



**DATAMATICS'**  
CORPORATE SOCIAL  
RESPONSIBILITY PROGRAM

APRIL 2016



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## OUR VISION

By partnering with relevant stake holders to focus on strategic CSR initiatives aligned with our business strategy, we will obtain a competitive edge & gain market share.

## PHILOSOPHY ON SOCIAL INITIATIVES

At Datamatics, we are committed to community development & are persistently working towards building a better tomorrow. Our focus is on building symbiotic, self-sustaining initiatives to drive social inclusivity in close synergy with corporate growth.



# FROM THE CEO'S DESK



**Rahul  
L. Kanodia**

Vice Chairman  
& CEO

At Datamatics, we are committed to doing business in a way that respects both people and the planet and it is this commitment that drives all our strategies for growth and profitability.

Datamatics firmly believes in the transcending power of transformation. While our business processes empower our customers in their journey towards digital transformation, our CSR initiatives have helped bring about transformation in the lives of those less fortunate and the community at large.

Through our CSR initiatives, we strive to become enablers of economic, social, and environmental betterment. Employability and Environment are the key focus areas of our CSR strategy, and to further this cause we have undertaken several programmes and partnered with several NGO's.

The success of our outreach programmes solely rests on our employees who are the ambassadors of Datamatics' CSR goals. Their individual commitment and voluntary contribution to the initiatives we undertake are hallmarks of the organizational integrity at Datamatics.

From visits to charitable institutions run for the underprivileged, to active participation from staff including senior management in spearheading a cleanliness drive to propel the government's mandate for a clean India, our employees truly are the catalysts to help us reach our dreams and to create a more sustainable future.

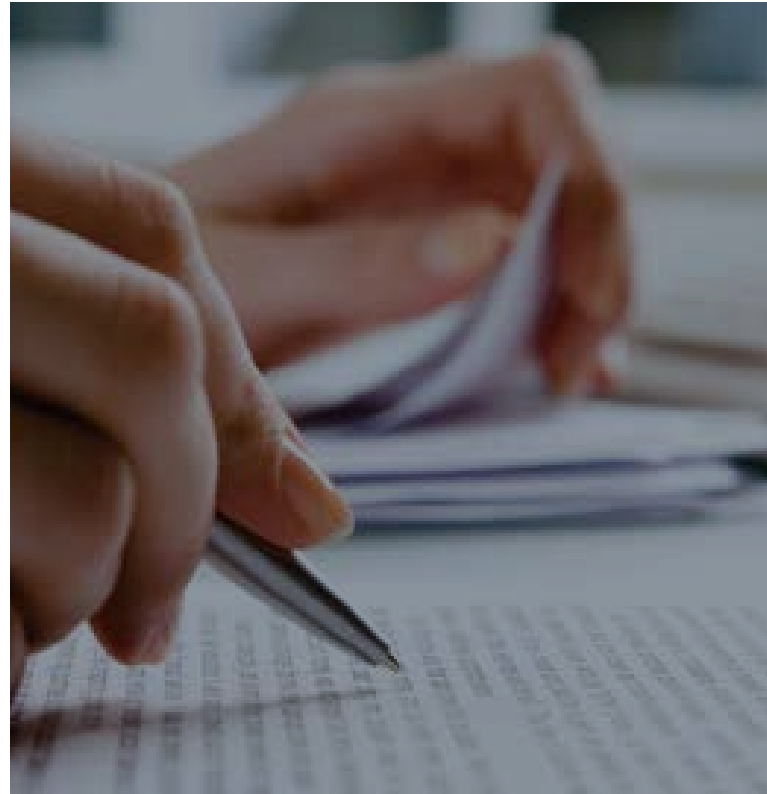
We shall continue to support the United Nations Global Compact (UNGC) and conduct business in a manner that is sensitive to the societal and environmental issues that align with the Principles of the UNGC, so that those less fortunate may achieve sustainable and measurable benefits.

# DATAMATICS' CSR ACTIVITIES IN 2015-16



## DATAMATICS' CSR ACTIVITIES IN 2015-16

Acting responsibly towards society is a part of the Datamatics DNA. Datamatics has always been a strong proponent of being a socially responsible company. This approach has culminated in the formation of our Corporate Social Responsibility (CSR) initiative, christened as 'ASHA'.



## OUR POLICY

Corporate citizenship is an essential part of the organization. Our 'Payroll Giving Program' was initiated for employees to donate a small part of their salaries towards our CSR initiatives. This voluntary activity has displayed the open-heart & righteous attitude of every employee of Datamatics. Such participation brings forth a community of champions coming together for the wellness of society.

As a part of our environmental CSR initiatives, since the past few years we have been undertaking steps such as:

- Maximizing usage of ceramic cups for tea/coffee instead of paper cups
- Saving paper by encouraging two side printing and setting 'printing on both sides' as a default option on printers
- Mandate to switch off monitors before leaving the office to minimize electricity usage
- Turning off electrical equipment when not in use
- Running internal campaigns for the employees to conserve water, use electricity wisely, avoid noise and air pollution during festive seasons

# GROW TREES

## IMPACT

Total Trees planted by  
Datamatics - 5019

Reduction of 240,912 Pounds of  
Carbon dioxide per year

Total Cost incurred by  
Datamatics – Rs. 2,76,045

We celebrate employees  
birthdays by planting a tree on  
their behalf. We gift bountiful  
tree to

- Employees on their birthday
- Client
- Employees' Family Members  
(contributed by individual employees)



At Datamatics we understand our responsibility towards the environment & our society and the importance of reducing our carbon footprint. Tree planting is an important element in the solution to tackle climate change. All of our people are committed & aligned to bring about change in their business practice & contribute towards the reduction of greenhouse emissions.

Planting trees is the most effective way to reduce carbon emission. As a proactive effort, the company has tied up with Growtree.com. Through this engagement, Datamatics celebrates its employees birthdays by planting a tree on their behalf. We gift bountiful tree to

- Employees on their birthday
- Client
- Contributed by Employees to their Family Members

## Last year we planted 5019 trees

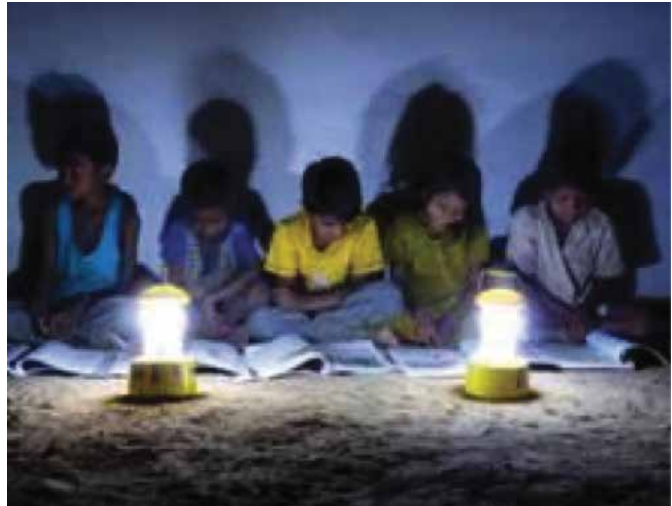
- To employees on their birthday - 4867
- Client - 152
- Contributed by Employees to their Family Members - 143

Till date **DATAMATICS**  
has spent **Rs. 2,76,045**  
on this initiative.

# VILLAGE ADOPTION TERI PROJECT

## IMPACT

- Adopted Village:  
Navapada, Wada District
- The life of 82 families and  
their children improved
- Project Cost: Rs. 2,79,000



After a tiring day at office, when the better part of urban populace retires to the comfort of soothingly-lit living rooms and numerous entertainment gadgets waiting for dinner being cooked in the kitchen, a larger part of rural India – immersed in darkness – continues to struggle with the never-ending daily chores, with women bearing most of the brunt.

When dusk descends, after a backbreaking day of labour, it is time for the rural woman to fix a kerosene lamp and poke some firewood into a fuming chulha to cook dinner. While the lamp barely lights up the place, both the lamp and the chulha fill up the house with hazardous smoke, putting at risk the health of the woman and also her children whom she tries to attend to while cooking.

Realizing how access to technology can tremendously change the lives of the rural poor, Datamatics in collaboration with TERI participated in a programme to disseminate clean and energy-efficient technology for rural electrification. Datamatics adopted a village in Navapada, Wada District, Maharashtra. Datamatics donated 82 solar lamps. This effort has not only brightened their lives but also empowered them to lead a better life. The total cost of the project was Rs. 2,79,000.

The total cost of the project was

Rs. **2,79,000**



# SWACHH SDF VI ABHIYAAN

## IMPACT

Locality has remained clean since then (about a year now)

The authorities have used our template to keep the entire export processing zone clean

Total Project Cost – Rs. 40,000



With current wave of 'Swachh Bharat Mission' across India, the Ministry of Urban Development together with the Ministry of Rural development have launched massive public awareness campaigns on cleanliness.

In SEEPZ - SEZ (Santacruz Electronic Export Processing – Special Economic Zone), the authorities initiated a sustained sanitation drive and urged the businesses within the campus to institutionalize cleanliness drives at all levels including individual units.

Datamatics took a small step towards this mission by organizing a 'Swachh SDF VI Abhiyaan'. A team of Datamaticians led by our Vice Chairman and CEO Mr. Rahul Kanodia took part in the campus cleaning activity.

Swachh Bharat Abhiyan



# JOY OF GIVING

## IMPACT

'Joy of Giving' initiative launched within the organization to spread the importance of giving back to the less fortunate

Team from our Chennai office donated essential supplies and gifts to kids at **Udhavum Ullangal**, a home for orphans and senior citizens

Team from our Bangalore office visited an orphanage and care centre run by the **Petra Education Trust**.

In the spirit of Christmas, a 'Joy of Giving' initiative was launched within the organization in the month of December to spread the importance of giving back to the less fortunate. The initiative was well received and witnessed a resounding response from all our employees who actively participated in this noble cause.

### Chennai Office

Our Chennai team visited Udhavum Ullangal, a home for orphans and senior citizens on the 14<sup>th</sup> of January, 2016. Gifts and essential supplies were distributed by the team to the children.



### Bangalore Office

A team from our Bangalore unit visited an orphanage and care centre run by the Petra Education Trust on 16<sup>th</sup> January, 2016. The orphanage and care centre hosts about 70 children from the underprivileged class belonging to various tribal areas. The centre provides education, boarding and lodging facilities and even tuition fees till the time these kids take up gainful employment and are able to support themselves.

Putting a smile on the face of the under privileged

Datamatics Team donated everyday necessities that included high capacity rice cookers, grain containers, towels, bed spreads, stationeries, exam pads etc.

All employees from the Datamatics Bangalore team contributed about Rs.16,000 in cash, which was used to buy everyday necessities for the orphanage including high capacity rice cookers, grain containers, towels and bed spreads. Apart from this, various employees sponsored essential supplies such as stationeries, exam pads etc. for the children.





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