



New Link Marketing Limited



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

UN GLOBAL COMPACT 10 PRINCIPLES

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

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

Assessment, policy and goals

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

The following results are corroborated by written and unwritten policies that need further improvements. The SDG (*the sustainable development goals provide a powerful aspiration for improving our world-laying out where we collectively need to go and how to get there.*) is to create a local company with a happy, healthy and safe work environment, in accordance with the ten principles of the United Nations Global Compact.

New Link Marketing Limited is committed to being a good corporate citizen and contributing to the society of Myanmar within which we operate.

New Link fully supports the United Nations' Universal Declaration of Human Rights, to which every human being is entitled.

Implementation

New Link ensures all our employees benefit from basic human rights and we make sure no discrimination of gender while sharing equal working environment. We have provided safe and healthy working conditions through continuous health and safety procedures. Workplace is maintained to ensure clean and comfortable conditions, including a suitable temperature, ventilation, lighting & sanitation area, and safe drinking water. Moreover, fire extinguishers are readily available.

We practice 44 hours working week and overtime allowances for extra working hours and is indicated clearly in our company's workers Manual. We provide salary to our employees at the last day of every month. We close office on all gazetted public holidays announced by Government. The company pays wages at regular intervals. Incentive payment systems are installed.

Workers are entitled to sick leave. Women workers are entitled to at least 12 weeks of paid maternity leave per child. New Link grants compassionate leave or parental leave to workers. The company protects workers against workplace harassment, including physical, verbal, sexual or psychological harassment, abuse or threats.

New Link / CSR/ UNGC

New Link makes sure that employees are fully aware of not only the company's policies but also their rights and responsibilities. New Link does coaching and training to our employees which benefit not only the company but also employees' career and personal development.

According to Myanmar Labor Law, employees are allowed to retire at the age of 62. In Myanmar, elderly people need to continue to work after their retirement for financial reason; in addition, being part of a working environment where they can still be productive helps to create a positive mindset. New Link, in fact, has employment opportunities for the elderly and employs a number of staff aged over 62 years.

New Link also provides assistance to staff who are in poor health. During this year, one of the employees with breast cancer received salary and leave for 6 months while she was going through intensive medication. New Link made it possible for the staff to get social welfare funds from Social Security Board. Flexible arrangement is also made for the patients to move to a less strenuous job in the workplace. New Link does its best to ensure that all employees enjoy full fundamental rights.

Measurement of outcomes

New Link management is committed to paying close attention to the measurement of outcomes on the human rights issues. No cases of human rights violations or complaints were reported during the reporting period. An annual review is planned to monitor the company's progress towards UNGC principles.

ZERO case of human rights contravention was reported by our management team over the last year. The company will continue to promote and advocate human rights norms and respect fundamental human rights of all our stakeholders: customers, suppliers, partners and government regulators.

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 is committed to align with ILO declaration and its articles on 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 created a Workers' Manual incorporating standards of work from the Ministry of Labour for the responsibilities of employers and employees. Our HR Department has clearly written policies of employee rights and responsibilities for compensation and benefits, rules and regulations.

New Link / CSR/ UNGC

We practice equal employment opportunities for every individual, regardless of race, color, sex, religion, disability and marital status. We encourage each and every employee to engage in continuous learning and development.

Implementation

We follow the law of the Labour Union of Myanmar and accordingly we have done the training workshop conducted by the labour Union of Myanmar.

No employee is subject to any form of discrimination based on gender, race, or physical abilities, or religion. Employees are only hired at a minimum age of 18 years. Any form of physical or verbal harassment is strictly forbidden. All employees are free to be part of any association or nongovernmental foundation.

Every employee has the right to negotiate his or her salary. Employee is given a psychological contract. *(The term 'psychological contract' refers to individuals' expectations, beliefs, ambitions and obligations, as perceived by the employer and the employee.)* HR benefits cover fair monthly salaries, overtime allowances, travel and meal allowances, transportation provision, and social security insurances at Social Security Board of the employees.

Moreover, each and every employee has the right to request for short term petty cash loan without interest around 20th of each month.

There are yearly leave entitlements which include 10 days of casual leave, *(according to the Labour Law casual Leave is 6 days)*, 10 days of earned leave, 12 weeks of maternity leave, 2weeks of paternity leave, 30 days of fully paid medical leave as clearly expressed in Workers Manual of New Link.

New Link / CSR/ UNGC

New Link also allows employees to get 7 days of leave for Funeral and Bereavement of close relatives, and 14 days for Study leave (University Students) which is not mentioned under Labour Law. New Link collects Kyat 1,000 from every employee as staff fund to be used for social activities including weddings, births, funerals of immediate families, and birthday gifts.

New Link has a good gender balance, female also have equal opportunity to male. New Link gives full maternity leave to pregnant employees according to law and we do not discriminate against women nor violate the right to work for female.

The employees who work at New Link are people of different religions and each and every employee has the full right to practice his or her own religion.

Based on the profitability of the company, an employee with minimum one year of service is entitled to receive bonus. New Link recognizes the work performance of the staff. Rewards are often given to those who excels in the workplace.

Even during political difficulties and the global Covid-19 pandemic, our company did not reduce the number of staff. Not only does the company not reduce the staff but it also provides training to improve staff performance and well-being. New Link has a separate training and development department where some of the soft skills subjects are taught by the training manager himself. Managers and staff

New Link / CSR/ UNGC

from other departments often teach related subjects. New Link has continuously provided in-office and out-of-office trainings for the development of employees. New Link also provides financial support for courses taken out-of-office.

Additionally, workshops are held twice a month to improve the quality of the work performance, to build better relationship among staff from different departments, and make personal progress. Topics covered in the workshops include work-related topics such as Power Bi, Basic Management POLC/PDCA, and personal development topics such as Personal Branding, Emotion, and Personality.

New Link has set up a mini library with over 300 books on various topics including business management, health, religion, fiction/non-fiction, etc. for the knowledge enrichment of employees, thereby promoting a learning environment.

New Link has internal Human Rights policy and also checks with our customers/clients to ensure that they also follow our terms and conditions, such as Anti-Corruption, and No Child Labor Policies.

Finally, we aim to monitor staff turnover and work place satisfaction, and take the necessary actions if we observe any areas that need improvement.

Measurement of outcomes

We aim to measure the outcome of our rules and mechanism in place by counting and evaluating any case of labour-related issues that may arise. The organizational structure is flat and there is an effective line of communication between management and employees that allows ideas and suggestions to be sent directly and unhindered. Management welcomes constructive feedback from employees which improves the relationship between Management and staff.

Regular workshops held throughout the year have a significant impact on participants(employees) not only at the workplace but also for improving the lives of the staff.

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 and understands the need to emphasize the environmental impact caused by the rapid growth of businesses and industries. We actively promote the objective of reducing negative impact on the environment internally and externally.

We try to cut any kind of waste (time, paper, electricity, pollution) in every way possible. We are always thinking about avoiding environmental destruction factors. We are fully committed to tackling the challenges brought about by climate change.

Implementation

New Link Marketing Limited started to reduce paper consumption and encourage its employees to use alternative products such as recycled paper and avoid unnecessary expenses. New Link Marketing Limited encouraged the staff to correspond and communicate via electronic mail to minimize paper usage. Employees are made aware of global warming and environmental issues. 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 Make remind all staff to turn off computer, power sources, light and Air Condition units after work to conserve energy.

Measurement of outcomes

Monitoring the environmental footprint of company is done through the monthly electricity bill, water bill, gasoline bills, and purchase of papers, warehousing and usage of resources.

Middle management level has to educate their teams to be responsible by organizing knowledge-sharing activities among employees to understand and improve methods to reduce waste and protect the environment.

Our management and development teams monitor expenditures on paper usage, petrol 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 promotes peaceful and inclusive societies for sustainable development. We have a policy of zero tolerance towards any forms of corruption, bribery or collusion therewith or any failure to report cases thereof.

New Link is fully committed to integrity, fair dealing and adopts good corporate governance practices. All levels of employees have to strictly adhere to the company's policies and procedures. Any gifts or presents shall not be accepted in favour of the performance of work.

The integrity of the staff is essential in the way New Link Marketing Limited handle all issues. The company combats all forms of corruption: not only among its employees, but also with external companies and organizations.

Implementation

The company is aware of its commitments to fighting corruption and enforces on all its staff.

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 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 level of staff.

Measurement of outcomes

Every employee is fully aware of all forms of corruption and anti- corruption measures. To ensure that the entire company's activities are in accordance with these rules, the company anti-corruption policy is circulated amongst all stakeholders: employees, customers, business partners, and its affiliates.

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 from any corruption, or extortion since their basic needs are well fulfilled and their social welfare is well taken care of.

There have been a few corruption cases during the year. Accordingly, the company took effective action against those corrupt employees. Remedial actions were immediately taken. By doing so, other employees are better aware of corruption and its ultimate consequences, and become responsible employees who follow the rules.

Activity of New Link Marketing Limited













