

## **Executive Summary**

“A home for every plantation worker” programme of KVPL, in its word meaning might be erroneously understood as an effort of providing a house or a shelter for each plantation worker in KVPL estates. Indeed, it is about creating a “homely environment” for the workers, who might experience substandard living conditions due to various reasons starting from the method of inhabitation, infrastructure facilities, lifestyle characteristics, livelihood options, level of income, social recognition, inherent attitudes, political influence, level and opportunities for education etc. In fact, it is a process of continuous improvement.

Little more digging in to the programme would lead it to be perceived as a very well conceptualized, crafted, coordinated, conducted, checked, calculated, compiled and conveyed project, vowed to uplift the worker life, focusing on four main areas namely; living environment, health & nutrition, community capacity building and empowerment of youth.

However, further investigation reveals that it is a holistic effort of uplifting the lives of plantation worker communities, combined with the motives of ensuring the sustainability of the business, as a result of strategic planning, amalgamated with the elements of marketing, HRM and business strategy.

Authors would like to recognize many elements driving the project, which can be broadly categorized in to KVPL’s strategic planning, management-workforce relationship and strategic nature of CSR activities, which ensure uninterrupted and efficient working conditions at all times. The positive effects of successful collaboration of the company with government and non-governmental organizations have created outstanding outputs, where KVPL has reached top position in per hectare profit in rubber sector while becoming the runner up in tea sector, despite of the market competitiveness which affected the entire industry in a negative manner.

“A home for every plantation worker” programme is a classic example of achieving the sustainability of a business operation through acting on a humane platform, with the commitment of the top management and untiring efforts of human resource development team.