DATAMATICS

DATAMATICS CORPORATE SOCIAL RESPONSIBILITY PROGRAM

2019-20

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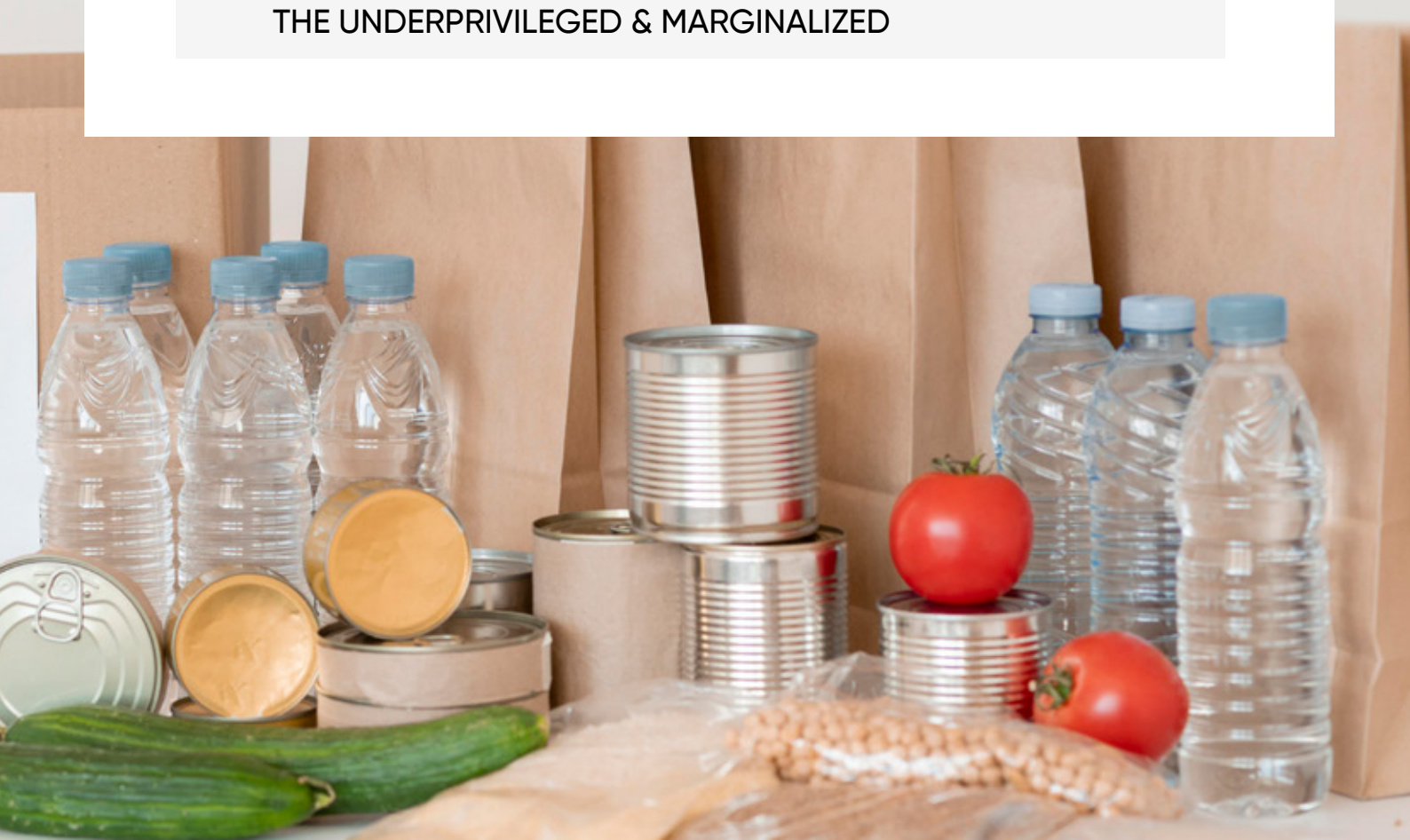


DATAMATICS CSR SUMMARY 2019-20

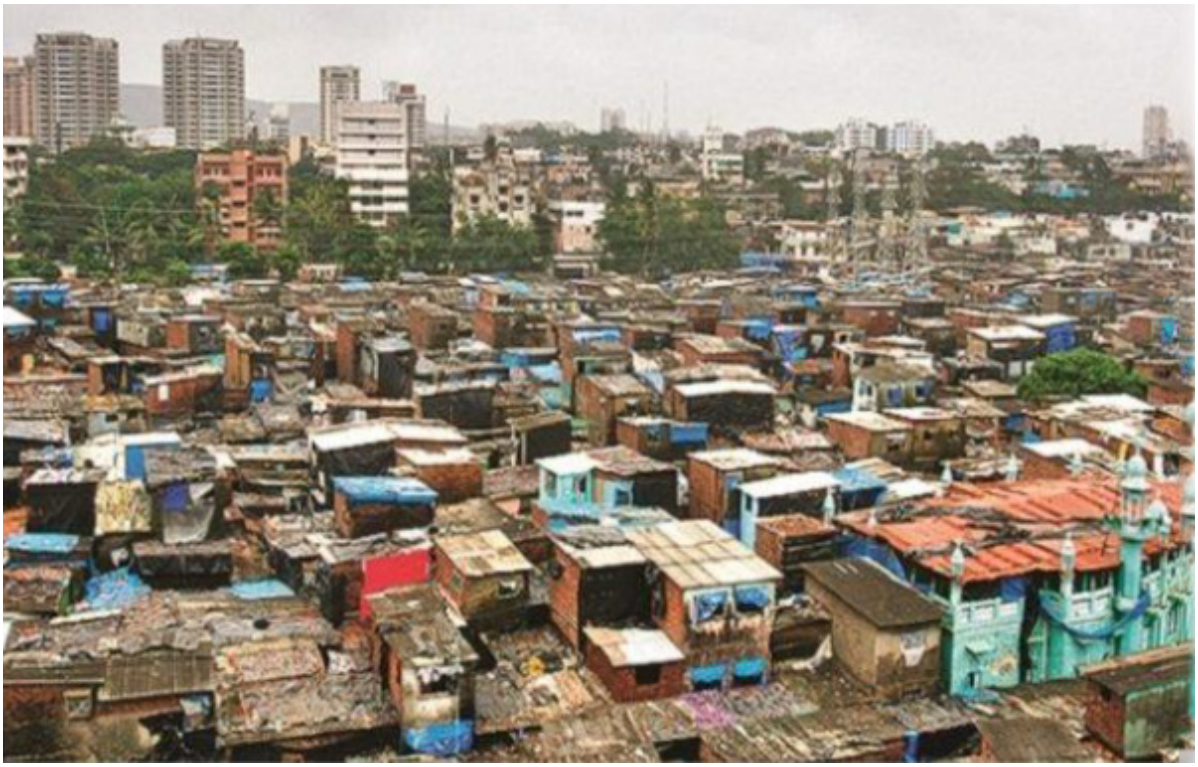
Datamatics believes that Corporate Social Responsibility (CSR) is an extension of its vision "To be a world-class organization admired for consistently delivering superior business value." Datamatics integrates Corporate Social Responsibility with Business objectives to make these initiatives an integral part of the Company's growth story. Over the years, we have developed a thoughtful approach and attempt to address critical areas of impact in society at large. In a world of radical socio-technological changes and critical environmental fluctuations, it is now imperative, more than ever, that we work towards addressing these areas of concern and contribute towards building a better tomorrow.

The CSR vision of Datamatics is 'Employability, Environment and Holistic Child Care' with an overarching focus on 'Empowerment' which regularly motivates us to continually work on 'Community Care' in various ways. With this vision in mind, we have various activities including but not limited to tie-ups with NGOs, exhibition & sale of products by specially-abled and contributions as part of our Annual 'Joy of Giving' campaign with the active participation of our employees.

DATAMATICS HELPS FIGHT CORONA

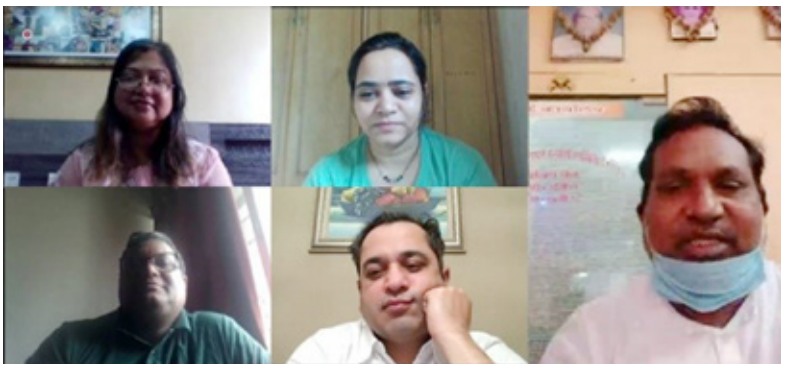
In these unprecedented times, as a socially responsible Corporate, we have focused our efforts to help fight Corona with our employees' support and leverage our technical expertise.

1) Supporting the Under privileged by Slum Adoption & enabling long term financial support



As a part of that Community Care philosophy, we part-adopted a slum (Sambhaji Nagar) in Mumbai, India which was under complete lockdown due to large numbers of COVID cases with no other means of survival. **Datamatics partnered with the Wockhardt Foundation** by supporting its **Anaaj+ program** and catered to the needs of over **1000 families affected by COVID 19** by providing groceries & hygiene essentials. After our official announcement within the company some of our employees too, came forward and voluntarily pledged support towards the cause and became **'CORONA WARRIORS,'** a title conferred by the Wockhardt foundation.

The distribution was done by Wockhardt volunteers following the safety protocols. Wockhardt Foundation - is a national, not-for-profit organization engaged in social service and human welfare activities. Its programmes have made perceptible change in its areas of operations to the lives of the underprivileged.



Some Datamaticians, along with the HR team, later interacted virtually, keeping social distancing in mind with few residents of the slum, to understand the challenges they are facing. One of which was unemployment among the youth on account of COVID-induced layoffs. Hence, we **initiated a Talent Pool study** with local representatives' help, looking at possible employment opportunities at Datamatics. Of the various profiles shared, **16% of them have been shortlisted** and will join us shortly after completing their due verification process. We look forward to them joining us while also helping them and their families with continued financial support during this difficult time. Even now, we have kept our channels open for anyone else who would like to share their profile for a possible employment opportunity with us.

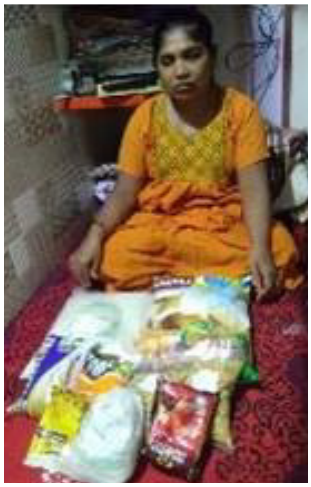
Dr. Rima Ghose Chowdhury, CHRO and CSR Leader Datamatics shared that, "It was a gratifying and humbling experience to be able to help the underprivileged. We will continue to come up with interventions to help society fight this crisis."

2) MCGM Community Care- Emergency Response Center for Migrants:

In light of the current COVID-19 crisis, Datamatics volunteered to offer support to MCGM (Municipal Corporation of Greater Mumbai) with our expertise in managing call centres and data analytics.

Datamatics supported the MCGM citizen grievance helpline through workforce support, our expertise in managing call centers and advanced data analytics to help manage this herculean task. This helpline is the primary touch point for all needy, financially distressed, migrant, and BPL populations towards providing food, shelter and medicines. Their systems was laden with a very high call drop ratio, and high wait time making this difficult responsibility even more arduous.

Basis MCGM request, Datamatics took complete charge of the MCGM – COVID Helpline and in 2 days, set up a brand-new operational call centre. We took full charge of this helpline from 7th May 2020, and provided 25 employees to handle over 2500 calls per day. We shared information in a fully digital format to MCGM, ready to be consumed by fulfillment authorities directly. Through additional analysis, we helped in redirecting the focus of supplies towards more 'desperate' and needy population. The helpline was manned daily for 12 hours and with our intervention, their call drop ratio is now less than 2% and their average wait time is approx. just 30 seconds.



Datamatics has efficiently and effectively managed close to 70,000 calls so far and enabled MCGM to reach out to over **half a million beneficiaries in 7 weeks.** We also connected with **Annam** (along with some other NGOs) to **distribute around 25,000 grocery kits** (each kit with rice, wheat, dal, cooking oil, spices etc weighing 18 kgs) to the hungry and starving people, identified through this MCGM helpline.

Now the call centre also acts as an information disbursement centre along with taking requests for help. Needy people are guided with processes to avail grocery from the Public Distribution System (PDS), even those without ration card. For which we have recently received a letter of Appreciation from the MCGM team for going above and beyond the call of duty and extending our support.

Video link : https://www.youtube.com/watch?v=bNXeu6qE5jk

HOLISTIC CHILD CARE PROGRAM

1) ANNAM, a Datamatics initiative

Annam aspires to help underprivileged children and women in Mumbai city by providing nutrition supplements so that they can have a healthy chance at life. Datamatics plays a vital role by providing Technology backbone and financial support to Annam. Datamatics works as a functional and monetary support system for all Annam related activities. Along with Annam, we aim to provide nutritionally concentrated food items that can enrich their existing diets and help them maintain good health. **Annam cares for 8000+ children's per week.** The projects include children from different parts of Mumbai city, belonging to different communities.

We aim to serve different sections of the underprivileged, especially children and women requiring nutritional support for not only medical reasons but also for the well-being and positive development of body and mind, so that they can become positive contributors to their environment. It is our endeavour to reach food and food supplies to those in need of nutrition, consistently and sustainably. To accomplish our mission, Annam partners with NGOs and Social Work groups which work with local communities, shelters, hospitals etc. **With Annam, we have served more than 10,000 children, women, and expectant mothers till date.**

ENABLING EMPLOYABILITY

1) In tier 3 cities:

For our specialized volume-based US tax project, we consciously attempt and have approx. 2/3rd of the entire project team as women in tier 3 cities. We also choose to visit lesser-known colleges as part of our 'Campus Connect' in tier 3 cities and train them, providing them with a platform to showcase their talent, which often goes unnoticed without a deliberate effort. These, coupled with internal trainings and certifications have increased the employability of the women and youth. Thus, playing a role in the socio-economic progress of the region.

In 2019, we were recognized by Govt. of Maharashtra under **'District Skill Development, Employment and Entrepreneurship development, Nasik'.** DGSL was declared the winner by the District Skill Development, Employment and Entrepreneurship guidance centre, Nasik an arm of Govt of Maharashtra on 15th July 2019 (World Youth skill development day). The award is given to industries which have contributed to the development of skill amongst students coming out of college in 2019; we trained most number of fresher's as EPP Trainees (Employment Promotion Programme) in Nasik (about 450+). **It is the second year of our award as we received similar award in July 2018 and we were at second position then.**

2) Partnering with NGOs and 'not for profit' organizations to provide employment to the underprivileged & marginalized :

Considering Employability with Empowerment is a focus area of our Datamatics Community Care' philosophy, in the past few years, we have partnered with NGOs and not for profit organizations to provide gainful employment at Datamatics.

A) **ANEW (Association for Non-traditional Employment for Women)** based in Anna Nagar, Chennai, is an NGO committed to the cause of uplifting underprivileged women. Young, underprivileged women (including widows and destitute women) are selected and trained to become financially independent. They have trained over 9500 candidates since the inception and currently train around 900 candidates per annum.

B) **Magic Bus** is an International social work organization headed at Mumbai, working for the past 21 years in 22 states across India for the holistic development of underprivileged youth. We partnered with them under the **Magic Bus Livelihood Program** and since August, 2020 the no. participants selected & working with us have increased, including the specialized US Tax projects.

C) We also connect with local training Centres to prov de them required support (that have local Govt. tie-up or local political party). **Anita Achievers A :ademy** is one such training body where female students from financially backward sections of local communities especially from Govt Municipal Schools & Colleges are trained here.

D) **ICT Academy** is an initiative of the Government of India in collaboration with the state Governments and industries. Thus, ICT Academy is a not-for-profit society and a joint venture under the **Public-Private-Partnership (PPP) model.** ICT Academy was started to meet the industry's skill requirements and generate more employment, especially in tier 2 and 3 towns, the rural parts of the country. The organization was formed with representations from the State Government of Tamil Nadu, leading companies in the ICT industry, and National Association of Software Services Companies NASSCOM in India.

As we continue to grow, we actively try to extend employability to as many sections of our society as possible. As compared to three years back **(2017), when we had 8% of our employees as under Graduates, we now have 9% under Graduates working with us** in various departments. This is the basis of the sizeable undergraduate section of Indians in need of respectful employment.

ABOUT DATAMATICS

Datamatics provides intelligent solutions for data-driven businesses to increase productivity and enhance the customer experience. With a complete digital approach, Datamatics portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics all powered by Artificial Intelligence. It has established products in Robotic Process Automation, Intelligent Document Processing, Business Intelligence and Automated Fare Collection. Datamatics services global customers across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has presence across 4 continents with major delivery centers in the USA, India, and Philippines. To know more about Datamatics, visit www.datamatics.com

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