



New Link Marketing Limited



WE SUPPORT

COP (Communication on Progress)

Human Rights

Labour Standards

Environment

Anti - Corruption

UN GLOBAL COMPACT 10 PRINCIPLES

HUMAN RIGHTS

Principle 1 - Businesses should support and respect the protection of internationally proclaimed human rights

Principle 2 - Make sure Businesses are not complicit in human right abuses

LABOUR STANDARDS

Principle 3 - Businesses 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 labour

Principle 5 - The effective abolition of child labour

Principle 6 - Eliminate discrimination in respect of employment and occupation

ENVIRONMENT

Principle 7 - Businesses should support a precautionary approach to environmental challenges

Principle 8 - Undertake initiatives to promote greater environmental responsibility

Principle 9 - Encourage the development and diffusion of environmentally friendly technologies

ANTI-CORRUPTION

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

HUMAN RIGHTS

Principle 1 - Businesses 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

To assess the situation of New Link Marketing Limited in regards to the ten principles of the United Nations Global Compact on human rights, the Global Compact's self-assessment tool is used.

We found it that the following results are corroborated by written and unwritten policies that need further improvements. Following the ten principles of the United Nations Global Compact, to establish a local company with a happy, healthy, and safe work environment is the goal of SNT.

To be a good corporate citizen, New Link Marketing Limited is wholeheartedly committed, contributing to the society of Myanmar within which we operate.

New Link makes a great effort to give universal supports to the United Nations' Universal Declaration of Human Rights, to which every human being is entitled.

Implementation

- New Link ensures all our employees have equal rights and we make sure there is no discrimination under equal working environment.
- Through continuous and sustainable health and safety procedures, we have provided safe and healthy working conditions.
- We maintain the working place to be safe, clean and comfortable, with a suitable temperature, ventilation, lighting, and sanitation area; and we provide safe drinking water. Fire extinguishers are installed as per official standards.
- We operate on the 44 weekly working hour basis and we provide overtime allowances for extra working hours.
- We give fair and reasonable wages to our employees at the end of every month and, employees enjoy all entitled benefits for all gazette official holidays, announced by Government.
- We pay wages to our employees at regular intervals. Moreover, there are monthly incentive systems.
- Our workers are entitled to annual leave days and paid sick leave. Regarding maternity absence, woman workers are given 12 weeks of paid maternity leave.
- We allow compassionate leave or parental leave to employees.
- Our company prioritizes protection of our employees against workplace harassment, including physical, verbal, sexual, or psychological harassment, abuse or threats.
- Our company also put priorities on respecting the privacy of our employees whenever we collect confidential information.

- We will continue to promote and advocate human rights norms and respect to fundamental human rights of all our stakeholders: customers, suppliers, partners, and government regulators.
- Our employees are fully aware of not only the company's policies but also their rights and responsibilities.
- New Link provides coaching and training programs as these programs benefit not only the growth of the company but also the development of employees.
- Internally, New Link Marketing Limited initiated mask-wearing campaigns during pandemic period.
- Moreover, some of our employees who were facing difficult time during this pandemic period received basic needs (masks, vegetable oil, eggs) as support from the company. This contribution is made from the collection of monthly funds donated by the staff and arranged by the Human Resource Department.
- Externally, we contributed hygienic and personal care products in packages, which are distributed by our company, to doctors, nurses, and volunteers who are fighting the Covid-19 pandemic.

Measurement of outcomes

- The New Link management team makes a great effort to pay close attention to the measurement of outcomes on human rights issues.
- During the reporting period, there is no case of human rights violations or complaints.
- Over the last year, there is no case of human rights contravention reported by our management team.
- New Link Marketing Ltd. is not only involved in specific CSR activities but also participated actively in annual charitable activities.

LABOUR STANDARDS

Principle 3 - Businesses 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 labour

Principle 5 - The effective abolition of child labour

Principle 6 - Eliminate discrimination in respect of employment and occupation

Assessment, policy and goals

New Link dedicates to side with the ILO Declaration and its articles on the effective abolition of child labour, the elimination of all forms of forced or compulsory labour, the elimination of discrimination in respect of employment and freedom of association, and common bargaining.

We designed a Workers' Manual according to the standards of the Ministry of Labour for the responsibilities of both employers and employees. HR Department of New Link practices written policies of employee rights and responsibilities for compensation and benefits, rules, and regulations.

For every individual, regardless of race, color, sex, religion, disability, and marital status, we ensure equal employment opportunities. We always encourage our employees to learn and upgrade their skills continuously.

Implementation

- We deeply respect and follow the labor law of Myanmar and welcome the authorities to share updated information.
- Our organization structure is well devised so that management team and employees can have effective line of communication, which allows diffusing new ideas, imaginations, and positive suggestions without killing time unnecessarily.
- Our HR team regularly and wholeheartedly attends and participates in the training programs and workshops held by the labor Union of Myanmar.
- HR department shares the latest and updated information to the Management team.
- We have an internal Human Rights policy handbook and we also make sure our business partners support our valued policies.
- Every employee is free from any kind or any form of discrimination based on gender, race, or physical abilities, or religion.
- Our company has good gender balance, and so, female workers also have equality to the male counterpart.
- The company strictly forbid any form of physical or verbal harassment. New employees hired have to meet the minimum age of 18 years.
- We do not make any discrimination against women and the right to work against females. New Link give full maternity leave according to law.

- New Link consists of various races and religions. In this multi-culture environment, all employees have the right to believe and practice their own religions.
- We value freedom of expression of all our employees; therefore, they are free to take part in any association.
- Employees' benefits include monthly salaries and overtime allowances, travel and meal allowances, transportation provision, social security insurances at Social Security Board of the employees.
- Yearly leave entitlements: 10 days of casual leave (**according to the Labour Law casual Leave are only 6 days**), 10 days of earned leave, 12 weeks of maternity leave, 2weeks of paternity leave, 30 days of fully paid medical leave are clearly expressed in Workers Manual of our New Link.
- New Link also allows employees to get 7 days of leave for Funeral and Bereavement, Study leaves (**University Students**) for 14 days which is not mentioned under Labour Law.
- At the outbreak of Covid-19, New Link reduced the working hours and encouraged work from home. During this time, every employee was fully paid without being required to attend office physically regularly for several months. Our employees were instructed to attend the office for limited number of days only. We encouraged staff to work from home as much as possible.
- This year, all companies in the whole country had to close during the 1st wave of COVID 19 outbreak. After the 1st wave, the Government allowed certain companies which met social distancing standards to reopen. New Link

Marketing Limited was one of the very first companies to be allowed to reopen as the company met the highest Standard (Standard A).

- The office building of the company is also endowed with adequate space and room for the staff to follow social distance regulations. Therefore, during the Covid-19 period, we could arrange a good healthy working environment for our employees.

Measurement of outcomes

- Measuring the outcome of our rules and mechanism in place by counting and evaluating any cases of labour-related issues that may arise is our mission.
- New Link continues to monitor staff turn-over and workplace satisfaction and take the necessary feedback and actions if we observe any areas that need further improvement.

ENVIRONMENT

Principle 7 - Businesses should support a precautionary approach to environmental challenges

Principle 8 - Undertake initiatives to promote greater environmental responsibility

Principle 9 - Encourage the development and diffusion of environmentally friendly technologies

Assessment, policy and goals

New Link recognizes, understands and totally aware of the environmental impact caused by the rapid growth of businesses and industries and practices sustainable strategy. We actively promote the objective of reducing the negative impact on the environment internally and externally.

Avoidance of environmental risks is one of our priorities. We are fully committed to tackling the challenges brought about by climate change. We recognize fully that respecting the environment and maintaining biodiversity is necessary things.

Implementation

- We always prioritize our working procedures not only for the safety of the people but also for the safety of the environment.
- We try to improve our working process to make fewer waste leakages, such as paper waste and we also seek the best way to reduce power consumption for less pollution.
- We conduct safety procedures for all levels of employees to be responsible for the environment and the communities.
- We always strive to avoid environmental damages such as air pollution, waste disposal, and wastewater drainage. We use the rainwater via our office water recycling system.
- At our office, energy-saving lamps are equipped as much as possible to promote clean energy in the environment. We used the Spark Proof lights and energy-saving LED Light to promote clean energy cause.
- To ensure greenery and relieve the people from mental stress and fatigue, a fish pond with a small garden and other flowering plants and shady trees are placed in the compound.
- To reduce usage of paper, we use the two side of office paper and we installed a local area network (LAN) for our departments to reduce paperwork; likewise, customer order form, meeting minutes, work instructions are distributed by e-mail or by share folder and public folder over the LAN.
- Car Pooling is being implemented. Petrol and other natural resources. Besides, a waste management system has also been implemented.

- We make it our company culture to turn off computers and unplug their power sources before leaving the office at the end of the day, to conserve energy.
- We encourage and remind all staff to turn off light and air condition units after work.
- Furthermore, to make sure all employees fully understand the company's sustainable program for the environment, we regularly provide awareness trainings.

Measurement of outcomes

- To maintain a good relationship with our environment and our neighbors, we always monitor environmental issues.
- New Link Marketing Limited always follows effective energy saving procedures and promotes 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

Promoting peaceful and inclusive societies for sustainable development, we provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels. We practice a zero-tolerance policy towards any forms of corruption, bribery, or collusion therewith, or any failure to report cases thereof.

New Link is fully and wholeheartedly committed to integrity, fair dealing, and adopts corporate good governance practices. Anti-corruption is the culture of our company and the company is committed not to engage in corruption at any time or in any form.

All levels of employees must strictly follow the company's policies and procedures. In favor of the performance of work, either any gifts or presents shall not be accepted.

The integrity of the staff is of vital importance in the way New Link Marketing Limited solves all problems. The company combats all forms of corruption: not only among its employees but also with external companies and organizations and it is also one of the priorities of our company.

Implementation

- The company is aware of the anti-corruption commitment and practices all employees up to management.
- We train and expect employees at all levels to understand and respect our policies as an obligation of their terms of work. All new employees are trained to understand and commit to these policies as a part of their induction program.
- In case of any corruption occurred in our organization, our management always takes a very careful investigation into detail scenario and never hesitate to take serious action accordingly regardless of the rank of staff.
- New Link Marketing Limited monitors the behavior of staff and suppliers towards corruption. If any violation is found, we will take necessary action according to the relevant policies immediately.
- We ensure the basic needs of employees are fulfilled properly i.e. (Pure water, transportation, uniform, and so on.) So that employees may not be tempted to any corruption, or extortion since their basic need is well fulfilled and their social welfare is well taken care of.
- To ensure that the entire company's activities are acted in accordance with these rules, the company anti-corruption policy is circulated amongst all stakeholders: employees, customers, business partners, and its affiliates.

Measurement of outcomes

- Every employee is fully aware of all forms of corruption and anti-corruption / anti-corruption measures.
- There was no corruption case found or reported by the Management Team.

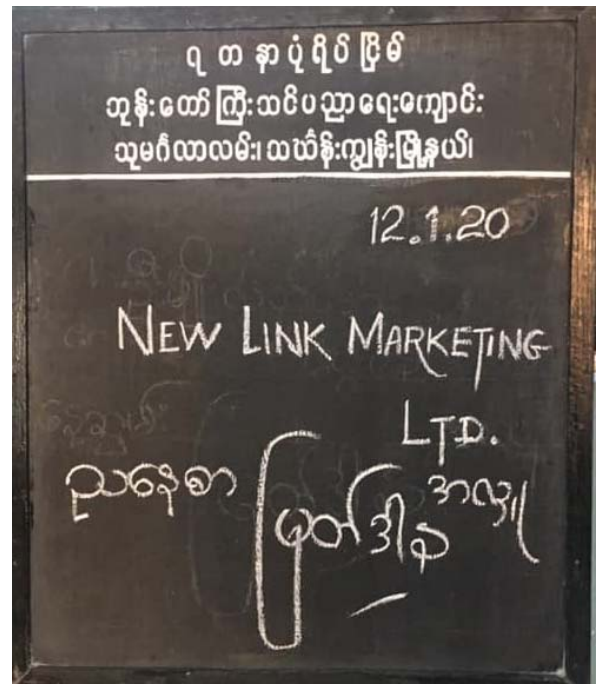
New Link Marketing Limited

Activities Photos



Exercise for Health





Donation for Monastic School





Giving Award for outstanding Sale Person





Donations for Medical Staff who are fighting the covid-19



New Link/ CSR/ UNGC- C o P (Nov 2020)





Mask Campaign



Teacher Salary Support at Monastic School



Supporting for Our Staff During COVID - 19