

An Exemplary Child Care Centre: Tadika Keluarga Harmoni & Indah of Kein Hing Industry Sdn Bhd

Kein Hing Industry Sdn Bhd (68403-W)

Introduction

Kein Hing Industry Sdn Bhd (KHI) started off as a family owned business which then became incorporated on 14 March 1981. Tadika Keluarga Harmoni dan Indah, KHI's Child Care Centre was set up after an external assessment report shows there was a lack of knowledge on the importance of early childhood programme and inaccessibility to a child care centre within the community to meet the child rearing responsibilities of KHI's increasing number of female employees. KHI's Chief Executive Officer, Mr Yap Toon Choy recognised impact to society's well-being when opportunities are provided to empower women. This belief translated into KHI's corporate social responsibility mission to devote themselves in contributing towards a positive development of the community where their business operates.

Tadika Keluarga Harmoni dan Indah – Setting Up

Located within the 8,000m² compound of KHI Factory Min Seri Kembangan, Selangor, the centre is located in a 3-storey building separate from KHI's main factory building. It took great effort to create an optimal space for children to access quality early childhood development. Due to the industrial surroundings, KHI faced challenges in obtaining certification from the Department of Social Welfare as it was necessary to first obtain approval from local authorities on the set up of the area. One of the main obstacle was that the centre was located within an industrial area, and the authorities had to conduct extra checks and verification resulting in a longer than expected approval process.

KHI was committed to ensure that its industrial surroundings would not influence the children's learning environment. The centre was built to provide a safe and secured features within and outside the centre. In sharp contrast to the factory beside it, the centre is filled with furniture designed for children, colourful charts and murals on the walls, child friendly areas (for learning, playing, washing and dining), and even has a small grass field on elevated ground. The CEO's commitment to contribute to the community's positive development and support women's role in career development lead to the child care centre at the work place that has been successfully implemented.

One of the best features of the centre is the dining area. KHI believes in providing nutritious food as impetus to optimal growth for the centre's children. Fresh foods such as meat, fruits and vegetables are delivered daily to the premises, and the children are also given vitamin supplements and fresh milk. There are two cooks to ensure that the food prepared is suitable and healthy for children. Furthermore, employees have the option to lunch with their children for a nominal fee.

In recent years, the company found that many applying to work with Kein Hing were more interested with their child care facilities rather than a long term career at KHI. This has been an on-going challenge for KHI in their pursuit to search for loyal and dedicated employees, but nonetheless, the centre still helps attract the best talents available.

Hiring the best for the job

In line with providing the best for the child's early years, an internal committee was set up and headed by the CEO. He wanted the centre to be set up to ensure holistic development. Finding the right staff for the centre was indeed a critical and priority process. After various methods of recruitment including a careful screening process, a total of 15 staff was identified. The centre's programme personnel which includes Principal, teachers, assistant teachers, care providers, cooks and housekeeper make up the centre's staff to care for 60 children ranging from ages 2.5 to 6 years old. Most of the centre's staff are qualified and possessed Basic Child Care Course (Kursus Asuhan Asas Kanak-Kanak) accredited by the Department of Social Welfare, locally accredited training in Early Childhood Care and Development (ECCD) and experienced in using Montessori methodology and tools.

To promote job security, all the staff has a contract with standard terms of employment which includes attractive company benefits. These include annual and sick leave, medical insurance, as well as contributions to Employees' Provident Fund (EPF) and Social Security Organization (SOCSO). Daily, monthly and yearly reviews are conducted by KHI's internal committee.

KHI internal committee engages a qualified professional in Early Child Care Education (ECCE) to monitor the centre's progress and operations. This is to ensure that quality provision and professional practice in the centre is the main focus and adopted to ensure children are optimally developed.

An Exemplary Child Care Centre: Tadika Keluarga Harmoni & Indah of Kein Hing Industry Sdn Bhd

Cost Implications

KHI's Cost and Income	
Start-up	The centre was custom built. As such the construction of the building and opportunity cost of production in the space occupied by the centre is impossible to recoup. The centre forms part of the company's Corporate Social Responsibility agenda.
Monthly Expenses	➤ RM30,000.00
Fees as Income	RM50 to RM250 per month (based on individual assessment, subsidies are available, especially for single mothers).

Reaping the Rewards

KHI's commitment to the centre's success for providing the necessary development of their employees' children has led to the staff's strong confidence and loyalty in their employer.

Tadika Keluarga Harmoni dan Indah has also given parents, who are employees; peace of mind, which has resulted in a more focused workforce and increased in productivity. Evidence from corporate social responsibility initiatives at the community level indicates that higher loyalty leads to lower turnover cost and stronger relationships between management and staff.

The image and credibility of the company has also improved greatly. The impressive child care centre on the premises of their factory operation displays quality and competitive advantage as a company. It also shows that the company has energy, enthusiasm and commitment towards its employees. As a result, customers and investors have gained more confidence in the company.

KHI contributes to strategic initiatives as their corporate social responsibility but investing time and resources at the centre of their operations is the best way to give back to the community. The CEO of KHI believes a healthy society generates a prosperous business environment.

