



WE SUPPORT



MAS  
HOLDINGS

# Global Compact Communication on Progress

WE SUPPORT

## MAS Holdings

### 2006-2007

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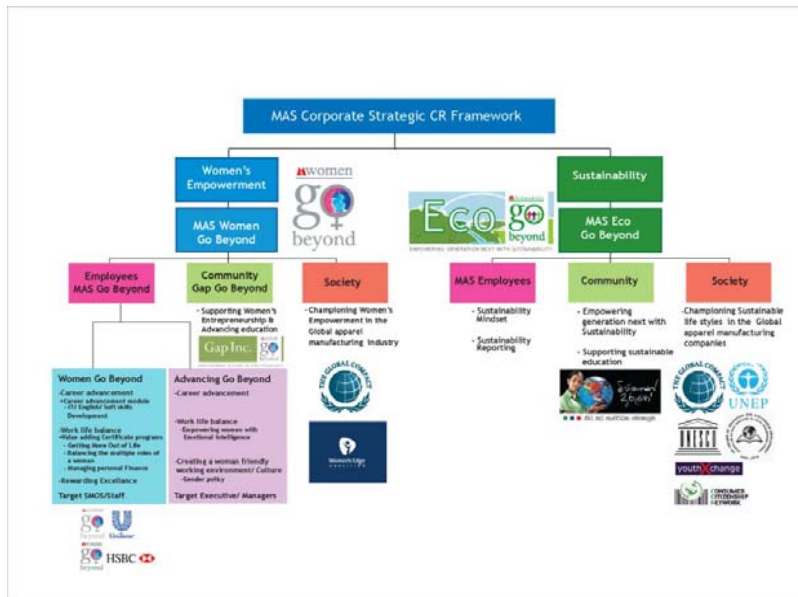
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## MESSAGE OF CONTINUED SUPPORT OF THE UN GLOBAL COMPACT

MAS Holdings is pleased to present its Communication on Progress for the third consecutive year. This year our commitment to Sustainability has gathered significant momentum with our flagship Social sustainability program being featured by the United Nations Global Compact. Our commitment to the UN Global Compact is reiterated through our focus on Women's empowerment through the 'MAS Women Go Beyond program' and Sustainability through the MAS Eco Go Beyond program. The selection of the MAS Women Go Beyond program as a case which embeds the UNGC Principles covered under Labour and Human rights in 5 Publications of the Global Compact namely Quarterly Review-March 2007 ,1<sup>st</sup> Annual UN Global Compact Review -July 2007, An inspirational guide to implementing the United Nations Global Compact -July 2007, McKinsey report- Shaping the New Rules of Competition - July 2007 and Embedding Human rights in Business II - December 2007 encourages us to continue on our journey towards greater social sustainability in the Global apparel industry which is associated with sweat shops and exploitation of Women.

The flagship initiatives of the MAS Strategic Corporate Responsibility Division each have a distinct vision and focus as highlighted below.



We continue to strive to improve ourselves as a responsible corporate and reaffirm our commitment to the UN Global Compact and its Principles.

Ravi Fernando  
 Director  
 Corporate Branding & Strategic Corporate Responsibility



# MAS WOMEN GO BEYOND PROGRAMME

## Direct Alignment to UNGC Principles 1 (Labour) & 6 (Human Rights)

### INTRODUCTION

MAS Holdings has been committed to providing all employees with an excellent working environment since its inception. As 90% of its employees are women MAS became aware of the need to be supportive of women who commit to developing themselves and reward those who achieved excellence. The Women Go Beyond programme seeks empower women at our plants and communities by recognizing their contributions to society and rewarding excellence in academics, sports, commerce and arts thus eliminating the perceived image that all apparel is manufactured in sweat shop conditions worldwide with rampant child labor & non compliance with human rights & acceptable labour conditions. The programming concentrated on promoting knowledge, awareness, leadership skills, attitudinal changes, the ability to balance work and personal life etc and encompasses the following main areas;

### MAS Women Go Beyond Framework

#### Training for career development for employees - e. g

Training in English language  
Training in Information Technology  
Training in Financial Management - personal & professional  
Soft skills - Presentation, Time management, Leadership Skills



#### Supporting work-life balance initiatives- e. g

Assisting in the creation of crèche facilities  
Encouraging team sports at MAS  
Beauty culture training/dress sense/grooming & patchwork  
Special programs for pregnant employees  
Conducting programs on Health & Hygiene - Reproductive health, 5S, HIV & STD Awareness, Nutrition, Domestic Violence

#### Rewarding excellence of women at the plants - e.g.

Awards based on performance at plant/regional/national/international level in areas of arts.  
Each plant chooses & rewards women who reflect the Go Beyond definition of an "Empowered Woman" annually - thereby creating role models for others to emulate from.

## THE CORRELATION BETWEEN WOMEN GO BEYOND AND GLOBAL COMPACT PRINCIPLES 1 AND 6

Principle 1 is based on the 1948 Universal Declaration of Human Rights (UDHR). The Declaration begins by laying down its basic premise that "all human beings are born free and equal in dignity and rights." The Declaration then goes on to give content to its understanding of equality by prohibiting any distinction in the enjoyment of human rights on such grounds as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status.

The Declaration also recognizes the right to a standard of living adequate for health and well being, including food, clothing, housing, medical care, and to social services and security, if necessary, are also proclaimed as are the rights to education, and to participate in the cultural life of the community, and to the protection of the moral and material interests resulting from any scientific, literary or artistic production.

The four labour principles of the Global Compact including Principle 6 are taken from the ILO's Declaration on Fundamental Principles and Rights at Work.

Principle 6 espouses that businesses should uphold the elimination of discrimination in respect of employment and occupation. Discrimination can arise in a variety of work-related activities. These include access to employment and to particular occupations, and to training and vocational guidance. Moreover, it can occur with respect to the terms and conditions of the employment, such as for example equal remuneration, hours of work and rest, paid holidays, maternity leave, security of tenure, advancement, social security, and occupational safety and health.

The Women GO Beyond Initiative supports these rights which are upheld through Principle 1 and Principle 6 through its programs on Career Advancement, Work-Life Balance and Rewarding Excellence.



## KEY HIGHLIGHTS FOR 2007

### MAS Women Go Beyond Activated Strategic Business Units

1. MAS Slimtex
2. MAS Linea Aqua
3. MAS Shadeline
4. MAS Linea Clothing
5. MAS Design
6. MAS Unichela (Panadura)
7. MAS Bodyline I
8. MAS Corporate Solutions
9. MAS Synergy
10. MAS Active Centre
11. MAS Unichela (Koggala)
12. MAS Bodyline II
13. MAS Leisureline
14. MAS Slimline
15. MAS Shadowline
16. MAS Casualline
17. MAS Asialine
18. MAS Contourline
19. MAS Sleekline
20. MAS Intimate Fashions (India)
21. MAS Intimate Clothing (India)
22. MAS Linea Fashions (India)

### **Go Beyond Launches in 2007**

MAS Synergy  
MAS Active Centre  
MAS Asialine



Summary details from activation of Go Beyond from January - December 2007

Total Number of programmes conducted in 2007	624
Total number of Impacts YTD Dec 2007	170,427
Monthly Average of SBU's activating Go Beyond	16
Total cost to MAS SBU's	Rs 8,870,746.73

Comparison of program activation against 2006

Type of Initiative	Totals for 2006		Totals for 2007	
	No. Prgs.	No. of Impacts	No. Prgs.	No of Impacts
Training for Career Advancement	115	14,417	127	6,781
Work-Life Balance Initiatives	313	65,308	354	92,793
Rewarding Excellence	44	23,867	84	23,506
Branding Initiative	89	93,691	60	47,347
<b>Totals</b>	<b>561</b>	<b>197,283</b>	<b>624</b>	<b>170,427</b>
<b>Total Cost to SBUs</b>	<b>Rs. 6,204,791</b>		<b>Rs 8,885,746.73</b>	
<b>Number of Active SBUs</b>	<b>17</b>		<b>21</b>	

Go Beyond making a positive difference in your personal life -LMRB\* Quantitative research

	2006	2007
Operatives	71.43%	85.70%
Supervisors	63%	84.20%

\*LMRB-Lanka Market Research Bureau - An Independent Research Company

Statistics on Empowered Women of the Year Winners 2004-07

Total Number of Winners from 2004-07	Percentage of winners who are yet with the organization	Total number of Winners who have left the company	Total number promoted since winning EWY	Percentage of winners who have been promoted since winning EWY from those who remained with MAS
70	83%	12 (17%)*	14	24 %

\* Company average - LTO - 2-3% pm = 24-36%

## Key Milestones/Activities -2007

### ❖ MAS Women Go Beyond- making a positive difference in the lives of our female workforce

Independent Market research conducted by LMRB in 2007 reflected a positive change against 2006 in the personal lives from 63% to 84.2% of women at the supervisory grade and from 71% to 85.7% of women at the worker grade across the Group, as a direct result of the Go Beyond Programme.

### ❖ Global Endorsement of MAS Holdings Women Go Beyond Programs:

- **World Business May 2007 - MAS founders ranked 14<sup>th</sup> among top 20 Asian progressives** for continuing to raise the bar on traditionally accepted standards of ethical practices in an industry long plagued by the sweatshop stigma
- **UN Global Compact referred to MAS Go Beyond in 5 key reports:**
  1. Quarterly review- March
  2. 1<sup>st</sup> Annual UN Global Compact Review - launched at the 2007 Leader's Summit, July  
MAS was featured alongside other global conglomerates such as TATA Steel, CISCO, Volkswagen as an example under workplace standards in practice, for the UN Global Compact Principle No 6 "The elimination of discrimination in respect of employment and occupation"
  3. An inspirational guide to implementing the United Nations Global Compact, July  
MAS Go Beyond was featured as an example amongst 22 other companies from the UN Global Compact's 4400 membership in its inspirational guide to implementing the United Nations Global Compact
  4. McKinsey report- "Shaping the New Rules of Competition", July 2007
  5. Embedding Human rights in Business - UN Global Compact / Human Rights Commission, December
- **The INSEAD Case study was adopted to the following universities:**
  - London Business School
  - Copenhagen Business School
  - University of North Carolina
- **Market Movers-** Published by IFC (A member of World Bank) & SustainAbility- MAS Holdings was one of the 4 cases featured in Market Movers
- **Globally Positioning Sri Lanka's Best-** Best Practice Booklet of the Global Compact Network Sri Lanka



❖ **Events:**

➤ **Empowered Woman of the Year Awards - December**

The Key MAS Women Go Beyond Event, Empowered Woman of the Year Awards was held at the BMICH felicitating 21 Winners. Key Strategic Vendors, Victoria's Secret came forward for the 4<sup>th</sup> consecutive year as a strategic partner for the ceremony while NIKE sponsored the event for the 2<sup>nd</sup> time. MAS Unichela Panadura and MAS Asialine had joint winners this year. The theme of the awards ceremony "A journey towards global differentiation of MAS through Go Beyond" focused on 20 years of CSR at MAS Holdings which led to its strategic CSR differentiator, MAS Women Go Beyond and the global differentiation it has achieved for MAS Holdings as an ethical manufacturer and Champion of Women's Empowerment. (Appendix 1)



**Winners of Empowered Woman of the Year for 2007**

➤ **Go Beyond Champions Retreats - Sri Lanka/India**

The Go Beyond Champion's retreat, which serves as a refresher programme and platform for all the plants to share their best practices were held in Sri Lanka in February and September respectively while the first GBC Retreat was held for our sister plants in India in September.

➤ **Role Model Development program**

The first Role Model Development program for the Winners and Runners up of the Empowered Women of the Year Awards Ceremony from 2004-2006 was held to develop their skills as role models in their respective plants.

➤ **MAS Go Beyond Value Adding Certificate programs:**

The MAS Go Beyond Value Adding Certificate Programmes were developed with the intention of delivering programs that would provide a tangible benefit to a limited number of 100 participants per programme

➤ **Getting More out of Life Programs -**

➤ Launched in December 2005, the programme seeks to enhance and add value to the quality of life of participating women and their families, so that they gain knowledge about and experience the benefits of health, hygiene, personal grooming and beauty culture. The resource persons are doctors from the Sri Lanka Family Planning Association, Nayana Karunaratne & Hasini Guneseckara

➤ 11 programmes were conducted in 2007 impacting 1050

➤ **Launch of following value adding certificate programs:**

• **Balancing the multiple roles of a woman**

Launched in July at MAS Sleekline, the program focuses on providing women with the skill set required to balance the multiple roles they play as women. The resource persons are Rosy Senanayake & Dharshani Chandrasekera, Counsellor from Women in Need. 6 programs were conducted impacting 600 MOs.

• **Empowering women with Emotional Intelligence**

Launched in July for MAS Corporate Solutions and MAS Active, it was the first program designed to target Executives and Managers and served as the starting point for Advancing Go Beyond. While the resource person was Mihirini de Soyza from Corporate Druids, 2 programs were conducted impacting 80 Executives and Managers.

❖ **Conceptualised Advancing Go Beyond/ the need for Gender Equity/Equality at MAS Holdings**

The need for Advancing Go Beyond/Gender Equity policy focusing on MAS women Executives, Managers & Director was conceptualized in order to work towards increasing representation of women in senior management positions at MAS Holdings

❖ **Winner's Booklet**

The 2006 Winner's booklet capturing the inspiring life stories of the 18 Empowered Women of the year was launched and the first Sinhala version of the booklet was launched in July

# MAS WOMEN GO BEYOND -STRATEGIC BUSINESS UNIT BEST PRACTICES 2007

## SLIMLINE (PVT.) LTD. Queen of the Month

This is an Initiative to select and give recognition to the best machine operator of the month who has given her fullest contribution to the MOS and set high efficiencies in her line.

Objectives :

- To motivate operators for Innovation
- To increase the knowledge of Machine operators on the concepts of MOS (the MAS Operating System)
- To increase productivity through empowerment
- Rewarding Excellence : to give high performers recognition for their contribution

The selection was based on the following criteria of MOS contribution (Innovations done), quantity of work (individual efficiency), quality of work (zero defects), multi skill performance, best attendance and Punctuality.

Frequency : End of every month

Cost : Rs. 500/= per month

No. of Impacts: All Machine operators (3100)

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# MAS Go Beyond Queen of the Month

MAS Intimates Slimline (pvt) Ltd  
Proudly Recognizes

.....  
The Slimline Queen  
for the Month of  
.....

**“You are Empowered”**

.....  
Manager  
(Human Resources)

.....  
Go Beyond  
Champion



.....  
General Manager  
Slimline



Queen of the month Certificate

Poster

# MAS ACTIVE CONTOURLINE Leadership Development Workshop

This program was held to motivate and strengthen the participants and resulted in an amazing increase in productivity (117%)

Objectives: To develop the skills of leaders

Cost: LKR 98,000/-

No. of Impacts: 180



Above: Poster on Program

At Right: Some snapshots of the programme.



# MAS SLIMTEX

## Dancing Class for Employees

A dancing class was organized after working hours with professional teachers to create an opportunity for employees to be involved in some extra curricular activities and to promote team spirit.

Objectives: Improve the born talents of the Employees

Cost: 30,000

No. of participants:50



First Dancing class in Progress



First Show at Slimtex



Performing at the GB Award Ceremony -16th of December 2007



# ECO GO BEYOND SCHOOLS SUSTAINABILITY EDUCATION PROGRAMME

## Direct Alignment to UNGC Principle 8 (Environment)

### INTRODUCTION

MAS Eco Go Beyond, a strategic CR initiative of MAS Holdings commenced in August 2006. ‘Mihikathage Daruwo’, a flagship initiative of this programme is a sustainable development education project aimed at introducing the concept and creating understanding of applicability to youth as tomorrow’s leaders. Originally started in partnership with GAP Inc. one of MAS Holdings lead customers, today the programme is continued as a MAS initiative. While 2006 saw the commencement of the workshops, the year 2007 saw the learning transformed in to action through the successful completion of 20 school based projects.

#### Logical Framework

Objective	Activity	(Expected ) output
To create and raise awareness on the concept and practice of sustainable development ; to provide an opportunity for the implementation of the knowledge gained	(1) Educating youth on sustainable development	An educated and activated youth community who will lead in exemplary dissemination and practice of the learning gained

### THE CORRELATION BETWEEN ECO GO BEYOND AND GLOBAL COMPACT PRINCIPLE 8

Principle 8 of the Global Compact is drawn from a Declaration of Principles and an International Action Plan (Agenda 21) that emerged from the United Nations Conference on Environment and Development (the Earth Summit) held in Rio de Janeiro in 1992.

Chapter 25 of Agenda 21 calls for the active participation of youth from all parts of the world in all relevant levels of decision-making processes because it affects their lives today and has implications for their futures. In addition to their intellectual contribution and their ability to mobilize support, they bring unique perspectives that need to be taken into account.

Thus the Eco Go Beyond Programme which champions sustainable development education among school children directly supports the Global Compact Principle 8.





## KEY HIGHLIGHTS FOR 2007

### Eco Go Beyond Activated Strategic Business Units

1. MAS Slimtex
2. MAS Linea Aqua
3. MAS Bodyline I
4. MAS Bodyline II
5. MAS Slimline

### Summary details from Eco Go Beyond Workshops conducted by 2007

SBU	Location	No of schools	No of students
MAS - Slimtex	Kuliyapitiya	2	868
MAS - Slimline	Pannala	3	1,450
MAS -Bodyline 1	Horana	7	2,555
MAS - Bodyline 2	Agalawatte	4	1,862
MAS-Linea Aqua	Hanwella	4	1,190
<b>Total</b>	<b>5 communities</b>	<b>20</b>	<b>7,925</b>

**Eco Go Beyond Projects implemented in 2007**

	<b>Name of School</b>	<b>Sustainable development Project</b>
1	Kuliyapitiya Central College	Reducing electricity consumption in 50 selected student households
2	Saranath National School	Conserving the school environment
3	Kamburupola Model School	Manufacturing compost fertilizer
4	Wickramashila Central College	Our school is beautiful' Systemizing the school structure
5	Pannala National School	Our school is beautiful'
6	Siyane National School	Gardening (in school) using composting
7	Devibalika Central College	Beautifying the school environment
8	Thithapattatra Junior school	Conservation and beautification of the school environment
9	Rajayasinghe Central College	Beautifying the school environment
10	Handapangoda National School	Rejuvenating mother earth - identifying critical areas of attention within the physical
11	Maputugala National School	Cultivation and optimization of waste to keep the school clean
12	Don Pedrick National School	Improving productivity through the use of 5 S
13	Sri Palee National School	Efficient management of the school environment
14	Sri Gnanaratana Model school	Keeping the school clean and beautiful
15	Prajapathi Girls School	Waste management within the school
16	Taxila Central College	Refurbishing 'sobhagira' the school environmental observation unit
17	Bulathsinhala Central College	Improving productivity in a clean and organized school environment
18	Mathugama St. Mary's National School	Conserving the school environment
19	Walagedera National School	Proper disposal of waste
20	Mihindu Central College	Preventing soil erosion in within the school

**Pictures from workshops and projects**

**Mobile exhibit**



**Message board**



**Students viewing exhibit**



**Student project- Compost Making**



**Student project- Home Gardening**



**Student project- Tree Planting**



## Events:

### ➤ Eco Go Beyond Schools Award Ceremony - October

The awards ceremony which was held on 9 October 2007 at the BMICH sought to recognize and reward the pioneering roles taken on by these students who serve as change agents of sustainability. Mr. Ariyaratne Hewage, the then secretary to the ministry of education was the Chief Guest and Mr. Ajay Amalean, Managing Director, Corporate Solutions, MAS Holdings presided. HE Robert O' Blake, Ambassador of the United States of America, Ms. Irangani Serasinghe (renowned actress and respected conservationist) and Dr. Uditha Liyanage, Director, Post Graduate Institute of Management graced the occasion. Mr. Ravi De Silva, Consultant -social and environmental management was responsible for workshop delivery. The audience comprised additional secretaries and zonal directors from the ministry of education, 18 school principals, 36 teachers and 240 students. Ogilvy Action served as the activation agency. (Appendix 2)



A Student from Prajapathi Balika Vidyalaya receiving the award for 2<sup>nd</sup> place from Ms. Irangani Serasinghe

# ECO GO BEYOND - CASE STORY

## WALAGEDARA NAVODYA MAHA VIDYALAYA, MATHUGAMA

### A systematic and effective approach to waste management

The guiding principles of implementation were segregation of waste at source points, identification of reusable items and awareness creation across all domains - school, households and community. Walagedera Vidyalaya received commendation from the judges for the adoption of a scientific approach in carrying out their project. Inclusion of qualitative and quantitative measures and indicators, detailed documentation and recording keeping, equitable participation by students, dissemination of learning and partnership with relevant authorities were some key observations. The support, guidance and mentoring provided by the principal Mr. Chandrasena and teachers - in - charge, Ms. U. N. Ranawaka and Ms. P. Sandamali is noteworthy

A waste separation and collection point at Walagedara Secondary School



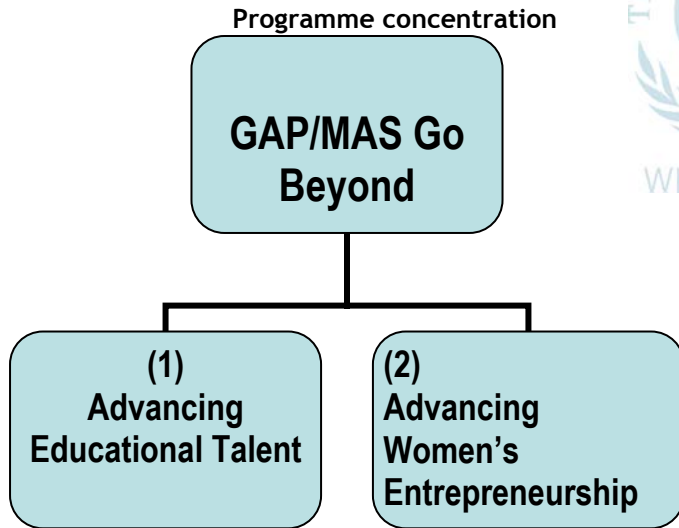


# GAP/MAS GO BEYOND PROGRAMME

**Direct Alignment to UNGC Principles 1(Labour) 5 (Human Rights)& 6 (Human Rights)**

## INTRODUCTION

In order to achieve its broad aim of community development through women’s empowerment the Gap/MAS Go Beyond Programme is based on the operationalisation of two core programme components framed as follows:



Logical Framework		
Objective	Activity	(Expected ) output
To enable/support pursuance and completion of higher education and expansion of academic potential	(1) Advancing educational talent	Youth with a tertiary level of learning that will serve as a platform to access matched employment and career opportunities
To develop skills, knowledge base of women to pursue entrepreneurial activity	(2) Advancing women’s entrepreneurship	Women whose enhanced capacities result in self reliance and a developing community

## THE CORRELATION BETWEEN GAP GO BEYOND AND GLOBAL COMPACT PRINCIPLES 1,5 AND 6

Principle 1 is based on the 1948 Universal Declaration of Human Rights (UDHR). The Declaration begins by laying down its basic premise that "all human beings are born free and equal in dignity and rights." The Declaration then goes on to give content to its understanding of equality by prohibiting any distinction in the enjoyment of human rights on such grounds as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status.

The four labour principles of the Global Compact including Principle 6 are taken from the ILO's Declaration on Fundamental Principles and Rights at Work.

Principle 5 calls for the effective abolition of child labour. Companies can contribute in many ways including making sure adult workers are given secure employment and decent wages and working conditions so that they do not need to send their children to work and supporting and helping in designing educational, vocational training, and counseling programmes for working children, and skills training for parents of working children

Principle 6 espouses that businesses should uphold the elimination of discrimination in respect of employment and occupation. Discrimination can arise in a variety of work-related activities. These include access to employment and to particular occupations, and to training and vocational guidance. Moreover, it can occur with respect to the terms and conditions of the employment, such as for example equal remuneration, hours of work and rest, paid holidays, maternity leave, security of tenure, advancement, social security, and occupational safety and health.

The GAP Go Beyond Program with its components of advancing educational talent and Advancing women's Entrepreneurship which support pursuance and completion of higher education and expansion of academic potential in students and develops the skills and knowledge base of women to pursue entrepreneurial activity directly supports the Global Compact Principles 1, 5 and 6.

## 1 Advancing Educational Talent

This component provides a stipend to the best female university entrant in the given community for the duration of her university degree. (Rs 3,000 per month X 4 years)

Completed to date: Bodyline 1, 11, Linea Aqua, Slimline, and Slimtex (5 beneficiaries)

## 2 Advancing Women's Entrepreneurship

This is component provides a 10 day training to selected female participants ( from the community) on aspects of entrepreneurship such as technical know how, marketing, finance, product development etc . Sarvodaya Economic Enterprises Development Services (SEEDS), the micro finance and training arm of Sarvodaya developed a suitable curriculum and conducted the training. On completion of the training two beneficiaries from each training programme (from each community) receive start up support in the form of seed capital (Rs 25,000 each).

Selection: The training is provided for up to 20 women in each community Selection criteria gives equal weightage (10:10) to those with links to the SBU and those from the wider community. An age ceiling of 40 years applies.

Post training: SEEDS provides a six month follow up for each batch of trainees.

Completed to date: Casualline, Shadeline, Slimtex, Linea Intimo (20 X 4 = 80 trainees)



A training session



A Participant receiving start up support at the program conducted through Shadeline



# APPENDIX 1

Financial Times December 2007

## MAS Holdings felicitates its 'Empowered Women'



MAS Empowered Women of the Year Award winners, 2007

Stakeholders and well wishers joined MAS Holdings to felicitate their Empowered Women of the year for its fourth consecutive year on December 18 2007 at the BMICH. 21 Empowered Women of MAS various business units were recognized for their personal and professional achievements.

The annual 'Empowered Women of the Year' awards are a focus of the 'Go Beyond' programme, through which employees excelling in all walks of life are recognized. The programme aims to empower employees and impact communities by championing the cause of women's empowerment in society. The programme also focuses on ensuring employee's career advancement and strengthening their work-life balance.

"MAS is already amongst our [NIKE] top five vendors. It's been our privilege and honour to partner with MAS and sponsor its annual 'Go Beyond' Awards. We are sure this programme will go a long way in extending our brands appreciation towards the worker community at large."

Victoria's Secret and NIKE, both strategic buyers for MAS, have shown their support towards the 'Go Beyond' initiative through the sponsorship of the winners' awards over the past four and two years respectively.

'Go Beyond' programme spurred the industry. Guests of Honour included, Country Director for Sri Lanka and India of Victoria's Secret, Resna Cheriyan, Director for NIKE-India, Sri Lanka and Pakistan, Ahtul Ujagar, Rosy Senanayake and Vice President, Executive Creative Director, JWT Chandini Rajaratnam.

Speaking on behalf of Victoria's Secret, Resna stated "MAS had done a fantastic job with the CSR area which gave Victoria's Secret a sense of pride and confidence about the future of the South Asian region, and the 'Go Beyond' Awards is V's favourite Corporate Responsibility event which they look forward to every year."

Addressing the large gathering, Ahtul said "MAS is already amongst our [NIKE] top five vendors. It's been our privilege and honour to partner with MAS and sponsor its annual 'Go Beyond' Awards. We are sure this programme will go a long way in extending our brands appreciation towards the worker community at large."

Victoria's Secret and NIKE, both strategic buyers for MAS, have shown their support towards the 'Go Beyond' initiative through the sponsorship of the winners' awards over the past four and two years respectively.



Director for NIKE, India, Sri Lanka & Pakistan, Ahtul Ujagar presenting the award

MAS began by doing the 'right thing' by providing decent working conditions right from its inception two decades ago, long before Corporate Social Responsibility became a corporate buzzword.

since it was launched at MAS. The ceremony concluded on a spectacular note with the distribution of 21 Empowered Women of the Year Awards. The award winners were G Kusumalatha (Bodyline 1), W Kalyani Wijesinghe (Bodyline 2), Dhammita Sriyani Dharmaratna (MAS Design), M Valarmathi (MAS Lines Clothing), Sartaj Begum K (MAS Intimate Fashions), A M Chandira Malkanthi (MAS Shadeline) K S Sharamma (MAS Intimate

The theme of the awards ceremony reflected MAS' journey of 20 years and its credibility in its practices which focused on its predominantly female workforce leading to its strategic differentiator, MAS Women Go Beyond, which was launched in 2003. The Women Go-Beyond initiatives at MAS have been globally recognized and rewarded. In 2005, the programme was awarded the American Apparel and Footwear Association Award for Excellence on women's issues.

In recognition of MAS' Corporate Responsibility initiatives the UN Global Compact in July 2007, selected the Go-Beyond programme as a 'Case for Inspiration'. MAS Holdings was one of the 22 companies that had been selected from a membership pool of 400 organisations to be featured in the report.

The founders of MAS Holdings, Mahesh, Sharad and Ajay Aman have been ranked 14th among the Top 20 Asian Progressive Leaders by the WORLD BUSINESS MAGAZINE (MAY 2007) for progressive leadership and actively raising the bar on traditionally accepted standards of ethical practices in an industry long plagued by the sweatshop stigma. Today the 'Go Beyond' programme that was initiated in November 2003 has been the foun-

datation of the Sri Lanka Apparel's 'Garment without Guilt' campaign, which was introduced in August 2006.

This month, markers, an International Finance Corporation (Member of the World Bank Group) Sustainability publication, featured MAS Holdings as one of four companies. Furthermore, the 'Go Beyond' programme has been used as the case study in the most recent publication of UN Global Compact's Human Rights Commission called 'Embedding Human rights into Business Practice II'.

Given its global presence of approx. 44,000 personnel, of which almost 92% are women, and a product line that caters largely to women, it is considered only good business practice to secure the welfare of women within the group and through them, that of the community at large. MAS began by doing the 'right thing' by providing decent working conditions right from its inception two decades ago, long before Corporate Social Responsibility became a corporate buzzword. Independent market research that was conducted by LMRB in 2007 reflected a positive change in the personal lives of up to 82.2% of women at the supervisory grade and 85.7% of women at the worker grade across programmes that was initiated in November 2003 has been the foun-



CSR

# MAS Champions sustainable development education for Sri Lankan youth

Fulfilling its present needs without compromising the ability of future generations to fulfill theirs, is a growing challenge today. In an effort to meet this challenge, MAS Holdings initiated the MAS Eco Go Beyond programme, focusing on sustainable development, in August 2006.

Mihikathage Daruwo (Children of Mother Earth), the flagship initiative of this programme focuses on sustainable development education to create understanding of the concept of sustainability and its applicability across domains. The programme, targeting youth aged 15 - 18 years across 20 schools, uses an innovative mode of teaching using multiple media. This helps transform 'sustainable development' from an abstract concept to a practical way of life, empowering youth with the requisite skills and knowledge to build a

better and more sustainable future.

An awards ceremony is scheduled for 9th October 2007, under the patronage of Mr. Ariyaratne Hewage, Secretary to the Ministry of Education. The event will recognize and reward the participants for their performance on the programme.

Implemented in conjunction with the Ministry of Education, the programme commenced with the briefing of Principals of the 20 schools located in select communities in which MAS production units are located, namely, Horana, Agalawatte, Pannala, Kuliyaipitiya and Hanwella. Following this, half day interactive workshops were conducted at the schools from September to October 2006 involving approximately 8080 youth.

The workshops were structured to cover social, environmental and economic aspects of

sustainable development. Each session was followed by a skit linked to the area, and the workshops concluded with the screening of a customised documentary on environment sustainability. Schools were provided with message boards and material which used symbols and brief descriptors to highlight main messages, while a mobile exhibit display was provided to visualize issues and encourage action.

Dedicated teams comprising 15 students from each school worked on self-designed learning projects spanning six months which focused on incorporating sustainable development in the three areas of society, economy and environment. Learnings and outcomes of the projects were showcased at exhibitions held at the schools following project reviews by a pre-determined technical panel.

With the shift in sustainable



development from theory to practice, the new learning and awareness led to positive collective action to deal with practical issues and impart the learning gained to a wider group. The newly empowered and activated youth community is now leading in exemplary dissemination and practice as drivers of micro level best practices such as reducing waste and recycling.

The initiative underscores the need to educate and empower tomorrow's decision makers today, so that they are armed with the necessary knowledge and more importantly means to navigate the future.