

Action Agenda of Social Welfare Corporation SENJYUKAI

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I, Head director; Masaaki HARA took part in the study meeting held by National Institute of Population and Social Security Research, which is under the jurisdiction of the Ministry of Health, Labour and Welfare, on the 8th, 9th and 10th of October, 2008.

There I learnt that Japan's future due to the declining birth-rate and the rapid aging population will become the first experience in human history.

I was conscious of the fact that it could be in danger of the decline and ruin of the nation if leaving as it was now, therefore the followings have been added in the daily duties as our policy that can be of any contributions to Japan in present and future.

- 1) As one of the measures that is to curb the increase in the number of elderly-care needed and the decrease in the number of labour due to the declining birth-rate and the rapid aging population, we provide workplaces to the retired people who are fit and healthy enough. We call the working generations under the official retirement age as "the first working generation" and the retired people who are fit and healthy as "the second working generation". We actively promote the creation of job opportunities for "the second generation".
- 2) We contrive ways to provide the bold child allowance and the appropriate allocation of the total labour costs. The salaries, bonuses and all other payments are determined based upon the appropriate points-based assessment system. The appropriate total labour cost is calculated by the performance of the previous profit and converted into the total number of points, and then the value of points turned into the salary is paid.
- 3) We try to curb the decrease in the labour force in Japan's future as much as possible. We allocate the amount of the labour costs, which can be reduced on the second working generation who has got the less of the burden in living expenses, to the first working generation to revitalize them. Especially in order to break the status quo in the continuing trend toward fewer children, we offer the employees having children more sufficient child allowance in proportion to the number of children.
- 4) Providing job opportunities for the second working generation who are fit and healthy is to create their motivation in life, and to contribute to the realization of their joy of living and the continuation of fit and healthy living. It can lead to enhance mutual understandings through the achievement of exchange and support among generations. We focus on making the realization possible of passing on our Japanese rich culture and technologies by learning from their considerable experiences of life. If such fit and healthy life

materialized, the longevity would be changed to a positive factor not a negative factor on Japanese society. We try to make it lead to carry out the real meaning of “country with long living people”. This thing can bring the reduction of the mounting elderly-care expenses which will be concerned in the near future, and the increase in the number of labour on the present population pattern, so that it is considered to have good potential to contribute in boosting Japanese economy.

- 5) We are trying to create friendly environments to raise children in order to take advantage of the generous bold child allowance. As a concrete measure, a child-care facility for infants, children and parent training will be built in the neighbourhood of one of our care facilities by the end of this year. We will provide child-care support for parents as well as appropriate sentiment education program to children in their early years is to be provided in this child-care facility. Moreover, parents can learn child-raising techniques to prevent from any problems such as neurosis of child-raising, and a conversation lounge will be set up for parents to improve their own humanity.
- 6) We promote young generation to get married, make consideration to enable them to raise children comfortably as well as to build a family with full of happiness and hope, and then push up the birth-rate. We make efforts to build the corporate climates that can be contributed to the human resources that can forge the future of Japan. We aim to make a positive impact to the nature of other corporations and communities by realizing all of those.
- 7) This is a social welfare corporation which can be managed to run on such as the promised compensation from the national and local government, we therefore manage and operate with adopting some strict management techniques as for private companies, not relying on the treatment. Specially, we calculate the total construction cost as our outstanding amount including the subsidies that is not in need of settlement, so that we allocate this amount as funds for re-building or expanding in the future. In order to make this into a reality, all members of the staff need to realize about the relation between income and expense by the fact that the salaries and the other allowances are allocated on points-based assessment system. We aim to make all members carry out their duties on abilities by sharing a sense as a manager.
- 8) We accumulate the reserve of those above, make an adequate investment with focusing on the future, utilize the office expenses and operating expenses properly, and we consider the improvement of the quality of elderly-care service and its efficient operation. In addition, we formulate measures and corporation as much as possible to avoid from going bankrupt of national and local finances of the future.
- 9) I Hara, Head Director had a business experience managing an architectural design office, participated in setting up many of welfare facilities etc. and I am now devoting to the management and operation of the welfare facilities in practice. With making full use of know-how obtained from these experiences, I keep being contributory to the welfare policy of Japan over the future by advising and consulting people who are planning to set up a social welfare corporation or welfare facilities.

- 10) Even if undertaking domestic efforts like those above, it is likely not good enough in order to halt the declining birth-rate and the rapid aging population. Therefore, in consideration of the fact that the current government is putting diplomatic emphasis on East Asia, we would like to deepen direct exchanges with South-east Asian people who are pro-Japan. We treat these developing countries as brotherhood fostering each other, not like business partners as is the case for private companies. We will dedicate to transfer our caring techniques and its know-how as a big brother from Japan, moreover, develop the establishment of an educational system for Japanese language teaching as well as caring technique training in order to make them to understand in a deeper way. First of all, we will make every effort to take our first step in DaNang-city, Vietnam where I visited in August 2009. The reasons we chose Vietnam as a first country is that the population composition in Vietnam, which has a large amount of younger generation and a small amount of aged generation, is closely similar to the one in forty-five years ago in Japan, a lot of Vietnamese are extremely hard workers and have faithful personality very like Japanese, they share many common values with Japanese because 65% of them are Buddhists, and 100 out of every 100 Vietnamese have good feeling about Japanese.
- 11) Based on those attitudes above, we can expect first that South-east Asian people will have a good feeling about Japan by developing mutual friendship. When people from those countries are becoming richer in both economically and humanity, people-to-people exchange will get very active. For Japan with the problem of declining birth-rate and rapid aging population, we can have a hope for the influx of many talented young generations into Japan. For South-east Asian countries, learning Japanese matured culture and technology can be helpful in their economic developments and to the guidelines for running of country. This can encourage the development of the developing countries, and as a result of the improving mutual productivity and consumption, it can be enable to appropriate Japanese economy and population composition in the future. If it became possible to develop people who have the same level of care technology and humanity as Japan, it could be real possibility to be constructed elderly-care insurance facilities in the South-east Asian countries, where prices and labour cost are lower, for Japanese people as same as the ones in Japan. If so, it would be feasible to produce jobs in these countries as well as to be fulfilled a shortage of labour to work as caregivers in Japan, and get greatly reduced the burden of the cost for elderly-care in Japan.
- 12) If South-east Asian countries get formed the nations with national strength by continuing economical and cultural development while having a friendly feeling toward Japan, it is hoped that national security without resorting to force can be achieved in this globalizing world by having strong connections between Japan and South-east Asian countries in the future.

From the above standpoints, as the mission of Social Welfare Corporation SENJYUKAI, our main mission is of course in elderly-care, as well as we will carry out our work while determining what true work of social welfare is at the sight of the future of Japanese nation.