

## COMMUNICATION ON ENGAGEMENT (COE)

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### **Period covered by this Communication on Engagement**

From: 20 22

To: 2023

### Part I. Statement of Continued Support by the Chief Executive

18<sup>th</sup> January 2022

To our

stakeholders:

I am pleased to confirm that the Sri Lanka Institute of Marketing reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Yours sincerely,

Sanath Senanayake

CEO / Executive Director

## Part II. The Program

SLIM, as we continued to engage in more sustainable community-based projects, took the initiative to launch a dedicated division for Sustainability initiatives and their longevity. There were four pillars identified in approaching our objectives such as 1. Youth 2. Women Entrepreneurship 3. SME / MSME development and 4. Supporting the Inventors. Besides these four sectors, SLIM entered into a tripartite agreement with Manusath Derana, a CSR initiative by one of the leading Television Stations in Sri Lanka and the Red Cross. This initiative was to provide clean drinking water to those affected by the chronic kidney disease due to contaminated water in certain parts of Sri Lanka.

## Part III. Description of Actions

There is an increasing number of CKD issues in areas where the communities are engaged in agriculture and related produce. The number of cases claimed to be doubling every five years mostly in 3 districts.

Therefore, SLIM joined hands with Manusath Derana which is the CSR arm of the TV station, Derana and Redcross to support these families affected by CKD. Since it is attributed to water contaminated by agro-chemicals, it was decided to donate a water filter for the benefit of the affected families.

We together will seek the assistance of the organizations as well as public to donate these filters. These filters will be sourced by Redcross from a subsidiary of Redcross which produces the water filters and obtained the certification from the Industrial Technology Institute in Sri Lanka which is the scientific, research and technology institute an authority to test, verify and issue such certificates. The three parties will engage in distribution of them to identified families in those three districts. We will personally see that those filters are donated to pre-identified parties.

The identification of those parties is done with the assistance of the CKD unit in the National Hospital and Grama Seva Niladari, the local Government officer. Whilst they provide the necessary details, we would personally visit those families.

We launched a web site and Derana Television provides necessary publicity to create awareness of this worthy cause and all the parties reach out to the public and organizations to take part in this endeavor and solicit their support to donate water filters. We are connected with almost all the corporates in Sri Lanka due to numerous activities and programs that we conduct and have commenced approaching them and making presentations.

### The stakeholders

- CKD affected families
- Manusath Derana of Derana Television
- Redcross
- Local Government Officers
- CKD Unit of the National Hospital

### The Beneficiaries

- CKD affected Families

## Part IV. The Problem

Chronic kidney Disease (CKD) is prevalent in rural agriculture-based societies in Sri Lanka. The spread of the disease is more evident in three districts and affected about 150,000 lives. This claimed to have been doubling every five years and attributed to consumption of the contaminated water while there may be other contributing factors. These families use ground water for their consumption and in majority of the case, they do not filter them. Even if they do, they use normal water filters which are unable to strain out the chemicals present in water.

## Part V. The solution

Whilst there may be other contributing factors to the disease, drinking clean water will eliminate the major attributing factor which these families affected do not consume. This is primarily due to ignorance and inability to afford a filter, a filter that will strain the unhealthy chemicals in water, as they struggle to feed their families, three meals a day. Therefore, through this project we wish to donate water filters specially developed to filter contaminated water.

### Challenges

- Budgetary constraints
- Monitoring water consumption of those families, whether or not they use filtered water
- Inability to secure long-term sponsors

SLIM is determined to find sponsors who could be with the project for a long time than one-off engagement. We will also reach out to the public for their assistance in donating the filters. All three parties would endeavor to find sponsors and SLIM in particular with its nexus would attempt to garner the support of the corporate sector in Sri Lanka.

## Part VI. Impact of the program /expected outcomes

- Create awareness among affected families through the local government officers and CKD Unit of the National hospital.
- Donate specially made water filters to those families on a priority basis
- Educate them on the benefits and with the assistance of the CKD unit of the National hospital would introduce a system to monitor their own progress
- Expected outcome of the program is for the affected families to use filtered water and avoid further damage to their kidneys which will be monitored through medical tests by the CKD Unit.

### Attitudinal changes

Those families in rural areas where the CKD is prevalent take less notice of drinking hygiene water and consume from wells, streams and rivers as they desire to drink water. This has to be changed and train them to take their own filtered water especially during farming. Changing their behavior and attitudes would be a major challenge. Nevertheless, this we wish to achieve through continuous education.

## Part VI. Measurement of Outcomes

### Where do we want to go?

We are primarily targeting the most affected families in those 3 districts however, there are cases being reported in several other districts as well. While we donate water filters to those highly affected families in most vulnerable districts, we want to concentrate on other districts too. Therefore, initially we would concentrate on those three districts such as Polonnaruwa, Anuradhapura and Badulla. However, we will thereafter concentrate on districts such as Vavuniya, Mullaitivu, Trincomalee, Kurunegala, Matale, Ampara and Monaragala.

We through the CKD unit will monitor their progress after consuming clean water and will introduce a system of self-monitoring qualitative measure.

Our larger objective with the help of the corporate sector of Sri Lanka and the public is to provide filters to every household in those aforementioned districts.