

2009

Sri Lanka Telecom PLC

Corporate Responsibility Report



Sri Lanka Telecom PLC
Lotus Road
Colombo 01



Social Dimension

Employees

SLT Theme song

The new SLT theme song was unveiled on 1 January 2009 by SLT Chairperson. The theme song was composed entirely by the employees of SLT, through the HR Division canvassing ideas, lyrics, tune and visuals from staff. The theme song was introduced in order to boost the morale of SLT employees and to create a family atmosphere and a feeling of “belonging” to the Company.

Quality Control Circles, Continuous Improvement Teams, Kaizen & 5S Awards

SLT continues to advocate and incorporate Kaizen and 5S concepts into its day to day activities. Quality control circles and continuous improvement teams are formed and Quality conventions are held annually where different departments are invited to participate and compete with each other. The departments that have displayed the highest standards of the above concepts are recognized and rewarded. This has improved productivity as well as efficiency of work, making work operations and processes smoother and easier for employees as well as increasing the convenience to customers.

In the year 2009, more teams have taken part in the competitions than previous years: 29 Regional Telecom Offices, 08 Outside Plant Maintenance Centres (OPMC) and 18 Teleshops. There were also 22 Quality Circles and Continuous Improvement Teams.

Break Through Thinker Awards

Break through thinking concept was introduced to Sri Lanka Telecom in the year 2006 and the awards is being continued every year. It gives a holistic approach to problem solving and is geared to help users deal with a rapidly changing professional, technical or social environment. Furthermore, these awards encourages, motivates and empowers employees by getting them involved in the decision making of the company through encouraging them to give their suggestions and ideas towards improving aspects of the organization. The break through thinker of the year not only receives recognition, but his/her suggestion is also incorporated into the organization. . The theme for the year 2008/2009 was “Cost optimizing”.

Star Awards 2009

This is an annual event of the SLT Call Centres, which aims to reward call centre officers who have demonstrated outstanding performance during the previous year. These awards have succeeded in motivating employees and increasing productivity significantly.

Commercial Bank ATM – A new Commercial Bank ATM (which also accepts cards from all banks) was opened at SLT Head Quarters, for the increased convenience of employees.

Access to information and learning - Sri Lanka Telecom has three extensive libraries, at the Head Office, Havelock Town as well as at the Welisara Training School, whose services are extended not only to employees, but also to their family members. These 3 libraries together hold over 25,000 books, magazines and periodicals, and some material is also available in electronic formats. New facilities were introduced in the year 2009, including searching and reserving books online.

Employees are kept informed of management decisions and other important matters through a variety of channels and media: regular meetings and discussions (including the Annual business process meetings held at the beginning of each year to communicate to employees the direction of the company as well as the targets and expectations for the year), the intranet, circulars, SLT's monthly internal magazine (Amathuma) as well as Digital Life, Media Watch & Art Watch - that disseminates information regarding the latest technologies available in the market, industrial information as well as socio-cultural information (respectively).

Two volumes of Convergence Magazine which was launched during 2008, was designed and distributed to the public during the year 2009.

Performance Evaluation

SLT has a fully fledged performance evaluation and grading system which helps employees to advance in their careers as well as identify the gaps in their achievement plans and thereby provide opportunities for people to train and learn in order to bridge these gaps.

In the year 2009, the performance system was simplified - the performance quota was removed and 80% of weightage was given to targets in performance evaluations.

Training

Sri Lanka Telecom has a separate Training and Development Section plus its own Training Centre (with 04 branches). These training centres are equipped with dedicated resources to provide hands on experience to employees on a range of different skills.

In order to be eligible to apply for promotions to the next grade, employees are required to complete at least three training programmes for each grade. This is to ensure that they are always kept up to date with the latest skills and knowledge required for the job.

Staff Welfare

Medical Facilities provided include: outdoor/indoor treatment, medical treatment in the case of critical illness, medical treatment for accidents and illnesses caused while on

duty, annual medical tests "Suwatha" which have been invaluable in diagnosing chronic ailments in advance.

Loan facilities are provided at low rates of interest to SLT employees.

SLT is an equal opportunity employer, and ensures an environment which is free from discrimination and harassment of any kind.

SLT also ensures a conducive working environment for all employees, with the provision of latest technology and modern and comfortable working environment.

Apart from normal work activities, annual trips and sports activities are also organized to improve the quality of work life of employees.

Proper grievance handling procedures are also in place, plus employees are also offered the choice to make use of professional counseling services offered by SLT, on a range of work related or personal matters.

Financial assistance schemes are provided to help encourage employees to carry out higher studies to progress in their careers.

Employee satisfaction surveys are conducted for the Call Centre staff on a quarterly basis to maintain and improve employee satisfaction which will result in an increase in service quality. The set target for the overall employee satisfaction level was 75%. Achieved 77.5% above the target in 2009

Customers

SLT has become a household name in Sri Lanka, with a product / service offering for everyone – irrespective of their location, their community, language, age or gender. The company has built an islandwide state of the art infrastructure that has spread to all corners of the island, enabling to serve customers even in remote areas. Specific initiatives taken during the year 2009 include:

Braille Bill

SLT launched the company's first Braille bill in the month of March. This initiative was made in an endeavour to minimize the gap between the differently-abled community and others in society. This project caters to the visually impaired customers in an attempt to empower them to lead independent lives as far as possible inspite of their impairment.

Launch of Prestige Card

SLT introduced its first customer loyalty programme in November 2009, through the launch of SLT Prestige Card, offering a range of privileges and benefits for cardholders. Prestige cards were presented to a list of identified customers who have been loyal to SLT over a long period of time, as well as those who have generated the most value to the Company. It provides the following benefits to the cardholders: priority services at service points as well as VIP treatment when it comes to fault clearing, complaint handling and service provisioning; convenience when visiting SLT outlets such as priority car parking; a web self care facility that will allow customers to view their account details online; invitation to customer forums and special events of SLT with these customers being treated as "opinion leaders" and their ideas taken into consideration for future product / service development plans. This is an initiative by SLT to be even more customer focused and place the customer at the heart of business by understanding, recognizing and rewarding these loyal customers.

Extension of Bill payment facilities

In August 2009, SLT extended its bill payment facilities to over 3000 locations islandwide. This includes large supermarket chains such as Cargills, Keells Super and other outlets such as Abans, A-Z Electronics, Singer, as well as banks – BOC, Commercial Bank, NTB, NSB, Seylan Bank, Sampath Bank, Standard Chartered Bank, HNB, HSBC, NDB, People's Bank and Citi Bank.

Directory information through mobile

Through its fully owned subsidiary, SLT Publications Pvt Ltd., SLT made directory information available to all mobile phone users. The information is available in all three languages, and it can be accessed either locally or overseas.

Providing customers with the option of choosing between different calling plans through the “V Talk” packages. This is the first time that SLT is offering its customers a variety of tariff plans that grants people the freedom to choose a call rate plan they want, to suit their own unique lifestyle requirements.

Opening of 15th OPMC at Anuradhapura

This OPMC was opened at Anuradhapura in order to better serve customers. The Anuradhapura OPMC will cover 15 areas in the region: Eppawala, Galenbindunuwewa, Galnewa, Horowpathana, Kebithigollewa, Kahatagasdigiliya, Kekirewa, Mihintale, Medawachchiya, Nochchiyagama, Nagampaha, Padaviya, Padaviya Sripura, Parakramapura and Thambuththegama. This OPMC will be serving a total of 42,500 customers.

Ongoing monitoring of Customer Satisfaction

An ongoing Customer Satisfaction Index (CSI) study is carried out twice a year, which seeks to gauge how satisfied customers are with regards to a range of areas including - Customer service, Maintenance staff's attention to faults, bill payment facilities and format, Product range and performance, Communications carried out on products as well as SLT as a corporate entity.

Customer satisfaction is also measured at each teleshop and regional telecom office (customer touch points) to measure a range of criteria such as professionalism and courteousness of the staff etc. Surveys are conducted approximately 2 to 3 times a month.

SLT Call Centres

The Call Centre carries out surveys to analyse customer satisfaction for the Call Centre on a monthly basis. The surveys are conducted over the phone on customers who contact the call centre. At least 300 customers per month are interviewed in this manner. The surveys rate the customer service representatives / agents (CSR) on areas: Contactability of call centre, attempts needed to contact the CSR, greeting by the CSR, listening empathy and knowledgability, diagnosis by the CSR and solution given, as well as the overall rating on the CSR.

Call Centre service improvements

Response to calls and assisting customers has improved in 2009 from 62% to 75% in 20 seconds compared with 2008. The target level was increased through a series of staff training programs, motivation programs and skill enhancement of the existing staff.

The results of surveys carried out by the Call Centre showed 85% overall satisfactory level, exceeding the target, which was 80%.

Call abandon rate improved from 9% to 8% which is above the international standard of 10%.

Successful implementation of IVR system with improvements, which assures customer information privacy & billing information by strictly observing and monitoring individual IVR loggings.

Productivity of the call centre agents improved with existing staff through skill developments, trainings and motivation.

Product assistance for New Broadband (ADSL) packages, IPTV services & promotional offers through the call center.

Technologies adopted to improve product/service quality

Customer Research

A research study on disconnections has been carried out to identify the reasons and underlying issues behind customers disconnecting SLT services. This study has provided very useful pointers in marketing SLT services and serving customer needs better. The second phase of the disconnection study is now at the completion stage and is expected to further refine the understanding of the issues aforementioned. Further research studies have been planned including studies on customer needs and attitudes. Market Research projects were carried out on a regular basis to move towards further customer centricity through identifying customer needs and satisfaction levels (as mentioned above)

Research is also carried out continuously on the demand for communication requirements in urban, sub-urban and rural areas in order to direct expansion plans and decide on technology and connectivity mediums to be used.

New products / product modifications & new product developments:

New Products launched during the year 2009 - VTalk, SLT 4 Friends, CDMA Caretaker Budget Package.

Product modifications / upgrades - IDD enabled for CDMA, Changed new connection charge of Pre /Post paid as Rs.4980/=+ Tax, Introduction of Colour Phones, SMS services via 6797, 9900, 7755, 9966 (Rupavahini, Derana, Swarnavahini, TNL Nw respectively), CDMA Top-ups via IVR, Launching Citylink Rs. 100 prepaid card, Launching CDMA Dealers Reload Package (Prepaid), Added more than 150,000 melodies to Citylink CRBT Service, introduced new Citylink pre-paid & post-paid price plans, introduced new Megaline price plan.

Product developments - Introduced SLT CMDA Post paid New Connection policy & SLT CMDA IDD provisioning policy, made consistency of validity period of all CDMA pre paid products, CDMA Phones for PSTN Outages, introduced "Bill View" facility via SMS for Postpaid Customers, introduced policy for Citylink Customer Instrument Replacement and Citylink Instrument/Part Replacement Procedure for Customer Caused Damages, introduced color phones for Megaline new customers and addition of Data Circuit ID to BizDSL Service to improve fault clearance process

Broadband service expansions to areas in Eastern, Southern and Northern provinces.

Improvement of service provisioning periods - Service provisioning period after receiving new applications has improved as follows:

- Megaline new connection with existing poles - within 4 days
- Megaline new connection with new poles require - within 7 days
- City Link (CDMA) – within 1 day
- Broad band (ADSL) Connection - within 3 days
- IPTV - within 7 days

Queue Management System

QMS was introduced to the front offices, billing centres and customer visiting agents, through which various improvements were made including the reduction of customer waiting time, improved customer serving time as well as improved service level monitoring (online monitoring is carried out every 15 minutes, daily, weekly and monthly).

Regional & island wide quiz competitions

This is conducted bi-annually to enhance the knowledge of customer service staff on SLT products and services to ensure better services to customers. It's an effort to encourage a learning culture amongst employees where each person will be motivated to carry out their learning on a regular basis. It has resulted in more enthusiastic staff and improved customer services at SLT. The topics covered by the SLT Quiz include SLT products and services, Billing and Operational Support systems, collection and credit control, business rules and processes, customer care, the telecommunications business environment as well as communication technologies view to continuously improving themselves in order to ensure an environment of continuous learning and development.

Quality Improvement Schemes

The Quality Conventions that are carried out annually and encourage the implementation of concepts such as Quality Circles, Continuous Improvement Teams, Kaizen Suggestion Schemes and 5S concepts result in better quality of products and services for customers.

QA systems - ISO 9001:2008 Quality Management System has been implemented across Support Services and some Customer Interface Points.

Wider Community

empowering ICT & education

Spreading the Wealth of Knowledge

Being one of SLT's major ongoing CSR projects, SLT has continued this programme for the 7th consecutive year in collaboration with the Asia Foundation, with the objective of enhancing child, adult and professional education. This is done through the provisioning of educational material on a diverse range of subjects such as Science, Geography, Arts, Engineering and English Language amongst others. The highlights of the year have been the distribution of 100 Braille books to the University of Kelaniya, which was the first book distribution programme for the year 2009. In August, we also donated several books for the libraries which were planned to be set up in the IDP camps at Menik farm. A total of over 130,000 books were distributed during the year 2009. Details of the book donation programmes held during the year include:

District	No. of Books	No. of Institutions
Ampara	3,339	18
Anuradhapura	3,309	29
Polonnaruwa	1,228	41
Badulla	4,539	67
Batticaloa	10,073	130
Colombo	26,125	164
Puttalam	4,160	31
Gampaha	5,492	37
Galle	7,317	54
Hambanthota	6,523	107
Jaffna	4,116	35
Kalmunai	178	2
Kurunegala	3,572	33
Kandy	5,173	64
Kalutara	4,231	37
Mannar	1,123	36
Kilinochchi	20	1
Kegalle	3,221	67
Matara	1,047	12
Matale	1,464	11
Nuwera Eliya	9,243	148
Ratnapura	8,092	153
Trincomalee	13,667	253
Monaragala	1,414	37
Vavuniya	2,240	8
Total		130,906

EDEX 2009

Sri Lanka Telecom annually sponsors the EDEX, which is the most prestigious and largest national higher education and careers exhibition in the island. SLT and Mobitel jointly sponsored this event as the Platinum sponsors.

EDEX aims to bridge the gap between the expectations of business organizations and the availability of competent youth. Thus SLT sponsors this annually since we see EDEX as the gateway to reach a large number of youth from across the country and fill the “information” gap by demonstrating the latest world class information and communication technologies while providing them with opportunities to experiment with these for themselves.

The SLT stall at the EDEX 2009 featured some of the latest emerging technologies in ICT such as SLT’s breakthrough communications services provided through Wizz. This includes Wizz Personal, which gives you “one number for your life”, video calls, wizz free calls etc.; Wizz Family through which each family member is given extension numbers no matter which part of the country they are at and free outgoing calls between those numbers; Wizz Duo Unlimited for you and your buddy/lover; Wizz Conferencing which is an easier way of scheduling meetings through a user friendly web portal; other services demonstrated include CDMA, mobile PBX as well as games and 3D displays. Furthermore, visitors to the exhibition were given the opportunity to experience these technologies and services for themselves.

e-Asia Conference

SLT played the role of Pinnacle Partner of the 4th annual e-Asia Conference which was hosted in Sri Lanka in November 2009. SLT has been one of the flag bearers of the ICT revolution in Sri Lanka and this being Asia’s premier ICT event, came forward to provide our support. This is also a demonstration of SLT’s commitment towards the declaration made by His Excellency the President of the year 2009 to be the Year of English and ICT.

National Information Technology Conference 2009

SLT and SLT Mobitel partnered the Computer Society of Sri Lanka (CSSL) for their 27th NIT Conference, in the capacity of “Platinum Sponsors”. The CSSL has undertaken many initiatives towards the development of the ICT Industry in Sri Lanka and also to disseminate knowledge, education and training in order to maintain the highest standards of professionalism amongst the ICT fraternity. Thus, it was a privilege for us to support their endeavours by partnering this conference. The theme of this year’s conference was “Three ‘I’s for an e-enabled Sri Lanka: Integration, Innovation & Impact”, which SLT embraced wholeheartedly.

Next Generation Network Standardization Forum

This was one of the largest international technology forums held in Sri Lanka in the year 2009. This was hosted by the TRC and brought together under one roof, industry leaders

involved in the approval, monitoring, manufacturing, planning and deployment of the next generation communications equipment and services. SLT provided support towards the success of this forum, along with the other telecom operators. SLT is in the process of transforming its traditional network to an NGN, where the first phase of implementation has already begun. NGN will allow for a range of converged services to be provided over a single network.

Scholarships to Apey Daruwo

SLT handed over scholarships to 50 children between the ages of 5 and 16 years. 25 of these children were orphaned by the war and were now settled temporarily at the Kovilkulum Children's Home. The other 24 children were the children of war heroes who had been disabled by the war or even lost their lives in the war while one child was from Matara, and had been left orphaned due to a bomb explosion. A gift pack comprising of a school bag, shoes, books and other essential school material was handed over to each child plus a fixed deposit account was opened at Bank of Ceylon, where Rs. 25,000/- was deposited on behalf of each child, which will be accessible to him/her upon reaching 18 years of age. This was funded by encouraging contributions of Rs. 100/- per month from all employees, for a period of one year from June 2009 to June 2010. This is an initiative by SLT to help to rebuild the lives of these child war victims and also to educate them at an early age of the importance of accepting each other's differences and living in unity and harmony with each other.

One Laptop Per Child

This project was initiated by the Ministry of Education to provide ICT to underprivileged students in rural areas. SLT has always been passionate about bridging the digital divide in the country and provided CDMA telecoms free of charge in support of this project. This project will be implemented in selected primary schools from each province.

empowering professionalism

CIM Annual Conference 2009

SLT was the Strategic Partner of the 9th annual CIM Conference held this year. The CIM strives to create value for corporates by fostering excellence in Marketing. SLT is passionate about raising the standards of professionalism in all industries and fields. We are also aware that marketing is the life blood of the organization, and thus we recognize the invaluable service provided by CIM to Sri Lanka. Thus, for the past 7 years, we have partnered the CIM for their annual conferences with a view to empowering the marketing professionals in the country. The theme of this year's conference was "Unconventional marketing strategies to survive in turbulent times".

CIMA Business Leaders' Summit 2009

Throughout, SLT has been an ardent supporter of the CIMA and its events since we strongly believe that the CIMA, being the world's largest and leading professional body of management accountants, makes a tremendous contribution to the development of society and the corporate world. This is done through producing high calibre and competent professionals, who are equipped with the necessary knowledge and skills to be competitive not only locally, but also globally. Thus, SLT has always been proud to extend our support towards their activities.

This year's conference carried the theme of "The Challenge – Now and Ahead" and brought together top corporates, business leaders, professionals as well as eminent speakers from Sri Lanka as well as abroad. SLT partnered this prestigious event in the corporate calendar of Sri Lanka in the capacity of Strategic Partner.

Ceylon National Chamber of Industries Awards 2009

SLT was the Principal Sponsor of the CNCI Awards 2009. The CNCI is the premier industrial chamber in the country, which continuously strives to promote industrial growth as well as represent and express the opinions of the industrial community in Sri Lanka on industrial, commercial and economic matters whilst co-ordinating with the Government in the attainment of objectives. It also seeks to encourage, uplift and empower industrial organisations by recognising and rewarding industrial excellence in both manufacturing and service sectors.

Thus, SLT partnered the Chamber for these awards with a view to contributing to the economic and social development of our country through the nurturing of local industry.

National HR Conference 2009

The National HR Conference 2009 was conducted by the Institute of Personnel Management (IPM) Sri Lanka under the theme "Gaining Strength in Economic Uncertainty". SLT was the Strategic Partner of this conference. SLT has understood the importance of human resources to any organization. An organization's HR is its greatest asset since people are in fact the drivers of the business. SLT believes that one of the most important stakeholders of a company is its employees and every organization has a responsibility towards looking after the welfare of their employees. It is crucial to keep them satisfied, motivated and empowered for any business to be successful. The HR Conferences conducted by IPM each year act as platforms for HR professionals, to meet, interact and share knowledge and experience.

Thus SLT wholeheartedly identifies with IPM's role in shaping and developing human resources for organizational success which would be an influencing factor in national development.

CounterPoint 2009

SLT was the Sponsor and the total communications service provider for the CounterPoint 2009, organized by the Postgraduate Institute of Management Alumni (PIMA). CounterPoint 2009 was centred around the theme "Winning Military Strategies: Lessons for Managers", and consisted of a unique series of presentations aimed at raising the standards of professionalism amongst PIMA members and other professionals in Sri Lanka. The event was attended by approximately 300 participants that included senior representatives or companies such as Managing Directors, Directors, CEOs as well as Senior Managers. SLT provided support towards this, in line with our CSR initiative to empower professionalism in the country.

empowering sports

National Olympic Committee

SLT sponsored the National Olympic Committee's calendar of events for the year 2009, which includes:

Providing support for the Olympic Day Run 2009, which was held in Ratnapura Town. The event was attended by approximately 1000 school children from 15 different schools as well as other participants. The aim of the Olympics Day Run is to raise awareness amongst all communities regarding the importance of the Olympic games and to encourage the inculcation of the Olympic values, which are: encourage knowledge of one's abilities and limits, a competitive spirit, excellence, fair play as well as the access for every individual to sports, irrespective of their abilities, race or other differences.

SLT was also the sponsor of the Sri Lankan contingent to the first ever Asian Youth Games, held in Singapore in the year 2009. The Asian Youth Games is all about the celebration of youth, sports as well as learning, and also provided the youth with a chance to benchmark their performances against other Asian youth which will better prepare them to face the Youth Olympic Games which will be held next year.

Athletic Association of Sri Lanka

SLT has continuously been partnering with the Athletics Association of Sri Lanka in sponsoring many of their major events. We have been a passionate and enthusiastic supporter of the activities of the Athletic Association of Sri Lanka since we believe that it provides an invaluable service to our nation by fostering local sporting talent.

In the year 2009 as well, we sponsored the Athletic Association's calendar of events as the Telecommunications Partner. This included:

National Athletic Championships

SLT sponsored the 87th National Athletic Championships held this year. This is an important national event, which gathers different athletes of all ages from across Sri Lanka.

Junior National Championships - SLT partnered with the Athletic Association of Sri Lanka for the 52nd Junior National Championships, which brought together young athletes from across Sri Lanka.

Women's Athletic Championships 2009 – SLT once again provided our wholehearted support to the Women's Athletic Championships as a way of showing appreciation and paying tribute to the women of Sri Lanka.

Nationalised Services Badminton Association (NSBA)

SLT partnered with the NSBA for their 2009 event calendar in the capacity of Principal Sponsors, which included four tournaments for the its affiliated clubs, as well as the 23rd annual Nationalized Services All Island open Badminton Championships. The NSBA has become one of the most active and renowned badminton associations in Sri Lanka, as well as being one of the driving forces behind the game of badminton in Sri Lanka.

Inter-prisons Athletic Meet 2009

Holding strongly to the conviction of equal opportunities for all, in all spheres, SLT sponsored the Inter-prisons Athletic Meet, held in November 2009. We believe that sports make an invaluable contribution in the lives of those in prison, providing them with opportunities for development, self improvement, recreation and exercise, as well as social interaction. It also helps to instill a dream and a vision in the hearts of these individuals, helping to inspire and motivate them to leave the past behind and move forward into a better future, thus, making easier the process of incorporating them back into society.

Carlton Cup

The Carlton Sports Club aims to empower and develop sporting talent especially amongst the youth in Sri Lanka whilst forging the values of unity, harmony and equal opportunity for all people everywhere.

Carlton Cup Basketball Tournament 2009 - SLT was the Gold Sponsors of the Carlton Cup Basketball Tournament held in September 2009, which was held with the aim of taking Basketball to greater heights.

Carlton Sevens Sri Lanka – SLT was the Silver Sponsors of the first ever Rugby Sevens tournament hosted in Sri Lanka in November 2009. Matches were held in 3 categories: Aisan, International and schools matches. SLT sponsored this event in the hope of contributing towards raising the standards of Sri Lankan rugby, whilst at the same time,

indirectly benefitting other aspects of the country such as tourism and economy of Sri Lanka.

Inter-Provincial 20/Twenty Cricket Tournament

Sri Lanka Telecom was the Main Sponsor of the Interprovincial cricket tournament conducted by Sri Lanka Cricket during the year 2009.

empowering arts and culture

Funding celebrations of religious festivals

eg. Navam Perehera, Gangarama Temple, Seruwila Perehera etc.

Ayurveda 2009 Exhibition and Symposium on Indigenous Health Care in Sri Lanka

This was held for the second consecutive year by the National Chamber of Commerce of Sri Lanka in collaboration with other related ministries. The Exhibition was a display of Sri Lanka's local Ayurveda industry, offering tremendous opportunities to take this industry into the international market. In the long term, Ayurvedic products and herbal industry can positively affect Sri Lanka's tourist industry and prove to be a valuable source of foreign income. SLT has always believed that we must do our part to nurture and empower local industry to enable them to develop to their full potential.

Melody of Peace 2009

SLT was the Principal Sponsors of the Melody of Peace 2009 Musical Extravaganza conducted by the Sri Lanka Armoured Corps. The objective behind this event was to raise funds to improve the welfare facilities of the families of soldiers who have sacrificed their lives for our country.

Urumayaka Waruna Photo Exhibition

This exhibition consisted of photographs Anura Kuruwitage Silva, that cover the historical, cultural, educational and religious places of Sri Lanka as well as nature and environment with greater emphasis placed on places of interest in the Northern and Western parts of the country.

Philanthropic Initiatives

Api Wenuwen Api

SLT Head Quarters employees, together with the employees of the Telecom Officers' Union, contributed towards the building of a house for a soldier who had sacrificed his life for our country. This was done by partnering with the Ministry of Defence for their "Api Wenuwen Api" project, which plans to build 50,000 houses within the next five years for the personnel in the armed forces. The employees contributed a portion of their salaries towards this cause.

SLT, together with SLT Manpower Solutions (a fully owned subsidiary of SLT), donated Rs. 200,000 towards the Api Wenuwen Api fund.

Employment opportunities for disabled soldiers

In recognition of the valiant efforts of the war heroes who were rendered disabled, SLT offered 20 employment opportunities towards such disabled soldiers. The appointment letters were handed over to the soldiers by the Secretary of Defence Mr. Gotabaya Rajapaksa, in May 2009. SLT employees also made financial contributions towards the welfare of soldiers who have been disabled in the war.

Priority Service for war Heroes

As a tribute to our war heroes, SLT extended "priority status" to personnel in the armed forces – Army, Air Force, Navy, Police and Civil Defence. Upon producing identification, these personnel will be provided prompt services at all SLT Teleshops, Tele-bureaus and Regional Telecom offices islandwide, without the need to stand in long queues.

Environment

As a good corporate citizen, SLT recognises the impact that businesses have on the environment and strives to work in a manner that seeks to protect it and minimize / eliminate any adverse impacts caused to it by the company's day to day operations; while strictly adhering to company policies and business processes to maximise space utilization, minimise wastage of any kind and maximise productivity.

SLT also endeavours to make technological changes to protect the environment and reduce energy use by adapting to new technologies such as Next Generation Networks (NGN) and also low power consumption technology such as Passive Optical networks (PON) and also minimizing damages on environment.

Solid Waste

Management of Solid waste – Policy level adaptation has been done (and communicated through circulars) to encourage employees to reduce solid waste and save utility costs. Solid waste is minimized through assessment of new projects based on company project management guidelines. A well organised and managed waste disposal system is in place to dispose solid waste according to guidelines set by the Municipal Council.

Recycling of solid waste – As much as possible is sent for recycling while a separate garbage point is maintained for solid waste. Telephones / Exchange equipment / Cables, furniture as well as metal waste etc. are sent for recycling and re-use.

Canteen waste - is filtered before being sent out.

Reduction of toxic waste & release of greenhouse gases

- The use of maintenance free batteries
- The use of non toxic chemicals for fibre cable splicing
- Reduction of emissions (of all SLT related vehicles) through regular vehicle maintenance
 - The use of CFC free coolants for ACs and other air cooling plants
- An effective vehicle/generator maintenance system is in place to regularly maintain vehicles and generators so that air emissions etc. are minimized

Optimum use of resources - This is done in the following ways:

Optimum space utilization through company policy

Optimising resource usage through resource sharing

Reduction in the usage of stationery and other utilities due to adapting of online systems:

In the year 2009, employee self service system was introduced for HR related functions. This has helped to greatly minimize utility costs such as paper, as well as time spent in

processing documentation etc. All leave and movement records etc. are now maintained online, and applications for leave etc. are also made and approved or rejected online. The implementation of the e-tendering procedure greatly reduces the use of paper. Transmission of information to field staff through call centre operations has replaced the use of faxed documents, thus contributing to a significant reduction in paper waste. Reducing print versions of annual reports and moving into online versions

Energy saving measures & renewable energy use

The importance of saving energy was identified at the corporate level and a Chief Officer was appointed to overlook the progress of the energy saving project and take necessary initiatives, which include policy level adaptation and raising awareness.

Power saving through the use of cutting-edge technology – Passive optical networks (PON)

The use of video conferencing facilities as opposed to physical meetings which reduces fuel consumption, time wasted in travelling etc. Communications are also done through intranet and emails as much as possible, further reducing the need for physical meetings.

Other measures

Field staff is educated on minimising environment pollution and damages – this includes minimising the cutting down of trees and instead finding alternative ways of doing things such as cabling etc. without harming the existing geographic landscape.

Educating employees on environment pollution and its threat to life as well as educating and encouraging ways of minimising wastage. Employees were also encouraged to maintain greenery at SLT premises by planting trees etc. Thus, most of the regional offices now have well maintained gardens and a “green environment”.

The use of overhead cabling instead of underground cabling to minimize maintenance and costs involved in maintenance and minimise soil erosion.

To mark the National Tree Planting Day, SLT employees located throughout the island were encouraged to plant at least one tree in each land coming under their purview.

“Api Wawamu Rata Nagamu” – SLT continued to be an active participant of this programme, initiating the cultivation of vegetables at the SLT Welikada branch over an area of 30 perches. This consists of approximately 25 kinds of cultivations, which is maintained by 12 groups of SLT employees from the Welikada branch.

preserving heritage for tomorrow

Sinharaja Workshops

SLT has joined hands with the Field Ornithology Group of Sri Lanka (FOGSL) for the 4th consecutive year to raise awareness, especially amongst the younger generations of the importance of conserving nature. The Sinharaja Forest Reserve has been designated as a world heritage site by UNESCO in 1990. Each month, 20 students and 5 teachers are selected from schools across the country and taken on a 2 day workshop to the Forest Reserve. There, they attend a series of lectures on the history of the Reserve and valuable “dos” and “don’ts” with regard to protecting this resource. Prof. Kotagama conducts a theoretical session, whilst the students are also taken on field trips. They are then encouraged to do their own research resulting in assignments modulated by FOGSL and presented in the form of handwritten books.

By the end of year 2009, 10 programmes will be conducted. So far, 31 schools have participated, which includes 620 students and 155 teachers.

Schools that have participated in the Sinharaja programme for the year 2009 include:

- Rajarata Vidyalaya, Hingurakgoda
- Mahanama M.V. Kandy
- Agrabodhi National School, Kantale
- vidya Chakrawarthy M.V. Puliyankulama
- St. Joseph’s Balika Vidyalaya, Gampola
- Siththivinayagar Hindu College, Mannar
- Rambikulam Vidyalaya, Vavuniya
- Ibbagamuwa Centra College, Ibbagamuwa
- Wesley High School, Kalmunei
- Monaragala Royal College

Calendars and complementary items

Sri Lanka Telecom’s annual calendars and complementary items are produced along specific themes which centre around the arts, culture and heritage of Sri Lanka such as endemic bird life, endemic species of orchid, kolam masks of Sri Lanka, endemic fresh water fish etc. The main aim of this is to raise awareness amongst the general public of the importance of preserving the rich heritage of Sri Lanka for future generations. The 2009 Calendar focused on endemic butterflies of Sri Lanka. Butterfly species have been on the decline all over the world, especially due to increased and careless use of pesticides and insecticides. In Sri Lanka, however, even though numbers have lessened, butterflies have not yet become extinct. Sri Lanka is blessed with 244 species of butterflies, out of which, 23 are endemic to Sri Lanka. Every species of animal is important to have a well balanced eco system, which is vital for the survival of life on planet earth. Hence, SLT came up with the timely theme of “endemic butterflies of Sri Lanka” for our 2009 calendar. Much hard work and research has been put into producing these calendars, where SLT sought the expertise of professionals in the field

such as Prof. Sarath Kotagama, Head of Zoology, University of Colombo and Dr. Michael van der Poortan, a butterfly expert, who is involved in writing the most comprehensive book on butterflies. The photographs for the calendar were taken by Dr. Michael van der Poortan.