



**Minor International Public Co., Ltd. (MINT) Winner of the 2018 AMCHAM CSR Excellence Special Award “Excellence in CSR Project Award”**

**Name of CSR initiative: Equip All Youth to be Future Ready through Digital Skills and Computer Science Education**

Minor Corporate University (MCU), spearheaded by Minor Food, is a three-pronged initiative to develop human capital in Thailand, comprising of an internship program (320-350 hours); training programs in cooperation with universities (4-6 months); and training programs in partnership with vocational schools (1-2 years).

By participating in the training programs, students gain hands-on experience and earn income, while earning academic credit towards their degrees. This has far-reaching economic and social impact, while at the same time increasing Minor International's pool of highly-skilled potential employees. MCU has partnered with over 150 vocational colleges under the Department of Vocational Education (DVE) and the Ministry of Education. Since 2012, MCU has enrolled over 19,000 students.

Students receive a variety of skill training and development,

beginning with the orientation program which introduces them to the company history, culture and labor practices. In subsequent on-site training, students are introduced to different job requirements. Minor employs a blended learning approach following the 70-20-10 learning model: 70% on-the-job training, 20% online, and 10% classroom, and has developed a competency-focused curriculum.

Students are evaluated on a monthly basis by their direct managers and receive feedback on their performance for further career development. All trainings and evaluations are recorded in MCU passports. Minor surveys students annually to assess program success and identify opportunities for improvement.

Minor equips vocational school teachers with on-site training, so that they too have the chance to learn new skills and upgrade old ones and can pass on this knowledge to all their students. Students are provided on-site facilities at the college to practice entrepreneurship. Revenue earned from these efforts form part of MCU's ongoing funding.

In support of the Thai government's

initiatives to develop the Economic Eastern Corridor (EEC), Minor, in partnership with Bangsaen Technical College, recruited twenty high-school graduates from Plook Ton Kla project. This partnership provides the opportunity for students to work for income while studying in the 2-year program.

In April 2019, Minor will officially open the SPA Learning Center, with a specially developed curriculum. Students will study at college for the first and third semesters, and work at the Minor Hotels MSPA in the second and the fourth semesters.

Starting in 2018, the training programs expanded to include Minor Lifestyle, the company's lifestyle brand distributor. Initially piloted with the brands Charles & Keith and Anello, this program will expand in 2019 to OVS, Etam, Bossini, Esprit, and Zwilling J.A. Henckels, and allow students to work as salespeople at the brand stores.

In March 2019, the “Hotel Competency Workshop”, will take place, following up on last July's mapping of teaching standards to hotel management requirements. The workshop will include students from seven vocational colleges with the objective of tailoring curriculum to meet International standards.■