

July - September, 2021

### **Samling Plywood Mills: People Sustainability Programme**

COVID-19 pandemic which has been raging for the past 18 months has seen countless people losing their jobs, but has also led to an outpouring of charitable acts by the Malaysian people and the corporate sector. As members of the public, non-government organisations and corporations band together to bring food relief to individuals and families stricken by the prolonged loss of income, long-term sustainability programmes become more urgent to provide long-term relief to these families. With this in mind, Samling Plywood Miri (SPM), a member of Samling Group which has been operating in the district of Miri for over 50 years with more than 6,000 people in its workforce, decided that apart from providing food baskets, it would also take its job recruitment drive to a higher level by targeting groups of individuals who had either raised the white flag or who had lost their jobs recently.

Instead of using the old method of recruitment, job recruitment flyers were placed at areas set up as food banks as well as in supermarkets, grocery stores and hypermarkets. Besides social media, recruitment flyers were distributed to religious leaders to widen the recruitment outreach to people in need. Through this initiative, the company hopes to provide a long-term sustenance aid for their families through the provision of stable jobs and incomes, which is a more practical way to help these people in need in the long run. Altogether SPM were looking to hire 100 people for the post of production assistant, but received over 250 applications within a week. 84 of the applicants reported for work after interview sessions with a tour of the SPM factory. The company is still receiving applications for the remaining positions. The first batch of successful recruits reported for work on 23 July 2021, followed by another batch of recruits reported for duty on 26 July 2021 and the third batch in August 2021.



