

COMMUNITY

In this section

- Management Approach
- Charity Begins at Home
- Charity Further Afield
- Anti-Corruption
- Anti-Competitive Behaviours
- Public Policy

Our approach towards community is based on the popular adage 'charity begins at home'. Our 1,000+ employees and their families is the single largest 'community' in the Dimo scheme of things. This view is reflected in the lengths that we go to support them. The next group closest to home is the youth who aspire towards making a career or building a business in the fields of automobile engineering and the various other engineering fields that we are engaged in. Whilst our focus is on these two groups, we are always ready to lend a helping hand wherever we could. We are also deeply reticent about giving publicity to these activities. It is in the duality of this spirit that we present this section of our Annual Report; we have highlighted some of the salient initiatives along with examples of a few miscellaneous activities.

As part of our stakeholder engagement process, we commissioned an independent third party to report to us on the hopes and aspirations of our communities.

The local communities in the areas that we have operations in would like to see our greater involvement in the development of social and economic infrastructure in addition to our greater support towards education.

Our shareholders, lenders, employees, customers, regulatory agencies, business partners and suppliers did not seem to be aware of the various community development projects that we are involved in (we can't blame them!). Nor were they aware of the potential health hazards of indiscriminately disposing CFL lamps. They wanted to see us getting more engaged in providing technical training for the youth and in providing more assistance for education of under-privileged children.

We plan to institute projects and initiatives in the year under review to address these where possible. In the meantime, this is what we are doing for the moment.

Charity Begins at Home

💡 - The Dimo Automobile Training School (DATS) is our flagship in the area of community development. Established 21 years ago, long before we started reporting on our community development projects, the objective was to provide talented youth a world-class automobile technology training course that will give them a passport to get into the best-of-breed automobile workshops anywhere in the world. It didn't matter to us if graduates of DATS joined our workforce or not. And we did not in any way bind them. Over the years, we have produced 290 DATS graduates. 96 of them found employment overseas. 108 of them found employment in other automobile establishments in Sri Lanka and 86 of them decided on their own accord to join the Dimo team. We now enroll a batch of 32 students every year. The training is completely free-of-charge in addition to providing free uniforms, subsidised meals and enrolment into the Company's medical and insurance schemes. Top performing trainees are also exposed to our Principals' high-tech environments in Germany.



💡 - On the 3rd of May 2010, we took another major step in opening our second Dimo Automobile Training School (DATS) in Jaffna. The first batch of students enrolled comprised sixteen talented youngsters. We are initially offering a 1-year Diploma to these students. The eight top performing students will be offered another year of training with DATS in Colombo.



- Vocational training students from almost all top vocational training institutes in the country are accommodated at Dimo. We hosted 101 students in the year under review (80 students in the previous year). Following is the list of Institutes accommodated in the year under review.

 - NAITA (National Apprentice & Industrial Training Authority)
 - Ceylon German Technical Training Institute
 - University of Moratuwa
 - University of Peradeniya
 - University of Sri Jaywardenepura
 - University of Kelaniya
 - Vocational Training Authority of Sri Lanka
 - Automobile Engineering Training Institute
 - Ministry of Vocational & Technical Training
 - The Open University of Sri Lanka
 - CETRAC (Construction Equipment Training Centre)
 - Asian Aviation Centre (Pvt) Ltd.

- We are building a state-of-the-art driving and technical training school by the name and style of Dimo Technical Institute at Sooriyawewa, Hambantota. Complete with dormitory facilities for students, instructors' quarters and a training track, the total investment which exceeds Rs. 100 mn is being borne by Dimo. Our Principals have come forward to support us with training expertise to get the engines started. Theoretical and practical education will be offered in passenger and commercial vehicle driving, construction, earth moving equipment, material handling and agricultural machinery handling along with the maintenance and repair of these vehicles. Technical training in relation to several other streams of engineering will also be on offer. This project is scheduled to be opened in July 2011.

- Along with NDB Bank we launched the Dimo-NDB Automobile Service and Maintenance Programme at our branches in Jaffna and Ampara. Under this programme, we are offering technical training to youth at concessionary rates. 30 trainees can be accommodated every six months. Once trained, they will be assisted to venture out with financial assistance from NDB Bank by way of personal loans at a concessionary rate including a grace period.



- The Country's construction industry has initiated a programme with the assistance of the Government of the Federal Republic of Germany to train 5,000 craftsmen in the Eastern Province four core crafts. Viz. Masonry, carpentry, plumbing and electrical work. Dimo supported this initiative with a donation of Bosch Power Tools.



- Dimo has in the year under review taken an active part in various career fairs organised by vocational training institutes as well as universities. These fairs provided the youth who participated in them with an opportunity to offer themselves for candidacy for a career with Dimo as well as to get acquainted with the career opportunities related to our fields.



Charity Further Afield

- Our 'Smile Scholarship Programme' supports needy students selected from all over the Island for their Advanced Level education with 2-year scholarships to cover educational material, such as books and implements as well as career guidance, school uniforms and mentor-ship. Hundred students were enrolled in the year under review. Our Tyre Division contributes Rs. 100/- from every tyre sold to the Smile Fund.



- We launched a programme last October to uplift the knowledge of English among school children. The programme is appropriately titled *Lassana Hetak*, as it arms the recipients with much needed English language skills to get ahead in the future. The programme is aimed at both teachers and students in years 3 to 10 at underprivileged schools in rural areas. Our TATA commercial vehicles division contributes Rs. 500/- from every Dimo Batta sold towards this Fund.



- We made our own little contribution to a humble school in Nikaweratiya in commemoration of the 20th Anniversary of the Dimo Automobile Training School. Nelumgala Sri Dharmarama Kanishta Vidyalaya was provided with a safe drinking water solution, hygienic toilet facilities and shoes for all its students.

- - We donated a sum of Rs. 15 mn to the Sri Lanka Army towards the construction of a swimming pool, which also can be used for hydrotherapy. This pool will be used by disabled soldiers who have sacrificed their limbs to liberate the country from the crutches of terrorism.

- - Two Dimo Battas were donated in the year under review to the Na Sevana Foundation and the Foundation of Goodness.



- - The OPD of the Jaffna General Hospital was given a little refurbishment with our compliments to commemorate our first anniversary in Jaffna.

Anti-Corruption Dimo espouses a zero tolerance policy on corruption.

Similarly, Dimo does not tolerate ethically unsound or corrupt practices on the part of our business partners either.

The Group's Code of Conduct & Ethics have highly specific prohibitive conditions covering a wide range of risks amongst all stakeholder groups. The Code was explained to all employees and they were asked to commit themselves to the principles and policies contained therein.

The Company therefore maintains vigilance across all its constituents.

There were no incidents of corruption reported during the year under review.

Anti Competitive Behaviours Dimo does not engage in anti-competitive behaviour. No legal action has been instituted against the Company on this basis.

Public Policy We work with regulatory and non regulatory authorities in different sectors to assist them in their sustainable development efforts in Sri Lanka.

Also we hold memberships in several national and international associations that play an active thought leadership part concerning the different business sectors we are engaged in.

No contributions were made to political parties in cash or in kind, in the year under review.