painting in Cambodia to the contestants and to be the judging committee of the contest. The purchased paintings are installed in the bank headquarter for an exhibition.

This program does not only for promoting Cambodian painting, but children will also improve their imagination, innovation, and creativity skills throughout the experience of drawing pictures on their own. Moreover, we believe that through visiting our bank's 22nd floor in this program, children will experience new thing of seeing the nice view of Phnom Penh City, which this will give them more imagination and creative thinking in return.

Plastic Bag Reduction Campaign

With the spirit of caring for Cambodia society's beauty and environment, KDSB produced thousands of eco-bags and provided them for free to shoppers and seller at several local markets in Phnom Penh, such as Kandal Market, Central Market, Depot Market, and Olympic Market. Distribution Market. Distribution of free eco-bags was conducted over three consecutive days by a large group of KDSB's employees to contribute to environmental protection and reduce the use of plastic bags in Cambodia.



Sharing Gift Box to Cyclo Drivers





The cyclo, a three-wheel bicycle, remains part of the transportation for Phnom Penh citizens. However, during the dry season with high temperatures, especially in the midday heat, cyclo-drivers face some difficulties in riding their customers from door to door. To alleviate their daily hardship, KDSB donated gift packages that consisted of a case of health drinks that contained a balance of ions, drinking waters, and a shirt. This activity was conducted with the permission of the Orussey Market authority.

Planting Mangrove Trees

Planting Mangrove Tree maintains Cambodian society. Mangrove trees promote more shrimps and other sea life.

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Street Lighting, Water Supply System, and School Building Construction – have been and are expected to be made during the contribute period.



Employee Welfare



Although we are busy with contribution to external publics and society, we do not forget to take care of our employees who are the most important assets of our bank.

At KDSB, we treat employees very well and fairly. All employees receive various benefits such as health & life insurances, seniorities pay, bonus, thank you gifts, and many other benefits. Plus, we also motivate all employees and best performance staff through many events/activities such as quarterly awards, annual award, and local and oversea trip.

Located in Oval Office Tower, 7F, 20F, 21F and 22F, we especially provide very fresh and creative working environment to our employees. Through mirror wall of the building, employees can see the beautiful view of Phnom Penh City any time they want to.



Head Office

7F, 20F, 21F & 22F of Oval Office tower (building No.1), St.360, Sangkat Boeung Keng Kang 1, Khan Boeung Keng Kang, Phnom Penh.

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