



Wipro manifesto  
for being a  
good citizen



# Spirit of Wipro



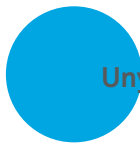
Be passionate about clients' successes



Treat each person with respect



Be global and responsible



Unyielding integrity in everything we do

## Wipro Manifesto for being a Good Citizen

This is a position paper, which describes Wipro's views and beliefs, which drive our decisions and actions, in trying to be a good Citizen of the world.

The paper spans the entire range of what it may mean to be a good Citizen e.g. following the law of the land, being fair and committed to our stakeholders, to being proactive and deliberate in taking community and societal action.

This document is not intended to be static. It will continue to change to reflect the evolving views and actions of Wipro.

# Wipro Manifesto for being a Good Citizen

Section A below attempts to describe what we believe “being a good citizen” means, for a private for-profit entity.

## Section A

- a. The basics of being a good Citizen for any organization lie in fulfilling its basic duties and Obligations and running its business with integrity and commitment. This translates to:
  1. Abiding by the law of the land in spirit and letter, in all its activities.
  2. Practicing high level of corporate governance, ensuring transparency and diligent discharge of fiduciary responsibilities.
  3. Being fair, and delivering on commitments to all immediate stakeholders - employees, Customers, partners, vendors and investors.
  
- b. The second level of manifestation of being a good Citizen is being proactive and taking a lead in activities and initiatives inside the organization, which demonstrate the organization’s commitment to a humane, sensitive and sustainable world, directly reflected in sustainable business and organizational practices. Amongst many possible specific manifestations of this, some are:
  1. Fostering an inclusive culture and encouraging gender and ethnic diversity.
  2. Establishing and building relationships of trust.
  3. Guiding actions with an equal sensitivity for the economy and ecology, and using a lens of environmental sustainability for all relevant actions.
  4. Minimizing the use, abuse/overuse of resources, and fostering practices of usage of Sustainable resources.
  5. Encouraging a similar outlook in partner and interface organizations.
  
- c. The third level of manifestation of being a good Citizen reflects in how an organization acts in the immediate communities that it operates in. Some examples of this manifestation are:
  1. Engagement and contribution in neighborhood community issues and initiatives in all regions and countries that are relevant.
  2. Contributing in rehabilitation or relief when natural calamities strike.
  3. Environmentally sustainable development of immediate neighborhood.
  4. Investing in ecologically and societally relevant technology
  
- d. The fourth level of manifestation of being a good Citizen needs more explanation.

In the world of today, private corporations wield increasingly greater amounts of power and influence. This power is both economic and socio-political. This power comes along with equal responsibility.

Organizations have this ability and possibility to influence (power) irrespective of the businesses that they may operate in. Certainly there are differences in the “amounts” of such power that organizations have – depending on multiple factors related to the organization.

It is for individual organizations to recognize that they wield this power i.e. they have the potential to influence the larger society. This power can lie unused for anything beyond the organization’s own business, or it can be used to do Good.

Our belief is that it is absolutely imperative that private corporations (try to) leverage this power to drive positive change in the world. This is imperative because the amount of power that is concentrated with such organizations today is substantial. And if the world has to rapidly improve, the use of this ability to influence/power will be essential. This responsibility is concomitant with the power.

To make this happen, organizations must drive thoughtful and deliberate actions for long term, fundamental, societal and ecological development. It is very clear that all such initiatives by the organization must be within the boundaries of fiscal responsibility and obligation to all its stakeholders; but within these boundaries, organizations must act.

Such initiatives cannot manifest in any charitable donations or mere voluntary work. It can manifest only in thoughtful and deliberate set of initiatives, which reflect the same level of enterprise, corporate and fiduciary rigor and strategic thinking that such an organization brings to its business activities.

Our belief is that since organizations have power, they have an obligation to do good.

*Section B below describes The Wipro Journey, which is based on our views that are described in Section A*

## **Section B**

We are very acutely conscious that being a good citizen is a journey that we have undertaken; we do not have and cannot have a sense of “having arrived”. Every initiative that we have, has to be built on further, and improved.

Wipro is committed to this journey and has taken some concrete and specific steps at all levels of manifestation.

The Spirit of Wipro is directly reflective of our commitment to this journey, and is the most important organizational and cultural tool to build this consciousness in Wipro.

- a. Level 1 of manifestation does not need much elucidation in Wipro. Wipro has attempted to lead in the practice of integrity and fairness, with respect to all stakeholders, for the past 40 years. This is the core Value on which Wipro has been built.

- b. Level 2 is manifested in Wipro in some of the following examples:
1. Encouraging diversity....e.g. geographic and cultural heritage, gender, nationality
  2. Building a culture of meritocracy
  3. ISO 14001 certifications
  4. Environment friendly design and management of facilities (e.g. eCity, GDC)
  5. Commitment to resource conservation in all operations
  6. Specific Initiatives for Water and Energy conservation across facilities
  7. Taking lead in e-Waste management in India'
- c. Level 3 is manifested in some of the following examples:
1. Engaging in immediate community needs by channelizing employee contribution, which is equally matched by Wipro, through Wipro Cares.
  2. Long-term rehabilitation efforts post natural calamities by Wipro Cares
  3. Multiple examples of groups of employees spontaneously contributing to their neighborhoods.
  4. Factories supporting Education and Healthcare in their communities.
- d. Wipro Applying Thought in Schools is our initiative to help in societal change and development. This initiative is long-term, deliberate and focused. The intent of this initiative is to improve the Quality of Education – so that life opportunities and possibilities are expanded for everyone, including the most under privileged.

Wipro has deliberately chosen to focus on what is possibly the single most important driver of socio-economic change and also what is possibly the single most important driver in building a just, equitable and humane society.

Wipro Applying Thought in Schools is appropriately funded, but more than the funding, it has the Wipro reputation and brand as a resource to leverage upon.

The Azim Premji Foundation has precisely the same goal – that of improving Quality of Education – and for precisely the same reason.

Unlike the Wipro initiative, the Foundation is not limited by any fiscal obligation to any stakeholder, since it is entirely funded by Azim Premji.

This gives the Foundation the leverage to operate at a bigger funding scale – and its programs and ambitions are reflective of this platform.

This document is titled a “Manifesto” – which by definition is a call for action. That is the purpose we see this document serving – a call to action for us at Wipro, to build and act on this consciousness further. Hopefully it can also be a kind of call to action or a spark for debate, to external organizations that come across the document.

The document is reflective of the current state of our evolving thought on the role of private organizations in society. We think it is very important that an informed debate drives real action on this front, across the world, which will make the world a better place, more rapidly.

For feedback on the document, contribution to the issues raised in it and for information on any of the initiatives mentioned in this note, please write to [corporate.brand@wipro.com](mailto:corporate.brand@wipro.com).

You can also visit the site [www.wipro.org](http://www.wipro.org) or <http://www.wipro.com/about-Wipro/sustainability/>



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A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have a dedicated workforce of over 170,000, serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

For more information, please write to us at [info@wipro.com](mailto:info@wipro.com)

