



About John Keells Holdings PLC (JKH)

- Sri Lanka's largest listed company in the Colombo Stock Exchange with businesses in multiple industries including Transportation, Leisure, Consumer Foods & Retail, Property, Financial Services, IT and Plantation Services
- A full member of the World Economic Forum
- First Sri Lankan company to be listed overseas having issued Global Depository Receipts on the Luxemburg Stock Exchange
- Participant of The Global Compact – the UN-sponsored international corporate citizenship initiative
- A responsible corporate citizen since its inception, JKH is ranked first in LMD “Most Respected Entities in Sri Lanka” survey for a record nine years including 2014

About John Keells Foundation (JKF)

- The Corporate Social Responsibility (CSR) entity of the John Keells Group which – since its establishment in March 2005 – drives the Group's CSR initiatives from the centre
- A company limited by guarantee and duly incorporated under the Companies Act, No.17 of 1982 and re-registered under the Companies Act No.7 of 2007 (Registration No. GA 2); also registered under the Voluntary Social Service Organizations (Registration & Supervision) Act, No. 31 of 1980 (as amended) (Registration No. L-98004)
- Carries out a range of Medium - Long term strategic and sustainable projects within six Focus Areas reflecting the diversity within the John Keells Group
- Initiatives under each Focus Area are aligned to the Millennium Development Goals as well as the United Nations Global Compact



JKF Logo

- The logo symbolizes the John Keells Group's commitment to empowering the nation
- The flower represents the *Nil Manel* (Sri Lankan National flower) symbolizing our nationwide vision and commitment, purity of thought, sincerity of action and oneness with the environment
- The two hands signify care, responsibility and empowerment
- The colour blue is identical to the John Keells Group's corporate colour, representing alignment of its CSR with Group Values and corporate culture

About CSR at John Keells

The John Keells Group believes in wider societal needs than our own, to meaningfully enrich the lives of the communities of which we are an integral part. We abide by the values of caring, trust and integrity by ensuring that through our actions we demonstrate our commitment to and respect for all our stakeholders, including the communities and the environment in which our businesses operate, and seek to empower our communities and protect the environment consonant with our CSR Vision.

Our CSR Vision

Empowering the Nation for Tomorrow

Our Focus Areas



Education

Providing educational opportunities to disadvantaged groups of the community.



Health

Enhancing productivity via a healthy society.



Environment

Minimizing the impact of the Group's operations on the environment and promoting the cause of environmental conservation and sustainability.



Community and Livelihood Development

Fostering the spirit of entrepreneurship as a key to sustainable development through constructive dialogue with stakeholders and staff volunteerism.



Arts and Culture

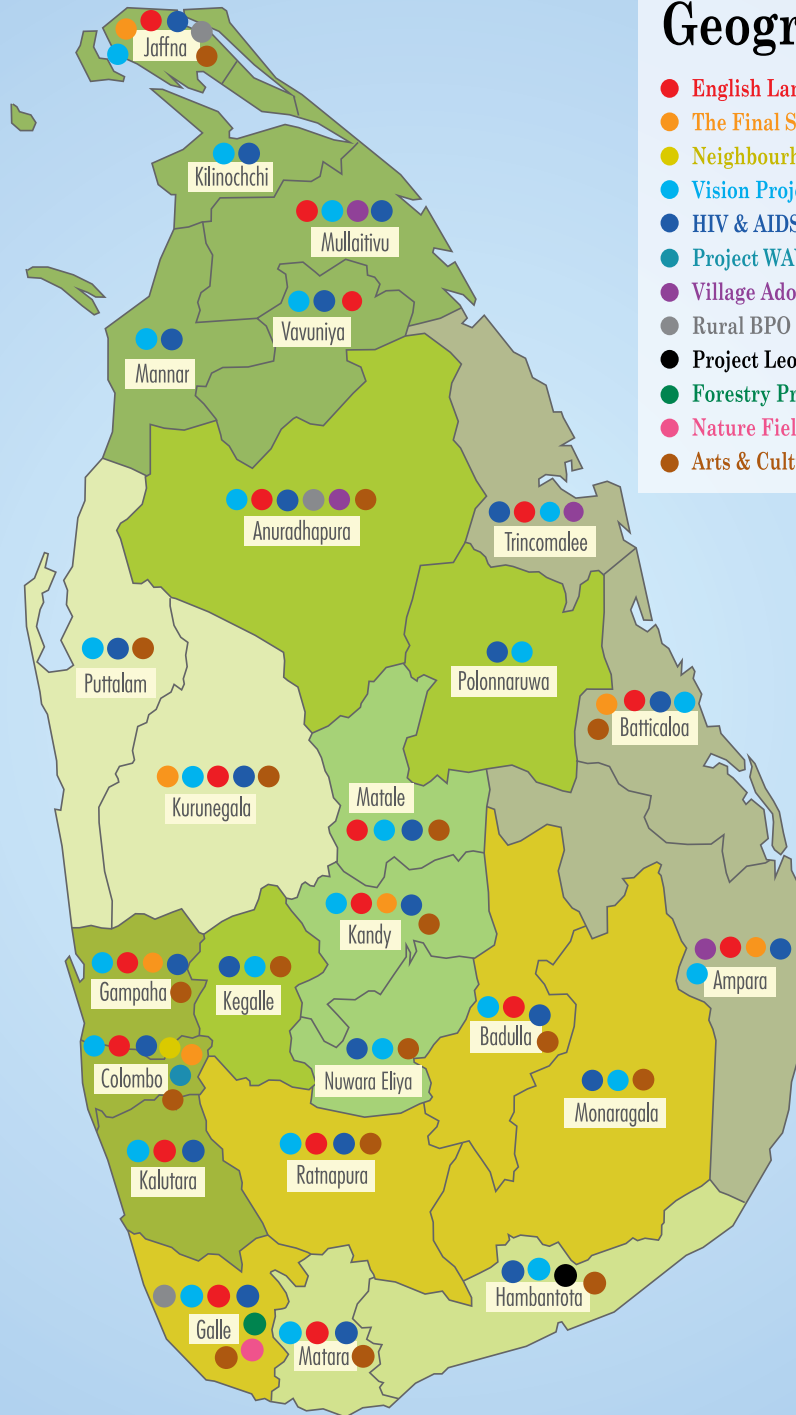
Safeguarding and promoting the cultural heritage of Sri Lanka and boosting the livelihoods of those engaged in arts and culture



Disaster Relief

Providing relief to victims of natural and man-made disasters and helping them rebuild their lives and livelihoods.

Geographic Reach



- English Language Scholarship Programme
- The Final Step
- Neighbourhood School Development Project
- Vision Project
- HIV & AIDS Awareness Campaign
- Project WAVE
- Village Adoption Project
- Rural BPO Initiative
- Project Leopard
- Forestry Project
- Nature Field Centre
- Arts & Culture



Education

John Keells English Language Scholarship Programme

Objective:

Enhancing English language skills of school children and youth from socially and economically disadvantaged backgrounds throughout the island to improve their opportunities for higher learning and sustainable employment.

Target group:

The main focus is 'English for Teens' – with over 1000 scholarships on offer each year to 12-14 year old students of disadvantaged government schools. High-performing students have the opportunity of natural progression to the next level. In addition, identified groups of children and youth are offered customized programmes – e.g. undergraduates of the University of Moratuwa Transport and Logistics Management (BSc (T&LM) Hons.) Degree programme; students of The School for the Deaf, Ratmalana; etc.

John Keells English Day is an annual event which provides a platform for the John Keells English scholars to showcase their talents through performance of various items, build self-confidence and interact with students from various parts of the country.

Impact

(As at 31st March 2015):

Since its launch in 2004, this programme has empowered the lives of over 11,000 children and youth islandwide.

"In remote areas like Ampara we find it very difficult to spend a lot of money on our studies as most of the students are from farming families. Therefore, JKF is doing a very meritorious social service for students like me from poor families."

Sachith Dilsankha
John Keells Scholar
from Ampara



Objective:

Enhancing the employability of local graduates especially in the private sector as the primary employer in Sri Lanka through workshops and industrial training.

Target group:

'The Final Step' Soft Skills workshops are open to all the faculties of State Universities selected for the programme with preference given to final year undergraduates.

The programme is conducted in collaboration with the University Grants Commission and the Career Guidance Unit of the respective university. In addition, industrial tours/training are facilitated for selected groups of students by mutual agreement with requesting Universities and respective Group companies

Impact

(As at 31st March 2015):

Since its project launch in 2006, 'The Final Step' programme has been conducted successfully at the University of Kelaniya (in 2006 and 2008), the University of Moratuwa (in 2009 and 2010), the University of Sri Jayewardenepura (in 2010 and 2011), the University of Peradeniya (in 2012), the University of Jaffna (in 2013), the South Eastern University of Sri Lanka (in 2013) the Eastern University (in 2014), and the Wayamba University of Sri Lanka (in 2014) empowering over 4000 undergraduates. Meanwhile, industrial tours and other such programmes have benefited approximately 200 persons.



"This workshop is very relevant as it deals with what we all look for after university - a job. Aspects on how to face an interview and how to dress for it were much valued. Dining etiquette was totally new to me!"



Kalpana Balasundaram
Faculty of Arts,
University of Jaffna

Objective:

Improving the overall infrastructure and educational facilities and skills of students of disadvantaged government schools located in Colombo.

Target group and Impact

(As at 31st March 2015):

The programme, which originally commenced with five State Schools in Colombo 02 in 2004, currently encompasses a total of eight schools in Colombo, namely:

- | | |
|---|--|
| 1. Holy Rosary Sinhala Vidyalaya, Colombo 02 | 5. T.B. Jayah Maha Vidyalaya, Colombo 02 |
| 2. Holy Rosary Tamil Vidyalaya, Colombo 02 | 6. Modara Sri Medhananda Vidyalaya, Colombo 15 |
| 3. Al Iqbal Muslim Balika Vidyalaya, Colombo 02 | 7. Colombo Central Hindu College, Colombo 13 |
| 4. Sri Sariputta Maha Vidyalaya, Colombo 02 | 8. Al Hikma College, Colombo 12 |

Implemented in collaboration with long term Group partners Cinnamon Grand and Cinnamon Lakeside, the programme has impacted hundreds of students over the years via the following initiatives:

- **Infrastructure and facility development** – including construction, renovation and maintenance of water and sanitation, science/home science/computer labs, provision of school furniture, fittings and computer equipment, etc.
- **Skills development** – English language and IT skills; revision workshops for students preparing for Grade 5 Scholarship Examination and G.C.E. Ordinary Level Examination
- **Career Guidance & Vocational Training** - for Ordinary Level students awaiting results and school leavers

"I used to wander in the streets with my friends daily. My parents were always worried about me. Now I'm focused and have a dream to fulfill."

A. R. M Hamdan
(18 years) Vocational trainee,
Kitchen Department,
Cinnamon Grand
Colombo





Health

John Keells HIV & AIDS Awareness Campaign

Objective:

Preventing the spread of HIV and discrimination and stigma relating to HIV & AIDS, through education for the staff of the John Keells Group, surrounding communities and the general public.

Target group:

Awareness sessions are primarily conducted among the working population of the country which is the age group most affected by the virus. In addition to sustained sensitization of employees of the John Keells Group, awareness sessions are also conducted for the benefit of external organizations including other private sector corporates, government institutes, security forces and police, prisons and educational institutions.

Impact

(As at 31st March 2015):

Since its launch in 2005, the campaign has educated more than 77,000 persons across Sri Lanka - the highest number of persons educated on HIV & AIDS by a private sector entity in Sri Lanka.

JKF is also the first private sector conglomerate in Sri Lanka to adopt an HIV & AIDS Workplace Policy across all Group companies in Sri Lanka.

JKH is a pioneer member and Director of the Lanka Business Coalition on HIV and AIDS (LBCH).

“John Keells’ efforts in conducting awareness programmes to prevent the spread of a deadly disease such as AIDS could only be second to saving the country from terrorists.”

General Ajith Kariyakarawana,
Commander of the 61st Division
of Mannar



John Keells Vision Project



Objective:

Providing cataract and vision related health services to deserving individuals across Sri Lanka towards enabling them to regain their vision and thereby their social and economic independence.

Target group:

Vision Project targets needy individuals who lack resources and financial support to access timely eye care. The main project focuses on the eradication of cataract as the primary cause of preventable blindness in Sri Lanka. A sub project facilitates the donation of spectacles to deserving children and adults.

Impact

(As at 31st March 2015):

Since its launch in 2004, the project has restored the sight of over 8,800 persons through sponsorship of cataract surgeries while over 2,250 spectacles have also been donated to needy individuals.

"I was in fear of seeking medical assistance for cataract. John Keells Volunteers were able to convince me to go through with the cataract surgery. I am indebted to John Keells for giving me this opportunity."

W. M. Hemawathi
79 year old beneficiary from
Morawewa, Trincomalee



Project WAVE (Working Against Violence through Education)



Objective:

Preventing gender-based violence and child abuse through education and awareness creation.

Target group:

Project WAVE is a long-term initiative commencing with the employees of the John Keells Group and designed to progressively encompass various vulnerable communities associated with the Group's business locations and the general public.

Impact

(As at 31st March 2015):

Since the launch of the project in late 2014, the awareness sessions have directly benefited more than 1,800 employees with an estimated indirect impact (through sharing knowledge with peers and family) of more than 5,000.



"I appreciate the effort made by JKF to cover this sensitive topic as one of their CSR projects. It is very important that society is well educated in this regard as this has become a global issue. I believe that this programme is thought provoking and has a very good impact on the participants."

V. Weerasingham,
Facilitator- Project WAVE





Community & Livelihood Development

Village Adoption Project

Objective:

Uplifting the lives and living standards of disadvantaged persons and groups by empowering them to build and develop themselves and their communities in a sustainable and entrepreneurial manner.

Geographical areas:

Halmillewa (Anuradhapura District), Mangalagama (Ampara District), Iranaipalai in Puthukkudiyiruppu DS (Mullaitivu District), Puthumathalan in Maritimé pattu DS (Mullaitivu District) and Morawewa North GN in Morawewa DS (Trincomalee District).

"We believe that this helps us immensely in enhancing our economic status and life style."

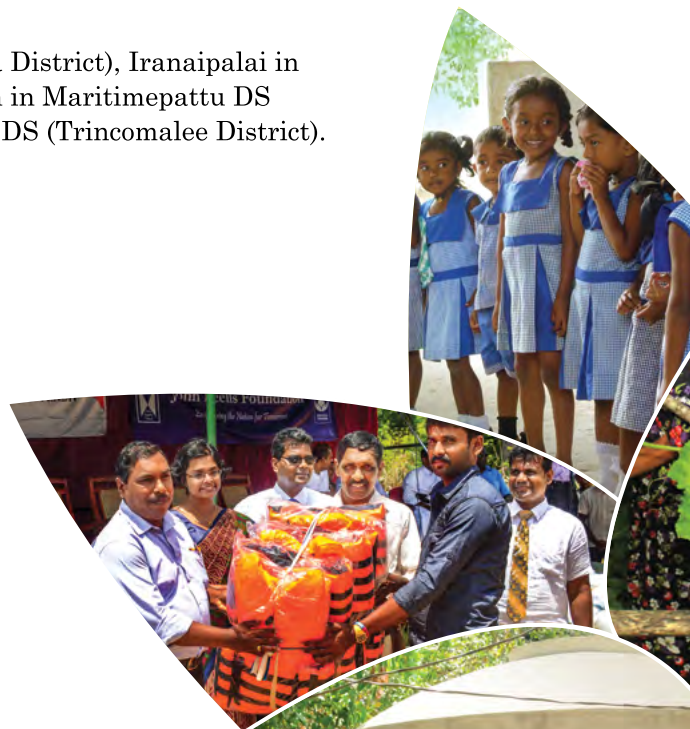
Recipient of a fishing boat in Mullaitivu



"I first joined the women's society out of curiosity, but soon I started signing up for the capacity building programmes out of desperation to find a sustainable means of income."

Thanks to John Keells, I have been able to learn and implement mushroom cultivation, dress making, fabric painting and cloth rug making, supplementing my family income substantially."

*Sureka Wanasinghe,
Member of Women's Society, Halmillewa*



Community & Livelihood Development



Target groups:

The project currently targets livelihoods and capacity building of men and women, education and skills development of youth and school children in the selected villages.

Impact

(As at 31st March 2015):

This integrated rural development project includes facilitating access to basic needs such as water and sanitation, electricity and educational infrastructure and facilities, development of sustainable and diversified livelihoods and income generation, entrepreneurship and market access, gender and youth empowerment activities including skills development and capacity building.

“I can’t express the value of this solar power system. We are grateful because our children are now able to study in the evenings, as it was difficult before, with the light of a lamp.”

M. H. Rajasinghe,
a beneficiary of the
domestic solar power
system, Halmillewa

“3 to 4 months a year we experience the drought and our wells dry up completely. These tanks are invaluable to us; we use the tank water for drinking and cooking purposes during this time.”

H. S. Nilanka,
Recipient of Domestic Rainwater
Harvesting Tank, Mangalagama



Rural BPO Initiative

Community & Livelihood Development

Objective:

Creating sustainable employment opportunities for talented rural youth, enabling them to work from the familiar environment of their own village.

Target group:

The project currently encompasses rural youth in the areas of Mahavilachchiya (Anuradhapura District), Seenigama (Galle District) and Jaffna.

Impact

(As at 31st March 2015):

OnTime Technologies (Pvt) Limited in Mahavilachchiya

19 associates are engaged in outsourcing work for JKH subsidiary, InfoMate.

Seenigama BPO Technologies (Pvt) Limited

15 associates are engaged in outsourcing work for InfoMate.

Jaffna BPO Technologies (Pvt) Limited

12 associates are engaged in outsourcing work for InfoMate.

“Our company started with the help of JKF. We had only 5 people when it started last year but now we have about 12 people working here. JKF has helped us in many ways. They provided us with adequate training in Colombo as well as all office infrastructure and onsite support in Jaffna and we are very grateful for these opportunities.”

K. Kajendran COO,
Jaffna BPO Technologies





Environment

Nature Field Centre at Rumassala, Galle

Objective:

Facilitating experiential learning on environment and bio-diversity conservation in a natural setting rich in bio-diversity.

Target group:

Primarily school children

Impact

(As at 31st March 2015):

The Centre – which conducts half-day programmes to raise awareness on the importance of environment and biodiversity conservation, eco-friendly practices and co-existing in harmony with the environment – continues to attract a healthy number of visitors per month averaging 2000 persons per year.



“We thank the John Keells Group for taking the initiative to educate people about the bio-diversity of this area that was in danger of being destroyed.”

Asanga Dharmadasa,
Officer in charge - Nature Field
Centre, Rumassala





Objective:

Mitigating the human-leopard conflict in the villages adjacent to Yala National Park through the provision of portable steel-fenced pens to herd domestic cattle.

Impact

(As at 31st March 2015):

A total of 52 pens have been donated since the inception of the project. While there have been no reported killings of cattle belonging to farmers who have benefited from steel pens, over 60 leopards are estimated to have been saved since project inception.

“The leopard preying on our cattle was a recurring problem until John Keells donated these pens. Now the problem is completely solved.”

S. P. Basnayake,
Cattle Farmer,
Recipient of cattle pen





Objective:

Reforestation with a view to increasing the coverage of vegetation of selected environs, creating a bio-link between existing forest areas. The project includes community awareness creation, supervision and maintenance of trees planted, and community development in the related areas.

Target group:

Phase 1 includes 31 plots of tea smallholder farmland in the vicinity of Hingalgoda, Neluwa, Kurupanawa and Halvitigala in the Galle district.

Impact

(As at 31st March 2015):

Since its launch in 2014, this Project has involved the planting and maintenance of 3000 saplings covering approximately 15 acres of land and benefiting 30 smallholders in the target area.



“John Keells’ Forestry Project in the farmlands of the tea smallholders is beneficial not only to the environment but also to the local communities engaged in it. In strengthening ties between the tea leaf providers and the factory, John Keells gains their loyalty. Hence it becomes a win- win situation.”



Lakmini Senadheera,
Assistant Manager
Sustainability Solutions -
Carbon Consulting Company



Arts and Culture

Kala Pola (Annual open air art fair)

Objective:

Providing a platform to launch and sustain the careers of talented painters and sculptors, fostering the development of a client base and thereby promoting art as a lucrative and professional career, whilst growing the appreciation and patronage of local artists among the public.

Impact

(As at 31st March 2015):

In the recent years Kala Pola has showcased approximately 300 artists per year generating over Rs.10 million in sales (for which JKF takes no commission). The event attracts an increasing number of visitors – both local and foreign - each year, with recent figures estimated to be over 20,000.

“I have been continuously involved in Kala Pola since 1998 as an amateur water colour artist at a time when Kala Pola was at its modest beginnings. However, gradually over the years, Kala Pola has been developed to an international standard. This has become a significant platform for both amateurs as well as the professionals not only to sell their pieces but also to obtain feedback from others and to network with fellow artists.”

Sanjeewee Senevirathna,
Senior Artist at Kala Pola



Objective:

Hosting an online platform enabling Sri Lankan artists to showcase their work throughout the year to local and foreign buyers. The main website, 'Sri Lankan Art Gallery', also hosts the 'John Keells Art Gallery' which is a platform for selected art by a panel of curators who are experts in their field. The curated site, thereby also provides an aspirational element to the artists who are registered on the Sri Lankan Art Gallery, enabling them to benchmark their work against the curated selections for their own development and growth.

Impact

(As at 31st March 2015):

262 artists are registered with the Sri Lankan Art Gallery and the work of 11 artists selected by a team of curators is on view at the John Keells Art Gallery. The site attracts an average of 100,000 visitors per year with a progressively increasing trend.



"The Sri Lankan Art Gallery website hosted by JKF values above all the artist and his or her act of expression. It is something that we work hard to encourage and feature through this platform which now features over 200 Sri Lankan artists. We continue to draw inspiration for this endeavour from our artists and their outstanding work."



Inshard Naizer,
Project Champion (staff volunteer)



Disaster Relief

Objective:

Providing relief to victims of natural and man-made disasters and helping them rebuild their lives and livelihoods.

Activities:

Supporting fellow citizens in their time of need has been a vital aspect of the John Keells Group's culture. The Group has over the years played a leading role in relief initiatives in the aftermath of post-conflict issues relating to internally displaced persons and natural disasters such as tsunami, drought and floods. The relief initiatives include the provision of both immediate relief (e.g. food, water, clothing, medical and other essential supplies) as well as medium to long term relief such as the provision of water and sanitation, tools of trade and livelihoods, construction of housing, schools and field hospitals, and manning of port and airport logistics following the 2004 tsunami disaster. The Group is able to mobilize the assistance of its business partners as well as its workforce who support relief initiatives through both voluntary contributions and manpower support in volunteer-led initiatives.

"You have done a great deed by bringing us this relief. We have small children and it is difficult to even sleep at night. It has been 8 to 9 days since we had to leave our houses and there wasn't any milk powder to give the children. We are thankful to you for bringing us this aid."

A flood victim in December 2014



Staff Volunteerism

A vital element in the Group's community engagement strategy is staff volunteerism. JKF actively engages the Group's staff volunteers in all its projects. The John Keells Volunteer Network, which has for its tagline *I can make a difference*, enables employees to reach beyond their day-to-day work to contribute to the community and environment. Staff volunteerism is also a means of attracting and retaining staff, with new recruits being made aware of volunteering opportunities and encouraged to volunteer as a part of the Centre Induction Programme. The Group has also introduced a volunteer leave policy, enabling staff to be released for CSR activities with minimum restraint.

Impact:

More than 500 staff volunteers engage in projects undertaken by JKF each year (with many of them volunteering in more than one activity per year), in addition to those who support CSR initiatives at a sector / business level.



“JKH, being one of the largest conglomerates in Sri Lanka, gives us a sense of pride to be a part of it. Volunteering opportunities make our careers more meaningful.”



Chantelle Ferdinands,
Volunteers,
Walkers Tours

“At John Keells Group spreading awareness on HIV & AIDS is an all-hands-on-deck effort. I was determined to take the HIV & AIDS message to society since the day I participated in the first HIV & AIDS awareness session.”



Ivan Perera,
Senior Master Trainer from
Bentota Beach Hotel

Our Strategic Partners

Education

- **Gateway Language Centre** - English Language Scholarship Programme
- **University Grants Commission and Career Guidance Unit of respective State universities** – The Final Step (Soft Skills Workshops)
- **Sarvodaya Fusion** – IT programme for Neighbourhood Schools

Health

- **National STD/AIDS Control Programme of the Ministry of Health** - John Keells HIV & AIDS Awareness Campaign
- **Vision 2020 Secretariat of the Ministry of Health** - John Keells Vision Project
- **International Labour Organization (ILO)** - John Keells HIV & AIDS Awareness Campaign
- **Employers' Federation of Ceylon (EFC)** - John Keells HIV & AIDS Awareness Campaign
- **Lions Gift of Sight Hospital, Panadura** - John Keells Vision Project
- **Suwanetha Lions Eye Hospital** - John Keells Vision Project
- **SOMS (So Others May See) Inc.** - John Keells Vision Project

Community & Livelihood Development

- **World Vision Lanka** - Village Adoption Project (Mullaitivu and Trincomalee)
- **Kantha Sansandaya, Wilpotha** - Village Adoption Project (Halmillewa)
- **FARO** (Foundation for Advancing Rural Opportunity) - Rural BPO Initiative

Environment

- **Central Environment Authority** - Nature Field Centre, Rumassala
- **The Carbon Consulting Company** – Forestry Project

Arts and Culture

- **The George Keyt Foundation** - Kala Pola

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