

2011

# Sri Lanka Telecom PLC

## Corporate Responsibility Report



Sri Lanka Telecom PLC  
Lotus Road  
Colombo 01



## Social Dimension

### Employees

#### SLT Quality Convention 2011

SLT Quality Convention 2011 was conducted under the two important strategic themes “Customer Satisfaction” and “Efficiency Improvement”, with the aim of continuing to transform SLT into a more customer centric market driven organization. The company also commenced the implementation of ISO 9001:2008 Quality Management System to the entire organization with the aim of obtaining the certification during end 2011. Measures were also taken to implement the 5S quality concepts to all offices and departments, as well as implementing Quality Circles and Kaizen suggestion schemes for problem solving and continuous improvement. The SLT Quality Convention 2011 comprised competitions covering the following areas:

- Implementation of ISO 9001:2008 Quality Management System
- 5S Competition
- Quality Circle / Continuous Improvement
- Kaizen
- Poster competition
- Slogan competition

SLT Toastmasters – meetings are held every week where employees gain skills and experience in public speaking and presentation. Members were also encouraged and provided the opportunity to participate in the All Island Best Speaker 2011 public speaking context conducted during the year.

### Access to information and learning

SLT libraries - SLT continued to introduce the latest books (as well as magazines and periodicals and information in electronic formats) to its three extensive libraries located at the Head Office, Havelock Town and the Welisara Training School. These libraries are equipped with books on a wide range of subjects and the Havelock Town library is also open to the family members of SLT staff.

Amathuma + Digital Life magazine – is an internal magazine that contains English, Sinhala and Tamil articles for SLT staff and their families. It is circulated once in every two months. It provides the readers with the latest news and activities of SLT. There is also a separate section dedicated to employees to display their creativity by publishing their poetry etc. and another section where photographs of employees’ children who are celebrating their birthdays are published. A separate section giving information on Nature is also available.

Digital Life provides employees with important information about the latest technologies available in the market.

Art Watch –This is an internal newsletter circulated every Wednesday of the week, and provides socio cultural information to employees including events and programmes happening during the week.

Other ways of disseminating information to employees include – regular meetings and discussions (including the Annual Business Process meetings held every year, based on which performance targets are set for each employee), intranet, seminars / workshops. The following seminars / workshops were conducted for SLT staff during the year 2011:

- Common mistakes done by professionals in report writing by Dr. Tilak Siyambalapitiya
- Future Trends of energy management in Sri Lanka by Dr. Tilak Siyambalapitiya
- Screening of video clip – Creating a life that matters by Mark Thompson and Stuart Emery
- Seven habits of highly effective people by Mr. Ameer Ahamed, CEO of Franklin Covey South Asia.
- Video clip – The Success Principles by Jack Canfield
- Video clips – Leadership at every level and Time Management: getting control of your life and work
- Video clips – The power of positive discipline and The art of resolving conflicts in the work place.
- Video clips on Presenting to a Group, Influencing others and empowering yourself.
- Workshops for front-line officers

#### **Initiatives of Health and Safety Division during year 2011**

- Commenced the compilation of a Health & Safety manual in order to prevent work place accidents and ill health.
- Conducted a free Bone health check for SLT employees above 30 years, to detect signs of osteoporosis.
- Health & Safety Week – a health and safety week was organized from 17<sup>th</sup> to 21<sup>st</sup> October with the objective of inculcating a health and safety culture at SLT to ensure a healthy workforce that is able to deliver high levels of customer service and satisfaction for the benefit of both employees as well as the organization. Practical safety programmes were conducted during this period in four different locations, namely Kurunegala, Kandy, Matara and Welisara in order to educate employees on health and safety issues. Other activities that were organized during the week included poster campaigns, sticker campaigns as well as a health and safety quiz for which winners were awarded cash prizes.
- Future plans of Health & Safety Division include: Mini medical centre, wellness centre and completion & publishing of the Health & Safety manual.
- The following seminars were held during the year 2010 to raise awareness amongst employees on important health issues:
- Seminar on Prevention of heart diseases by Dr. Anidu Perera, Sri Lanka Heart Association.
- Work / Life Balance & Fire safety programme.
- Cancer control programme by Dr. Suraj Perera (Cancer Control Unit), Dr. Irosha Nilaweera, & Nursing sister Mrs. E.Lukshmi.
- ENT Medical programme by Dr. Chandra Jayasuriya (General Hospital, Colombo).

- Effects of Alcohol, tobacco and positive life programme by Alcohol and Drugs Information Centre.
- Examples of Circulars sent / articles published on Health & Safety website regarding health & safety news:
  - Crane Safety
  - Dengue – how it is spread and how to prevent it
  - Ergonomics for computer users
  - Fire Safety
  - Food safety
  - Heat wave precautions
  - Janitorial Safety
  - Precautionary measures to reduce lightning hazards
  - Machine guarding
  - Personal protective equipment & hand / power tools safety
  - Precautions during floods
  - Preventing water borne diseases after floods
  - Prevention of eye infections
  - Scaffolding safety
  - Prevention of TB

### **Staff Welfare**

- Financial Assistance Scheme – SLT provides educational loans for employees and additionally, 6 employees were also selected to follow the Postgraduate diploma in Business Studies conducted by ICASL free of charge.
- Medical facilities - SLT continued with the provision of effective medical facilities including: outdoor/indoor treatment, medical treatment in the case of critical illness, medical treatment for accidents and illnesses caused while on duty and annual medical check-ups for employees above the age of 30 years - "Suwatha". During the year, SLT increased the annual in-house medical treatment reimbursement limit granted for treatments done at government hospitals for SLT Employees and their family members by 3/10.
- Revision of employee benefits – During the year 2011, SLT undertook substantial increases to loans and other employee benefits including - Festival advance by 50%; motor cycle loan by 33 1/3 %; increase in transport and meal allowances.
- Office environment and other facilities - SLT continued to provide an environment which is free from discrimination and harassment of any kind through policy level adaptation and continuous reviewing and revision of existing policies; we also continuously strive to provide a conducive working environment for all employees, continuously upgrading technologies available to them and supplying a modern and comfortable working environment. This also includes the

availability of proper grievance handling procedures and also professional counseling services for those who desire to make use of its benefits for work related or personal matters.

- Recreation and sports - Apart from normal work activities, annual trips and sports activities were also organized by each division to improve the quality of work life of employees. Some sport activities organized during the year 2011 include:
  - SLT / Mobitel Convergence Trophy – 6<sup>th</sup> consecutive year
  - Elle Tournament – This was held for the 2<sup>nd</sup> consecutive year for which 93 teams participated (78 male and 15 female).
  - Suhada Cricket Tournament 2011 – This was held for the first time during the year 2011 for the staff of the OPMCs in Batticaloa, Kalmunai and Ampara. This was organized to strengthen the relationship between staff in these regions, and encourage team work and unity.
  - Official opening of the new Netball Court at SLT Welikada premises was successfully held on 11<sup>th</sup> December 2011 which was followed by the first Netball tournament organized at the premises on the same date.
  
- Cultural / Religious programmes – different cultural and religious programmes are conducted for people of all cultures and religions. During the year, the following programmes were held:
  - Each month, SLT Buddhist Association organizes Buddhist talks (Dharma Deshanawa) which are conducted at SLT premises by Buddhist monks, for which employees are invited to participate.
  - 2600 Sri Sambuddhathva Jayanthiya – in honour of 2600 Sri Sambuddhathva Jayanthiya, SLT Buddhist Association as well as the Buddhist employees of SLT organized numerous events:
    - A scholarship ceremony for Buddhist monks who are undergoing studies as well as for students from low income families; Wesak bathi gee programme; 'Sil' programme; Wesak Dansal; Pindapatha Charikawa
    - Christmas carols were also held in December for the benefit of the Christian employees.

## **Awards & Quizzes**

### **Star Awards**

The 7<sup>th</sup> consecutive SLT Star Awards was held to appreciate the efforts and high performance of SLT Call Centre staff.

### **SLT Quiz 2011 (all island)**

SLT Quiz, under the theme of "Knowledge towards service excellence" was conducted at the Water's Edge during November 2011. Staff from front Office, back Office, PSM Office, Account Office etc. participated in the programme. A special achievement during the year was making the provision for staff to participate in the contest through e-learning. This provided them the freedom of learning at their own pace and time, in whatever locations they work at rather than having to travel to training centres for training programmes. It also enabled participants to do self-evaluations and supervisors to evaluate performance through the system, as well as enable file sharing through digital media.

## **SLT Collection Awards**

The SLT Collection Awards was introduced during the year 2011 in order to recognize and reward the performance excellence of the staff in the Collection and Recovery Division as well as other sections and divisions who have extended their support towards the collection, credit control and recovery processes of SLT, thus making a significant contribution to profitability of SLT, though working behind the scenes. This was introduced in an effort to encourage employees to effectively achieve targets and also to encourage all other sections to provide as much support as possible towards the collection, credit control and recovery processes of SLT, seeing that it is quite an important part of an organization.

## **Customers**

### **New Customer Centricity initiatives during year 2011**

New brand positioning 'One Country. One Voice.' – SLT launched the new brand positioning for SLT, 'One Country. One Voice.' with the aim of reinforcing the core values of the company and transform the organization to achieve its vision of connecting all Sri Lankans seamlessly with world class information, communication and entertainment services. With this, the company focused on revitalization of the SLT brands and unifying our products under a common brand family and also heralded many new and unique products and services in the areas of voice, data and video. As one of the most respected brands in Sri Lanka, SLT attempts to motivate all citizens to move forward as one nation towards the future, through the provision of world class communication solutions that provide connectivity and ease of information access to people in all parts of the country.

Introduction of SLT Customer Day – The SLT Customer Day programme was introduced early in the year 2011 under the theme "Knowing our customers to keep our promises". The main objective behind this initiative was to gauge adequate insight into the perceptions of customers about SLT brand, products and services, to enable better understanding of their requirements and expectations. This will facilitate SLT to become a truly customer centric and market driven organization. The Customer Days are conducted every month and provide valuable opportunities for all executives to directly interact with customers (ranging from corporate customers to residential customers) in order to obtain their feedback. During these visits, the Customer Visiting Teams are required to complete a customer feedback form which can then be directed to the relevant authorities and will help to identify issues in advance and help to quantitatively measure the customer experience. A special committee was also set up, consisting of 10 members and a chairman to handle customer matters and implement customer centric initiatives in their respective areas.

Introduction of Share My View Blog – This was created on intranet to enable all employees to share customer feedbacks or their experiences in handling customers or any other ideas / suggestions with the rest of the SLT team which will help others to learn through experiences as well as enable information sharing.

Workshops for front line officers - A two day workshop was organized at the Welisara Training School for all Teleshop Managers, Front Office Managers and back office managers in an endeavour to uplift customer service capabilities and standards within the customer touch points. External resource persons including Mr. Sampath Thrimavithana and Ms. Dilla Hettiaratchy addressed the participants on the following topics: leadership qualities and etiquette and grooming role importance. Approximately 90 persons from offices across the island participated for the programme.

Implementing ISO 9001:2008 for the entire organization – SLT took steps towards implementing ISO standards throughout the entire organization this year to ensure high quality standards in an effort towards further customer centricity and high levels of service excellence in all areas of the organization.

### **Launch of i-Sri Lanka - consistent, uninterrupted high speed internet**

During the year 2011, SLT launched its ultra high speed Broadband Network under its nation-wide network modernisation project “i-Sri Lanka”, which is set to revolutionize broadband access across the country, by upgrading the existing copper based access network with fibre optics. The project aims to expand the fibre network closer to customers through fibre to the node (FTTN), through the strategic positioning of MSANs within short distances, bringing an increase in reliability, quality and broadband data speeds. This will enable customers to enjoy the consistent, uninterrupted high speed internet services delivered on the network, up to high speeds up to 20 Mega Bits Per Second (Mbps) and more. Under “i-Sri Lanka” project, the company will expand and upgrade its network to provide SLT Megaline customers with highest quality voice, consistent, uninterrupted high speed internet and interactive television facilities across the country. It will provide an ideal platform for private business networking, interactive entertainment, distance learning, online education, e-health, and much more at superior speed, high quality and high reliability.

Introduction of Tele Life Insurance – SLT tied up with Sri Lanka Insurance Corporation, the country’s largest state owned insurer to provide life insurance policies to SLT customers between the ages of 18 years and 70 years at affordable rates of interest. Under the cover, customers receive death benefit of Rs. 100,000/- and are covered for total disability due to accident upto Rs. 100,000/-. The monthly subscription will consist of Rs. 60/- per month which will be added to the customer’s phone bill, increasing convenience for them, in that it can be paid together with the monthly phone bill.

SME Customer Forums – SME Forums were held for the Central and Southern Provinces at Earls Regency Hotel, Kandy and the Lighthouse Hotel, Galle to strengthen relationships with SME customers. The events covered product presentations, demonstration of SLT products as well as relationship building activities.

Government Information Centre (1919) call operations awarded to SLT – SLT was awarded the contract to operate the GIC by the Government of Sri Lanka which was launched during May 2011 with the SLT Headquarters Call Centre team.

Telegram Services upgraded to SLTits – SLT continues to provide telegram services as a competitive advantage and social responsibility since the year 1858. To overcome the limitations of the switch telegraph system, a new integrated web based managed telegraph solution (SLTits) was developed and officially launched during March 2011.

Dealer conventions – SLT holds annual dealer conventions to recognize and reward dealers who have demonstrated high performance with the aim of strengthening the relationship between SLT and the dealer network. The dealer convention was held during April this year at Hotel Galadari, Colombo where the winners received awards as well as prizes including air tickets, motor bicycles and holiday packages. SLT continues to maintain and improve the consistency of service in its dealer network which ensures total customer satisfaction and ensures that customers have access to the same range of SLT services through any dealer, anywhere in the country. SLT continues to carry out centralized monitoring of its dealer network and uphold close partnerships to ensure a three-way win-win-win relationship between SLT, its dealers, and its customers.



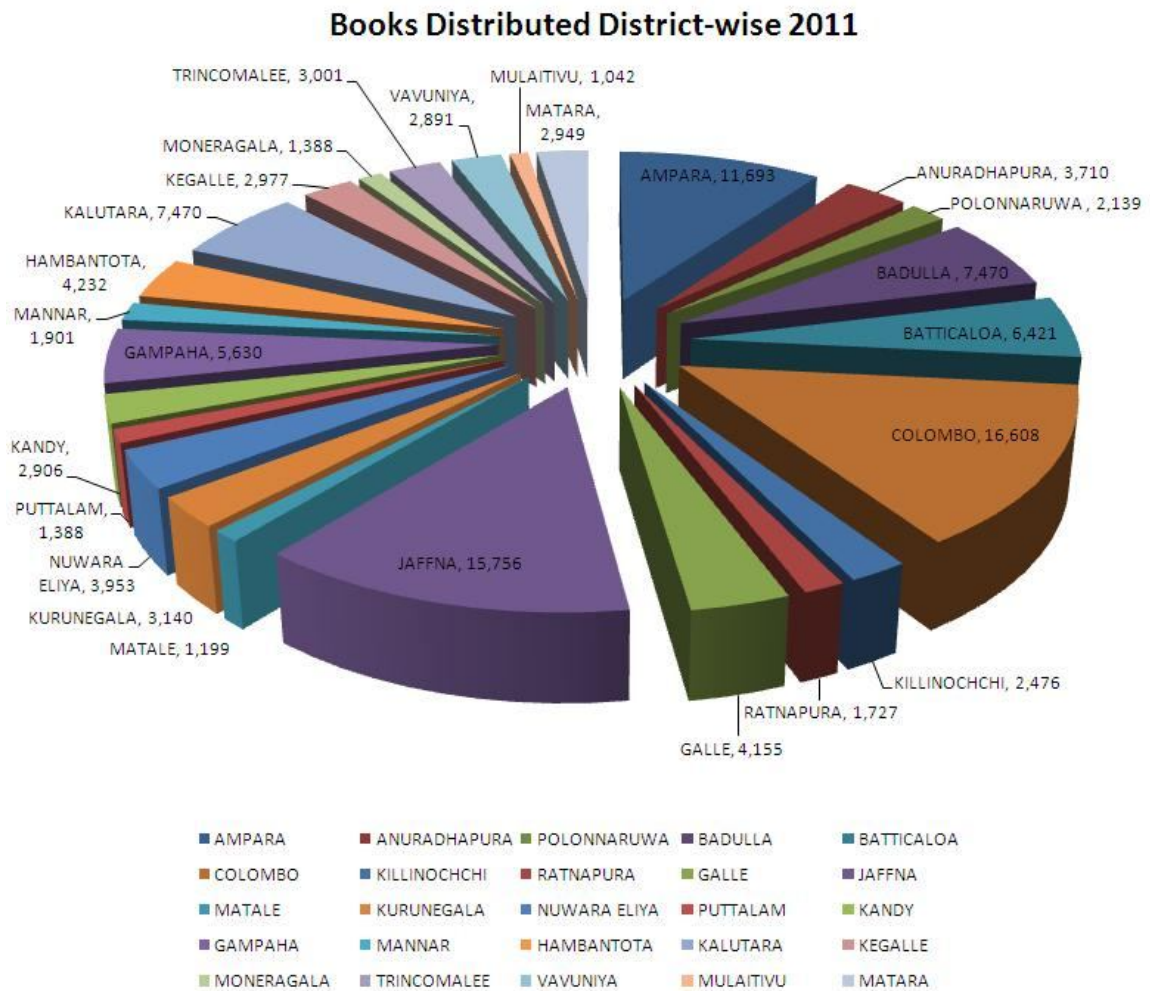
## Wider Community

empowering ICT & education

### Spreading the Wealth of Knowledge

SLT in partnership with Asia Foundation

SLT continued to carry out book distribution programmes to schools and institutions across the island in collaboration with Asia Foundation for the 9<sup>th</sup> consecutive year with the aim of increasing literacy levels and encouraging a reading culture in Sri Lanka. A total of 118,222 books were distributed during the year in collaboration with Asia Foundation. A book distribution programme was also carried out at Viharamahadevi Balika Vidyalaya to celebrate World Children's Day.



SLT in partnership with Logos Hope

Book Distributions - SLT worked together with Logos Hope, the world's largest floating book fair, to bring knowledge, help and hope to multitudes in Sri Lanka. The ship carried on board approximately 6,000 different titles on a wide variety of subjects. We sponsored the ship's first visit to Sri Lanka, and in conjunction with them, distributed a total of Rs. 2.5 million worth of books to 3 schools in Colombo and suburbs, 5 in Anuradhapura and 2 in the Mallavi districts.

Community service programme at St. Matthews - A team of volunteers from Logos Hope together with a team of employees from SLT visited the St. Matthews College where they joined together with several school staff and mothers of children of St. Matthews College in cleaning out and rearranging the existing library to make optimum use of available facilities and resources. In addition, they also helped to sort out and categorize the existing books of the library. SLT will continue to follow up with these schools to ensure the values imparted to them at the library training workshop are carried forward into the future.

Library training workshop - A two and half day library training workshop was organised at SLT Havelock Town Library for the librarians of St. Matthews College, Colombo, Erawwala Vidyaloka Maha Vidyalaya and Depanama Dharmapala Kanishta Vidyalaya and also 6 SLT employees. The SLT employees were trained along with the school librarians to equip them to train the librarians of other schools in the future. The training programme opened the eyes of the audience to the important and wide role played by librarians which has often been overlooked in our culture. It also imparted valuable insights on how to maintain a library that is not only useful but also is attractive and which will draw in the target group of readers to make use of the wealth of knowledge and information the library has to offer. They were also introduced to the systems involved in categorizing and labeling books according to widely accepted world standards, such as the Dewey Decimal Classification / System.

## **INFOTEL 2011**

INFOTEL 2011, Sri Lanka's flagship ICT Expo was conducted under the theme "Accelerate IT", and was a large corporate CIO meeting place, IT Professionals and Small and Medium Size entrepreneurs and offered an ideal platform for ICT stakeholders in Sri Lanka and the South Asian Region to explore and capitalize the new growth opportunities in Sri Lanka. SLT was the Pinnacle Partner of this conference and showcased its cutting edge ICT technology.

## **Future GOV Forum**

SLT joined the ICTA in hosting the 2<sup>nd</sup> annual Future GOV forum in July 2011 at the Hotel Taj Samudra, Colombo. The main focus of the Future GOV forum was to create an environment that facilitates the implementation of e-government services thus paving the way for more effective and efficient e-Governance.

## **empowering professionalism**

### Philip Kotler in Colombo

SLT sponsored one of the most unique and crucial events in Sri Lanka's marketing field this year when the Sri Lanka Institute of Marketing (SLIM) organised Prof. Philip Kotler's first visit to Sri Lanka. We foresaw this as a one-time opportunity for Sri Lanka which will provide numerous benefits to businesses and professionals in the country and provided our support towards its success.

### CIM Annual Conference 2011

SLT provided its support towards the CIM Annual Conference for the 9<sup>th</sup> consecutive year this year, as the Strategic Partner of the conference. This year's conference was conducted under the theme "Emerging themes of marketing". This year marked an important milestone for the CIM global body who celebrated 100 years of existence.

### Chartered Institute of Management Accountants (CIMA)

SLT supported the CIMA for the year 2011 as the Strategic Partner, which included partnering its main events for the year such as the CIMA Business Leaders' Summit 2011, conducted under the theme of "Changing challenge – challenging change" and the Corporate Partners 2011.

### National HR Conference 2011

The National HR Conference 2011, organized by the Institute of Personnel Management (IPM) was themed as "HR Powered Edge in a Booming Economy". This year's conference also included a new forum, "Union Leaders' Forum" that helped to motivate and provide awareness on ways by which unions and organizations can work better together to achieve common goals. SLT partnered IPM for this conference as the Strategic Partner.

### Institute of Chartered Accountants of Sri Lanka (ICASL)

SLT was the Lead Sponsors of the ICASL for the year 2011.

### Ceylon National Chamber of Industries Awards 2011

SLT partnered the CNCI once again for their CNCI Awards 2011 as the Principal Sponsors, with a view to fostering and uplifting local industry, as well as to contribute towards the social and economic development of Sri Lanka with the intention of contributing towards their efforts to promote and foster an environment conducive to the development of industrial organizations and activities.

## **empowering sports**

### National Olympic Committee

SLT continued to provide support for the activities of the National Olympic Committee for the year 2011 - National Olympic Academy Annual Sessions and Olympic Day Run.

### 1<sup>st</sup> South Asian Beach Games, Hambantota

SLT sponsored the first ever South Asian Beach Games held in Hambantota, in which all eight South Asian countries participated.

Athletic Association of Sri Lanka

SLT supported the following events in the 2011 event calendar of the Athletic Association of Sri Lanka as the Principal Sponsor - Women's national athletic meet, Junior national athletic meet, Senior national athletic meet and National Athletic League.

Carlton Cup

SLT was the Platinum Sponsors for the annual Carlton Cup 2011 organized by the Tharunyata Hetak and Carlton Sports Club.

School big matches

SLT annually sponsors cricket encounters between leading schools such as Ananda / Nalanda.

Colombo Night Races

Sri Lanka Telecom came forward to sponsor the first ever Colombo Night Races held during December, which was one of the most unique events of the year in Sri Lanka's sporting calendar.

Empowering arts and culture

SLT sponsored the following arts and cultural events during the year 2011:

Religious festivals- Amadahara Wesak Kalapaya organised by ANCL; donations to perehera including Bellanvila, Kotte Rajamaha Viharaya, Devinuwara Visnu Devalaya etc.

Music and Drama – Lester James Peiris Oration held during June 2011 at the BMICH, Royal College 69<sup>th</sup> Batch Dinner Dance celebrated at Hotel Galadari etc.

Samastha Lanka Daham Pasal Students' Skill Assessment Programme 2011 – This event was organized by the Ministry of Buddha Sasana Affairs and Department of Buddhist affairs on 25<sup>th</sup> to 27<sup>th</sup> December 2011 to commemorate 2600 Sri Sambuddhathva Jayanthiya. SLT was the communications provider for the above event, where we provided communications facilities for the above 3 days to 6 schools near D.S.Senanayake College including Ashoka Vidyalaya, Nalanda College, Devi Balika Vidyalaya, Isipathana College, Thurstan College and Royal College, where the students, parents/guardians and teachers were accommodated for the event.

### **Empowering National Enterprise**

Deyata Kirula National Development Exhibition 2011

SLT was the Total Communications Partner of the Deyata Kirula 2011, held in Buttala, where it showcased a stall where customers could "experience the digital lifestyle".

Ayurveda Expo 2011

SLT was one of the Silver Sponsors of the mega Ayurveda Expo 2011 with the intention of uplifting the nation and the Sri Lankan people through supporting local industry and national enterprise to enable them to develop to their fullest potential. This international indigenous healthcare exhibition,

trade fair & symposium brought together both local and overseas exhibitors and visitors and featured presentations by world renowned professionals.

## **Philanthropic Initiatives**

Hope for the less fortunate children

This was initiated during the year 2010 with the visit to Vajira Sri Rehabilitation Children's Home, in order to bring hope to less fortunate children, not only through making material or financial contributions but also through building relationships in light of their psychological and emotional needs and to instill in their hearts the assurance that they are valued, respected and loved. This initiative was continued in a more focused and organized manner during the year 2011 where employees of SLT visited several orphanages and schools, including,

- 3 children's homes in the Kegalle district
- Rainbow Girls' Home, Gonawela
- Rainbow Boys' Home, Ja-ela
- Isuru Lama Nivasa, Makola
- SOS Children's Village, Piliyandala
- Viharamahadevi Balika Vidyalaya

During these programmes, employees of SLT spent time with the children over refreshments, presented small gifts, distributed books in collaboration with Asia Foundation and arranged other entertainment programmes and fun games such as magic shows etc. All these programmes were funded by employees of SLT who volunteered to give of their time and money.

Source of Strength for the Differently-abled

SLT supports the differently-abled through various initiatives in order to be a source of strength to them and to enable them to lead their lives unhampered and together with the rest of society. These initiatives comprise of:

Distribution of 400 white canes to visually impaired in commemoration of International White Cane Day.

SLT continues to provide training for 5 visually handicapped people at the SLT Call Centre for a period of 05 months.

Continuous contributions to other organizations such as Sri Lanka Council for the Blind, Sri Lanka Organization of Visually Impaired Women, Sri Lanka Federation of the Deaf, Sri Lanka Saukyadana Movement and Sri Lanka Deaf School Past Pupils' Association amongst others.

Bi-annual Blood Donations – SLT continued to conduct 2 blood donation programmes during the year 2011. Other blood donations are also conducted throughout the year at different Regional offices.

In honour of Wesak 2600 Sri Sambuddhathva Jayanthiya, a scholarship ceremony was held to provide scholarships for Buddhist monks who are undergoing studies as well as for students from low income families. This was organized by SLT Buddhist Association.

Relief in times of natural disasters

SLT, together with its employees joined hands to provide relief to the flood victims during the heavy flooding earlier in the year. Cash donations as well as dry rations were collected and distributed to affected employees as well as the general public through SLT Welfare Division.

## **Environment Dimension**

Preserving heritage for tomorrow

Calendars and complementary items

SLT's calendars and complementary items for the year 2011 was themed as "Rediscovering hidden heritage" and took the viewers on a journey through the upcountry railway. This theme was selected by the company in order to contribute towards promoting tourism during the year 2011, in line with the declaration of "Visit Sri Lanka 2011" made by His Excellency the President as the country's theme for the year.

Sri Lanka's upcountry railway journey offers a unique and enchanting experience that promises to be etched in one's memory for years afterwards. With its diverse variations in landscape, climate, geographical elevations and dreamy settings of cool mist covered mountains, it has the inherent potential to transport travelers back to a seemingly different world and land, set in a variety of different eras, whilst also imparting a range of different cultural experiences. Even though majority of these sites have been seen and visited both by Sri Lankans and foreign tourists, the actual value and essence of the place is quite often overlooked and missed out by many.