

2010

Sri Lanka Telecom PLC

Corporate Responsibility Report



Sri Lanka Telecom PLC
Lotus Road
Colombo 01



Social Dimension

Employees

Introduction of 3R concept

The 3R Concept – reduce, reuse, recycle – was introduced to SLT by the Quality Assurance Division, to bring about a methodical way to manage the resources and wastage at SLT. Emails were sent through intranet, providing more information about the 3R concept and encouraging employees to apply it wherever necessary to maximize resource utilization at all SLT offices.

SLT Quality Convention 2010

The 9th annual SLT Quality Convention was held during October 2010 at Cinnamon Lakeside. Awards were given out for the best implementation of 5S, ISO 9001:2008, Kaizen suggestions, Quality circles, Continuous Improvement teams and quality related slogan and poster winners. Participation in these conventions has increased significantly this year when compared to previous years, demonstrating the focus of all employees towards maintaining higher standards of quality. Participation is expected to increase even more in the year 2011. We also hold regular seminars / workshops on 5S and other principals to encourage staff towards compliance.

This is the first year that the competition for the Effective implementation of ISO 9001:2008 was organized for those offices that have implemented ISO 9001:2008 Quality Management System. We are expecting to fully implement the ISO 9001:2008 Quality Management System throughout the entire organization by year 2011.

Taiki Akimoto 5S Competition – 11 teams from SLT participated in this competition conducted by JASTECA at the Galadari Hotel. SLT won 3 merit awards and 2 certificates of commendation.

Break Through Thinker Awards

Since the year 2006, SLT continues the Break Through Thinking (BTT) Competition every year in an effort to encourage all individuals at SLT to become champions of change. Especially with the transformation programme that is currently underway, it becomes even more important for individuals to embrace change quicker and help drive the company transformation. The BTT competition for the year 2010 focused on several topics: Transformation of SLT, Business Processes, Core Processes and Supportive Processes, Organizational structure and HR Practices. Creative and innovative ideas were invited from employees on any of these topics.

Star Awards and Sales Night

SLT held the Star Awards for the 6th consecutive year, to reward the top performers at the SLT Call Centres. The Awards Ceremony was held at the SLT Auditorium and also consisted of various items of entertainment such as dance and musical performances, presented by the Call Centre staff.

Sales Night is an annual awards held to recognize the hard work and commitment of sales staff.

Access to information and learning

SLT libraries - SLT regularly introduces new and latest books (as well as magazines and periodicals and information in electronic formats) to its three extensive libraries located at the Head Office, Havelock Town and the Welisara Training School. These libraries are equipped with books on a wide range of subjects since these libraries are accessible not only to SLT employees, but also to their family members.

Amathuma + Digital Life magazine – is an internal magazine, that contains English, Sinhala and Tamil articles for SLT staff and their families. It provides the readers with the latest news and activities of SLT. There is also a separate section dedicated to employees where they can submit their poems etc. and also photographs of employees' children who are celebrating their birthdays as well as recently retired / resigned employees are published. A separate section giving information on Nature is also available as well as Digital Life, which provides employees with important information about the latest technologies available in the market. From the year 2010, the Amathuma magazine is produced and circulated once in every two months, as opposed to every month in order to effectively optimize company resources.

Media Watch & Art Watch – SLT continues to circulate these via intranet – Media Watch, to provide up-to-date industrial information to employees while Art Watch is circulated every Wednesday of the week, and provides socio cultural information to employees including events and programmes happening during the week.

Other ways of disseminating information to employees include – regular meetings and discussions (including the Annual Business Process meetings held every year, based on which performance targets are set for each employee), intranet, seminars / workshops.

The following seminars / workshops were conducted for SLT staff during the year 2010:

- Seminar on Effective communication
- SLT Product awareness Sales counter at SLT head quarters
- Seminar on How to manage people through continuous change
- Awareness programme on taxation

- Awareness programme on network security and ethical hacking by Dr. Sameera Alwis (The Certified Ethical Hacker (CEH) and currently providing consultancy services to many Sri Lankan firms)

Information Security Handbook – An information security handbook was also introduced, available in all three languages to raise awareness amongst all staff of the importance of information security and other related information.

Launch of new Vision, Mission and Values

SLT unveiled its new corporate vision, mission and values, taking the next steps towards transformation and further customer centricity. The new vision and mission reflect our firm commitment to put the customer at the centre of everything we do and also direct our future steps into establishing SLT not only in the communications sector, but also in the information as well as entertainment sectors, which are increasingly being converged day by day.

Initiatives of Health and Safety Division

New website was launched for Health and Safety Division which provides a wealth of information for employees on various health and safety issues.

The following seminars were held during the year 2010 to raise awareness amongst employees on important health issues:

- Seminar on Breast Cancer conducted by Dr. T.D. Indiketiya of the National Cancer Control Programme – held in October 2010 (it stressed on how to identify breast cancer during the initial stages).
- Workshop on Engineering Safety for Ragama OPMC Staff.
- Workshop on safety for wind-power project teams for Negombo OPMC staff.
- Circulars sent out regarding non-communicable diseases (presentation made by Dr. Anil Samaranayake, Deputy Director – MRI, Colombo) and how to prevent their occurrence.
- Seminar on ill effects of tobacco and alcohol.
- Seminar on diabetes

Transformation programme (ongoing)

Launch of Company Transformation website - SLT launched the trilingual transformation website to provide employees with updated information regarding the Company Transformation programme so that all employees throughout the organization are aware of the latest developments and initiatives carried out by the Company under this area. Facilities are also provided for employees to clarify any queries that they may have regarding the transformation project.

“Transformers” awards scheme – This was introduced to reward employees who have made outstanding contributions towards the company’s transformation programme by bringing forth ideas to bring about change, project management excellence and change championship.

Information dissemination to staff regarding transformation - A special section in the Amathuma was dedicated to Transformation news.

Gauging employee knowledge and understanding - Confidential telephone surveys were carried by a professional research agency hired for the purpose, to gauge employees’ level of awareness and understanding about the transformation project. Results showed that more than 98% were aware and understood the major elements of the transformation programme.

Staff Welfare

Medical Facilities – SLT continued with the provision of effective medical facilities including: outdoor/indoor treatment, medical treatment in the case of critical illness, medical treatment for accidents and illnesses caused while on duty and annual medical check-ups for employees above the age of 30 years - “Suwatha”.

Loans - SLT continued to provide Loan facilities at low rates of interest to SLT employees.

Office environment and other facilities - SLT continued to provide an environment which is free from discrimination and harassment of any kind through policy level adaptation and continuous reviewing and revision of existing policies; we also continuously strive to provide a conducive working environment for all employees, continuously upgrading technologies available to them and supplying a modern and comfortable working environment. This also includes the availability of proper grievance handling procedures and also professional counseling services for those who desire to make use of its benefits for work related or personal matters.

Recreation and sports - Apart from normal work activities, annual trips and sports activities were also organized by each division to improve the quality of work life of employees. Some sport activities organized during the year 2010 include: SLT/Mobitel Convergence Trophy, Shakila Netball Tournament held at Henri Pedris Grounds etc. A new holiday bungalow was also opened during the year 2010 at Nuwera Eliya, with five rooms and capacity to house 14 people.

Cultural programmes – different cultural programmes are conducted for people of all cultures and religions:

Poson Bathi Gee – Employees of SLT Finance Division organized a bathi gee dehana in honour of Poson season and the programme was held at the SLT head office premises. The programme included over 50 participants from different divisions of SLT including 41 singers, 7 musicians and many others working tirelessly behind the scenes, engaged in various roles ranging from music production to physical arrangements to choreography

of the entire programme. The programme also incorporated new creations of bathi gee that were originally written and their music directed by SLT employees themselves.

Absorbing security staff into productive jobs – with a view to providing more productive job opportunities for SLT staff, following the increasing peace situation in Sri Lanka, SLT absorbed numerous security staff into technical and clerical fields, in order to make optimum use of their skills and services. The key benefits to these individuals include widening career path, improved lifestyles, increased recognition and improved productivity. Training was also provided to these individuals and employees were selected based on an interview.

Provision of PDAs to SLT Field Maintenance Staff – so that at all times, field maintenance staff have access to faults information including fault reference number, detailed description of fault (including any equipment and supplies needed and their quantity etc.), location address and so on. As soon as a fault has been rectified, the fault status is marked on the PDA, which gets updated in the SLT Clarity system so that Call Centre staff will be able to accurately respond to queries by customers. It also provides a more effective way of monitoring performance and keeping track of work undertaken.

Quiz competitions

Knowledge towards service excellence – This quiz competition was held at the Swiss Residence Kandy, for the SLT staff in the Central and North West, North Central and Western (North) Provinces, in order to enhance the knowledge of customer service centre staff. It consisted of 48 competing teams, comprising of 192 staff representing the region.

SLT Quiz 2010 – This is an annual table quiz conducted for frontline staff, in order to enhance their knowledge on customer products and services, all with the aim of providing a better service to customers. Areas covered by the Quiz include SLT products and services, billing and operational support systems, collection and credit control, business rules and processes, customer care, the telecommunications business environment as well as latest communication technologies. This year's quiz was held at Water's Edge, Battaramulla and saw the participation of 42 teams (of 4 members each), comprising of staff from all regional telecom offices.

Others

Procurement Division launched a new survey to gauge the satisfaction levels and feedback of internal customers on the quality of the Procurement Procedure.

Introduction of quarterly performance review for General Managers and positions above.

Customers

Improved broadband Quality of Service

SLT Broadband now provides dedicated internet services to customers where volume based packages offer 1:1 contention ratio (customers do not use shared bandwidth). SLT Broadband unlimited packages provide the best broadband speed in the market (Contention ratio has been improved); while SLT's international internet bandwidth is upgraded to 6+ Gbps capacity to give better internet/broadband experience to the customers.

Opening of Teleshops in Puttalam and Wennappuwa - As a step to enhance customer service, SLT opened its reconstructed Teleshops in Puttalam and another teleshop in Wennappuwa. In view of increasing accessibility, reach and convenience, the teleshop in Puttalam will become a convenient point of contact for all SLT related sales and customer service inquiries. SLT extends its services to Puttalam which would broaden the presence and enable to offer many value added services of SLT. Over 5500 SLT telephones are in use in this area.

Extension of SLT Citylink melody service to prepaid customers – SLT extended the Citylink melody service to prepaid customers as well, whereas earlier this service was only available for postpaid customers. The Citylink Melody services consists of a song base of English, Tamil, Sinhala as well as Hindi songs.

Developments in North and East

Addition of 14,000 new connections to the network – The Operations and Maintenance teams of SLT took charge in steering this massive development project to fulfill the communication needs islandwide, with more emphasis placed on the Northern and Eastern Provinces. Through this project, destroyed telecom networks were restored and new connections installed. The telecom network covering Kilinochchi, Nallur, Nellyyady, Chavakachcheri, Kopai, Manipal, Choonkam was re-implemented and new connections established.

Re-establishing switching and transmission systems in the Northern Peninsula – The switching and transmission systems in the Northern Peninsula which had been destroyed by the war were established and renovated. Two new switching centres with 07 regional switching units established in the Jaffna and Mannar areas. These new centres will provide communication services to over 12,000 customers in the area, enabling them to reap the benefits of the latest communication technologies.

The transmission network was also successfully expanded to connect the South and the North of the country through the laying of a fibre optic cable from Medawachchiya, Mannar, Vavuniya through Kilinochchi to Jaffna and the connection of the Transmission

Station in Chawakachcheri, Thepai, Manipai, Sitthankanni, Nellyady and Choonkam to the fibre optic cable network.

Fibre optic network extended to Jaffna – SLT achieved a major milestone in the company's nationwide optical fibre network, when it officially announced the commissioning of its optical fibre cable system connecting the Jaffna peninsula to the south of the country via the A9 main route in August 2010. This fibre optic cable project connects Mannar, Vavuniya, Trincomalee and Jaffna along the A9 main road. In addition new telephone exchanges at Mankulam and Mulathivu, located in the Northern part of Sri Lanka, will enhance basic communication facilities and Broadband coverage for customers in the areas. These new telephone exchanges are part of SLT's ongoing effort to drive innovation and extend its Broadband network throughout the island, bringing state of the art communication facilities to all communities and segments of the country. This is a parallel development work with the "Uthuru Wasanthaya" programme of GOSL, the phase 1 of which has now been completed 100%, with a 177km length of optical fibre cable connection laid along the A9 road. Under this project Jaffna, Manipay, Sitthankerny, Chunnakam, Kopay, Chavakachcheri and Nelliady areas have already been connected to the SLT Broadband network through optical fibre connectivity. From these locations, the copper access network has been expanded to customer premises in the area.

ISO 9001:2008 certification for SLT Customer Service Centres – SLT Call Centres and Customer Service Centres received the ISO 9001:2008 certification from the Sri Lanka Standards Institute (SLSI) during the year 2010. The Customer Service centres that received this certification include the Regional Telecom Offices and Teleshops at Havelock Town, Maradana, Nugegoda, Ratmalana, Wattala, Kotte, Kalutara, Panadura, Anuradhapura, Chillaw, Gampaha, Gampola, Kandy, Kurunegala, Matale, Negombo and Polonnaruwa. With the implementation of ISO 9001:2008 Quality Management System, SLT Customer Service Centres and the Call Centres are now geared to provide more customer centric services to its customers in addition to building strong bonds and creating a more open culture for customer interactions and the satisfaction of all service needs of SLT customers.

Prepaid Dealer Convention – SLT annually holds dealer conventions to recognize and reward individuals in its dealer network who have performed exceptionally well during the year, to discuss solutions to problems and challenges faced by them and also to renew agreements with them. During the year 2010, a dealer conventions were held in Jaffna and Bandarawela.

Wider Community

empowering ICT & education

Spreading the Wealth of Knowledge

This is the 8th consecutive year that SLT, in collaboration with the Asia Foundation carries out these islandwide book distribution programmes. Highlights for the year 2010 include:

- Book distribution to 9 schools in Jaffna including the Jaffna Public Library and Jaffna University
- Another book distribution to the Northern and Eastern province that saw the donation of books worth over Rs. 5 million to schools and libraries in the region.
- To commemorate Literacy Day, book distribution programmes were conducted at public libraries throughout the island.

Details of book donations made from 01 January to 30th August 2010:

District	No. of Institutions	No. of Books
Ampara	18	6085
Anuradhapura	49	3057
Polonnaruwa	19	934
Batticaloa	17	1352
Badulla	17	963
Colombo	96	6765
Killinochchi	5	396
Ratnapura	9	692
Jaffna	55	10481
Matale	106	2819
Kurunegala	61	2012
Nuwera Eliya	83	3026
Puttalam	39	2263
Kandy	27	2726
Gampaha	50	8366
Galle	88	1114
Mannar	7	395
Hambanthota	18	881
Kalutara	59	5670
Kegalle	12	450
Moneragala	4	3218
Trincomalee	10	1539
Vavuniya	13	740
Mullaitivu	6	402
Matara	6	577
Total		66,923

INFOTEL 2010

SLT was the Gold Sponsors of the INFOTEL 2010, Sri Lanka's flagship ICT Expo. Under the theme of "It's about growth", this year's exhibition provided valuable insight into the critical role played by ICT in the economic development of a country. Being one of the flag bearers of the ICT revolution in Sri Lanka, SLT was well suited to be the Platinum Sponsors of this Expo.

ICT awareness programmes

SLT Regional Managers of Central, North Western, North Central and Western (North) provinces organized a series of ICT awareness programmes for students and teachers of Gampaha Thakshila Maha Vidyalaya and Mathale Sangamitta Maha Vidyalaya. This was done with the aim of upgrading the ICT knowledge of these students and to make them more familiar with internet and related services which are essential in today's context.

Scholarships to Apey Daruwo

SLT presented scholarships to another 50 child war victims at a presentation ceremony held at the SLT Headquarters premises. This is a continuation of the Apey Daruwo scholarship programme we embarked on last year, in an effort to provide a brighter and more secure future for these children. The children selected for the scholarships came from Kebithigollewa, Padaviya, Medawachchiya, Killinochchi and Mannar.

The children were presented with a gift pack consisting of books and other essential items for their day to day life at school, and a Fixed Deposit Account of Rs. 25,000/- was opened for each child at Bank of Ceylon. The children will gain access to the funds once they reach 18 years of age, until which time, SLT will remain as the custodians. The funds for this programme were collected from employees of SLT.

empowering professionalism

CIM Annual Conference 2010

SLT is an ardent supporter of the CIM and its activities each year and sponsored the CIM Annual Conference 2010, in the capacity of Strategic Partner. The conference theme for the year was “Navigating the Sri Lankan Consumer Landscape” and provided valuable insight to marketers and professionals on the new evolving consumers and how to face challenges of the future.

CIMA Business Leaders’ Summit 2010

SLT was once again the Strategic Partner of the CIMA Business Leaders’ Summit . This year’s summit focused on the topic “Re-imagine; re-create” and addressed the key issues relevant to effectively managing organizations in volatile business environments such as found today. SLT continued to support the endeavours of the CIMA, having understood the importance of the professional community to the country.

Industrial Excellence Awards 2010

SLT was the Principal Sponsors of the Industrial Excellence Awards conducted by the Sri Lanka Chamber of Small and Medium Industries (SLCSMI). This is an annual awards scheme organized with the aim of recognizing and rewarding outstanding small and medium industrialists. Having understood the importance of the development of local industry for the sustainable development of Sri Lanka, SLT supported this event with the hope of encouraging small and medium industrialists to maintain the highest standards of business excellence.

Ceylon National Chamber of Industries Awards 2010

SLT partnered the CNCI once more this year for their CNCI Awards 2010 with the intention of contributing towards their efforts to promote and foster an environment conducive to the development of industrial organizations and activities.

National HR Conference 2010

The theme of this year’s HR conference was “Motivating economic optimism”, where the importance of acquiring, equipping, managing, retaining staff of the right caliber becomes extremely important within today’s volatile business and economic environments. Continuous organizational transformations will have to be made by organizations to stay ahead of the competition. SLT too is undergoing a transformation programme at the moment and provided support towards the conference as the

Strategic Partner, having confidence about the immense positive impact that it will have on HR Management in Sri Lanka.

empowering sports

National Olympic Committee

SLT continued to provide support for the activities of the National Olympic Committee for the year 2010, including the Olympic Day Run held at Jaffna and the Annual Sessions of the National Olympic Academy held during November and December 2010. The National Olympic Academy annual sessions are conducted with the intention of instilling into the hearts and minds of graduates the Olympic values of friendship, solidarity, fair play and equality, mutual understanding and respect for others, with emphasis made on ethics and fairplay. Undergraduates are targeted since they are the people who will one day hold positions of authority in Sri Lanka. Their value systems will drive the value systems of the country, and determine how this country will interact with the rest of the world into the future. Thus, SLT came forward to support this futuristic endeavour wholeheartedly, having understood the impact it can have on advancing peace and harmony whilst attempting to break down boundaries and dissolve differences between people – areas that SLT has been strongly committed towards.

Athletic Association of Sri Lanka

SLT supported the following events in the 2010 event calendar of the Athletic Association of Sri Lanka as the Principal Sponsor:

Junior National Athletic Championships

88th Senior National Athletic Championships

Women's Athletic Championships

Carlton Cup

SLT sponsored the 5th annual Carlton Super Sports organized by the Tharunyata Hetak Organization and held during March 2010. SLT also sponsored the Carlton Cup basketball tournament held during September 2010.

Uthuru Mithuru Pipena Kekulu - Netball Tournament in Jaffna

SLT Netball Association, in collaboration with the Jaffna District Netball Association organized a friendly netball tournament in Jaffna, in order to strengthen ties with the people in the Jaffna region. Two teams from SLT and seven schools from the Jaffna district (Kokuvil Hindu College - Kokuvil, Sandilipai Hindu College – Sandilipai, Ramanathan College – Chunnakam, Sri Somaskantha College – Puttur, Union College –

The Illipalai, Methodist Girls' High School – Point Pedro and Vada Hindu Ladies College – Point Pedro) were participants in this tournament. Those present at the tournament include Mrs Padma Baddewela, Assistant Director of Sports Ministry, Mrs. Rubini Vardalingam, the Additional Government Agent of Jaffna (who was the Chief Guest at the event) as well as several SLT officials, President and Members of the Jaffna District Netball Association.

School big matches – SLT sponsored the cricket encounters between Ananda and Nalanda as well as St. Joseph's and St. Peter's.

empowering arts and culture

SLT sponsored the following arts and cultural events during the year 2010:

Religious festivals - Navam Perehera, Buddha Rashmi Wesak festival - Gangarama Temple, Mahara Wesak Zone Kadawatha, CMC Wesak Festival. S

Music and Drama – Gajaba Regiment musical show at Sugathadasa Stadium, Gajasiha Udanaya – Anuradhapura, Ran Gee Ranga organized by the Prime Minister's Office and held at Elphinstone Theatre, Deshabhimana Gee, Drama Concert at Elphinstone Theatre.

Sinhala / Tamil New Year – Festival at Shalika Grounds, Liyasaviya New year festival, celebrated New Year with orphaned children at Vajira Sri Rehabilitation Children's Home (please see more details under philanthropic initiatives).

empowering national enterprise

Deyata Kirula National Development Exhibition 2010

SLT Sponsored the Deyata Kirula Exhibition (which was held for the 4th consecutive year, by the GoSL) in the capacity of Total Communications Provider. The services provided by SLT to the exhibition site include voice communication services, PABX services for voice communication between stalls, point to point leased line connectivity and high capacity dedicated data connectivity on the SLT broadband network through SLT ADSL technology as well as M3, SLT Mobitel's 3.5G mobile broadband network. The SLT stall showcased a range of products and services including: Broad Band & ADSL technology, as well as SLT's latest package - "V" talk. SLT VisionCom also had a separate stall to give visitors a firsthand experience of the ground breaking technology provided by IPTV, such as interactive television, video on demand and other services such as email, internet directory services, telephone and other business communications through one converged IP broadband network.

Philanthropic Initiatives

Opening of blood bank at Lady Ridgeway Hospital

SLT was prompt in identifying the need for refurbishing the Blood Bank at Lady Ridgeway Hospital, and taking steps to undertake the renovations. The finance for the renovations were provided by SLT while the physical work involved in the renovations (including painting, repairs etc.) was carried out by the SLT team at SLT Workshop. The newly renovated Blood Bank was opened on 13th January, in the presence of Mr. Nimal Siripala, the Minister of Healthcare and Nutrition, Chairperson of SLT, hospital directors and others.

SLT brings Avurudhu to Vajira Sri Rehabilitation Children's Home

This project was initiated by SLT in order to reach out to the wider community, as part of its far reaching corporate social responsibility activities. This was conducted under the patronage of Venerable Dr. Hunupolagama Vajira Sri Nayaka Thero, the Founder of the orphanage. The celebration included various games and other activities for the children, including Balloon Blowing contest, Musical chairs, Toffee Collecting game, balancing limes on spoons, Fancy Dress show, Bun Eating contest as well as traditional Avurudu activities including Playing the rabana, "Kana Muttiya Bindeema", selecting Singithi Kumariya & Singithi Kumaraya, Jana Gayana, etc. The main aim behind this project was to give these children a meaningful experience – through sharing with them the joy of avurudhu, which they have not been fortunate enough to experience or share with their families since most of them have been orphaned or come from disadvantaged families.

Employee volunteerism at SLT

- Employees of SLT Corporate Strategy Division came together and initiated to provide a meal for orphaned children at Sri Jinananda childrens home, Wellawatte.
- Employees of SLT Corporate Group collected funds from employees and donated several much needed essential items to one of the boys' hostels at the Blind School, Ratmalana.

Aid for Visually Impaired

- White Cane Donation - SLT donated 250 white canes to be distributed to visually impaired persons from across Sri Lanka to commemorate International Cane Day. The white canes were handed over to the representative of the Sri Lanka Council of Visually Handicapped Graduates.
- SLT provided training for 5 visually handicapped people at the SLT Call Centre for a period of 05 months.

Biannual blood donations – SLT continued to conduct two blood donation programmes during the year 2010.

Api Wenuwen Api – SLT is an active contributor to the Api Wenuwen Api Fund. Some of the proceeds from advertising Rainbow pages on mobile was donated to this fund.

Environment

preserving heritage for tomorrow

Sinharaja Workshops

SLT has joined hands with the Field Ornithology Group of Sri Lanka (FOGSL) for the 5th consecutive year to carry out Sinharaja awareness programmes for the younger generations. This is an ongoing CSR programme carried out with a view to educating the younger generations about the importance of preserving heritage for future generations and bringing about lasting attitudinal changes. A total of 100 students and 25 teachers from the following schools benefited from the Sinharaja awareness programmes during the year 2010:

- Vidyaloka Maha Vidyalaya, Wattala
- Vijayaba Central College, Mahawa
- Mahajana College, Kaffna
- Sylvester College, Kandy
- Group of Schools – Alawathupitiya Junior School, Raddolugama Junior School, Dandugama Lanka Sabha College, Udamvita Kulasinghe College, Batuwatte Maha Vidyalaya.

Calendars and complementary items

SLT's calendars and complementary items for the year 2010 ran along the theme of "Heritage of Sinharaja (Biodiversity)", and took the viewers on a journey through the Sinharaja Forest. Each page picturesquely illustrated the diversity of the forest from 300m to 1170m, through rich and colourful imagery of rare birds, plants, insects and mammals, drawing attention to the vivacity and exuberance of the forest. The Sinharaja Forest Reserve was designated a World Biosphere Reserve in 1978 and a World Heritage Site in 1988 by UNESCO, because of its rich biodiversity and heritage, which is unique to Sri Lanka. The UN had also declared the year 2010 as the "International Year of Biodiversity", thus in an effort to contribute towards this, SLT selected this theme for the year 2010 especially since nature conservation has been a subject that has been close to the heart of SLT for quite a while.

Resource people for this comprised of Prof. Sarath Kotagama, a renowned ornithologist in Sri Lanka, who is also the Professor of Environmental Science at the University of Colombo and the Vice President of the FOGSL, that works towards nature conservation. He also has over 35 years of experience with the Sinharaja Forest; Prof. Nimal Gunathilleke is the Professor of Botany at the University of Colombo while Prof. Savithri Gunathilleke is the Senior Professor of Botany at the University of Colombo. Mr. Kelum Manamendra-Arachchi is a Herpetologist and Visiting Lecturer at the University of Kelaniya. Dr. Mayuri Wijesinghe is a Senior Lecturer at the Department of Zoology, University of Colombo.

Deyata Sevana National Programme

SLT was an active participant of the Deyata Sevana National Programme for planting 1.1 million trees. In order to mark the inauguration of the programme, SLT held a tree planting campaign at SLT Training Centre Welisara. Through company circulars, all other employees were also encouraged to carry out similar activities at all SLT premises during the same week and also to make arrangements to properly care for and protect these trees until they are properly adapted to their environment.