

## **Human Rights**

- **Principle 1:** Business should support and respect the protection of internationally proclaimed human rights.
- **Principle 2:** Make sure businesses are not complicit in human right abuses.

## **Assessment, Policy and goals**

- New Link Marketing Limited follows and respects proclaimed universal human right especially: equal opportunities for all staff and non-gender & non-race discrimination.
- New Link Marketing Limited has our very own Employee Handbook that details our employee's rights and resources within the organization, written in accordance with the Universal Declaration of Human Rights.
- The Employee Handbook is revised on a regular basis to ensure that we take into consideration the organization's growth and reflects any encountered experiences to help maintain timely and accurate provisions for the protection of stakeholders.

## **Implementation**

- Regarding human rights and equal opportunities for employment, our internal regulations cover aspects related to protecting human rights and preventing potential abuses. We follow all these regulations in every communication with our employees or candidates.
- New Link Marketing Limited announces all our vacancies publicly and does not discriminate in employment based on gender and/or race.
- New Link Marketing Limited holds employees of different beliefs and religions.
- Looking back at the history of company, a staff who suffered from HIV/AIDS was appointed and allowed him stop work only after his health situation deteriorated. Our company supported him with full benefits when he was discharged.
- According to Myanmar Labor Law, employees are allowed to retire after 60. In Myanmar, as a developing country, elderly people have desire to work on after their retirement because of finance, working environment and spirit of sharing experience. In this respect, New Link Marketing Limited has under its workforce, a number of staff aged over 60.
- New Link Marketing Limited recruits staff from the age of 18. Thus, we have staff who stopped education after high school and are still attending university. Indirectly, New Link Marketing Limited takes part in reducing human trafficking.

## **Measurement of outcomes**

- During this reporting period, no cases of human rights violations or complaints were reported.
- Description of how the company monitors and evaluates performance is made known to the staff.
- New Link Marketing Limited conducts Human Rights awareness program for the staff.
- The staff got awareness of **HIV/AIDS, HUMAN TRAFFICKING, BIRTH SPACING AND SEXUAL HEALTHCARE.**

## **Labor**

**Principle 3:** Business should uphold freedom of association and effective recognition of the right to collective bargaining

**Principle 4:** The elimination of all forms of forced and compulsory labor

**Principle 5:** The effective abolition of child labor

**Principle 6:** Eliminate discrimination in respect of employment and occupation.

## **Assessment, Policy and goals**

- In accordance with the Labor Law & Regulations, a proper Employment Agreement between an employee and New Link Marketing Limited is signed when a new employee is appointed.
- Payments of Salary, Overtime Pay, and Obligations of employer and employees, and employees' rights are expressed in the Employment Agreement.
- New Link Marketing Limited is a company established with employees' trust, reliance, transparent structure and good governance.

## **Implementation**

- New Link Marketing Limited stresses on the importance of equality at workplace and encourages freedom of speech and diversity in the workplace.
- New Link has written guidelines to ensure that Labor Rights are respected and in case of violation of Labor Rights, the relevant authorities within the organization resolve such cases with the best interest of the neglected party at heart.
- New Link Marketing Limited has effective communication system in place for Complaints/Suggestions to allow for communication between the Top Management and the Staff.
- A professional HR counselor has been appointed to reduce work and personal stress, and overall wellbeing of all staff.

## **Measurement of outcomes**

- The organization structure is flat and there is an effective line of communication between top management and staff who can directly submit ideas and suggestions without barriers.
- Our staff feel encouraged to express their stress and feelings, and thereby allowing a healthier working environment.

## **Environment**

**Principle 7:** Businesses should support a precautionary approach to environmental challenges.

**Principle 8:** Undertake initiatives to promote greater environment responsibility.

**Principle 9:** Encourage the development and diffusion of environmentally friendly technologies.

### **Assessment, Policy and goals**

- New Link Marketing Limited respects and fully supports the principles underlying Environment. Our management team is fully aware of the importance of environmental risks as well as its threats to current and future environment.
- New Link Marketing Limited is aware of the effects of environmental issues and it enforces the use of internet, emails and internal network among staff which reduces the wastage of paper.

### **Implementation**

- Employees are made aware of global warming and environmental issues. This is carried out in practice during employees' annual trips where they have a good practice of collecting and getting rid of non-recyclable rubbish at the places of visit as a company's social activity.
- Another environmental a companywide practice is providing staff training in public parks by collecting and properly getting rid of rubbish in the areas after the training.
- New Link Marketing Limited is implementing the centralized electronic communication system through intranet, emails and shared network drives to reduce paper usage.
- Our offices are installed with energy saving lights to promote clean energy in the environment.
- New Link Marketing Ltd as a distribution organization deals with Suppliers who takes environmental responsibilities. (eg. Kimberly Clark)

### **Measurement of outcomes**

- Our Development team monitors expenditures on paper usage, petro usage and electric usage.
- New Link Marketing Limited is therefore saving energy in office rooms and promoting clean energy in the environment.

## **ANTI-CORRUPTION**

**Principle 10:** Businesses should work against all forms of corruption, including extortion and bribery.

### **Assessment, Policy and goals**

- New Link Marketing Limited considers transparency among customers, employees and other companies and organizations as essential in having genuine relationship and clean dealings.
- Staff integrity is a must in the way New Link Marketing Limited approaches every issue. The company is against all forms of bribery: not only among staff but also with outside companies and organizations.

### **Implementation**

- New Link Marketing Limited creates a corporate culture based on honesty and openness. Policies are communicated to employees via standard internal communication tools.
- Staff training on company rules and policies includes policies related to gift acceptance and overall upgrading of moral.

### **Measurement of outcomes**

- Corruption is kept to the minimum at New Link Marketing Limited.
- Each and every employee is fully aware of all forms of corruption and practices of anti-corruption/ anti-bribery measures.