

CORPORATE SOCIAL RESPONSIBILITY

Since inception, Mastek has always been a Company focused on building long-term relationships with our customers. And to a great extent we have been successful. This success is not by chance but by design. At an organization level, we have laid out 3 areas to ensure customer engagement and intimacy.

Organization structure

At Mastek we are structured to serve our customers.

This year we are realigning our various teams, including the sales & Marketing, solutions and delivery teams, to give one view of the organization and create solutions that deliver business value to our customers.

We encourage our account managers and program managers to build strong interpersonal relations with our customers, understand their business domain, vision and challenges. Our senior business managers and delivery heads meet with customer representatives on a regular basis to assess their satisfaction and needs.

Customer Intimacy Programs

At Mastek we organize various customer intimacy programs that gives our customers an opportunity to network and get-to-know a broader Mastek, its people and its capabilities. Such programs are frequently organized and are led by the Business Unit heads.

Mastek's leadership team also takes active participation in networking with our customers. This year we launched 'Executive Connections Program', a forum where the Mastek leadership team gets a chance to network with our C-level customers and partners. This program also helps our customers to understand Mastek's capabilities and focus areas.

Customer Satisfaction at Mastek

We at Mastek are always keen to understand our customers' views and elicit their suggestions on our performance and on the services we offer. To build a holistic picture of Mastek's engagement, we have implemented our Customer Satisfaction Survey so as to cover Relationship & Engagement Satisfaction, Service Delivery Satisfaction and Service Support Satisfaction.

This split up of the coverage gives us the required granularity to look into the various aspects of the engagements across the types of work that we undertake as well as gives us a much desired view of our engagements from across levels in the customers organization.

The last completed survey results have shown that our commitment to the client's business and vision through our work and interactions paid off as is reflected in the high levels of satisfaction observed.

As a part of the process, the results are analysed and published to unit heads, delivery leads and business heads. Corrective actions are identified and taken to ensure that customer satisfaction levels are improved in the next cycle.

People Practices

As Mastek grows and matures, the HR function within Mastek aims to serve two key purposes – one as an anchor and other as a rope. An anchor - that is rooted in the lasting values that have made Mastek the institution that it is today. A rope - that gives the organisation the flexibility and maneuverability to experiment and change in response to its competitive environment.

In keeping with this role, this past year we have continued to strengthen the HR programs that reassert the positive aspects of our unique culture and introduce new programs that help the organisation respond proactively to changing needs.

Below are some of the key highlights from the year gone by:

Employee Engagement through feedback and involvement

Employee Engagement is always a key focus area for us and this year we undertook a unique program called '*Coffee with Ashank*' wherein our Founding Director met with Grade 10 & 12 Mastekeepers in India and APAC and dialogued with them on areas that can help strengthen engagement and improve Mastek as a workplace. The findings of these sessions were analysed and shared with senior leadership who identified key action areas based on the feedback and ideas shared by Mastekeepers. These areas were tracked closely and many have been already implemented.

We also launched an all Employee Mastekeepers' Engagement Survey in association with a third party vendor. We are in the process of seeking feedback on key engagement issues from all our employees globally and have already had over 80% participation. Once the survey closes towards end July, we will be analyzing the feedback closely and laying out the forward direction on Employee Engagement actions for the year to come.

Revising Promotions Policy to align it to business needs and better support Employee Growth & Development

Mastek's Promotion Policy was always a path breaker in terms of the empowerment and opportunities that it gave Mastekeepers to identify growth paths for themselves and drive their careers in the direction of their choice while taking Mastek higher up the capability value chain.



In order to further strengthen this key process, we sought feedback from various stakeholders in the organization and worked with a Cross Functional Team to better align employee aspirations with business needs while helping Masteekers gain clearer understanding of what it takes to move from one level to another. Some of the changes introduced were around creating visibility of current & future business needs, modifying roles to meet the present requirements and defining clear training & certification guidelines that will help Masteekers in their growth & development.

Streamlining and Automating the Performance Management System

One of the key HR processes is the Performance Management System. This past year we have focused on streamlining the Performance Management System process through a fully automated online system.

The new fully automated Performance Management System has been designed and developed internally. It is a comprehensive yet easy to use application that ensures setting of high quality KRAs, enabling multiple assessments during the year to track individual performances and creating learning plans linked to learning & development of the resources among other things.

Rewards & Recognition

In order to strengthen engagement and provide opportunities for timely recognition of outstanding performances & behaviors that give us the winning edge, a new Awards Framework was released.

Our continuous endeavor through the year was to spot great performances by Masteekers and ensure timely recognition of their work. In doing so we had almost 71% of the Masteekers being recognized for their contribution to business through the various recognition channels available including heavily practiced spot recognition.

Prism Club – Engaging and Developing the Top Talent at Mastek

We stepped into the second year of the Prism Club with a renewed focus on creating meaning learning and development opportunities for our Top Talent and ensuring their continued engagement with Mastek.

We organized various learning sessions with Internal & external leaders wherein Prism Club Members got the opportunity to directly interact with and learn from a variety of leaders in various fields of expertise. Members were given opportunities to contribute to Mastek above and beyond their roles while providing exposure to work in different areas of the Organisation.

Creating alignment and pride through Impactful Communication

This past year, we continued our best practices in employee communication like Quarterly Meetings, Quarterly VC Specific Newsletters, Senior Leadership Buzz & Chats, Senior Managers Global Quarterly Con-call and Town Hall for Managers. To ensure that all important leadership communication is regularly shared with all our employees, we also have a Leadership Monthly Newsletter called 'Insight'. This newsletter, which is available on our Intranet, enables all employees to hear directly from our Global Leaders and become aware of the happenings within the Company.

We host a quarterly poll on internal communication to garner feedback from employees on our practices of internal communication and their satisfaction with them. We are happy to share that the scores from these polls have been positive and have shown a higher level of awareness among Masteekers about the key communication messages we intended to share over the year.

Learning and Development at Mastek

We strengthened the Learning and Development initiatives with customized solutions for Value Corridors based on their business requirements. This year also saw new programs being developed with involvement of line managers in the training process. We enhanced training methodologies by bringing in a blend of learning methods including collaboration tools and also launching training through webinars for onsite resources. In our focus of making meaningful contribution to employee development, the role based learning framework has also been defined.

As an employee engagement initiative this year we introduced GLOW (Gain, Learn, Outperform & Win). The purpose of this initiative was to co-create learning experiences and opportunities to enhance capabilities, bringing in more excitement around learning via various means, building technology versatility and acquainting employees with the latest in the market. Every quarter one specialization area was taken as a focus like Microsoft, Databases/BI and Testing. Various brain teasers, contests like smart solve, puzzles further added participation and competitive spirit among Masteekers and made them think, design and learn in the whole process. The whole initiative was well received by Masteekers with a good participation from Project experts and resulted in successful collaboration between various stakeholders.

Various specialized rare skill trainings were delivered

CORPORATE SOCIAL RESPONSIBILITY 2010-11 (CONTD.)

based on the current business requirements. For example, Flex, ODI, Datastage, Cognos and various new technologies as per market trends. On Certifications front this year we enhanced the scope to accommodate ITIL and INS/CPCU certifications to cater to specific business requirements. ISTQB was another focus area to strengthen the certified testers pool in addition to our standard certifications offerings.

Compensation & Benefits and HR Operations

On Compensation & Benefits we executed the annual global revisions for 2010-11. A global Variable Pay plan was also formalized and individually communicated to all those who were goaled on specific targets/KRA's. The compensation and pay structure alignment of P&C resources was also successfully completed as part of the 2010-11 revisions. Consolidation of global compensation data was achieved and now there is a centralized data bank available with the Compensation and Benefits team.

Periodic Policy reviews have been happening and changes, in tune with current requirements and business needs, have been made to the Code of Business Conduct & Ethics (COBCE) and Whistle Blower Policies, Shift Allowance Policy, Mobile Phone Policy, India Leave Policy, Travel Policy and MAP Policy for APAC region.

Dedicated sessions have been conducted (and are being continued) for employees to increase awareness of the provisions and privileges under the COBCE & Whistle Blower Policies. This is now being made part of the regular employee induction for all new joinees. Apart from the regular employees, sub-contractors and direct contractors have also been specifically covered and oriented with the provisions of COBCE and Whistle Blower Policies.

An automated Visa tracking mechanism has been introduced to effectively track and monitor Visa management. Cost optimizing measures were introduced in the Travel area – viz. specified advance request schedules for booking international or domestic tickets, etc. The new joinee onboarding process has been enhanced through semi-automated processes whereby, the joining time formalities are considerably reduced for new joinees and they are handed over to the Delivery line in shorter time. MIS reporting for Manpower Statistics and Attrition tracking have also been streamlined thru semi-automated means.

Making a difference through Mastek Foundation

Mastek is committed to making a difference in the community by sensitizing and inspiring individuals to contribute to community issues. Our vision is to make every Mastekeeper a holistic human being. We sensitize our employees to community issues mainly through the Mastek Foundation, whose activities include payroll giving, volunteering and supporting social initiatives.

In 2010-11, Mastek employees took part in various activities and events to contribute their mite to the community.

Joy of Giving Week

More than 20 Mastekers participated in an artwork competition with the children of the NGO Prerana as part of Joy of Giving Week, between 26 September and 1 October. Each Mastek employee was paired with a child to put their vision of Diwali on paper. The Mastek Marketing team sponsored the event, prizes for the winners and gifts for every child. The enthusiastic participation at the venue was a sight to behold!



Celebrating Diwali with deprived kids

About 35 Mastekers spent Diwali eve in 2010 at Aasra's shelter for orphaned and destitute street children at Airoli, distributing new clothes and gifts. The home has 32 boys aged between five and 18 years.

Lighting the lamp of knowledge

One flame has the potential to light a thousand candles; similarly, one knowledgeable person has the ability to illuminate hundreds of hearts and minds. Mastek Foundation persuaded Mastekers to share



their learnings as working professionals with the boys of Aasra home. These homeless children were picked up from railway stations and desperately needed role models and academic motivation.

After a verbal session by an experienced employee, the children were taken on a tour of the Mastek Mahape office premises by trainees. This short but informative educational tour certainly made an impression on the children; it was a small step to channel their adolescent energy into productive directions.

Team L&G supports Read a Book campaign

Mastek Foundation's Read a Book campaign has been highly successful, with many Mastekers coming forward to donate. The L&G team, comprising on-site and offshore members, raised ₹ 24,000 over a period of a month to support the cause at Children of the World, Nerul. The money was spent on a library for children from nearby slum communities and another for CDs for the tiny tots of the adoption centre. It was a very satisfying feeling for the team to spread the light of wisdom to young minds.



L&G Team library at Children of the world

Toy campaign for children

The formative years of childhood are the most impressionable phase of one's life. Playing is an essential component of growing up, and toys play a significant role in facilitating the proper development of children.

Mastek Foundation, in association with Toy Bank, spearheaded a campaign at Mastek to collect old and new toys. All the toys collected were sorted and wrapped at the office premises by Mastek volunteers.

CORPORATE SOCIAL RESPONSIBILITY 2010-11 (CONTD.)

These toys were distributed among 40 children of Mobile Creche's centre at Airoli on 7th December, 2010.



Health camp for adolescent girls

Mastek Foundation supported the Family Planning Association India's health camp for teenage girls of the Tilak Nagar slum in the suburb of Chembur in Mumbai on 18th December, 2010. The young girls were given a medical examination and subsequently counseled on women's issues. Four female volunteers from Mastek conducted the initial assessments like recording height and weight, filling questionnaires as required by the doctors, etc. They were a huge help for the NGO staff. It was also a unique experience for the participating Mastekers.



The gift of life

Over 300 Mastekers contributed over ₹ 5 lakh to Mahan Trust and Dr Ashish Satav to purchase a fully equipped ambulance to serve the deprived tribals of Melghat in Maharashtra. Small contributions from many helped make a big difference to many people.



Mastek and Mastek Foundation anniversary bash

A team of volunteers celebrated the 29th birthday of Mastek and the 7th anniversary of Mastek Foundation by taking 90 underprivileged children from the NGOs Prerana, Akanksha and Aarambh for a movie and a treat at a restaurant on Saturday, 14 May 2011.

The day began with volunteers taking the children to



Cinemax for the movie Stanley Ka Dabba. After that, the group headed to McDonald's where they spent the next three hours, virtually taking over the place. The McDonald's Happy Meal indeed lived up to its name – the children were delighted and there was happy chattering everywhere. For the finale, the children and Mastekers shook a leg to Bollywood numbers and shared some moves.



Greenovate – Mastek's sustainability initiatives

There have been growing concerns about environmental sustainability across the world. As a global citizen, Mastek has always taken its environmental responsibilities seriously. During the last quarter, we extended our vision to sustainable development.

To channel efforts towards sustainability, Mastek has constituted the Sustainability Forum, a cross-functional team headed by Ashank Desai. The first task the team accomplished was the formulation of the Environmental and Sustainability Policy for Mastek.

Based on the carbon footprint evaluation and carbon management plan suggested by the consultant agency, all light fixtures at the Mahape premises were replaced by compact fluorescent lamps (CFL). This has led to a reduction in power consumption by 2,300-2,500 units per month.

World Environment Week

Mastek commemorated World Environment Day on 5th June, 2011 by sensitizing employees across all locations through emailers during the entire week. The Green Wave campaign under Greenovate was well received and created a buzz amongst employees,

making them think about the environmental impact of every act.

Spirit of Mastek Awards

Keeping with the tradition of awarding individuals who have gone beyond their call of duty, Mastek awarded some special people with the Spirit of Mastek awards. Dr Ashish Satav, Dr Girish Kulkarni and Mamoon Akhtar were presented the awards at the Mastek quarterly meeting last year.

Dr Satav is responsible for drastically reducing the infant mortality rate in the deep interior of the tribal areas of Melghat in Maharashtra. He, along with his wife Dr. Kavita, sacrificed a comfortable life to serve poor tribals.

Dr Kulkarni has been involved in the rescue and rehabilitation of minor girls from sexual traffickers. As the result of his efforts, Ahmednagar district of Maharashtra is free from the grip of the flesh trade.

Mamoon Akhtar runs the Samaritan Help Mission in Kolkata. He began by teaching one child rescued from the drug mafia and now has a school that educates 800 children in the infamous Tikiapara slums of Howrah.