Social Initiatives

Involvement with Regional Society

Kubota conducts social contribution activities aimed at solving various problems facing the areas of food, water and the environment.

Japan

Kubota TERRA-KOYA summer camp

Joins the EXPO 2025 promotion project! The Kubota Group, as an official partner of the 2025 Japan World Expo Committee, supports the project to invite the expo to Japan.

India

Supporting well construction

Kubota is supporting the construction of wells through an NGO that has been active in Asia for many years. To reduce the number of people who have no access to safe water, we aim to cooperate with the NGO and develop the Our water project to provide water for those in need.

Improving the global water situation

We aim to improve the global water situation by building wells. We are also working to develop a service that can provide maintenance and safety for the wells.

Providing safety and motivation in workplaces

Kubota promotes initiatives to establish a production site. Through the establishment of a global R&D system with the development of new products, Kubota clarifies the role of R&D in the organization and promotes their development worldwide. To support employees, Kubota encourages the development of their potential and enables them to move into new roles.

• Training programs for personnel in the production site.

• Training programs for managers

• Line-care

• Other

Stress check system

In addition to medical staff consultations and mental health training, Kubota provides stress check services for employees who are interested.

Meetings with medical doctors for those who want them, among employees and supervisors

Kubota promotes initiatives to establish a production site. To support employees, Kubota encourages the development of their potential and enables them to move into new roles. To support employees, Kubota provides stress check services for employees who are interested.

• Stress check system

• Consultation services with medical staff, etc.

• Mental health training

• Stress check

Empowering women in the workplace

The Kubota Group steadily promotes women in the workplace through the continual development of next-generation childcare systems. For more details, please see the Full Report version on our website.

Monitoring the social performance on the farm

Kubota is working to improve the social performance on the farm. To do so, Kubota is working to implement solutions to social issues, such as the establishment of a production site. In particular, Kubota is working to improve the social performance on the farm by implementing the Kubota Production System (KPS) at each production site.

Relationships with Employees

The Kubota Group promotes the creation of comfortable and safe workplaces. To enable the provision of an appropriate working environment for employees, Kubota conducts customer satisfaction surveys. To offer products that impress customers and customers, Kubota aims to offer products, technologies and services that exceed customers' needs. To do so, Kubota conducts onsite surveys and puts in place countermeasures to maximize customer satisfaction based on the 'Priority Onsite' perspective.

Based on the Customer First Principle, Kubota aims to offer products, technologies and services that exceed customers' needs.

- Relationship with Our Customers

- Relationship with Employees

- Relationship with Other Stakeholders

- CSR Practice Report

- Major cases

- Response to Asbestos Issues

- Newly established R&D site in Thailand

- President visiting a production site

- Service Technical Skills Contest

* Tallied from March 1 to March 31 of the following year for each year until FY 2015

* Tallied of the previous year 16 to December 15 of the following year since FY 2016