

[08<sup>th</sup> July 2019]

AESL

संस्कृति AT AAKASH

## संस्कृति AT AAKASH

AESL is an organization driven strongly by its Vision, Mission & Values. AESL endeavors to provide the right professional & progressive working environment to its employees. We are committed to give ample opportunities for growth, enhancement and progress to all our deserving team members. There are well-defined HR policies to support the staff members. There are well-defined and progressively evolving Systems, Policies and Processes in the company. When it comes to the work environment, infrastructure, other facilities and employee benefits, Aakash leads amongst all companies in the entire Test Prep education industry.

The powerful value system draws its reference from our rich Indian culture of “*Guru-Shishya Parampara*”. There is a culture of giving respect to each and every employee. All employees greet each other with salutation ‘Sir/Madam’, across all levels.

In order to strike perfect balance with the professional expectations of the employees, the company provides numerous benefits for the overall development of employees.

- **APPROACHABLE MANAGEMENT:** Everything trickles down from top to bottom, hence it is important that communication is well established with Management. The management and seniors at Aakash are transparent and approachable for all its employees. There is a well-defined and systematic way of communication and hierarchy following which any employee can approach the management and put forward his or her views, work information, suggestions and grievances. This empowers the employees and enables them to execute their task without any malice or ill feeling. Company does not subscribe to any favoritism or politics; only Performers grow in the organization.
- **DISCIPLINE & RESPECT:** Being an education company, it is one of the core values here, which runs across Departments. We ensure the provision of a safe and honest environment to improve the performance of each employee. There is zero tolerance on this. Respect of every staff members is the primary intent at Aakash. Here each and every member feels respected, whether it is in addressing them, taking their opinions, or assigning the job.
  - Discipline is expected from employees in attending to their office responsibilities timely.
  - Consumption of Tobacco, Smoking and intoxicants in company premises and duty hours is strictly not allowed.
- **DECORUM:**
  - Appropriate Dressing – formal clothes/uniform as per company’s guidelines.
  - Ensuring use of correct language both in written and verbal communications.

- **PERFORMANCE BASED BENEFITS:** Company's strong value system promotes talent nurturing, to reach its potential:
  - People are given due value and respect and their performance is appreciated and further nurtured.
  - Work is highly rewarding as compared within the industry.
  - The appraisal system is highly transparent and gives fair opportunity to employees.
  - On-time salary credit, on last day of the month, is highly appreciated by all employees and is a benchmark in the industry.
  - Creativity and excellence of employees is encouraged at all levels.
  - Leadership traits are developed in employees through mentoring and training, apart from giving impromptu assignment opportunity to cull out hidden leadership qualities.
  - Regular excellence programs for academic and non-academic teams are conducted for the improvement and betterment.
  - Talent is recognized in every department. Here all team members get an opportunity to prove themselves, not only in their stream but across streams also. This opens up a horizon for personal and professional development for each employee, which is very rare.
  - Everyone has been allocated well-defined Job Description, KRA & KPIs.
  - Training – Team members are provided various online & offline platforms to enhance their knowledge.
- **TAKING OWNERSHIP:** Company believes in giving responsibility with accountability. With each new responsibility given to any member, the team/individual feels a part of the ownership has been transferred. Employees own both the success and failure in their endeavors. It comes from the trust shown and freedom of taking decisions given by top management. The team feels accountable rather than simply being responsible.
- **HONESTY & COMMITMENT:** All policies and decisions are taken with 100% honesty. All actions are taken keeping in mind the interest of students and employees. There is no decision, which can weigh more towards profit making than the benefit of students & staff. The commitment of Top Management towards customers (students) and employees is paramount.
- **EMPLOYEE-FRIENDLY POLICIES & OUTLOOK:** There are many company policies devised to benefit the employees in different ways:
  - **Health care & Insurance Policy** – Company provides healthcare and insurance policy to employees at nominal cost.
  - **Promotions and Opportunities** – Employees are given ample opportunities to grow up the ranks within the organisation based on their performance.
  - **Employee Stock options** – To benefit the tenured, talented and committed employees, the company has provision of offering Stock options.

.....  
Signature of Employee

- **Employee engagement activities** – Time to time on various festivals or occasions, different engagement activities are planned and conducted at centers in which all the employees wholeheartedly participate.
  - **Care & Compassion** – The voice of each and every employee is heard by top management. Each and every employee matters. The love and compassion for each one is boundless here.
  - **Monetary & Role Escalation Rewards** – All members get annual monetary appraisals on the basis of their work delivery & commitment, and they get opportunity for role change and escalation.
  - **Appraisal System** – Fair annual appraisal system is in place for all staff members.
  - **Safe & Comfortable Work Ecosystem** – Well developed, comfortable and sound work environment is provided to all staff members, with their respective work cubicles or workstations. There is zero tolerance for illicit or negative work behavior. Company ensures safe & progressive work culture especially for its female staff members.
- **FUTURISTIC COMPANY WITH A NATIONAL PRESENCE:** Aakash is a company with a futuristic approach with a diverse presence across the country's map.
    - **Digital Leap** – Company is working towards the digital transformation through its Education Services and Excellence in its operations through automation and digitization. As a part of the ubiquitous education revolution, the company has incorporated Smart Boards, Tablets and online tutoring models in classroom and non-classroom offering, which will prepare all our stakeholders for the future of education.
    - **National Presence** – Having centers nationwide, enables the company and its employees to get a fair opportunity to get exposed to the diverse work places and cultures across the country.
    - **Stimulating Work Environment** – Intellectual surroundings with honest goals and provide learning atmosphere. People believe in hard work along with smart strategies. Innovation and breakthrough thinking is appreciated at all levels.
- **HOLISTIC DEVELOPMENT OF FACULTIES:** Apart from the subject teaching, the faculties are given various opportunities to understand the industry and parent/student needs:
    - **Active participation in parent interactions** – Faculties interact with parents on regular basis so as to understand their expectations and needs.
    - **Role in students' counseling** – Faculties get a chance to counsel the students on various aspects, which are related to their overall improvement.
    - **Academic Training** – The senior faculties and subject experts get a chance to train the other subject faculties through various Faculty Enhancement Programs (F.E.P.).
- **CODE OF CONDUCT:** The work culture of company is not diffused which ensures an overall discipline in the employees and helps them to develop themselves not only as a good professional but also as a systematic human being.

.....  
Signature of Employee

- **RESPONSIVENESS:**
  - Ensure timely response and revert to assigned job by seniors and customers.
  - Ensure student/parents' concerns are addressed first and foremost.
  - Ensure company resources are efficiently utilized without any wastage.
  - Ensure company resources are not utilized for any personal requirements.
  
- **CUSTOMER FIRST:**
  - Ensure best service is provided to all the students.
  - Ensure best possible care is extended to students and parents.
  
- **LAW ABIDING:**
  - Ensure all laws, compliances & regulations w.r.t Govt. authorities and Safety of the students and staff are followed in letter and spirit at all times.

I, ..... have carefully read and understood the details as mentioned hereinabove, and I agree and undertake to abide by them.

**(Signature of the Employee)**

**Name:** .....

**Employee Code:** .....

.....  
Signature of Employee