



EXPERIENCED PEOPLE
INNOVATIVE TECHNOLOGY
REMARKABLE RESULTS

Newsletter March 2019





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Hello ETECH! What a great day it is to be part of the Etech family!!

The Professional Association for Customer Engagement (PACE) is the only non-profit trade association dedicated exclusively to the advancement of companies that engage with customers via the contact center. PACE promotes its members' ability to provide outstanding customer service and sales solutions delivered via omni channel communication including voice, email, chat, text and social media.

Each year at the national PACE Conference, PACE honors the industry's best during the ACX awards luncheon. I am excited to inform you that during today's awards ceremony, the Etech Team received the following awards:



- **Awarded to Etech Global Services - PACE MEMBER OF THE YEAR**
 - This award is given to the company who has exhibited excellence and made the biggest impact on the membership of PACE. Excellence is defined by: creating a positive and encouraging employee culture, involvement in the chapters, involvement in PACE national events, and a corporate commitment to serving the needs of and promoting the customer engagement industry.
- **Awarded to Ronnie Mize - CECP LEADERSHIP AWARD**
 - This award honors a Customer Engagement Compliance Professional (CECP) who has made a positive impact on the industry and displays excellence in all aspects of compliance. As Etech's Chief Security Officer, this award could not have been presented to a more deserving individual!
- **Awarded to Jim Iyob - The Fulcrum Award**
 - The Fulcrum Award is the highest individual award that PACE gives for contributions to the industry, the Association, and commitment to Community Service. What an incredible honor it is for Jimmy to be recognized in this fashion!

It's an honor for sharing this great news with you all for the outstanding recognition at PACE ACX'19. As Etech's Chief Customer Officer, what an incredible honor it is for Jim to be recognized in this fashion. Ronnie being Etech's Chief Security Officer, this award could not have been presented to a more deserving individual. It's a moment of pride for the entire Etech family for making Etech recognized as PACE Member of the Year.

Until next month, may God bless each of you and may He continue to watch over our company. Have a great day!

- Matt Rocco
President/CEO

Etech pulled off a hat trick at this year's PACE ACX'19



'PACE MEMBER OF THE YEAR'
Awarded to Etech Global Services



'CECP LEADERSHIP AWARD'
Awarded to Ronnie Mize



'THE FULCRUM AWARD'
Awarded to Jim Iyob

INDEX

#	Title	No.
01	Aspiring Leaders Graduation at Etech Nacogdoches	04
02	Etech Give Back Program - Breakfast at our Lufkin Center!	05
03	Black History Month at Etech Dallas!	06
04	Lufkin Etech Heart Campaign Contest	07
05	Etech Give Back Program - Valentine's Day fundraiser at Lufkin	08
06	Etech Give Back Program - Collections for Operation Shoebox	09
07	Unique Boutique Shopping Day - Palm Beach	10
08	Jamaica day at our Montego Bay Center	11
09	Rewards and Recognition Ceremony at Montego Bay Center!	12
10	Announcements	13
11	Holi at Etech Gandhinagar	14
13	Traffic Awareness & Road Safety Activity @ Etech Vadodara	15
14	Etech Give Back Program - Exhibition from Friends Society	16
15	International Women's Day Celebration Gandhinagar Center	17
16	Yoga Nidra Session at Etech India Centers!	18
17	Stress Awareness Month April 2019	19
18	7 Ways to Beat Stress-WebMD	20
19	Rewards and Recognition Ceremony at Etech Vadodara	21
20	How do we serve at Etech?	22
21	Etech Give Back Program - Volunteer at a Mass Weeding Ceremony for Hearing and Speech Impaired Couples	23

12 Etech Leadership Characteristics

- INTEGRITY
- VALUING PEOPLE
- TEAM WORK
- ACCOUNTABILITY
- COMMUNICATION
- VISION
- ADAPTABILITY
- HUMILITY
- CREATIVITY
- TEACHABILITY
- POSITIVE INFLUENCE
- COURAGE



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Aspiring Leaders Graduation at Etech Nacogdoches

Congrats to everyone that completed this session of Aspiring Leaders! Aspiring Leaders is a course that provides individuals with an understanding of leadership skills that are essential for individual and organizational success.



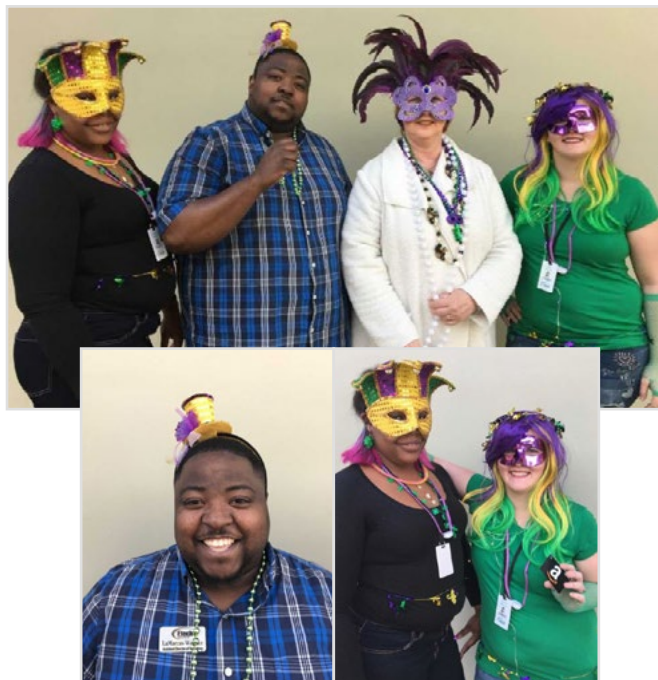
Etech Give Back Program - Glory Gang Spring Banquet at Nacogdoches

We want to send a **huge thank you** for taking time out of your busy schedule to **Give Back**. Great times at the **20th Glory Gang Spring Banquet!** Glory Gang is a non-profit, non-denominational outreach dedicated to helping at risk children, ages 3 to 12 in Nacogdoches County.



Mardi Gras Day at Etech Nacogdoches!

In honor of Fat Tuesday the Etech Nacogdoches center held a Mardi Gras Day. Employees were able to come dressed in their Mardi Gras attire and compete in a competition for best dressed. Congratulations to Caitlyn Bowers she was out first place winner, and second place went to Kimberly Johnson!



Etech Dallas Employees Living our Character Commitments



WomenStrong Week at Etech Dallas





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Etech Wellness Program - Being healthy in Nacogdoches

We had 16 vendors with lots of different services like blood pressure screening, Sam's club membership, dental, massages, eye care, insurance...etc. We had about 100 people participate. Vendors can't wait to come back in the fall.

Apex dental had several winners of electric toothbrushes. Way to Go!

Thanks to the Nacogdoches Leadership for participating and making the health fair a great success.



Etech Give Back Program - Volunteer at the Homeless shelter



Etech Give Back Program - Breakfast at our Lufkin Center!

On Friday, March the 15th, Lufkin Etech sold Breakfast to raise money for Relay for Life. We had pancakes, bacon, sausage, eggs and juice to choose from! The breakfast was made hot and ready and had something for everyone. A special thanks to the volunteers who helped cook and serve!



Aspiring Leader Graduates at Etech Rusk

Rusk celebrated 3 graduates from the aspiring leader course. Aiyanna Griggs, Cecilia, Ambrose, and Alisha Magee completed the required coursework and received certificates of completion for Aspiring Leaders. Congratulations!



Black History Month at Etech Dallas!

Etech Dallas employees celebrated black history month by hosting a fundraiser and donating a portion of the proceeds to the African American Museum. Members of the human resource department visited the museum to deliver the monetary donation in person, and to view the exhibits. Here are personal takeaways from employees who visited the museum.

What did you learn?

Nancy Jackson

I would have to say learning of an area in Dallas called Freeman Town. I've been in Dallas since 2001, and I've learned bits and pieces of its Black history. Learning of Freeman Town touched my heart! To learn of the impact that African Americans had in Dallas was so over whelming. When we hear about Black history it is usually focused on the southern states like Mississippi, Alabama, Georgia, etc. I am looking forward to going back and spending more time at the AAM to learn more about Freeman Town as well as to visit their research room.



Freeman Town History

Dallas' black history became realized in the post-Civil War era. After the war many blacks moved west to the DFW area looking for work in the train yards of Dallas, Fort Worth, and Denton. Many others built small rural agricultural communities outside these cities. As the area began to grow with industry more and more blacks came looking for opportunities. By the 1950s Blacks had been "redlined" into certain sections of the city, mainly South Dallas and Parts of Oak Cliff. But after forced desegregation during the civil rights era most whites abandoned Oak Cliff and it became home to a large portion of Black Dallas.

Sarah Walker

On our visit to the African American Museum I learned a lot about history. The experience made me feel very appreciative to have the life we all live today. I also gained knowledge on how to identify Folk Art. The Freedman's Cemetery which is here in Dallas, TX was the largest African American enclave. On April 29, 1869 Sam Eakins purchased the first acre of land to become Freedman's Cemetery, creating for fellow African Americans a place of their own to rest in peace. I also learned about the circle (Dogan) is the symbol for life in Mali, West Africa. The shape is used in the design of the window and floor tiles throughout the museum.

I thought the bottle tree that was made from welded metal and glass was pretty neat! The trees are believed to bring rain, make trees bloom, bring luck and ward off evil. I'm grateful I got to be a part of this experience today and will be taking my children to educate them on African American history.

Ashayla Wilbon

At the African American Museum I learned about past burial practices. They would place cultural treasures on top of graves for symbolism of the people that were buried there.

Davina Cavitt

My visit at the African American Museum was something to definitely remember. The things I've seen and was told while visiting the museum I wouldn't have ever known until taking a visit. I learned that there was a community called Freedom's Town and later known as short North Dallas and now known as Uptown. We all have heard of the "daybed" right? It comes from Thomas Day Bed a free black furniture craftsman. It's amazing how the things that were created years and years ago we use this day. Who would've thought that the "daybed" really came from a creative African American? That's why I say, it's important to teach and learn the history so it can live on.

Lufkin Etech Heart Campaign Contest

On February the 1st, Lufkin Etech started our Heart Campaign Contest! It was a competition amongst the campaigns to raise money for Relay for Life. Anyone could buy a heart for \$1, and place it next to the campaign you choose. By Valentine's day the campaign with the most hearts won! The winner was one of our premium Fiber Campaign and the gift was given to their sales coach Amanda Kennedy for all of her hard work.



Aspiring Leaders Graduation

Lufkin Etech Employees had the chance to take an Aspiring Leaders class. The class teaches you leadership and management techniques. Earning your Aspiring Leaders Certification gives you many opportunities for advancement in the company! Congratulations to these agents who earned their Certification.



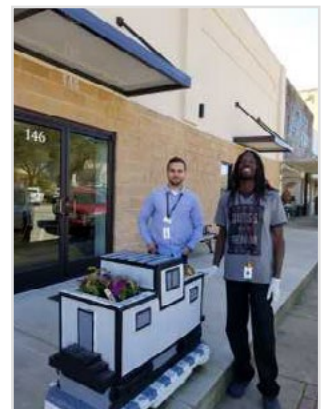
Etech Employee Appreciation Day at Rusk!

Rusk celebrated Employee Appreciation Day on March 1st by enjoying donuts in the breakroom. We want to make sure all agents "Donut Ever Forget How Much We Appreciate You!"



New Flowers in Train!

Etech Rusk gets ready for spring! Matthew Martinez and Kerry Tubbs selected and planted beautiful flowers in the train planter in the front of the building.



Etech Give Back Program - Valentine's Day fundraiser at Lufkin

On Thursday, February the 14th, Lufkin Etech sold Valentine goodies to raise money for Relay for Life! We had chocolate roses, teddy bears with balloons, as well as homemade robots and cars. Employees were able to celebrate Valentine's day, while supporting a great cause!



Theme Days at Etech Lufkin

Starting the week of March the 4th, Etech Lufkin had Theme Days! Tuesday, March the 5th was Mardi Gras Day, Wednesday the 6th was Sunglasses Day, Thursday the 7th was Bead Day, and on Friday the 8th we had Superhero Day. The next week on Wednesday March the 13th was Floral day, Thursday the 14th was Beach Wear day, and on Friday the 15th we celebrated St. Patricks Day early with Wear Green Day.



Etech Give Back Program - Collections for Operation Shoebox

During the months of February and March, Etech Rusk collected donations to send to Operation Shoebox. The mission of Operation Shoebox is to provide support to our troops deployed around the world to lift their morale and let them know that they are cared about and prayed for! We are happy to know that our donations will go to the troops and give them a little piece of home.



Taco Truck Tuesday – A Rusk WCS Task Force Initiative

Etech Rusk Winning Culture Survey Task Force was able to bring Taqueria Torres to Rusk to serve our employees and the town. We enjoyed the food so much that they sold out. We hope that they are able to return for more Taco Tuesdays!



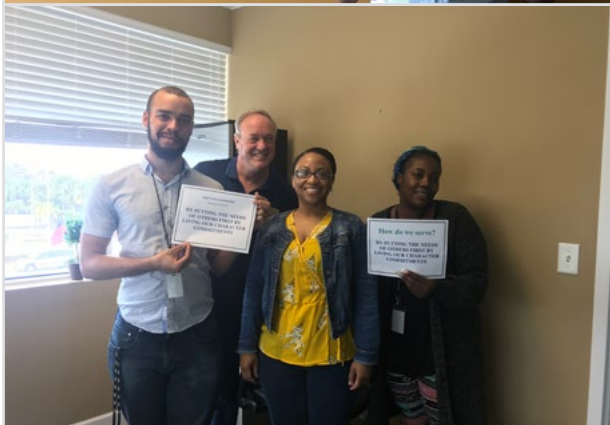
CC Women Strong – Palm Beach!

Etech Palm Beach Center makes a pledge to help, mentor, and support the growth of women leaders in the workplace.



Servant Leadership - Palm Beach

Palm Beach Center Supervisor, Keith Jones, is dedicated to serve others and living out his character commitments. Leading by setting the example, is the way to go!



Unique Boutique Shopping Day - Palm Beach

Team members Tabitha Brown and Jacqueline Hoffenden enjoy their Unique Boutique shopping day. Hard work pays off! Work hard, shop harder!



Q4 MVP award - Palm Beach

Congratulations to Jacqueline Hoffenden on winning Q4 MVP award - Palm Beach



International Promotions Business Day at Jamaica!



Jamaica day at our Montego Bay Center

On Friday, February 22, in tribute to Reggae Month, Black History Month and Jamaica Day, we had Jamaica ice-cream and wore our colors: black, green and gold (red)!



Leader's Link Up Session at Jamaica!



Rewards and Recognition Ceremony at Montego Bay Center!



Give Back Initiative



Announcements



Shawndra Tobias - Assistant Vice President - Customer Experience

Shawndra has been loyal to Etech for over 18 years and has successfully held numerous positions throughout our organization ranging from OSS Reporting Specialist, Director of Operations, Account Leader, Etech Insights lead, Director of Program Implementation and many more. Shawndra from day one has shown the dedication and servant leadership that we here at Etech strive to embody each and every day.

Shawndra holds a B.S. in Biology from Stephen F. Austin State University and just recently received her Executive Certification in Data Sciences from The Johns Hopkins University. She also has Project Management experience applying PMI philosophy. In her spare time, she is a volunteer for the Garrison High School Booster Club and a volunteer and certified foster animal parent for the Nacogdoches Humane Society.

Keyur Dave - Director of Operations- Vadodara Center

In this key role, Keyur will continue to work closely with all Operations Leaders of Vadodara to ensure that the customer expectations are consistently being met and exceeded. In addition, he will also be responsible for ensuring that all the operations processes are functioning smoothly across the board.



One of his many goals in his new role is to ensure quick implementation and execution of servant leadership culture within the Operations team ensuring consistent growth and development for the team.

Keyur has over 18 years in the BPO industry and 13 of those years have been spent with Etech. He began his journey with Etech on 8th May 2007 as a voice sales agent. After spending 5 months at the GNR location, he transitioned to the Vadodara center and contributed towards the foundation of what we see today as Etech Vadodara. During Keyur's career, he served in various roles such as mentor, ASC, SC, OL, AL & Sr. AL, Channel Manager and Asst DOP for VDR Operations team. He has worked with various key customers/campaigns during his tenure. Keyur believes that revised or higher goals are a short-term challenge and there is always a fair way to reach challenging goals.

Outlined below are some of the remarkable contributions during his tenure as Asst. Director of Operations for VDR team:

- Best ESI result of 88% in 2018
- Retention results for 2017 & 2018 above 95.5% consistently
- Client KPI was above 107% year over year
- Successful hiring for Verizon ramp up during 2018 helping Etech deliver to its commitments during a crucial transition phase
- Top line revenue up by 33% & 26% last two years compared to previous years

When Keyur is not in the office, he enjoys spending time with his wife, Pratiksha, and son, Aryan, who is 11 yrs old. Keyur has recently discovered his interest to be a part of an NGO which contributes to the community while providing employment opportunities to individuals and families.

Rajendra Dabhi - Director of Operations-Gandhinagar Center

In this key role, Rajendra will continue to work closely with all Operations Leaders of Gandhinagar to ensure that the customer expectations are consistently being met and exceeded. In addition, he will also be responsible for ensuring that all the operations processes are functioning smoothly across the board.

Rajendra has 17 years of experience in the BPO industry and nine of those years has been with Etech. Throughout his Etech career, he has worked on several key accounts during his tenure. Prior to joining Etech, worked with Dell and Hewlett Packard in the technical support division in a managerial position.

Rajendra has demonstrated ability to build strong trusted advisor partnerships with various customers which make him an ideal candidate to fill this key role. He has also been instrumental in identifying and developing great leadership talent.



Here are a few of Rajendra's remarkable achievements during his tenure as an Asst. Director Ops:

- The retention has consistently been well above 95.5% year over year for the last 3 years
- The ESI from the WCS in 2016 was 86% which increased to 88% in 2018
- The client KPI attainment was well above 105% year over year
- There has been a 54% increase in the gross revenue comparing 2017 to 2016 YTD and a 48% increase in the gross revenue comparing 2018 to 2017 YTD

Rajendra is married to Sruthi who works as a Manager - PMO for a multinational software company and they have a 4-year-old son Udai. During his time away from work, Rajendra enjoys spending time with his family, listening to music, cooking for family and friends. He also has passion about organic farming.

Holi at Etech Gandhinagar

HOLI signifies the triumph of good over evil. It's the time to develop understanding and love for each other, renew your friendship, & to express heartiest love.

May God gift you all the colors of life, colors of joy, colors of happiness, colors of love and all other colors you want to paint in your life.

Wish you all a very happy and colorful Holi!



Traffic Awareness & Road Safety Activity @ Etech Vadodara

Etech Vadodara Facility team organized activity on Traffic Awareness & Road Safety in collaboration with the RSP Division (Road Safety Protection) of our Vadodara Traffic Police & ICICI Prudential Life Insurance team.

The Traffic Awareness and Road Safety session was spearheaded by Jashwant Yadav - Assistant Sub Inspector, Vadodara Traffic Police. Rajesh bhai - Head Constable, Vadodara Traffic Police along with Anita ben and Pinkaben, Lady Constable - Vadodara Traffic Police along with Jay Patel from ICICI Prudential Life Insurance.

The team was very courteous to help us and share the key points which should help our employees to implement and also spread the same with their near and dear ones:

- Our Vadodara's population is 24 lakhs and 22 lakhs vehicles are already registered. (This means that underage children are also riding the vehicle, and parents are requested not to encourage their children to ride vehicle until and unless they turn 18 years of age)
- 40 KM per hour should be the vehicle speed, in the city limits.
- Give priority to pedestrians.
- A helmet is necessary for those using 2 wheelers.
- Once you receive an e-memo, you need to make the payment within 15 days. If the offense is repeated 5 times, the license will be revoked.
- Stop your vehicle at the "Stop line" near the zebra crossing. Start only after the signal turns "Green".
- "Digi Locker" a mobile app for Government of India, which can be used to store all the soft copies of license, and the vehicle documents. (Which can be shown when a policeman stops you and asks for these details). Available on the app store and ios.
- If a Vehicle was being driven on the wrong side and met with an accident, a person cannot claim the insurance.

We can use the below link to check if there is any e-memo has been issued on violation of traffic rules: <https://vadodaraechallan.co.in/>

Facebook page of Vadodara City Traffic Police <https://www.facebook.com/Vadodaracitytraffic/>



Etech Give Back Program - Exhibition from Friends Society

Etech Vadodara Corporate Social Responsibility Team were glad to organize the Handicrafts Exhibition. Friends Society has a wing that supports underprivileged women for self-employment. Friends Society gives them an opportunity to prepare various handicrafts to earn a living. The VDR team invited all to view and/or purchase the various handcrafted items. Employees purchased many items for the beauty, creativity, and the cause. As a team, we continue to learn that growing involves giving back to the community and when we give back, our team bond increases because of the fellowship, laughter, and partnership of making a remarkable difference. Thank you team VDR.



Coffee With HR - Etech Gandhinagar



International Women's Day Celebration Gandhinagar Center

Where there is a woman, there is magic. Not my words, they came from Ntozake Shange, who was an American playwright and poet.

The most important thing one woman can do for another is to illuminate and expand her sense of actual possibilities. These words came from Adrienne Rich, who was an American poet and essayist.

This year's theme for International Women's Day is **#BalanceforBetter**, and Etech Gandhinagar's theme for this year was **Listen, Respect, Recognize!** We invited four distinguished guest speakers who shared their experiences with us. We recognized these power women and their headstrong journeys. This fun filled event also included performances from **MusiEtech - The Jammers** and **HappyFeet**.



Yoga Nidra Session at Etech India Centers!

Etech Vadodara and Gandhinagar center was fortunate to have **Shri Gurudev Amrit ji** visiting them.

He was able to dedicate his precious time to help imbibe the importance of Yoga Nidra to our Etech employees, who immensely benefitted from the sessions.

Gurudev Shri Amritji www.amritji.org has been repeatedly honored by world-renowned authorities and organizations for being one of the first yoga gurus to bring the inner dimension of Patanjali's ashtanga yoga to the West.

Shri Amritji carries the light of the Kripalu Shaktipat Lineage to the West. Over the years his charismatic presence in delivering these powerful teachings of this Lineage of Prana have spread worldwide. These teachings have ignited a fire that began the initial renaissance of the Inner Dimension of Yoga in the 20th century.

Over the last 58 years, Shri Amritji has founded one of the largest Yoga and health centers in North America. Today there are more than 10,000 yoga, yoga nidra, and yoga therapy teachers delivering this inner dimension of yoga throughout 45 countries. Amritji resides in the thriving international Amrit Yoga Institute he founded in Salt Springs, FL.





Please find below the yoga nidra sessions conducted by Amritji at both our India centers.



April 2019

Stress Awareness Month



Monday	Tuesday	Wednesday	Thursday	Friday
1 	2 Say "hello" to those you pass by! Exercise for 30 minutes!	3 Try portion control!	4 Cut back on caffeine!	5 Pace yourself! Don't wait until the last minute! Drink lots of water!
8 Meditate to clear your mind! Cut out soda!	9 Brush your teeth daily!	10 Try it: NO SUGAR!	11 Exercise! Get those endorphins flowing!	12 Smile more than usual! No fried food Friday!
15 Eat at least 3 servings of veggies today!	16 Review your notes to stay on top of something! Drink lots of water!	17 Take care of your skin!	18 Exhale! Stretch 3x today!	19 
22 	23 Say "thank you" to someone who assists you! Eat whole grains!	24 <i>Administrative Professionals Day</i> 	25 Last day to weigh in for Lighten Up Etech! Drink lots of water!	26 Reward yourself for all your success! Try fresh fruit!
29 Try it: WATER ONLY TODAY!	30 Keep yourself organized! Laugh as much as possible!			

5 Ways to Destress:	Stay Positive Laughter lowers levels of stress hormones!	Meditate Practice inward focus and deep breathing!	Exercise Being physically active releases endorphins!	Unplug Take 10-15 minutes a day to escape the world!	Take the edge off! Bathes, listening to music, hobby time, etc.
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7 Ways to Beat Stress-WebMD

Easy ways to keep stress from overtaking your life.

1. **Breathe Deeply-** Sit quietly with one hand on your stomach, and the other on your chest. Breathe in deeply through your nose, filling your lungs, hold for a few seconds, and then breathe out through your mouth until the air is out of your lungs. Repeat four times. This exercise helps to lower stress hormones, heart rate, and bring down blood pressure.
2. **Meditate-** An ancient, relaxing practice that only takes a couple minutes a day. Sit quietly, and comfortably, while focusing your mind on one of the following: your breathing, an object, or a specific word or phrase (a mantra). Return your focus as distractions intrude.
3. **Exercise-** Get your heart rate up with aerobic exercise. Walk, cycle or swim for just 20 minutes a day to help calm your mind and lower your stress hormones. Exercise helps to boost endorphins, and endorphins are brain chemicals that can help improve your mood. Always check with your doctor before starting a new exercise program.
4. **Practice Guided Imagery-** Sit somewhere quiet and picture yourself in a calm and peaceful place. Try to imagine walking along, taking in the sights, sounds and smells. Breathe in slowly and deeply, keeping this up until you are fully relaxed. Slowly ease yourself back into the real world.
5. **Eat Well-** Different foods can help with stress hormones. Foods rich in vitamin C may help lower stress hormones and foods full of Omega-3s can be calming. However, fueling your body with a balanced diet can be a big help since it keeps your body healthy and therefore better able to handle stress. Part of eating well means focusing on getting whole grains, vegetables and fruits.
6. **Talk Positively to Yourself-** We are our own worst critics, causing unnecessary and additional stress on ourselves. Approach positive talk, rather than negative. Focus on the things that you are doing well, that you are excelling at. Think positive.
7. **Sleep Well-** A good night's sleep can help fight stress. Doctors recommend at least 7 hours of sleep a night. If you're having trouble, try going to bed and waking up at the same time every day, even on weekends. Avoid caffeine after 3pm and alcohol close to bedtime. If a nap is needed, make sure it's early in the day and try to exercise regularly.

Coffee With HR - Etech Vadodara



Rewards and Recognition Ceremony at Etech Vadodara



Congratulations Kevon Deckard

CompTIA certifications help individuals build exceptional careers in information technology and enable organizations to form a skilled and confident staff. Get certified and be ready for today's and tomorrow's IT challenges. Our very own, Kevon Deckard from ETS was certified as Comptia IT Operations Specialist. What does that mean for Etech? Growth in our ETS helpdesk department and the ability to show are clients we have employees that work diligently to enhance their knowledge which in turn, will take care of our customer's needs.



How do we serve at Etech?



Etech Give Back Program - Volunteer at a Mass Wedding Ceremony for Hearing and Speech Impaired Couples

For the last 5 years Etech Gandhinagar Community Action Team has partnered with the Deaf and Mute School. Over the years the bonding with the school management and the children have enhanced as we had participated and conducted various activities for the children of this school. There has been great support and affinity from the TM's of Etech while we conduct any supporting activity for the Deaf and Mute school children.

Recently, the school management, as part of their responsibility organized mass wedding ceremony for Deaf and Mute young eligible brides and grooms. Fourteen couples marriage were solemnized. Etech team was invited for this marriage ceremony. Etech Gandhinagar Community Action Team was overwhelmed with this invitation seeking an opportunity to be a part of this holy ceremony and a truly noble cause. The CAT team contributed towards the marriage expenses but did not limit itself just to give this donation. The TM's came forward to offer the services during this mass marriage ceremony. There were around 2800 people invited for this marriage ceremony. Etech Gandhinagar CAT team took the responsibility of serving the food during the marriage ceremony. Etech TM's volunteered to serve through the two food stalls. It was a great sense of satisfaction as we truly lived by the vision of the company to serve the community by offering such services.



INTEGRITY



ETECH defines **INTEGRITY** as doing what is right, being trustworthy and truthful. An **ETECH** employee is expected to consistently do what they say, use their power ethically, work diligently and pursue excellence. A person with **INTEGRITY** will do the right thing even if those around them do not. Remember, your actions speak louder than words.

