

Brother team wades in planting Mangrove tree



On November 14, 2009 Brother Commercial (Thailand) held company activity 'rehabilitation of Mangrove forest' at Samut Sakhon province as a following step to its "CSR for Society & Environment". All brother's employees led by Mr. Takao Shima, Managing Director and 3 general managers; Mr. Teerawut Supapunpinyo, Mr. Worasak Praditkul and Mr. Somchai Srimode wading into water to plant mangrove trees under the concept 'the permanent rehabilitation for Mangrove' applying bamboo to slow down the tide from the shore. The activity is hosting as a continuing CSR program in order to bring benefits to Thai community.

The permanent rehabilitation for Mangrove's concept

Nowadays, the number of mangrove forest has been crucially decreased and the main doubtless reason is poaching of human-being. Moreover; the causes of greenhouse effect and heavy sea wave have been major problems of its rapid decreasing too.

In 1995 mangrove forest area occurred 3,680 square kilometers. However, in 2008 the area was decreased to 1,675 square kilometers (lost more than a half of number within 13 years). The heavy sea wave destroyed the mud of mangrove area. While, the mangrove area is one of the major areas for environment and ecosystems as it is the nursery place for aquatic animals living at mangrove area.

Mr. Prasan Eamvijarn, teacher of Pantainorasing School, initiator of the folk wisdom idea to build "Bamboo Wall" as the natural protection for the young plants of mangrove area from the sea wave and the coast-erosion. The bamboo wall can absorb the breaker while allow water to course through.

Not only protecting baby mangrove, it is also increasing level of mud behind the bamboo wall. Since when the sea-wave has coursed through out, it will create sedimentary-mud. The result of it, the mud-land of mangrove area incredibly has been raising with proceeding gradually. Moreover, bamboo is natural material and not causes the pollution. The bamboo wall's lifecycle is more than 10 years.



Path way to plant Mangrove tree



Mr. Takao Shima, Managing Director of Brother Commercial (Thailand) Ltd. Presented Mangrove tree representing good spirit of Brother in saving the world.



Helping hands from all Brother's members



Brotherhood in harmony



Mr.Prasan Eamvijarn, teacher of Pantainorasing school, initiator of bamboo wall to protect mangrove coast from the broken



Bamboo Wall as the folk wisdom-idea for sustainable mangrove planting

Brother's members.. 'At your side' always..

