

Corporate Social Responsibility

The concept of corporate social responsibility has always been inherent in our everyday work life. Given the nature of our business, which is primarily built on being of service to people, ensuring their needs are met and being the partner in their life's journey, CSR has become a part of our culture, philosophy and a means to achieving our vision. At Janashakthi, CSR is all about giving of our best to others and our stakeholders become the driving factor in our CSR vision. Whether it's our customers, suppliers, valued business partners, our team or our community, our presence among them gives them the thrust to work together, gain a sense of belonging with each other and work together towards a better quality of life.

Our CSR Vision

Ours is a simple vision! As our logo dictates, "We will be a light to others, setting an example, leading the way and following the tenets of ethics, integrity, transparency and accountability in everything we do with sincerity of action, to give of our best to our stakeholders and ensure that the impacts of our business ethos, culture, products and services will always have a positive influence on all."

Our CSR Focus

Being a relatively young Company, we have striven to work with our community in focus areas that would have maximum impact on their lives. We have always believed in building holistic individuals who will ultimately contribute positively to the development of their communities, economies and eventually the nation. Hence, the identification of our projects is done with great care for maximum impact on the beneficiary. While we may not have an immense number of projects within our CSR portfolio, what we do have is a penetrative concentration and proactive convergence of our input for the development of our identified stakeholder.

Our CSR Focus areas:

- Development of Competencies
- Education
- Community Awareness & Health

Development of Competencies

Developing outstanding rural athletes

We have always recognised the importance of developing holistic individuals who are not only qualified academically and professionally but also have the extracurricular drive having played sports or been involved in the arts et al. Given our emphasis on sports, having fielded champion teams from among our staff, we concentrate highly on giving employment to those who have participated in sports or other extracurricular activities, as we firmly believe that this is a foundation that adds value to the individual and subsequently, to the organisation.

On a project begun last year, the Company has begun identifying rural athletes with promise, giving them an opportunity of furthering their training, with the long term goal of contributing to developing their athletic careers and personality development.

The identification process of these athletes begins at school level. All those selected are proven outstanding athletes, despite challenges and hardships faced. The selection process is done through applications received from all over the island with priority given to athletes from rural areas. This year, Janashakthi took under its wing seven student athletes, providing them with one year's renewable sponsorship coupled with an incentive scheme. The school level athletes being partnered by Janashakthi this year encompass students from Kegalle, Ratnapura, Vavuniya and Matale and include National Schools' record holders in short distance sprints, hurdles, discus, putt shot and triple long jump as well as Sri Lanka's Best Schoolgirl Athlete and the Best Female Athlete selected at the National Sports Festival.



Principal of Veediyagoda Maha Vidyalaya with the Janashakthi Finance Team



Potable Water Project at Moneragala

The students thus selected are:

St. Joseph's Girls High School, Kegalle

- Sashiprabha Jayasinghe – Sri Lanka's Best Schoolgirl Athlete 2007, Outstanding short distance sprinter and Schools' record holder for 100m and 200m
- Amali Wijesinghe – Sri Lanka's Best Schoolgirl Athlete 2008, Outstanding hurdler and Schools' record holder

Sumana Balika Vidyalaya, Ratnapura

- Nayomika Gimhani Jayathileke – Outstanding 400m hurdler and runner and Schools' record holder

Ferguson High School, Ratnapura

- Ishara Dayananda – Best Female Athlete at the National Sports Festival 2008, Outstanding sprinter & Schools record holder

Saivpragasa Hindu Ladies' College, Vavuniya

- T Anusha – Sri Lankan schools' record holder for discus throw and putt shot
- S Kalivani – Triple and long jump specialist

Sri Sangamiththa Balike Vidyalaya, Matale

- Medani Wickramanayake – Schools' Junior Athletics record holder

Last year, when the company embarked on this project, four national level athletes were given similar opportunities and offered sustainable employment within the Company too.

While the project will be a continuing one, the Company hopes that by giving these rural athletes opportunities to shine with their talents, they will develop confidence and dynamism as well as other pertinent skills to become responsible employable world citizens. Moreover, it is the Company's hope, that these outstanding athletes will bring honour and glory to Sri Lanka, in the near future!

Outstanding rural cricketers given fillip

In similar vein to identifying rural athletes, with the country being passionate about the national pastime of cricket, Janashakthi embarked on identifying outstanding rural cricketers who have national potential to give them support in continuing their training and sporting ambitions. Suranga Lakmal from Debarawewa and Gihan Rupasinghe of Nittabuwa were recognised for their cricketing skills and offered a three year sponsorship programme as well as job training at Janashakthi as a sustainability measure.

The sponsorship entails a monthly stipend which increases progressively over the three years, with potential to further increase if the cricketers are selected for the Sri Lanka A team and then to the National Team.

CIMA-Janashakthi Pinnacle Awards

Probably our most high profile CSR event over the last four years, the awards scheme is a platform where Janashakthi positions the importance of professional development among young people. Partnering one of the largest accountancy bodies in Sri Lanka, CIMA Sri Lanka, Janashakthi was instrumental in pioneering these unique awards which recognised leadership, entrepreneurship spark, skills, competencies and the all round talents of young professionals. The awards scheme also recognises business leaders for their contribution towards the development of corporate Sri Lanka.

C T A Schaffter Award

Recognising the importance of professional development, the C T A Schaffter award, now in its second year, is conducted together with the Wayamba University of Sri Lanka, signalling the ideal example of a public-private sector CSR partnership in giving recognition to those who add value to a profession. The top three students who excel in the B.Sc (Hons) degree in Insurance and Valuation at the university receive a gold, silver and bronze medal in addition to cash awards.



Outstanding Rural School Athletes with Corporate Management



CIMA - Janashakthi Pinnacle Awards

Corporate Social Responsibility *Contd.*

The Wayamba University was the first higher education institution to recognise the importance of insurance and valuation in today's context, introducing it as a part of its curriculum. It's only fitting then, that our Company, a trailblazer in insurance, should partner the university, in motivating and developing individuals who give added impetus to the profession by excelling in this field of study. About 25 graduates undergo the course which covers the areas of insurance and valuation extensively.

Education

Giving opportunities to rural schools

This is a fledgling project undertaken by the Finance Team of the Company, and will be pursued with more vigour in the future. Based on an ongoing basis, Janashakthi adopted a rural school in Moneragala and began its relationship with the school by initially focusing on water and sanitation. Madurakaliya Junior School now sports a permanent water supply which propagates good hygiene among the students as well as a mode of safer drinking water which could otherwise cause water borne diseases.

In addition, study materials and sports equipment was also presented to Veediyagoda Maha Vidyalaya in Bandaragama as a measure of improving on the facilities available in this rather underprivileged school, giving students the opportunity of furthering their educational capabilities and developing their inherent sporting talents.

As at the time of writing of these reports, efforts have been made to initiate the Annual Sports Meet of the school that had not been held for the last five years due to serious economic challenges. At the same time, an effort to initiate a Eastern Band for the School has also been launched, resulting in a community wide interest in the project.

Community Awareness & Health

Good health and nutrition

Having always believed in the concept of prevention being better than cure, Janashakthi has made a concerted effort to instil awareness among communities about the importance of maintaining good health and proper nutrition. Two awareness programmes were conducted this year. One such awareness programme was held at the Castle Street Maternity Hospital, detailing the importance of good maternal health for the development of the baby. The subject areas covered included nutrition, exercise and precautionary measures relevant to pregnancy. The other awareness programme was conducted for parents and Montessori children, expanding on the importance of good nutrition, hygiene and mental health among children for cognitive development.

Donating blood

As an annual exercise, the Sports and Welfare Club of the Company conducts a blood donation campaign in which the team, customers and well wishers participate. This year, 115 donated blood under this campaign which is regularly conducted in collaboration with the National Blood Transfusion Service.

Road Signage Project

Over the years, Janashakthi has striven to create a culture of safety awareness among communities, especially for pedestrians and motorists. This is a vital aspect that needed to be addressed especially with roads being increasingly congested and lack of awareness of the rights of pedestrians and motorists, which can cause fatal accidents.

One of our continuing projects is in increasing such awareness is by ensuring that signage is clearly visible to motorists who may be unfamiliar with the roads they are travelling on. This



CTA Schaffter Gold Medal Award



Castle Street Maternity Hospital Project

assists motorists in becoming aware of their route early, make the necessary changes and thus creating a more efficient and safer culture of driving on the roads. The road signage project has been initiated in Negombo, Galle, Badulla, Bandarawela, Akuressa, Moneragala, Matale, Dambulla, Kandy and Nuwara Eliya.

Shelter for Security Checks

With the need for security checks increasing due to the current situation within the country, we realised a dire need for both the security personnel going about their duties and those citizens being stopped for routine checks to be more comfortable while the process is being carried out. Janashakthi has thus constructed permanent shelters where there are continuous security checks which gives welcome shade to both parties concerned, naturally permeating to a more conducive discussion platform between those citizens undergoing the check and those security forces personnel carrying out the check.

Congratulations !

The Janashakthi family congratulates Suranga Lakmal and acknowledges with pride the unique journey of perseverance that he has made to reach Sri Lanka's National Cricket Team!

He has overcome significant economic challenges and social obstacles to climb up with grit and determination from a remote rural corner off Kirinda in the Hambantota District, to becoming the first person to represent Sri Lanka from that district at cricket.

He has moved from a non cricket playing school in a village hamlet to Deberawewa National School- Hambantota and thereafter in his final years of school, to Richmond College – Galle.

The son of a chena cultivator, who spends his spare time helping his father to develop their cultivation, he has been identified as one of Sri Lanka's most promising fast bowlers and has now been selected, at the time of writing, to Sri Lanka's National Cricket squad to tour Pakistan.

He has hitherto represented Sri Lanka "A" team in unofficial test matches vs. South Africa "A" and has received much praise from the Sri Lanka "A" team management.

This cricketer is from Tamil Union Cricket & Athletic Club has so far within his short career captured 57 first class wickets in 16 matches.



Suranga Lakmal - First National Cricketer from Hambantota



Blood donation campaign



Shelter for Security Forces