72 Dragons

EMPLOYEE & STAFF HANDBOOK

2022/ INDIA

72 Dragons

contents

Welcome to 72 Dragons !

Mission and Vision

72 Dragons was founded in 2012 in Hong Kong by three friends who had some pretty cool ideas about art, film, and health.

First, they started with art -- an art gallery to be specific. They were excited about contemporary art in China and wanted to present some new artists to the world.

Since all three friends were born in the Year of the Dragon (the Chinese zodiac has a different animal for each year in a twelve-year cycle) and they founded the company in a Dragon Year (2012), they decided to call the company "The Dragon Year" and the gallery "The Dragon Year Gallery". The Dragon Year became a baby dragon that year.

One of the friends collected art and the other two were interested in art. They spent a lot of time looking in China for 12 artists to start the gallery and a star was born!

Within three years they were presenting at the second most important art show in Asia, Art Central, in Hong Kong.

Then came step 2 - the film, art, and health industries.

In order to establish a complete digital and print presence for their gallery, they learnt how to make videos, create websites, design posters, make art books, write curated articles, and drive social media.

This was the beginning of the six core capabilities for 72 Dragons:

1)   Production/Post-Production
2)   Software
3)   Curation
4)   Design
5)   Social Media
6)   Data Science (that one too)

More about step 2 – they had a dream to help small companies and individuals magnify their presence in the metaverse more than their skills and funding might allow.

Film: About 97% of the people working in film are really working independently or in production companies of three people or less. While they are skilled in film, it is very expensive to do everything connected with film. Our company can bring products to these film folks they might not otherwise be able to do on their own

Art: Most of the art world – even the largest companies – are small to medium sized organizations. Providing a holistic set of capabilities enables small companies or individual artists to manage their self-presentation online and at art fairs or inside their own gallery space.

Health: While there are many large health organizations, most doctors practice medicine in relatively small practices of three to ten doctors each.

So step 2 was the expansion and build-out of our own core capabilities to serve our clients and build our company. They were noted above. This buildout began around 2018 but really moved quickly in 2020 and 2021.

WE ARE A STARTUP COMPANY. But we are a bit different. Instead of starting in one garage somewhere in Silicon Valley, we have started simultaneously in many countries around the world. Our teams are multi-locational and global. We span cultures, languages, and even religions. We men and women are figuring it out as we go, but are attempting to put in place a uniform set of professional practices and work disciplines so we may operate as one.

Because we were multi-locational from the beginning, video conferencing and online working has been in our DNA. We found, to our surprise, we had designed a company already for the working practices that the Pandemic hastened. We were virtually working in the real world. We experienced no challenges during work from home orders and, in fact, accelerated our build-out during that time.

We have a vision. We want to provide a digital and real-world infrastructure that can build up a comprehensive presence for the millions of people working independently in film, arts, and health – and we want that presence to be global and provided in any language.

We want to create the digital and service infrastructure for the new post-pandemic world... we want to empower small and medium communities to build-out a big-size presence in that word.

Oh yeah – one more thing. As a part of our work, we have developed a market leading social media methods and practices that builds identity while protecting people from themselves – all those unfortunate posting accidents don't happen with our product. So that's a product we are selling to very big companies so their risk managers can sleep well at night.

Discussing the dynamics of a Start-up

One of our three founders and our CEO worked for a very big investment bank for 32 years and worked pretty much everywhere in the world. Tools we use today, like Zoom, were already used 20 or 30 years ago inside their firm. Management was always global, across many offices. Teams were global. He was thrilled to bring these management practices into the ethos of a small startup company. He was enriched by working with many people from many cultures and he felt that startups for the next wave needed to be similar.

Different languages and cultures make a company balanced with the clients they intend to serve. The future of many businesses lies in developing integrated communities with their clients. This is needed more than ever in film, arts, and health. These three professions intrinsically work best if they work in integrated communities. This era enables those communities to be local and global at the same time.

Why are we here - What are we trying to change?

All independent filmmakers help each other to realize their dreams of making movies that they cannot accomplish independently. They can do this most effectively with online tools that creates communities and language relevant services that can choose to use based on their own cultural and linguistic needs. Film is global – not just in Hollywood, Bollywood or Nollywood.

The art world is really small. Most galleries have no more than five staff. Most art fairs have no more than 20 fulltime employees. Art, and ideas about art, move in the context of communities. Those communities no longer need to be geographically limited and we seek to make technology and new ideas about virtual presence available to everyone.

The family doctor is the bedrock of healthcare. And she (or he) is still there. Most practices are small. Our health products help them to provide connectivity and identity in the digital space. Doctors seldom have time – we can be their content creators and align with their vision.

72 Dragons is determined to create a film community that acts as a platform for all the capabilities of the film community. We are committed to facilitate a world of young and experienced filmmakers in creating and distributing their own original content. The world has changed.

We seek to create an infrastructure for art that frees artists and galleries from the barriers of elite access and the complexities of technology, while providing the technology.

We want doctors to be able to dream and do things outside the daily patient visits without having to study all the technological tools – we want to provide the services to them.

Social media, production software; all now enables people to make content and deliver it. We can support our clients with production planning, shooting, editing, or taking all post-production off your shoulders. We even help with the budgets, distributors, sales agents, and planning for profit.

How do we work?

expectations of work and work product.

Observe Deadlines

Deadlines are used in the workplace to maintain momentum and remain productive at a constant rate. Being able to finish our tasks on time is crucial to organizational productivity and effective time management.

Deadlines are discussed and agreed upon prior to work being done. There will be deadlines that are forcefully set, such as an event or client deadline. However, any concerns regarding the work for the deadline can be discussed with the functional manager.

Communicate in advance if deadlines cannot be met

As important as they are, sometimes it becomes impossible to meet your deadlines. Either you have a lot on your table, the design team didn't get the designs to you on time, or you underestimated the time it would take you to get the work done.

During such an event where a deadline does not appear to be achievable, it will be your responsibility to address these concerns and handle the situation with class and professionalism. You should inform such issues to your functional as well as a regional manager immediately.

Quality

The client or project manager should provide a reference before the project is produced. The functional manager or project manager should control the quality during the production process and report the situation to the top manager and the boss in due time and solicit modifications.

The company's internal projects may not count the number of revisions; the company's contract with the customer should be contracted to reach an agreement with the customer on the number of revisions, but the company's departmental functional managers, project managers, and other managers of the customer's project proposed revisions do not count the number of times.

Agile work method

Agile methodology is a project management framework employed by teams to iteratively and incrementally complete tasks and projects.

In most cases, agile is implemented within the sort of a working framework referred to as scrum, over short work beats called sprints. To make things simpler, think of scrum as the way the team is configured, of sprints as the periods over which they do their work, and agile as their overall approach and dealing philosophy.

Let's unpack its components

- User stories - A user story is a general explanation of the perspective of the end-user or customer.
- Story point - A story point is a number that helps to understand the difficulty level, complexities, risks, and efforts involved to complete a task
- Quality scoring - It is a way of assessing the quality of the task that has been done
- Backlog - A backlog is a list of items or tasks that are required to complete to achieve the bigger strategic plan

Capabilities

Software

Our software & technology focuses on providing both simple and complex solutions in-house as well as to clients.

Exploring more than just websites, software & technology also brings to life mobile applications, virtual art exhibitions, and data dashboards through various technological tools.

We create new ideas that addresses and solves the user's needs or engages other departments to collaborate. Project management methods, such as scrums and user stories, helps to track these projects and ensures that the requirements are met, as well as that the software team has a full understanding of the scope of the project.

Video and Film Production

Productions are complex projects requiring many skills and many hands.
The productions we are currently focusing on have the potential to generate revenue and, more importantly, have the potential to teach us how to be better producers.

There is a five-step process a production requiring different skills each step of the way.

- Development – when the script and the concept are figured out.
- Pre-production – funding, and scheduling.
- Production – shooting the footage.
- Post-production – editing special effects and much of the fun but very detailed stuff.
- Distribution – getting it out there for people to see.
- Staffing for the services businesses are building out our capability to execute productions with expertise.

Design

Design is the core of 72 Dragons. It is the building block on which all the other capabilities are built. The 72 Dragons Design Studio covers design in all aspects of 72 Dragons.

The team designs the experience and interface of all the websites and apps 72 Dragons produces. They create the visual language for each product, which ensures that it remains consistent across all platforms. The team's capability is not just limited to digital experiences. They can design posters, catalogues, and publications.

72 Dragons Design Studio can make high-quality art books, poetry books, and corporate documents. The studio oversees everything about creating a book, from design to printing, and even provides shipping solutions.

The team has expanded their abilities to make tiny animations and GIFs, and other interactive content. They work with the production team to create artworks that are part of videos. They provide supporting materials for productions by creating lookbooks that can be shown to an investor.

Design impacts our everyday lives in invisible ways, from our phones to our fonts; every object is a function of design. 72 Dragons Design Studio believes that good design is more than just good aesthetics. It is the way we use objects. It is about function. It is about creating the most intuitive experience for our customers.

Curation

In the context of museology, Curation refers to activities including but not limited to repository management and maintenance, collection-care, exhibition design, and execution. Surrounding particular art shows or exhibitions encompasses all the works both behind and in front of the scene. The curation team needs to maintain and study the collection, a show is then curated with artistic inspiration and interpretation and opened to specific groups or the public in a well-designed display format.

Curation defines the aesthetics, provides the content, and takes care of the format, the exhibition connects and interacts with the audience, which is a total set of knowledge produced in this process. 72 Dragons proffers high-standard curatorial services with a powerful supporting network consisting of the production team, design team, and social media team. Led by the curatorial team, which defines the way an artwork, an artist, or a show/exhibition is to be interpreted and presented. The further realization of the content including videos, 3D virtual museum, online viewing rooms, social media backlogs, promotional material such as posters are assigned to the corresponding team accordingly.

Therefore, the highlight of 72 Dragons Curation is that it provides a comprehensive set of curatorial services from portfolio/collection establishment and maintenance, academic, curatorial interpretation, design and promotion, online and offline content realization and production.

The Curation team plays as a leader and management of the curatorial project. It defines the perspective of artistic interpretation and the framework of the contents, which would further require collaboration with other teams such as the design team, social media team, production, and post-production team. As the manager and owner of the project, the curatorial team needs to supervise all the related works and make sure every item deliverable is completed as scheduled and as expected.

Thus, the work of the curatorial team involves a lot of research, interpretation, writing, creation, scheduling, communication, and real-time tracking. It cares about the big picture but also pays attention to the details.

Social Media

The main aim of social media is to:

- Increase brand awareness to the company channels (72 Dragons Films, 72 Dragons Health, 72 Dragons Arts, and The Dragon Year Gallery).
- Acquire clients through the channels mentioned above.
- Provide services to the client according to their social media requirements.

The important activities of a social media channel are:

- Posting relevant content.
- Increasing followers.
- Making sure the posts reach a large number of people.

The process of creating social media campaigns is as follows:

1. Analysis of the data sent by the Data science team.
2. Construction of a campaign document based on that data that describes the campaign's vision, goals, and targets.
3. Identification of the target audience and who the campaign is directed to.
4. Identification of a campaign title that is interesting and captures the energy of the campaign.
5. Construction of a backlog includes the list of all the posts that will be part of the Campaign and the date and day the post will be published.
6. Performing the six types of checks (sensitivity check, vulgarity check, grammar check, spell check, hashtag check, and photo reference check).
7. Design for templates that will form the frames for the posts and link the posts together.
8. Editing of the pictures to match the tonality of the template.
9. Execution of each post.
10. Once we start publishing the campaigns, we make sure that we target the campaign's target audience manually too. We follow different strategies in increasing the followers from our target locations and professions.

Data science tools

Data Science

Data science process

- Big data in marketing allows us an opportunity to understand our target audience well.
- The first step in the Data science process is searching for relevant websites and collecting data from those websites, the collection of data from the websites is referred as web scraping. So, we collect data on spreadsheets.
- This is followed by the analysis of the data for discovering useful information, deriving conclusions, and supporting decision making in the context of marketing.
- Results derived from data analysis can isolate our target audiences and market to that audience specifically.
- Different types of analysis can be performed with social media data, such as sentiment analysis, demographics, etc.
- We finally add all the data collected to a dashboard to help us visualize all the data.

1. Digital footprint analysis:
   - A digital footprint is a trail of data you create while using the internet. It includes the website you visit, emails you send and information you submit to online services.
   - It is also known as a cyber shadow, electronic footprint, and digital shadow.
   - It tells us who has a stronger online presence on social media platforms and websites.

2. Competitor analysis:
   - Comparing information about other companies in the same business to our goals.
   - It helps us understand market dynamics to find an optimal way to reach our target customers.
   - It tells us where our competitors are falling short - which helps us identify opportunities in the market and test out new, unique marketing strategies they haven't taken advantage of.

3. Target audience analysis:
   - They are used to provide social media & marketing with conclusions of their target audiences through demographics and interests.
   - We can only identify the audience interested in our product, target them, and make our content to a specific audience.

4. Data scraping:
   - Also known as web scraping, it is the process of importing information from a website into a spreadsheet or local file saved on your computer.

5. Target followers/ marketers:
   - It is finding potential followers that can later be targeted to follow our content or purchase products.
   - We identify potential followers by identifying groups on social media of a certain category, and then we can fetch the members from that group that will be a potential target.

6. Influencer analysis:
   - Identifying influencers can potentially improve an account or product's awareness.
   - Influencers can help our audience to get aware and even become our clients.
   - We identify influencers in different categories and approach them accordingly.

7. Sentiment analysis and emotion analysis:
   - Provides an idea of how strong social media platform users feel about a topic.
   - Identifies if a topic has a higher positive or negative presence on social media platforms.
   - We performed this by getting the data related to a certain subject and at a precise location of 5 major social media platforms.
   - After getting the data from these platforms with APIs, we process this data with the help of Google's natural language processing API, which gives the sentiment scores with the help of which we can identify if the post is positive, negative, or neutral.

8. Data dashboards:
   - Data dashboards can help us analyze the data and find patterns.
   - We can also determine which audience we can target from which region through these dashboards.

01

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Competitor analysis

- Comparing information about other companies in the same business to our goals.

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08

Data dashboards

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Cross Company Specialization

Digital Marketing

At 72 Dragons, we have a digital marketing team that actively participates in our goal to listen and shape our process with our clients and partners with us at every step of the way. We aim to bring a transformation to the digital media industry. Digital Marketing is promoting and selling of products and services through an online market to promote brands.

Sales

72 Dragons have various services that we could offer to potential clients based on their requirements. From creating a promotional graphic to publishing books, creating videos, providing social media services, technology services, and Data science services.

Project Management

To be in a safe position with our deliverables to the clients and the in-house team, the role of the project manager is vital. We have a project management team that takes care of the projects and makes sure that everything is on track. However, there are many projects and many timelines to take care of. We have a specific project role, especially when it comes to clients.

Client Relationship Management

A client relationship manager is a person who connects with the client, and they are the ones who make sure that the client is feeling heard. No specific person gets this designation; based on the project or client, the right candidate is given this job role for that particular project or client.

Following are the primary responsibilities:

- Responsible for direct communication with the client.
- Building a good relationship with the client and looking for upselling opportunities.

Client Service Management

The client service manager acts as a bridge for the client and the internal team; they are the ones who check out if the fulfilment manager has addressed all the requirements requested by the client. They are also responsible for keeping track of tasks internally to keep data available in the case of scrutiny. This is also not a position that one particular individual has; it's based on the nature of the project or client.

Following are some of the responsibilities of a client service manager:

- Responsible for tracking all the clients' requirements in invoicing data, audit data, service data, performance data, etc., with high-quality checks.
- Responsible for tracking and maintaining all the spreadsheets used for the project.

Client Fulfilment Management

The client fulfilment manager is responsible for making sure that the actual work is done on time. They are responsible for ensuring that the internal team is correctly doing the tasks required for the project. Again, no specific person gets this designation; based on the project or client, the right candidate is given this job role for that particular project or client.

Following are the primary responsibilities:

- Responsible for the actual execution of the work in creating the campaigns and the backlogs for the project.
- Responsible for tracking the performance of the projects.

Products, Services & Target Customers

Health

72 Dragons have numerous services to offer to the health industry. Some of them are website services, video services, promotional material services, social media management services, and many more. Find the target customers based on the vertical product offering.

Products	Description	Target Customers
Videos	With the video medium, you can present yourself better or promote your products, technology, and business in a comprehensive manner.	Medical Professionals
Websites	With your website, you would have your online presence where both desktop and mobile users would be able to learn more about you.	Medical Professionals
Social Media	You can simultaneously use multiple major social media platforms to increase your exposure and expand your reach in this traffic age.	Medical professionals Pharmaceutical industry

Arts

72 Dragons Arts is an art community that integrates short videos and technology. We share artistic stories. It's technology product "See Art Go" provides art exhibition information, art job recruitments, city art maps, art-short video sharing, artworks sharing. 72 Dragons Arts also provides digital services, short video production services and exhibition design services to its clients. We also provide video productions and digital presence and design services to our clients.

Products	Description	Target Customers
Book Publications	By formatting your work into a book and adding the necessary captions, you can more easily display and circulate your work to others and express your creative ideas.	Artists
Videos	You have put on a fantastic exhibition; how can you share it with more people, put your work on video, post it online, and everyone can watch your exhibition online.	Artists, Art Galleries, Art Museums, Art Shows
See Art Go	See Art Go is a tech product created by 72 Dragons Arts, the app provides art exhibition information, city art maps, art short video sharing, art works sharing and art job recruitments.	Art World, Creativity Industry, General Art Lovers Public
Websites	With your own website, you would be able to have your online presence where both desktop and mobile users would be able to learn more about you.	Artists, Art Galleries, Art Museums, Art Shows
3D Viewing Room	The 3D Model Online Museum is a walkthrough of your museum through a custom-made 3D model. This tool can include works of art and other content that may not be physically present at the onsite museum exhibition. In essence, taking your museum into this modelled virtual reality space enables you to expand your exhibition well beyond the physical space and provide an interactive and more comprehensive experience for the public. Users would be free to walk around the 3D museum, interact with information & artwork popups, browse multiple floors, launch videos, and video installations, listen to audio commentary, and see works not physically present in the real-world exhibition.	Artists, Art Galleries, Art Museums, Art Shows
WeChat Mini-Program	With more and more WeChat users, the application can showcase pictures and videos of your work and become a sales platform for your work.	Artists, Art Galleries, Art Museums, Art Shows
Social Media	In this age of traffic, you can publish your work on multiple major social media platforms and at the same time increase its exposure.	Artists, Art Galleries, Art Museums, Art Shows

Film

Our global film production unit is capable of catering to multiple audiences in the film industry. From pre-production to post-production, after-effects, and many more can be done to help create a great and smooth film creation for our target audience. Following are our target audience from the film industry.

Products	Description	Target Customers
Sizzle videos	Tailor your own short videos to showcase the best of yourself, your life, your work and share your excitement like a Youtuber.	Actors
Editing (Post Production)	A montage of separate videos cut together to create a video with a story and content.	Filmmakers, Producers, Directors
Special effects (Post Production)	Add richer elements to your video, such as electricity, light, fire, smoke, animation, and other elements to make it stand out.	Filmmakers, Producers, Directors
Web series	Satisfy creative needs while lowering your production budget and distribution costs, as well as updating your content to your audience faster.	Filmmakers, Producers, Directors
Documentaries	Human memory is always limited, but the recorded reality does not change with time, and we cannot predict the future but remember the past.	Actors, Filmmakers, Producers, Directors
Short Films	Maybe you have many ideas that could be made into a movie but don't have the budget to make a great short film that could attract investors, production companies, and film studios to fund them.	Filmmakers, Producers, Directors
Websites	With your own website, you would be able to have your online presence where both desktop and mobile users would be able to learn more about you.	Actors, Filmmakers, Producers, Directors
Social Media	In this age of traffic, you can post your film and television work on multiple major social media platforms, at the same time increase its exposure.	Actors, Filmmakers, Producers, Directors

The Dragon Year Gallery

The Dragon Year Gallery began its development phase in a dragon year, 2012. The concept was a simple one: create a gallery capable of introducing international collectors to young Chinese artists and to the perspectives of life as seen through their eyes.

72 Dragons Production

Our 72 Dragons production is capable of acting as a one-stop solution to the film production related requirements.

Products	Description	Target Customers
Production	Any requirement that is related to production and filmmaking can be catered at 72 Dragons.	Filmmakers, Producers, Directors
Script- Writing	A powerful script is a stepping stone to the successful production or film.	Filmmakers, Producers, Directors
Post- Production	Sky is the limit when it comes to creating unimaginable animations and after-effects.	Filmmakers, Producers, Directors
Promotion	Creating your dream project or production is not enough but you would also need to promote them so that it reaches to your target audiences.	Filmmakers, Producers, Directors

Onboarding

Introduction to Management Team

The management team are the heads of departments. The management team members oversee the daily operations of their respective teams to ensure efficiency, high-quality performance, and client satisfaction. However, there are times when some management team members have to collaborate with other teams, which gives rise to various other management designations.

1. **Functional manager:**
A functional manager takes care of the operational responsibilities of the team and the team members. They are the ones who manage assigned tasks and ongoing responsibilities and ensure that task goals and objectives indeed align with the organization's overall vision. The functional manager is responsible for their functions and how their team members work to meet functional objectives.

2. **Regional/Location manager:**
A regional manager takes responsibility for a company's overall business operations within a particular area or region. A regional manager oversees compliance with the company's policies and regulations, evaluates employees' performance, the progress of regional sales and profits, conducts assessments, and reports to the higher administration.

3. **Fulfilment manager:**
A fulfilment manager is a person who is responsible for supervising all activities that are related to the order processing of the company. They are the ones who make the work happen.

Here's an example for you to understand the difference between functional, regional, and fulfilment manager:

An intern named John from New York is a member of the social media team managed by Social Media Manager Jyoti from India. That means Jyoti is John's functional manager. John is responsible for getting 10 social media post s done in a day just like all the other interns in the company, XinXin who resides in China has taken the leadership job with respect to getting social media post done by all the interns in the company, making XinXin John's fulfilment manager, as she will make sure that all the posts are done on time and in desired quality by all the capabilities from the company. However, John also has to keep updating about his daily activities in the organization to April, who is the head of the New York branch, making April John's regional manager.

4. Various management teams and who's who:

- Global functional managers:

Global functional managers are the department managers that oversee their employees across multiple countries.

Below are the members of the Global team:
» Bradley C. Miller (CEO / Hong Kong SAR China)
» Dr. Jose Pietro Aparicio (COO and Head of 72 Dragons Health/ New York)
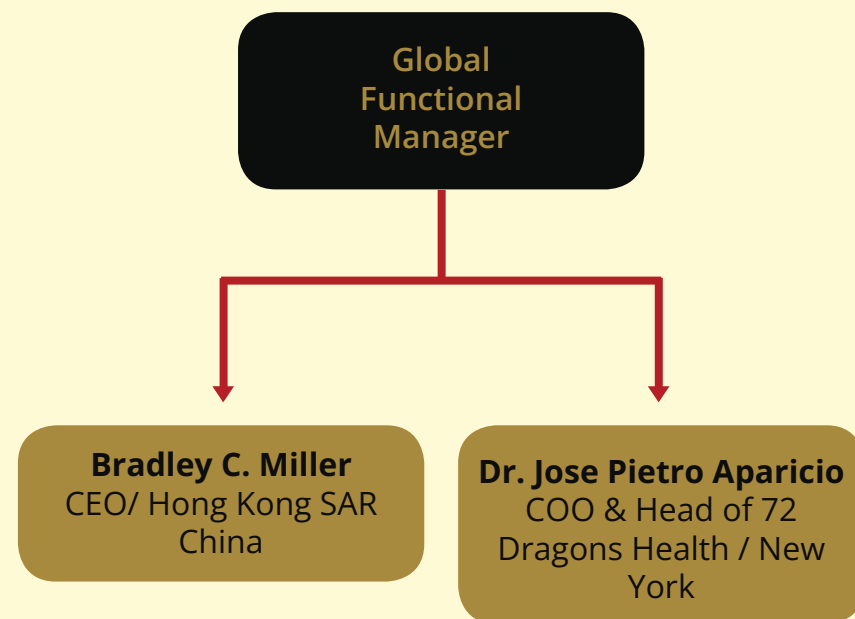
- Location managers.

Location managers are the onsite managers.

Below are the current Location managers:
» Will Cai Jiawei (Head of Art Production & Head of Sales / China)
» Harshitha Polamarasetti (Head of Social Media/ India)

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                 Global
              Functional
               Manager
              /         \
             /           \
   Bradley C. Miller    Dr. Jose Pietro Aparicio
   CEO/ Hong Kong SAR   COO & Head of 72
   China                Dragons Health / New
                        York
```

```
                 Local
              Management
               Manager
              /         \
             /           \
   Will Cai Jiawei      Harshitha
   Head of Art Production  Polamarasetti
   & Head of Sales / China Head of Social
                          Media/India
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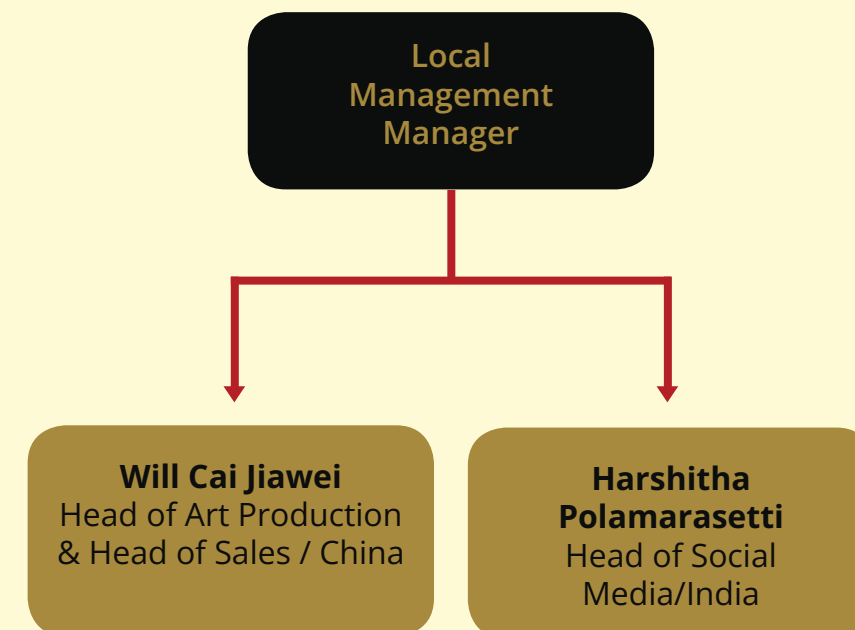
5. Global management team:

The global management team is the manager's team from all the departments.

Below are the members of the global team members:
- » Bradley C. Miller (CEO / Hong Kong SAR China).
- » Dr. Jose Pietro Aparicio (COO and Head of 72 Dragons Health/ New York).
- » Will Cai Jiawei (Head of Art Production & Head of Sales / China).
- » Jimmy Zhong (Head of Global Production and Post Production / China).
- » Jazeela Basheer (Head of Design / India).
- » David Moreno (Head of Information Technology, CFO, and CIO / Hong Kong SAR China).
- » Harshitha Polamarasetti (Social Media Head/ India).
- » Jenny Jingyu Wang (Curation Head/ China).

Global Management Manager

Bradley C. Miller
CEO/ Hong Kong SAR China

Dr. Jose Pietro Aparicio
COO & Head of 72 Dragons Health / New York

Will Cai Jiawei
Head of Art Production & Head of Sales / China

Jimmy Zhong
Head of Global Production and Post Production / China

David Moreno
Head of Information, CFO&CIO/ Hong Kong SAR China

Jazeela Basheer
Head of Design/ India

Jenny Jingyu Wang
Curation Head/ China

Harshitha Polamarasetti
Social Media Head/ India

Introduction to The Members of Assigned Team

1. Email to all the staff:

A welcome email for the new employee to be sent to all the team members of 72 Dragons, introducing the new team member, the role, functional manager, location manager, past experience, qualification, and location.

2. Face to face with the management team and assigned team members:

A new team member is introduced to the management team and the team members, personally in the office or on a WebEx call if the new employee is based in a different location.

Jobs role and Expectations

A. Review contract or terms of reference:
Every new joiner should make sure to go through the terms and conditions of the employment contract.

1. Job description:

Every employee needs to know their job description well. A job description will provide information at a peripheral level about the role and responsibility of the job position. It will also be advisable for employees to understand the job description and be fully informed.
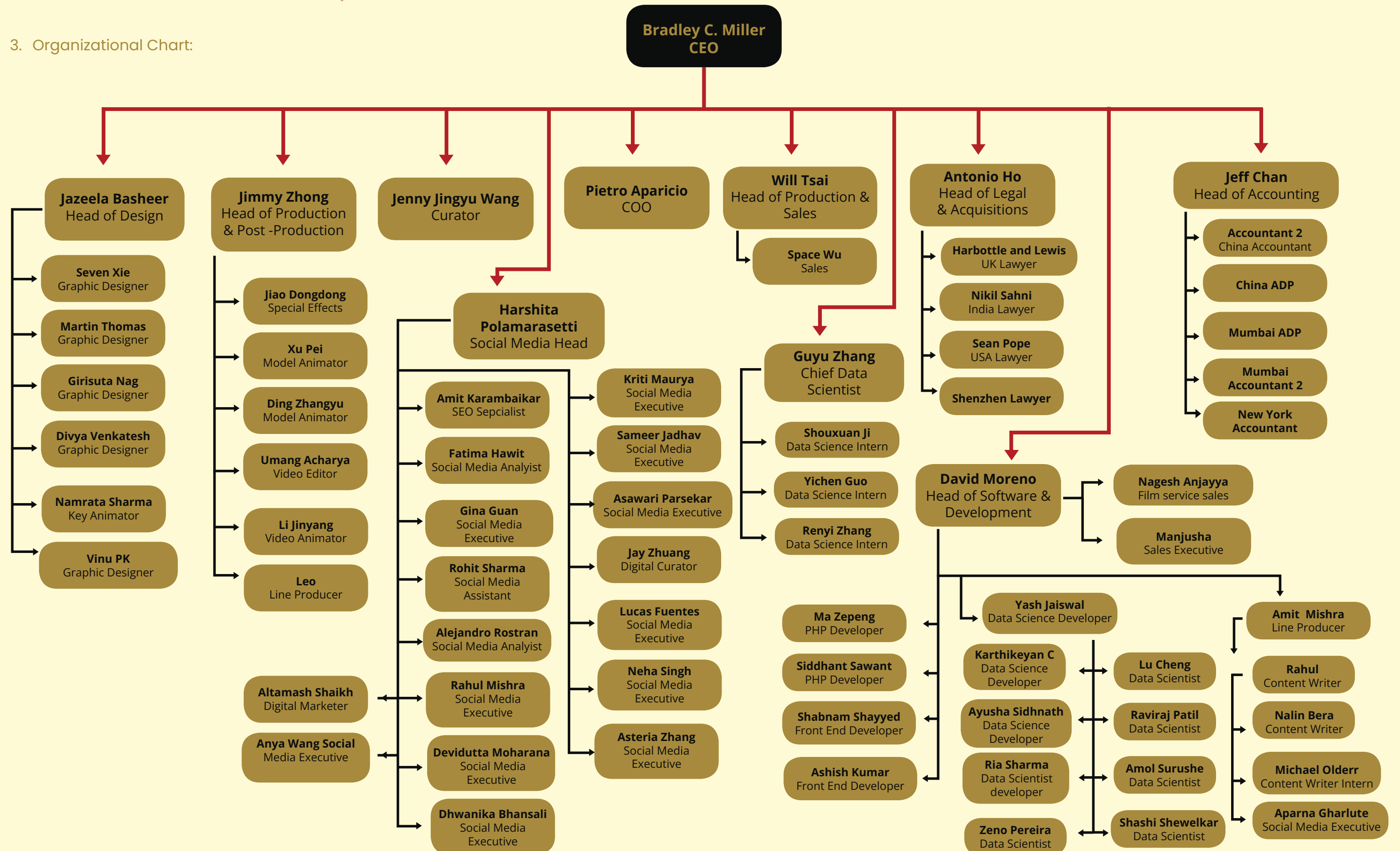
2. Reporting line:

As mentioned earlier there are 3 types of managers that an individual could be eligible to report to. Some of the default reporting manners are as follows:

*   Reporting to your functional manager directly:
    When their functional manager gives an employee any individual task, and the employee writes an email to their functional manager, it is important to keep your regional manager in cc.

*   Reporting to your regional or location manager directly:
    When an employee is sending an email to their regional manager, whether for any task or with respect to some concern, they can directly send it to their regional manager and copy the functional manager when the input of the functional manager is needed.

*   Reporting to your functional manager when you worked with other members of your team:
    When an employee is given any task to work with the other team members, they are already part of it. There is a fulfilment manager appointed for that particular task; in those cases, the employee needs to cc their regional manager, fulfilment manager, and all the team members that he/she has been working with on the task.

*   Reporting to your functional manager when you worked with members from another team:
    When the functional manager gives an employee any task to work along with other team members who are not from the team that he/she is already a part of and there is a fulfilment manager appointed for that particular task, in that case, the employee needs to keep their regional manager, fulfilment manager, along with the regional managers of other team members in cc when communicating by email.

*   Reporting to higher-level management:
    When an employee, on any occasion, has to contact upper management, you must keep your regional manager, fulfilment manager, functional manager, and other team members involved with their respective regional managers in the loop, in cc while emailing.

3. Organizational Chart:

Bradley C. Miller
CEO

Jazeela Basheer
Head of Design

Jimmy Zhong
Head of Production & Post -Production

Jenny Jingyu Wang
Curator

Pietro Aparicio
COO

Will Tsai
Head of Production & Sales

Antonio Ho
Head of Legal & Acquisitions

Jeff Chan
Head of Accounting

Seven Xie
Graphic Designer

Martin Thomas
Graphic Designer

Girisuta Nag
Graphic Designer

Divya Venkatesh
Graphic Designer

Namrata Sharma
Key Animator

Vinu PK
Graphic Designer

Jiao Dongdong
Special Effects

Xu Pei
Model Animator

Ding Zhangyu
Model Animator

Umang Acharya
Video Editor

Li Jinyang
Video Animator

Leo
Line Producer

Harshita Polamarasetti
Social Media Head

Space Wu
Sales

Harbottle and Lewis
UK Lawyer

Nikil Sahni
India Lawyer

Sean Pope
USA Lawyer

Shenzhen Lawyer

Accountant 2
China Accountant

China ADP

Mumbai ADP

Mumbai Accountant 2

New York Accountant

Amit Karambaikar
SEO Sepcialist

Fatima Hawit
Social Media Analyist

Gina Guan
Social Media Executive

Rohit Sharma
Social Media Assistant

Alejandro Rostran
Social Media Analyist

Rahul Mishra
Social Media Executive

Devidutta Moharana
Social Media Executive

Dhwanika Bhansali
Social Media Executive

Kriti Maurya
Social Media Executive

Sameer Jadhav
Social Media Executive

Asawari Parsekar
Social Media Executive

Jay Zhuang
Digital Curator

Lucas Fuentes
Social Media Executive

Neha Singh
Social Media Executive

Asteria Zhang
Social Media Executive

Guyu Zhang
Chief Data Scientist

Shouxuan Ji
Data Science Intern

Yichen Guo
Data Science Intern

Renyi Zhang
Data Science Intern

David Moreno
Head of Software & Development

Nagesh Anjayya
Film service sales

Manjusha
Sales Executive

Altamash Shaikh
Digital Marketer

Anya Wang Social
Media Executive

Ma Zepeng
PHP Developer

Siddhant Sawant
PHP Developer

Shabnam Shayyed
Front End Developer

Ashish Kumar
Front End Developer

Zeno Pereira
Data Scientist

Yash Jaiswal
Data Science Developer

Karthikeyan C
Data Science Developer

Ayusha Sidhnath
Data Science Developer

Ria Sharma
Data Scientist developer

Shashi Shewelkar
Data Scientist

Lu Cheng
Data Scientist

Raviraj Patil
Data Scientist

Amol Surushe
Data Scientist

Amit Mishra
Line Producer

Rahul
Content Writer

Nalin Bera
Content Writer

Michael Olderr
Content Writer Intern

Aparna Gharlute
Social Media Executive

4. Performance evaluation process:

Performance appraisal is a process in which the achievement of set objectives is verified, the demonstration of good behaviour and values are appreciated, and necessary action is taken to ensure the development of individual employees working in the organization. The performance evaluation process takes place annually for the full-time and upper management employees. The same process takes place for interns after 3 months or 6 months based on their internship tenure.

- **Full-Time employees:**
  Following are the steps of the performance evaluation process for full-time employees:

  » **Step 1:** The company will organize the performance appraisal once a year, and the managers will send an email regarding their performance appraisal.
  » **Step 2:** Functional manager & local manager will sit together and fill the annual review form.
  » **Step 3:** Functional manager will send the self-review form to the employee who has applied for the appraisal review process.
  » **Step 4:** The performance appraisal process should be thoughtful and meaningful, not just random writing tasks; employees need to fill the form very carefully.
  » **Step 5:** Both local & functional managers will meet with the CEO & COO to review the employee performance appraisal form.
  » **Step 6:** Once the self-review and manager's review forms are filled, local and functional managers sit down with the employee and discuss the overall review.
  » **Step 7:** Both managers need to write a short write-up of how the meeting went.
  » **Step 8:** Conclusion and result.

- Following are the ways the overall work is reviewed:
  The performance is tracked daily, people's tasks for the day will be monitored and tracked. And at the end of the week we will again have a report that shows how many tasks were on time, how many were late and how many were incomplete.

  » **Annual review policy:**

  Once a year, on the anniversary of the employee hire, an annual review will be conducted to reflect on the employee's performance, achievements, and written reflection of the year. The purpose of the annual review is to help identify the employee's strengths and weaknesses and what can be done to improve.

  This review will be completed through the 72 Dragons staff panel (https://72dragons.com/staff/pages/performance-review/). Once a review is completed, it will be revised by the reviewer's manager and may go through iterations if needed.

  In addition to the manager and employee review, the employee's peers will be required to provide a paragraph review of the employees.

  Once the reviews have been written and approved, the managers will sit down with the employee and go through them.

  » **Probation review for new workers:**
  Employees undergo a stage called "Probation" where they work in the company for 3 months. The probation review will occur 3 to 6 months after hire, at the discretion of each functional manager.

After this duration, they will be reviewed based on their performance under the probation review, which will result in their continuation in the company depending on the result. No passing probation is ground for immediate dismissal.

  » **360-degree reviews.**

1. **Annual reviews will be 3 parties:**

   The employee, local and functional managers, and colleagues. The employee and managers will be required to fill out the review form on the performance review panel, while the employee's peers will provide a paragraph review of the employee.

2. **Functional manager:**

   The functional manager, as mentioned above, is the one who gives the task or is the manager in the operational sense. The functional manager of the reviewee is responsible for driving the review process and scheduling the times for the manager-to-manager review meetings and managers-to-employee review meetings.

3. **Local/regional manager:**

   A regional or location manager is the one who is the manager of a particular location. Thus an employee who is from that particular location reports to that local manager. The local manager of the reviewee is responsible for filling out the review form and working with the functional manager to discuss the employee's performance.

- Interns:
  » Following are the steps of the performance evaluation process for interns:

Step 1: After the completion of an internship, an intern will be evaluated on the following criteria:
  i.   The intern's performance based on the job description
  ii. If additional training is required
  iii. Expectation met
  iv. Analysing and understanding all the managers, i.e., functional, regional/locational, and fulfilment managers positive responses as well as areas of improvement

Step 2: Self Evaluation, all the interns will fill a self-evaluation form; note: Step 1 and Step 2 can either go parallel or one by one.

Step 3: Interest of continuation, both the company and the intern need to show the intention of continuing the job and, if they intend to continue, deciding whether to continue as an intern or as full-time employment.

Step 4: If made a full-time employee, a new contract and a new job description will be given to the candidate.

- For interns and full-time employees: Following are the basis of evaluating performance for both full-time employees as well as trainees.

  » Creativity - Suggestions or ideas in project discussions.
  » Proactivity - Frequency of initiations.
  » Reliability - Timeliness to meetings, providing efficient responses, quality of work output.
  » Skill Contributions - Skills that have been brought and used in the workplace.
  » Problem Solving - Process of tackling an issue (big & small).

- Understanding of Salary: This is one of the crucial sections that every employee in the company wants to know about.

- Let's talk about your salary:
  » Salaries for Indian employees before office incorporation in Mumbai:

As of now, which is the year 2021, the Indian office is not yet incorporated. Thus, as mentioned in all the employee's contracts, people working from India are technically working as consultants to the Hong Kong office. At this moment, since we are not incorporated in India, all the employees working from India get the net salary credited in their respective accounts without any deduction of tax or any other liabilities.

For instance, if an Indian employee earns Rs.5,00,000 (500,000) annually, they are liable to pay Rs. 12,500 tax annually; however, at this moment, since the company is not incorporated in India, the employee will get the whole of Rs.5,00,000 (500,000) credited in his/her respective bank account.

  » Salaries for Indian employees after office incorporation in Mumbai:
Upon incorporation of 72 Dragons office in India, the Indian staff will be moved on the payroll of 72 Dragon India with the same assigned title. Also, salaries will be disbursed honoring standard deductions per Tax Policies. For instance, if an Indian employee is earning Rs. 5,00,000 (500,000) annually, before incorporation, he/she is getting a whole of Rs.5,00,000 (500,000), but, after incorporation, Rs. 12,500 will be deducted from his/her salary annually.
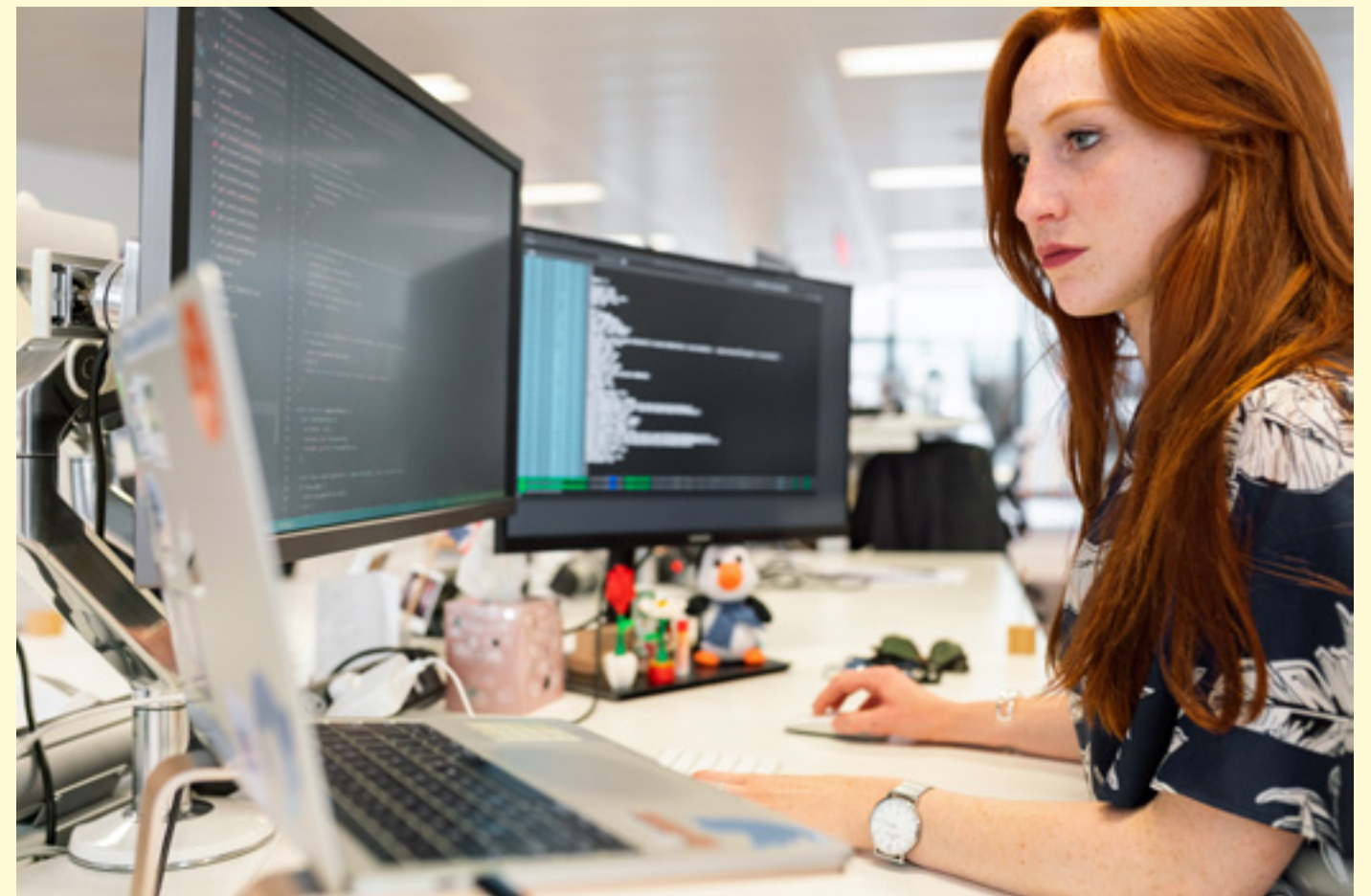
B. Identify tailored training and mentorships:

1. Complete the Myers–Briggs personality test:

The Myers–Briggs Type Indicator (MBTI) is an introspective self-report questionnaire indicating differing psychological preferences in perceiving the world and making decisions. Every new employee should take the test in order to understand their personality and decision-making abilities.

The purpose of this test is only to understand one's personality, which gives an idea about how our team might work together. Being a global company, we have team members worldwide, making it important to understand everyone's personality. It also helps us shape everyone's role in various projects and teams that fit their respective strengths and weaknesses.

For instance, someone who loves details might be the best person to lead the research for a project. Someone who is comfortable collaborating with various team members and is an outgoing person can work great as a project leader.

C. Facilitate access to the work environment:

1. Create an email account:
   •   Without company email:
Initially, when the newly joined candidate does not have official 72 Dragons email address, they can use their personal email address.

   •   With company email:
Once the official 72 Dragons email address is generated, only the company email address must be used and not the personal email address.

2. Access to google drive:
Once an official email is created for a new team member, they will be given access to the google drive documents and appropriate folders. They can also start uploading their work on the drive so that their team members can see it, and also, it can be a record.

3. Add to corresponding WhatsApp group:
After onboarding of any new employee, he or she shall be invited to appropriate Whatsapp groups corresponding to their respective department and nature of the work. It is imperative to note that these WhatsApp groups are meant for professional information exchanges and all the group members should maintain strict professional behaviour.

4. Add to meeting invites:
Upon onboarding of a new employee, he or she shall be invite d to relevant meetings, which happen periodically such as Team meetings & Global Meetings.

5. Add to team emailing group:
Email address of all new employees must be promptly added to the relevant email groups to ensure they don't miss out on attending meetings for which the invitation is shared on the group email ids. Moreover, it is convenient to share relevant information with all team members over a group email id.

6. Directory of staff contact information:
A well-maintained and up to date staff contact information directory will help any employee to reach out to appropriate personnel for work related collaboration or information sharing. This is especially of a great help for the new employees to know how & whom to reach out to for support.

D. Keeping documentation:

- File contract or terms of reference in designated google drive:

Every employee has their dedicated contract that they sign. One copy goes to them, but another copy will be placed in a google drive. with the company.

- File copy of resume:

It is important to keep a record of all the employee's resumes. We will keep your resume on our drive for the record if the employees update their resume and wish to share with us if they wish to.

- File a picture:

It is also important for a company to keep a record of all the employee's photos.

- Provide address, telephone, email, and bank account information:

All the employees must provide their address, telephone numbers, and their bank details for the record.

E. Prerequisites or expectations from employees:

- Arriving 10 minutes before meeting time.
- Making sure your whole face is visible in the video call meeting.
- Make sure the lighting is good enough to see the face of the employee.
- Make sure you are audible, and always keep the microphone near your mouth.
- Make sure your WIFI is working properly and without any fluctuation.
- Make sure your laptop or computer is working properly.
- Make sure many people do not surround you as it could cause distraction and background noise.
- Make sure the email etiquettes are appropriately followed.
  - » Keeping your manager and the team members, you are contacting in cc.
  - » Make sure you're clear with your message.
  - » Make your tone in the message right.
- Make sure you are familiar with the organizational chart.
- If you are an intern, make sure you know the probation period and your review policy.
- Make sure you are aware of the communication behaviours.
  - » Emails for official conversation.
  - » Text for a little urgent talk.
  - » Phone calls/ video calls for extremely urgent talks.
- Make sure you acknowledge all the emails within 1 hour.
- Make sure you follow the conversational rules.

Holidays & Days Off

Vacation

Company policy for vacation leave

Employee Status	Vaction Leave
New Employee/ Probation	No Vacation Leave for 3 months
Worked for 3-6 Months	10 days in the Calendar yearly
Worked for 6-12 Months	15 days in the Calendar yearly
Worked for more than 12 Months	21 days in the Calendar yearly

Important points

- No carry forward, or encashment of vacation leave is allowed.
- Only full-time employees who intend to work for 12 months or more will be eligible for vacation leave and not applicable to part-time or internship.
- No vacation for an employee who is serving their notice period after resignation.
- The employee is expected to be available during the resignation notice period as per contract or terms of reference (TOR) in the case of an intern.

Practices for vacation leave.

Point 1: All the employees are required to apply in the following manner:

- For leaves up to 2 working days, 7 days notice is required
- For leaves upto 3-5 working days, 10 days notice is required
- For any annual leave more than 5 days, you need 3 weeks notice.
- All leaves without notice will be denied and if still leaves are taken, they will be considered as unpaid holidays.
- Fill out a vacation leave form and submit it to your functional manager keeping the location manager in cc to apply for a vacation leave.
- In case your functional manager is on leave while you apply, the functional manager of your functional manager needs to be approached.

Point 2: Request process:

- Leave application must be made to your functional manager. If the functional manager is on leave, the functional manager of your functional manager will approve the leave.
- If an employee does not comply with the advance day notice, the functional manager is in position to refuse the leave.
- The first come first serve + seniority will be taken into consideration while providing the leave.
- Fill out a vacation request form when applying for vacation.
- Exceptions for consideration, when an employee did not get a chance to apply for vacation leave in advance, like a family emergency, unpredicted events, etc. In such case, the leave will be at the discretion of the functional manager even if they did not apply first and if they are not the senior employee in the office.
- Only 30% of the employee strength from a functional team can be on leave. If more people apply, the functional manager can deny the leave.
- If the team has less than 5 members, only one person can be on leave at a time, and a functional manager is in position to deny the leave if the leave interrupts the flow of work during the crucial months for the company.

For example:

An employee named NYM, has been working for the last 8 months in the company. His colleagues, who have been working for the last 3 years, had applied for a leave making him the 3rd employee in the team of 10 members who applied systematically for leave.

However, unfortunately, NYM's mother had to be hospitalized due to deteriorating health. He applies for a week's leave to be with his mother. The functional manager has the ability to approve his leave and asks the employee who applied a few days before NYM to postpone his vacation leave dates.

For example:

An employee named TZM, working for the last 8 months, wants to take a leave on Thursday (April 15, 2021) and Friday (April 16, 2021); he needs to apply for the leave the latest on April 08 , 2021.

Sick Leave

Company policy for sick leave - Max. 10 days of sick days is granted by the company.

Questions	Answers
How many sick leaves?	Max. 10 days
What counts as sick days?	Days when one has - fever, cough, cold, period, contagious illness, injury, back pain, stress, migraine, etc.
Will my pay be cut?	70% for everyday until they resume their work. For single day sick leave, there would not be any deductions.
Is a medical certificate required?	Sick days of 2 days or more for any type of sickness mentioned above. Only 1st day, no certificate, after that certificate required
0 -3 months of working	No sick leave will be allowed. It will be unpaid

Important points
- No carry forward or encashment of sick days is allowed.
- The employee is expected to be available during the resignation notice period as per contract or terms of reference (TOR) in the case of an intern.

Practices for sick days

Point 1: All the employees are required to apply in the following manner:

- A sick leave can only be requested when an employee himself or herself is not feeling well. A family member or friend feeling sick does not count as sick leave.
- Taking sick leave for 1 day – No certificate.
- Taking sick leave for 2 days or more – Need medical certificate.
- Elective surgeries and other health related items that do not constitute emergencies may be taken as sick leave, but one week advance notification is required. Failure of notification in-advance means that the days taken off will be applied without pay.
  » Medical leave for more than a day without a note (or any record of being admitted in the hospital, visiting doctor, prescription) will be considered a leave without notice and hence it should dock their pay for the day.
  » If the employee is taking a sick leave, their pay will be deducted (even if approved) on the basis of multi-day per cent, which is 70% for everyday until they resume their work.

E.g.: If an employee takes 2 days sick leave, they will see a 70% deduction in their daily salary for those 2 days and a Doctor's note will also be required.

* A doctor's medical certificate for work is a written explanation for the employer that certifies:
  » The reason for missing work.
  » A registered medical practitioner should complete them.
  » They should be legible.
  » They should be completed on a doctor's or clinic's stationery which will include the name of the Practitioner and their contact information.

  » They should contain the doctor's full name, the patient, and the reason for the medical visit. They should articulate the medical reasoning for sick leave, if indicated.
  » The doctor's note must indicate the recommended sick leave period of time.
  » The medical certificate will be approved upon revision by the company medical professionals.
  » If the note is not approved by the company's medical professionals, the time taken off will be deducted without pay.
  » False and intentionally malpractice medical certificates will be liable for malpractice legal prosecution of both the employee and the medical practitioner.
  » The doctor's note must be provided within five business days of return. If not provided, the sick time will be deducted as time without pay. Because all vacation leave requires advanced notice, emergency sick leave cannot be substituted by available vacation days.
  » The doctor's note must identify the diagnosis.
  » Prescriptions do not constitute a valid medical note for emergency sick leave

- Write an email to your functional manager keeping the location manager in cc to apply for sick leave.
- In case your functional manager is on leave while you apply, the functional manager of your functional manager needs to be approached.
- Leave with less than a week's notice is only granted for legitimate and emergency reasons as well as sick leave.

- It won't be granted for medical appointments because they can always be scheduled in advance.
- Functional managers will actively observe if an employee shows a trail of taking sick leave before every important meeting or deliverable, Fridays, Mondays, or around the holidays. If found, the employee will be warned.
- The employee cannot take a leave in the first 3 months of the job start, i.e., probation period. If someone takes sick leave during their probation period, it'll be unpaid leave, and it will be considered days off without pay.

Public Holidays

Company policy for public holidays - the company grants 12 days of public holidays.

Number	Occasion
01	Republic day
02	Independence Day
03	Gandhi Jayanthi
04	Maharastra Day / Labour day
05	Dussehra
06	Diwali (Deepavali)
07	New Year's Day
08	Holi
09	Ganesh Chathurthi
10	Christmas Day
11	Ramadan
12	Eid al-Adha (Bakrid)

For example:

An employee named TZM, working for the last 9 months, wants to take sick leave on Wed (April 14, 2021) due to a cold and was granted by her functional manager. On Thru (April 15, 2021), he applied for one more day's leave due to fever and was granted the same. He again applied on the 3rd day, too, i.e., Friday (April 16, 2021), as he was still not feeling well. On the 2nd day, his functional manager asked him to submit a medical certificate.

Important Points
- No carry forward or encashment of public holiday is allowed.
- If any of the above-stated holidays falls on a weekend, the employee can choose to compensate by taking another day; approval is under the discretion of the functional manager.

For e.g. If Christmas falls on a Saturday, the employee has an option to choose either Friday or Monday as a holiday, which can be availed upon manager's approval.

Practice for public holiday
Point 1 – A location manager's responsibility:
- As many public holidays are subject to fall on different dates every year, the location manager will circulate the list of public holidays with dates at the beginning of every year.
- Functional managers must also consider the public holidays while assigning the task and planning for the tasks.

Casual Leaves

Company Policy for casual leave - 8 days of casual days is granted by the company in 4 full days and 8 half days.

Questions	Answers
How many Casual Leaves?	8 Days (4 Full days + 8 Half Days in the Calendar Yearly)
What counts as Casual Days?	Days when one has someone who is not feeling well at home, urgent/ needy work at the household, casual leave for personal reasons, family commitments, etc.
When to take it?	1 day or 2 half days in a quarter, cumulative in the calendar yearly.

Important Points

- No carry forward, or encashment of casual leave is allowed.
- No casual leave for an employee who is serving a notice period after resignation.
- The employee is expected to be available during the resignation notice period as per contract or terms of reference (TOR) in the case of an intern.

Practices for casual leave:

Point 1: All the employees are required to apply in the following manner:

- Taking leave for 1 day or a half-day leave – 5 days advance notice.
- Fill out a casual leave form and submit it to your functional manager keeping the location manager in cc to apply for a casual leave.
- In case your functional manager is on leave while you apply, the functional manager of your functional manager needs to be approached.

Practices for casual leave:

Point 2: How it works:

- Casual leave application must be made to your functional manager. If the functional manager is on leave, the functional manager of your functional manager will approve the leave.
- If an employee does not comply with the advance day notice, the functional manager is in position to refuse the leave.
- The first come first serve + seniority will be taken into consideration while providing the leave.
- Fill out a casual leave request.
- An exception can be made when an employee did not get a chance to apply for casual leave in advance, like a family emergency, unpredicted events, etc. In such case, the casual leave can be approved under the discretion of the functional manager even if they did not apply first and if they are not the senior employee in the office.
- Only 30% of the employee strength from a functional team can be on leave. If more people apply, a functional manager can deny the leave.
- If the team only has less than 5 members, only one person can be on leave at a time, and a functional manager is in position to deny the leave if the leave interrupts the flow of work during the crucial months for the company.

For example:

In the month of May, employees named NYM and LIL have applied for casual leave 5 days in advance, along with 2 other employees who had applied a week in advance. Looking at all the leave applications, the functional manager realized that more than 30% of the employees would be on leave. The month of May is crucial for the company as the company attends the Cannes Film Festival. Thus, the functional manager requested others to rearrange their holiday and only allowed LIL to take casual leave, as she was the senior-most employee. She did give an advance notice, actually well in advance, and she was only a few days late in providing the well-advanced notice. Thus she got the opportunity to get the leave based on seniority and advance notice.

For example:

An employee named XYZ, wanted to apply for a day's casual leave to attend her friend's engagement on Friday (April 23, 2021), so she has applied for the leave to her functional manager Wednesday (April 21, 2021). However, the functional manager denied her leave. She was re-informed that she was supposed to apply at least 5 days in advance, i.e., Monday (April 19, 2021)

Practices for maternity leave:

Point 1: All the employees are required to apply in the following manner:

- Understand your eligibility, i.e., have completed 80 days of work in the company.
- Write a letter or email to your manager informing about your pregnancy.
- Provide the medical certificate from a clinic or a doctor.
- Propose your manager with your leave breakdown if you want 8 weeks of leave before delivery and remaining after the delivery.
- Get your maternity leave approved by your manager and upper management.

For example:

An employee named XYZ has worked in the company for the last 3 years. XYZ got married 2 years back and has applied for maternity leave. XYZ has complied with the step mentioned above, and the entire company is happy to support XYZ in any way possible. However, XYZ opted for only 4 weeks of leave before delivery and remaining after the delivery. The company accepted her request and granted her maternity leave.

Note: For any other leaves like Paternity Leave, Marriage Leave, and Bereavement Leave, an employee must use their casual leave or vacation leave.

Maternity Leaves

Company policy for maternity leave- 26 weeks, Maternity leave is full coverage.

Important Points

- No carry forward, or encashment of maternity leave is allowed.
- No maternity leave for an employee who is serving a notice period after resignation.
- An employee should have completed working for 80 days to be eligible for maternity leave.
- An employee can choose to take 8 weeks of leave before delivery and the remaining ones after delivery.

Company Principles

Company Principles

The company runs on certain core principles that each and every employee must be following.

Following are principles that we need to abide by:

1. Client Service:

We make sure that we come across as professionals when it comes to client services. Additionally, we also take an effort to ensure that our clients also know how to be an ideal client.

2. Business morals, Ethics and Laws:

- Morals can be a body of standards or principles derived from a code of conduct from a particular philosophy, religion, or culture.
- Ethics are acceptable behaviours or practices in accord with a particular context. Business ethics deal with acceptable behaviours in the business workplace.
- Rule of conduct developed by the government or society over a certain territory. Law follows certain practices and customs in order to deal with crime, business, social relationships, property, finance, etc.

72 Dragons is determined that as a company we understand the difference between business morals, ethics, and laws. It is also important that each and every employee displays morals, that comes from the religion or culture or the philosophy that an individual follows, ethics that are appropriate to the workplace, and follow all the laws, be it inside the company or the law of the country of the employee, company, or client.

3. Business Communication and Practices:

72 Dragons gives great importance to the way we communicate and the communication practices that we follow. But first understand the difference.

- Business communication is the process of sharing information between people within and outside a company. Effective business communication is how employees and management interact to reach organizational goals.
- All businesses expect their capabilities to work in a certain way which is only intended to avoid internal conflicts, misunderstandings, and work more efficiently to achieve the end goal.

It is highly important that every employee not only focus on passing the information but also be mindful about the way or the method of passing the information.

4. Respect in the workplace and with our clients

72 Dragons is very particular about showing respect not only within the organization but also to the clients. It is vital that we show mutual respect as it can avoid many unwanted conflicts and problems within the organisation. Also, it is essential that we show respect to our clients as they should feel that we are loyal to them.

5. Identifying potential conflicts of interest and practices to avoid:

A Conflict of Interest occurs when an entity or individual becomes unreliable because of a clash between personal (or self-serving) interests and professional duties or responsibilities. Everyone should make sure that there is not conflict of interest and if there is any, potentially, notify the company.

6. Ensuring we avoid any practice that is or looks corrupt:

It is a known fact that corruption is not only against our company's values; it is illegal and can expose both the employee and the company to fines and penalties, including imprisonment and reputational damage. As a company we do not support such corrupt behaviour.

7. Best practices and expectations regarding gifts and entertainment:

A general gift or entertainment is something of value given without the expectation of return; it is considered as a bribe when the same thing is given in the hope of influence or benefit. Sometimes accepting these gifts and amenities may be a proper part of a business relationship. In some situations, however, accepting them may be a serious breach of business and professional ethics, and perhaps even a violation of the law.

As long as there is no intention of getting something in return, and based on the situation gift or entertainment can be received or given, however, each employee needs to check with their respective manager and the upper management first.

8. How we track compliance:

Regulatory compliance defines the goals companies want to achieve to ensure that they understand and take the necessary steps to comply with policies, relevant laws, and regulations. There are dedicated tracking sheets-maintained inside the company to track the compliance. It is extremely important that we track each and everything that happens in the organisation as well as the work that we do for the client. Tracking compliance not only helps us to be on top of our work but also can help in managing uncertain situations that might arise.

Projects & Schedules

Working in Projects

At 72 Dragons, we talk in terms of projects. An employee could be working on more than one project at a given time; thus, they are supposed to update the team in terms of the amount of projects completed and the amount of projects left.

Some projects are long-term and cannot be expected to complete in the near future; however, others are short-term and are of urgent need to the company. However, every project must have a tentative schedule.

Working with Schedules

It is an essential practice that one should follow. It becomes chaotic when there is no start date, milestones, and end date to a project. Irrespective of long-term or short-term projects, a tentative timeline is crucial. Having a schedule gives an idea about the life of the project and, perhaps based on the timeline, is necessary to have a sense of where the project is heading, the milestones, setbacks, roadblocks, and end date.

Working with Clients

Roles and Responsibilities while Working with a Client

When we are working with any of our clients, we designate 3 critical roles to our in-house capabilities involved in the client's project. Following are the 3 important roles and their description. The individuals who are titled with these roles and responsibilities are subject to change based on the client.

i. Client relationship manager:
- Responsible for direct communication with the client.
- Building a good relationship with the client and look for upselling opportunities.

ii. Client service manager:
- Responsible for tracking all the clients' requirements in terms of invoicing data, audit data, service data, performance data, etc., with high-quality checks.
- Responsible for tracking and maintaining all the spreadsheets used for the project.

iii. Client fulfilment manager:
- Responsible for the actual execution of the work in terms of creating campaigns and the backlogs for the project.
- Responsible for tracking the performance of the work.

Rules for Communication

As 72 Dragons, we are suppliers to our clients and have certain manners of communication with our clients. However, we do expect certain manners of communication from our clients too. We do have a full-length training program concentrating on the same. Following are the rules of communications for a supplier and a client.

i. Rules for communication for a supplier:
- Talk politely
- Treat the client with the utmost respect
- We are enthusiastic and sincere
- We maintain calm in our tone
- We use our gestures appropriately
- We communicate our plans and schedule
- We communicate our internal process with the clients
- We communicate good news fast and bad news faster

ii. Rules for communication for clients:
- Listen more
- Consider the tone
- Don't be too casual
- Give constructive criticism
- Maintain respect
- Be appreciative
- Admit mistakes
- Don't intimidate or make others feel uncomfortable
- Non - threatening environment

Communication Behaviour

Communication Behaviours

1. Walkthrough online training programs:

There are various training programs that 72 Dragons has to offer to all its employees. However, there are 3 major online training programs that every individual in the company has to go through that concentrate on communication do's and don'ts. The following are the training programs.

- **Legal training program:**
  Since our company is a global company headquartered in Hong Kong, thus it is essential for all the employees, irrespective of their working location, to understand the law and regulations of major countries the company works with. This training program will help the employees to understand the acceptable and punishable laws.

- **Client's service and supplier's code of conduct:**
  As a business, we have clients who come from different walks of life. Also, since they are a client, it does not mean they do not carry any responsibilities. This training emphasizes what are our duties and responsibilities as a supplier and what are our expectations from our clients, and what are their responsibilities.

- **Our standards of business conduct:**
  We, as a business, have certain operating rules and regulations. Some are very straightforward, and others are not so easy to understand as they are more about the ideal behaviour, morals, attitude, and many more aspects.

2. Clearing test for all online training programs:

Once an employee goes through the above-listed training program, he/she has to go through a mandatory to take a test which ensures that an employee has a clear understanding of all the programs. People who score 80% or more will be considered passed, and others who score less than 80% will have to retake the test.

3. Basic communication behaviours

72 Dragons encourages an environment of respect, honesty, and care for all its members and clients by creating the following set of communication principles:

- Listen carefully when you are being spoken to until the other person is able to convey her/his message.
- Pay close attention to everything being told to you and think of everything as extremely important.
- Respond to the concerns expressed by others and ensure that all their concerns are addressed.
- Be quick to listen to other's needs, requests, and complaints.
- Respond quickly and if you do not know the answer, offer alternatives and guide the individual to who might have a response to the present situation.
- Be aware that the other person doesn't have the same information as you; ask questions until you feel you clearly understand how much information the other person has.

- Take the time to explain thoroughly, don't be quick just to get it out there. It is wise to think it through and list all the elements that will be important to share in order to provide a full picture of the topic of discussion.
- Don't stop talking until you're on the same page. Be patient and walk it through at the same pace as the other person. Some people comprehend certain topics better than others for different reasons. Be patient.
- Be empathetic. Go the extra mile to understand the other person's challenges, the difficulties she/he might be going through, and how it affects them.
- Be aware of the different communication styles between different cultures. Before you judge too quickly, consider that the challenges in communication may be because of a different set of cultural values.
- Be trusting. The leadership of 72 Dragons provides a safe environment and sets the example for the rest of the members of 72 Dragons.
- Make your motives visible. Feel comfortable expressing your motives and asking about other's motives in order to create an environment of transparency.
- If you don't understand something, ask. People will be responsive and will appreciate your honesty. People will feel confident that you have a clear understanding of the task at hand.
- Be quick to communicate when issues need to be addressed, particularly when you become aware of any immediate risks to 72 Dragons or its clients.
- Don't blame. Focus on the issues, not the individual. Be supportive of the individual while searching for a solution to the problem.

- Accept responsibility. If you cause an error, report it right away to your immediate manager, and she/he will guide you through the proper way to address the error.
- Clarify communication by acknowledging and repeating back what you hear to ensure a clear understanding of the information or instructions provided.
- Negotiation. Always consider alternatives and search for a middle ground where both parties feel satisfied with the resulting agreement.
- Bad news travels fast. Do not sit on bad news; quickly report it to your manager, who will help identify ways to fix the problem.
- Be a leader. Every project and every task, independent of how small it is, requires leadership. Take every opportunity to improve your leadership skill and grow as an individual and professional.
- Decision-making is in every step of what 72 Dragons does; there are no small decisions. 72 Dragons encourages every member to make well-informed and wise decisions on behalf of the staff and clients.
- Be transparent. 72 Dragons encourages frank and open interactions and discourages any hidden agendas or convoluted information.
- Put yourself out there, take risks, and confront your fears. The 72 Dragons team will be with you to provide support.
- Never communicate in panic; always take a deep breath, then approach your manager and talk through what is in your mind. 72 Dragons provides a safe place for you to express your concerns.

Workplace Practices

1. Arriving on time:

Always arrive 10 minutes prior to work, appointments, online and offline meetings, and any events that require your presence. If there is an emergency that may cause you to be late or delayed, always inform your manager and colleagues in advance and as soon as possible.

2. End of day practices:
- At the end of the day, provide your functional manager with an update regarding your tasks, as well as having all files stored in an online storage system (google drive, file systems, etc.)
- Employees who leave the office last are responsible to check the office before leaving for any kind of situation.
- They need to check if all the air-conditioners are switched off.
- They need to check if their computers are switched off, unless their computer is required to keep running on for rendering or requested by their manager for work purposes.

- They need to check if all the office lights are switched off.
- They need to check if the doors are locked properly after one leaves the office; checking if the windows are shut properly, etc.
- If they have any emergency regarding the safety of the office, they need to contact the local office manager.
- If there is an office/housekeeping facility required, they need to contact the local office manager.

3. Behaviour with colleagues:
   - Do's
     » Have respect for everyone because they are human.
     » Find the strengths in each other and remind each other of those strengths.
     » Try to see the world the way the other person sees it.
     » Maintain manners and politeness in all interactions.
     » Always apologize specifically if you have made a mistake.
     » Express disagreement and do not hide it – but express it with respect and consideration for others.
     » Remember that each person has a different way of seeing the world, which may explain their behaviour.
     » Understand the weaknesses and insecurities of others and show concern by being sensitive to this.

   - Don'ts
     » Do not interrupt people.
     » Do not talk so much people cannot speak.
     » Do not treat someone as inferior to you, regardless of their rank, their education, or their skill with speaking.
     » Do not ignore people because you think they are not important
     » Do not judge people on external things like clothing, looks, etc.
     » Do not treat someone badly even if they are behaving badly with you.

4. Communicating verbally:
   - Always be honest in a professional manner while communicating with your colleagues and taking responsibilities.
   - Pay close attention to everything being told to you and think of everything as extremely important.
   - One of the bases of 72 Dragons is teamwork, where the opinions and thoughts of its members are taken into serious consideration.
   - Direct, honest, and clear communication is encouraged as opposed to deflective communication to avoid conflict.

5. Communicating visually (on conference calls):
   - Always be present and prepared by the time the call begins.
   - Join in 10 min before the call starts.
   - Ensure that your camera, microphone, and Wi-Fi are functioning properly prior to the meeting, as well as having your camera turned on throughout the meeting.
   - Listen carefully when you are being spoken to until the other person is able to convey her/his message.
   - Respond to the concerns expressed by others and ensure that all their concerns are addressed.
   - Don't play on your phone and/or be distracted during calls. You are on these calls for a reason.
   - Clarify communication by acknowledging and repeating back what you hear to ensure a clear understanding of the information or instructions provided.

6. Communicating by email:
   - Always acknowledge the emails within 1 hour of receiving the email.
   - Always respond to the emails you get from your colleagues and management team by greeting them and respond to their queries clearly.
   - Do not use any slang or short forms while writing an email. It should be more professional and clearer.
   - If you want to send a report to the whole team, provide a short description of the project that is brief and to the point. It does not need to be too detailed as its primary purpose is to remind the management what this project is all about.
   - Do not use too many technical terms or concepts in the report. If it is unavoidable, make it a point to define the project to make it more readable.
   - It is important to keep in mind that the report should be free from any grammatical or typographical errors. It should also be noted that how the report was presented reflects the personality and professionalism of the employee.

7. Communicating by text:
   - If it is an extremely urgent news that an employee has to convey, then only then one should have text conversations.
   - A team can have a WeChat or WhatsApp or an iMessage group with the functional or regional manager present for internal communication.
   - Similar to emails, texts are to be communicated professionally as well as be clear.

8. Practices with file management:
   - Not using company's asset such as computers for personal work or entertainment.

Employee's are not supposed to use office assets such as laptops, computers, tablets, etc., for any personal use. You must use the office device(s) for official purposes only.

   - Process on accessing company during holidays or after working hours

The employee will need to get permission on an email from their immediate manager to access the office after hours or during holidays.

- **Responsibility of office assets; request and management of materials, supplies, and equipment.**
  i. When you use an office device, you are solely responsible for its wear and tear. You should always acquire prior permission from your manager to obtain any office device.
  ii. The employee cannot copy any work content from the office computer to their personal USB or any remote drive. They need written authorization over email from their immediate manager, if they want to copy any files.
  iii. The employee cannot download any work files from Google drive to their personal computer and personal drive.

- **Office Computer Password Management.**
  i. We suggest that the employee should change their computer passwords frequently, which should be at the interval of every 6 months.
  ii. Only the immediate manager has the access to change the passwords for the office computers.
  iii. Every employee has to provide their computer passwords in an email to their immediate manager, and the managers will update the passwords in a Web form or a Google form. In this way, the management will have access, if need be. The managers will also have to notify the Head of Shenzhen about the password change and send the Google form link.
  iv. Access should only be limited to the Heads of Department, and once the computer password is changed/updated, they need to send an email to the Head of Shenzhen and copy the CEO and the COO with the google form link.

- **Social media password management**
  i. Every 6 Months, we should be changing the passwords for all our social media accounts, and if any social media employee who has the access to the account leaves 72 Dragons, we immediately change the passwords and update the password sheet.
  ii. The Head of Shenzhen has the access to change the password for our social media accounts. The Head of Social Media Needs to Inform the Head of Shenzhen for changing the password.
  iii. For any change in the password, we update all our new passwords in a Google drive which is managed by the IT Head. (David's job title)
  iv. A Junior executive will not be given access to any of the social media accounts in the initial stages. However, if required, depending on the role and requirement, we share the password via email and it is mandatory to always copy the Senior Management in such an email.
  v. Only the manager has access to all the social media accounts and is not allowed to share the passwords with any employee out of the Social Media team, except for the Data Science team. If an executive requires the password, it has to be discussed with the Senior Management team.

Confidentiality of Information

i. Verbal information communicated in confidence.

ii. Work communication shall use the company's exclusive mailbox; except for emails that have been approved by the superior, internal emails shall not be circulated with people outside the company, and the content of emails shall only be shared and circulated among relevant people.

iii. All company's working documents not authorized for use shall not be stolen, copied, leaked, published, published, or transferred. The employee shall return all working documents to the company when he leaves the company. He will receive a warning if he violates the rules and is held legally liable in serious cases.

iv. Commercial (including but not limited to): the company's organizational structure and the company's major legal documents (labour contracts, commercial contracts, etc.), customer information, personnel records, financial information, rules and regulations, operating systems, promotional materials, technical solutions, technical documents, databases, all kinds of unpublished product documents and related information, etc. The above information shall not be stolen, copied, leaked, or published without the company's written authorization, publication, transfer. Violations will result in warnings and, in serious cases, legal liability.

v. Salary: The company implements a salary confidentiality system, from the company's executives, department heads to the bottom of the ordinary employees, should abide by the salary confidentiality system so that they do not communicate with each other. If you violate the system, you will receive a warning.

Your work product

Any and all work, information, or ideas created for, by, or at the company belongs to the company. No outputs are the employees' own, nor are they to be used for any other purpose outside of 72 Dragons unless the CEO gives prior approval.

Working across Cultures

Our company consists of diverse and unique people in their race, religion & culture, language, gender, age & education, and the like. In our company, cultural diversity is a universal term used in reference to varying differences in race, religion & culture, language, gender, age & education, abilities, interests & opinions, and expectations. To work and have ease of communication with diverse people, we need to be more sensible towards cultural differences.

Working with different personality types

The purpose of all the employees taking up the Myers–Briggs Type Indicator (MBTI) is to understand each other's personalities. Dialectic communication. 72 Dragons is a complex community with different personalities and cultural backgrounds. Respect, tolerance, and harmony are achievable even in the middle of so many differences within the 72 Dragons Family.

Company Culture

1. Your inner face is who you are:

'Face' is how you appear to the outside world. But the true 'face' comes from who you are as a person. We often want others to think that we are important, or smart, or successful. Sometimes this tempts us to tell little lies, say 'yes' when we mean 'no,' or agree to time commitments we aren't certain we can make. This pressure to 'look' a certain way to others can provoke us to do things that, in the end, will harm others' opinions of our honesty and integrity. We must focus first on our own 'face' to ourselves – that is, we must behave outwardly in a way that matches who we are on the inside. If we don't, then we will truly 'lose our face.'

2. Honesty is the only policy:

Many of us may tell lies to preserve our face – but this practice will destroy 72 Dragons before it begins.
- We must not agree to things if we aren't sure we can do them.
- We must admit mistakes quickly.
- We must let others know about a potential problem before it occurs.
- We must not make excuses for things – but accept responsibility.

3. Say 'yes' only if you mean yes:

The most upsetting thing to a new client or a new partner is if they believe something has been promised to them, and then it all changes. We must be very careful when using the word 'yes.' To say yes is to commit yourself and 72 Dragons to something – whether it is a price, an appointment, or the delivery date of a payment.

4. We always honour our commitments:

As a member of the 72 Dragons team, you will be making commitments to people all of the time. These commitments must be met. In addition, your commitment is actually a commitment you are making on behalf of 72 Dragons.
- If you say you will follow up, do so on time.
- Do not quote a price or make a commitment to a reduction without review and approval.
- If you commit to a product or service by a certain date, you must ensure that it can happen.
- Please take into account anything that might cause delays and factor this into your commitment.
- An estimate is actually commitment.

5. Find a solution for our clients:

Clients may ask things that we are not sure about or cannot do. Never just say "Sorry, not possible" to a client without searching for an alternative. Don't say 'yes' if you can't, and then never follow up either. If you don't know an answer, don't say 'no' – find out the answer. Even if you cannot do what the client asks, although you need to be honest – you must show that you are proactive and find an alternative for them – even if that means directing them to another company that is our competitor. Help them solve their problem even if you cannot do so personally.

6. Time and timing matters:

Always make appointments and schedules. Remember, two minutes late is still late. Delivering a product or service one day late is still late. Our clients may say that it is fine – but that is not at all what they will be thinking.

Although we always strive to be on time, sometimes we cannot be – in these instances, we need to be able to see the problem in advance, and we must let them know in advance. If we have to change a schedule or appointment, never do it at the last minute and never change it more than once.

7. Big things come from small things:

For many of our staff, this might be the first job they have had. When we begin work, we all think about the big achievement, the big sale, the big event. It is important to remember that getting to that big something takes lots and lots of little steps. Sometimes sending emails will become boring. At times shipping products and providing services will seem tedious. But all of these small tasks are the things that make 72 Dragons great. They may not always be interesting, but they are very important.

8. Be sure you understand and ask questions if you don't:

It always feels embarrassing to admit we might not understand something, but it is incredibly important to do so. As colleagues, we should never make someone embarrassed for admitting that they might not know something. We should be grateful that they are clarifying things. The biggest mistakes happen for us when we do not have the courage to say, "I don't understand."

9. Focus on the goals and not only on the procedures:

We've all had that frustrating experience of asking for something reasonable and having somebody else tell us the procedures don't allow it. Now, we shouldn't change procedures too easily – but we should never make our client a victim of our own procedures. We must always remember what our goals are and be willing to question our own procedures or seek alternatives.

10. Serving our clients is as important as selling to them:

We are in a business that serves. Films bring joy to our clients. The experience of watching a film production allows people to have a moment of enjoyment, relaxation. Our work does not end with a business transaction; it begins with it. Our clients should receive the work on time – should have all questions answered quickly and pleasantly. Remember, we are here to serve.

Management & Respect

Behaviours for Managers

As a manager, the power comes with great responsibility and is expected to behave in a certain manner. As a manager, it is important to carry oneself in a way that all the team members respect and look up to. Following are some of the behaviours that a manager needs to display:

- Find the strengths in each other and remind each other of those strengths.
- Try to see the world the way the other person sees it.
- Maintain manners and politeness in all interactions.
- Always apologize specifically if you have made a mistake.
- Express disagreement and do not hide it – but express it with respect and consideration for others.
- Remember that each person has a different way of seeing the world, and that may explain their behaviour.
- Understand the weaknesses and insecurities of others and show concern by being sensitive to this.
- Should not be verbally or in action abusive or bullying.
- Should not harass.
- Understand the need for a reasonable distribution of work tasks.
- Put forward reasonable work requirements.
- Shall not intentionally make things difficult for subordinates.

Behaviours for Team Members

The behaviour criteria do not only apply to managers; it also applies to the team members as well. A good manager only becomes good when his/her team members support the team leader by doing their part of the job and carrying themselves in a way that makes their manager and the organization proud. Following are some of the behaviours we expect from our team members:

- Utilizes own strengths and values the strengths of other team members.
- Demonstrates implicit trust of each team member and affinity to the team.
- Fosters a highly positive approach to achieving team morale.
- Communicates with transparency.
- Actively seeks to resolve conflict.
- Supports team members.
- Respects team decisions
- Respect the reasonable arrangement of superiors.
- Report problems encountered in a timely manner and take the initiative to communicate to solve the problem.
- Respect each other's behaviour.
- Keep calm at the time of conflict.
- Calmly express your concerns to your superior.

Expense Reimbursement

Expense Reimbursement

The company, with every means, does reimburse any sort of expenses that are liable to pay. So, let's start with understanding what sort of expenses the company is comfortable reimbursing. However, the company will only consider paying for anything which has prior approval from the management and functional manager.

1. The expenses that are made on behalf of the company:

If any of the employees incur any kind of expense, big or small amount, on behalf of the company can ask for a reimbursement. The employee needs to get confirmation from the company before making any expense on the company's behalf. Some of the examples of expenses done on behalf of the company are as follows:

-   Lunch expense while visiting a client
-   Air, bus, train, etc., fair expense while visiting a client
-   Making minor or per diem expenses that have been approved by an employee's manager.

2. Following is the process to apply for a reimbursement for any expense made by any employee on behalf of the company:
    -   Ask the functional manager for approval.
    -   Submit a reimbursement claim to your functional manager.
    -   Submit an invoice or bills or pictures related to the transaction along with the email
    -   Submit all the above-listed documents within a week's time.
    -   Confirm once the reimbursement is done and one has received the money.

3. The expenses that are not made on behalf of the company:

There is no reimbursement from the company's end when there was no expense done on the company's behalf. The list of items stated below are some of the employees' expenses, and the company is not responsible for reimbursing.

-   Daily lunch expenses.
-   Monthly bus, taxi, train, metro, pass.
-   Phone or internet bills.
-   Laptop repair.
-   Buying a laptop.
-   Medical bills.
-   Medicine bills.

The above mentioned are some expenses that the employee is responsible for; the company will not cover these expenses.

Travel Policy
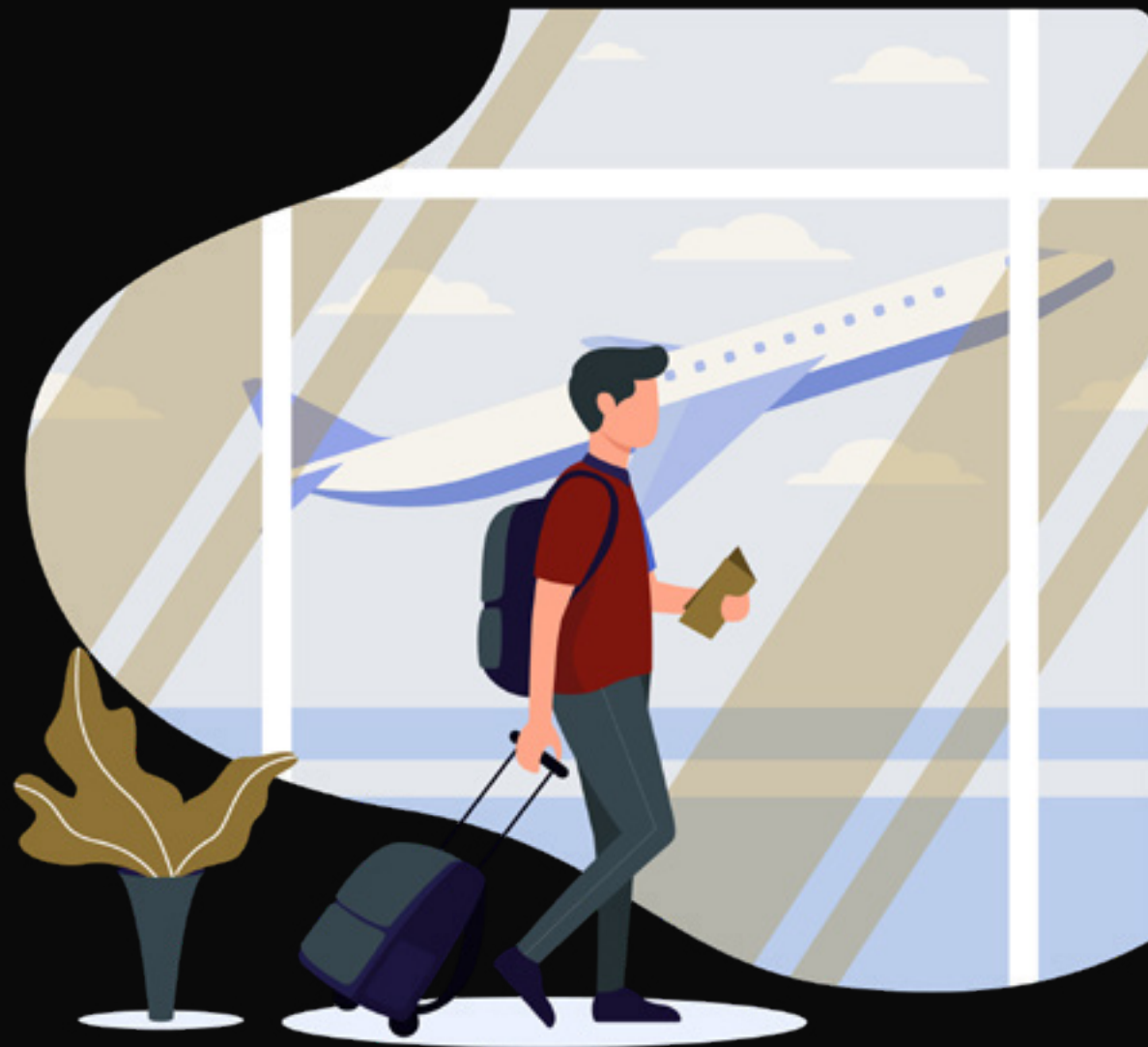
Travelling Expenses for Local Employees

- The employees are responsible for their own transportation between their home to office and their own meals
- Local transportation and other expenses for client meetings will be pre-approved by the head of sales and reimbursed with the next monthly salary.
- All office expenses by the region head will be pre-approved by the COO and reimbursed with the next monthly salary.

Travelling Expenses for Non-Local Employees

- The company will be responsible for air tickets.
- If an employee handles their own tickets. The employee will need to get prior approval from the COO. The employee will submit original receipts prior to reimbursement.
- The company will be responsible for lodging expenses.
- Transportation at the site of destination, such as taxi, bus, or trains' fees, will be reimbursed by the COO with the next monthly salary.
- Car rentals or any other major transportation expenses will be pre-approved by the COO.
- The company will be responsible for the group meal; if the employee chooses to have their own meals or drink, employees will be responsible for the meal and drink.
- Employees will submit an expense report form along with a copy of original receipts
- Any major traveling expenses will be pre-approved by the COO.
- Reimbursements will be provided with the next month's salary unless prior approval by the COO.
- A travel expenses plan will be submitted by the head of the region prior to the business trip and approved by the COO.

Workplace Cleanliness

Keeping the Workplace Clean

- During office hours, you are not allowed to do anything that has nothing to do with your work, no playing mobile games or mobile activities for a long duration (short breaks are allowed), no personal chatting for a long duration (short breaks are allowed). No personal phone calls during office hours, except under special circumstances.
- You should consult your supervisor if you need to go out of the office building.
- No smoking, playing cards, or drinking alcohol in the office; please go to the smoking area.
- It is not permitted to have visitation from friends or relatives during working hours and/or attend to personal matters or events, except with prior permission from the functional manager.
- Employees within the company are expected to work together, trust each other, learn from each other and communicate ideas.
- Limit food consumption to the pantry.
- Minimize clutter on the desk.
- Frequent handwashing is important and advised.
- It is suggested that keeping the workplace at about 65-69 degrees and keeping humidity at 40 percent can discourage viral growth.
- Regularly clean and sanitize all frequently used surfaces, like counters, ledges, tables, workstations, elevator buttons, staircases, doorknobs, printer, copy machines buttons, shared phones, keyboards, etc. many more.

Equipment Purchases

Request to Purchase Equipment for the Team

If an employee wants to request the company for some equipment that they need to complete or enhance the quality of their task, or it's an important tool for the team, in that case, the functional team manager needs to bring up the request to the management team.

Following are the steps to follow while requesting equipment for the team:

i. Step 1 – The functional team leader writes an email to the management team with a specific requirement, justifying why purchasing equipment or software is an absolute requirement.

ii. Step 2 – The team leader will create a document explaining the following items
   • Why is the software or equipment required for the team?
   • All items purchased, or planned to be purchased, are needed to be provided with clear quotations, pictures, web pages, and other descriptions.
   • The place where we can find the equipment or software.
   • Validity, terms, and conditions, if it's a monthly subscription or yearly, etc.

iii. Step 3 – Fix a management meeting and have a verbal discussion about the same.

iv. Step 4 - Get permission from the upper management to buy the software or equipment.

v. Step 5- The local manager will help in purchasing the software or equipment.

vi. Step 6 – Since the price will already be communicated to the upper management, the local manager would get the fund and pay for the equipment and software.

vii. Step 7 – The local manager must submit the invoice (electronic or paper) with the details of the goods to the upper management when the transaction is completed.

Request to Purchase Equipment for the Team

If an employee wants to request some equipment or software for their individual use, the employee needs to bring it to his/her functional manager. Unless the equipment or software is blocking an individual's work in any sense, also, the request is not for something that the company expects them to have already.

Following are some of the items that an individual can and cannot take to his or her functional manager:

i. Equipment that an individual cannot request:

- Laptop or computers when the company already asked the employee to get.
- Repairing or parts required for laptop or computer.
- Subscriptions for software are prerequisites of an employee's job, for example, photoshop tool for a designer, video editing tool for video editor, and so on.

ii. Equipment that an individual can request:

- Some software that needs upgrading only to do the company's work.
- Some software that the company specifically wants to use as paying from colocation hosting, which means renting space in a colocation center.
- If an individual is using a laptop or computers purchased by the company and now that laptop or computer needs some repair or replacement.
- If the company gives a task that needs a particular software or equipment which is not used during daily work tasks.

In the cases stated above, the function manager needs to be approached first by the individual employee who has any equipment or software need. The functional manager will make a decision if the problem or requirement is genuine and, if found genuine, will take it to the upper management. Following are the steps to approach that the functional manager needs to take to request the genuine requirement to the upper management.

- Step 1 – The functional team leader writes an email to the management team with a specific requirement, justifying why purchasing equipment or software is an absolute requirement.
- Step 2 – The team leader will create a document explaining the following items.
- Why is the software or equipment required for the team?
- All items purchased, or planned to be purchased, are needed to be provided with clear quotations, pictures, web pages, and other descriptions.
- The place where we can find the equipment or software.
- Validity, terms, and conditions, if it's a monthly subscription or yearly, etc.
- Step 3 – Fix a management meeting and have a verbal discussion about the same
- Step 4 - Get permission from the upper management to buy the software or equipment.
- Step 5- The local manager will help in purchasing the software or equipment
- Step 6 – Since the price will already be communicated to the upper management, the local manager would get the fund and pay for the equipment and software.
- Step 7 – The local manager must submit the invoice (electronic or paper) with the details of the goods to the upper management when the transaction is completed.

Work–from–Home Culture

Conditions for Working from Home

i. It cannot be negotiated:

- Make sure you design your workspace for efficiency; also, make sure that all the documents and materials you might need are close to your workplace or workspace.
- It's absolutely necessary for an employee working from home to have a healthy work environment, like good lighting, speedy WIFI, a proper desk, auditable check, proper headset, adjusting laptop screen so that your entire face is visible during the online meeting, comfortable room temperature, and many more.
- Make sure you let your family members know that you are working and request them to maintain silence and avoid interruptions during work, especially during meetings. Even though you are at home, but you are working.
- Make sure, during your working hours; there is no background noise and especially during meetings.
- Frequently update and check your emails, voicemail, IMessage, WhatsApp message, WeChat message, meeting calendar, etc., so that you don't miss any message.
- It's extremely important that you, as an employee, demonstrate trustworthiness, be predictable, reliable, taking promises seriously, show up to work, follow-through commitment, etc.
- Taking a day leave or half-day leave, before an important meeting due to electricity loss, WIFI issue, or family matters.
- Requesting for a day leave or half-day right before the important task submission due to electricity loss, WIFI issue, family matters, or any other reason will not be entertained.
- Share your screen to present your work in the meeting.

ii. It can be negotiated:

- If you cannot attend the daily meeting for some reason, you must give a heads-up to your functional manager. Following are some of the reasons which could be unpredictable:
-
  » Electricity went off.
  » WIFI went off.
  » Laptop or computer broke all of a sudden.
  » A sudden incident took place at home.
  » You suddenly started feeling unwell.
  » Your WebEx broke.

- Asking someone else to share the screen for you would also require an advance heads-up to the team member with whom you want to share the screen on your behalf.

Personal Appearance

Whilst, working from home, on a video call, looking professionally groomed is absolutely important. When meeting with coworkers, even if it's over a screen, it's crucial to maintain a professional demeanor because it showcases your positive attitude towards work. Investing some time and effort into how you will present yourself in a meeting will give the company a great impression and demonstrate that you aren't just too casual about working from home. And this doesn't only include your appearance but also the lighting and your camera settings. Because poor lighting and poor camera settings may make it difficult for others to see you and be distracting and reduce the productivity of the team.

- **A groomed appearance:**
This point will go without saying that you need to groom yourself as if you were meeting your team in person. You will not show up in the office looking like you just woke up from the bed. In the same way, one should always be well groomed in a video call too. You always need to make sure that your hair is tidy and your beard is not shabby looking or hindering your appearance. For our female employees too, they need to make sure that their hair is perfectly groomed and your face is clearly visible. There should not be any flying hair on one's face or covering your face.

- **Dress appropriately:**
Our company accepts casual dressing but within the limits of decent business attire. Our clothing should be business casual and should not be too casual for you to feel lazy and unmotivated to work efficiently. If you dress properly, you will feel more comfortable at working from home and your productivity will improve too.

- **Good lighting:**
If you don't have a good light source and you attend meetings shrouded in darkness, most of your colleagues will not be able to see you and not know who you are and it doesn't make a good impression either. A clear face on the screen will make the team feel like they are talking to you face to face and help them to work more efficiently. You can use any source of lights like natural light, indoor lights, external lights, etc., as long as your face is clearly visible with a good amount of light.

- **Camera setting:**
Your camera setting also says a lot about you. It makes them feel like they are talking to someone professionally. You may FaceTime your friends whilst you are in bed, but you cannot do that with your teammates or the upper management. A good camera angle is keeping the computer's camera, or any external camera, to your eye-level. This will make your colleagues more comfortable talking to you and give you a very professional appearance.

- **A good background setting:**
One needs to make sure that their background is not distracting. We do understand that we are working from home and there are other people in the house too, but the least we can do is to make sure that there is no one around when you are in the meeting for the least amount of distraction. There shouldn't be any piles of clothes or messy bedrooms in the background. If you have any pets, try to keep them in another room when you are attending the meetings, so that they do not distract you and you can pay proper attention. Try to keep your background less cluttered, or in other words, keep it plain and simple.

Terms and Conditions for Home Worker

There are certain terms and conditions that come when an employee works from home. Following are some of the terms and conditions of working from home:

» Arriving to the WebEx meeting 10 min in advance.
» Must have computer or laptop, the company will not provide electronics.
» The employee must have good internet speed; the company will not pay for the internet.
» The employee must have good electricity flow; the company will not pay for the electricity.
» The employee must have a decent space to work and little to no background noise.
» Make sure the camera and the audio system of your laptop are working efficiently.
» Personal Appearance: Staff should be properly groomed and look professional on screen.

Employee's Responsibilities

As an employee working from home, need to be responsible and come across as a reliable person; the following are some of the responsibilities:

» Log in to a WebEx meeting 10 minutes in advance.
» Make sure your WIFI works.
» Make sure your laptop or computer works.
» Make sure you're audible.
» Make sure you acknowledge emails within 1 hour.
» Make sure you are reachable within and after office hours.
» Make sure you immediately respond to video calls, phone calls, text messages, or IMessage immediately, because if someone from the office is reaching via these modes of communication, it means it's urgent. Thus they are not reaching out through email.
» Make sure you respect deadlines.
» Make sure you respect the channel of communication.
» Make sure you keep your manager in the loop.

Approval Levels

Approval Levels

There are a number of instances when an individual needs to make sure the approval levels are checked. Some of the instances are as follows:

- When an employee from one team reaches out to an employee from another team, the function manager of both the employees must be kept in cc or loop.
- Make sure any email an employee sends out; the functional manager needs to be in cc or loop.
- Ensure that any email related to your work has your fulfilment manager and functional manager in cc or loop.
- Any issue/disturbance/roadblock related to work and work team must be first taken to the functional manager.
- Any issue/disturbance/roadblock related to location, commute, salary-related issue, document requirement, etc., need to be brought to your location manager.
- Any equipment or software request should be taken to your functional manager.

# Visual identity & Brand manual

Visual Identity

Visual identity is what that brand looks like, from your logo to your Colour choices and so much more. All of the imagery and graphical information expresses what a brand is and differentiates it from all the others. It describes everything customers can physically see, from the logo to the interior design of a store.

The basic elements for a visual identity include:

1. Logo:

A logo is what identifies your brand using a particular mark, type design, or both. The most effective logos tend to be fairly simple—something viewers will recognize and remember. Every element of your logo contributes to your brand identity, including your font choice, colours, and other imagery.
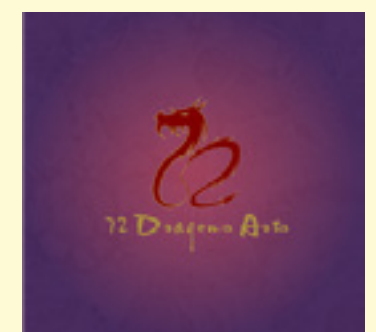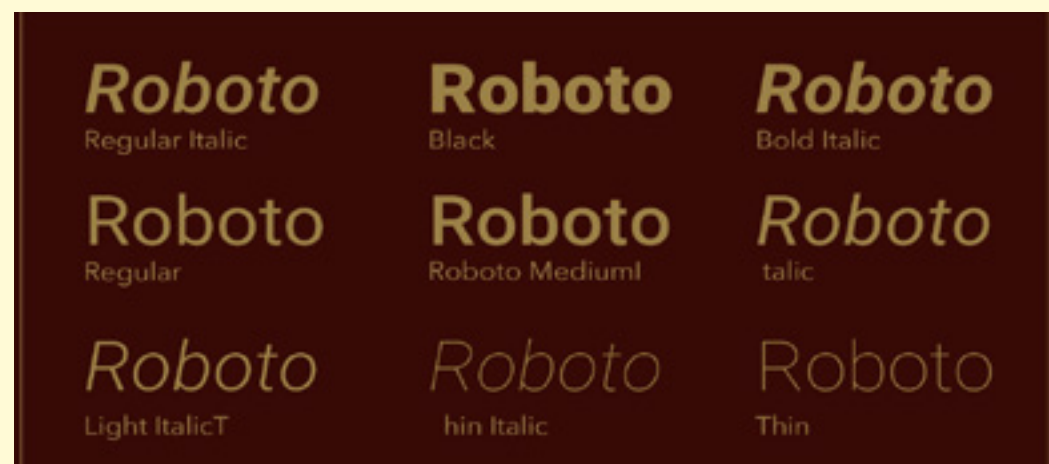
2. Colour:

Colour helps define your brand in a very powerful way. Not only does it make a strong impression on the viewer, but it also creates a sense of unity when used across multiple projects or platforms.

|	
C : 52 M : 80 Y : 75 K : 76	C : 41 M : 91 Y : 82 K : 64
C : 42 M : 90 Y : 82 K : 65	C : 35 M : 95 Y : 84 K : 52
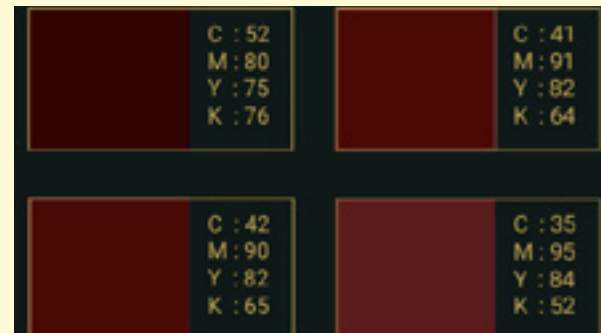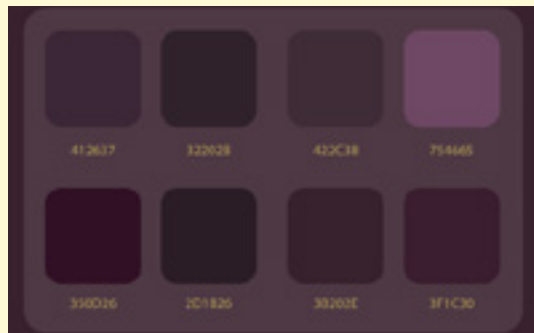
3. Typography:

Text is one of the simpler aspects of identity, but it can be surprisingly expressive. All it takes is a different font, and you can subtly (or not so subtly) change the entire feel of your brand.

Most brands choose two to three fonts for basic, everyday use, often inspired by the logo. Creative fonts should also be selected with care and should be a reflection of your unique visual identity.

Roboto — Regular Italic
Roboto — Black
Roboto — Bold Italic
Roboto — Regular
Roboto — Roboto Mediuml
Roboto — talic
Roboto — Light ItalicT
Roboto — hin Italic
Roboto — Thin

4. Imagery:

In professional settings, images are usually created specifically for the brand. Imagery is the element most related to the target audience because people empathize with faces and naturally want to see themselves reflected in the brands they consume. This means, for example, creating guidelines around whether any images or videos used should be read as corporate or showcase everyday people, depending on whom your visuals are meant to be speaking to.
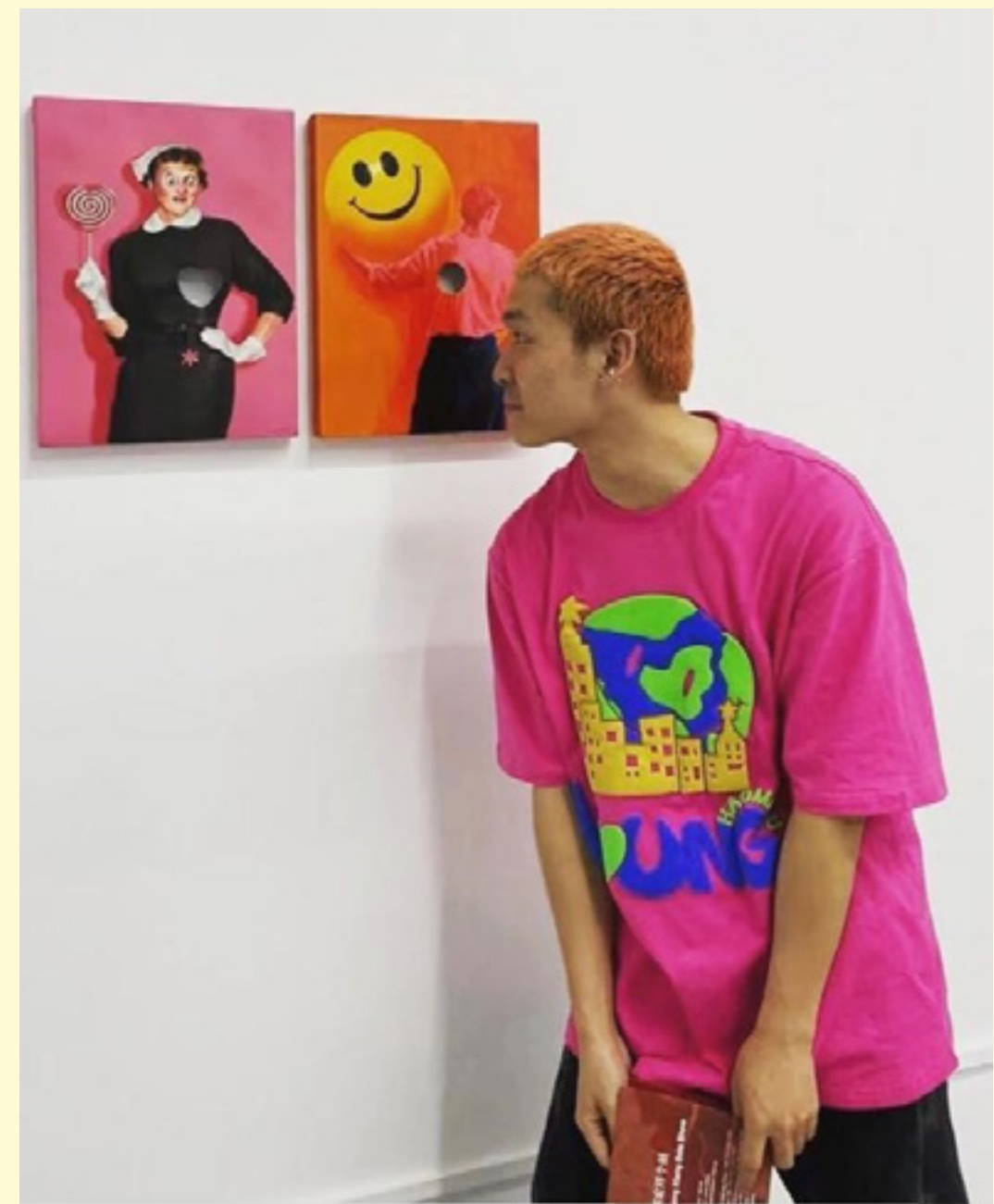
Brand Manual

The visual identity results in a brand manual. Brand guidelines, also called a brand style guide, are essentially an instruction manual and rule book on how to communicate your brand.

They lay out all the visual details and important notes about the company's voice, tone, and messaging. They come in the form of a physical or digital booklet filled with examples of what to do and what not to do.

Should never be used on top of any light color.

Should not be used over the same color as logo.

Should not be used on top of gradients.

Skew is strictly No.

Rotating the logo is strictly No.

Drop shadow is strictly No.
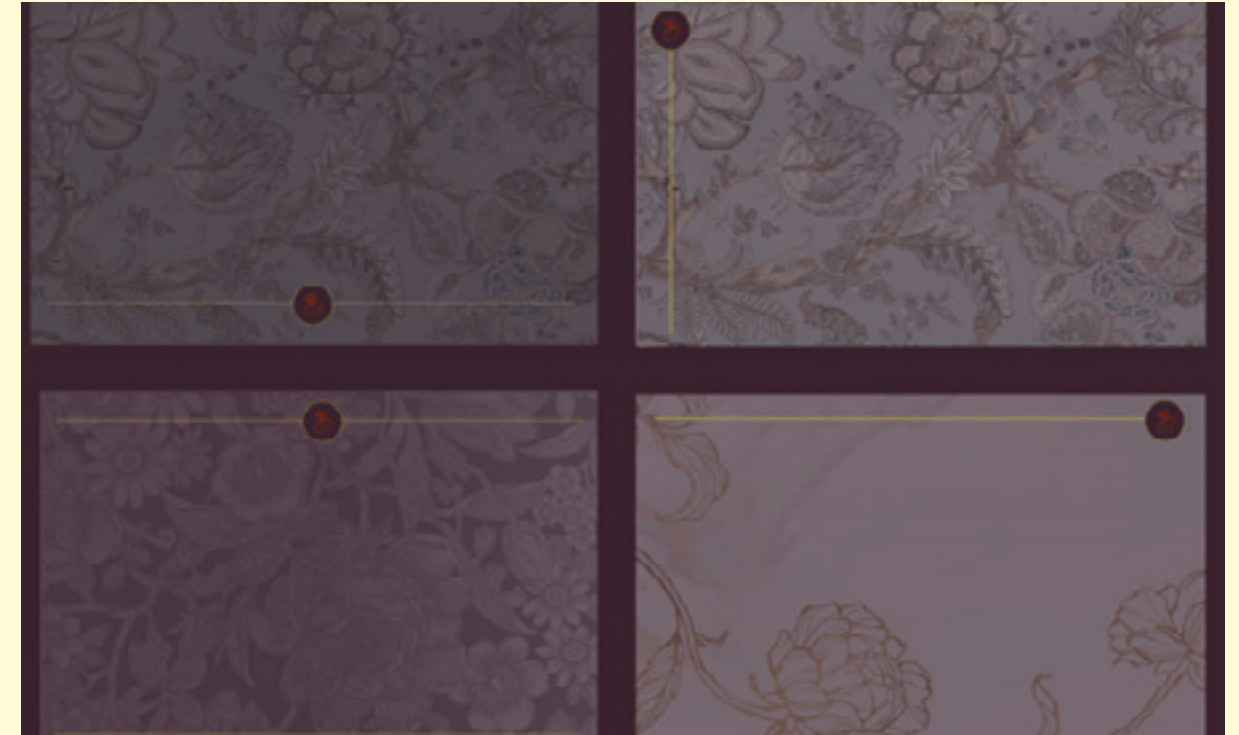
Device name	Landscape Dimensions	Logo size in pixels
Mac Book pro with Retina Display	2880 x 1800 px	300 x 300 px
11 in Macbook Air	1366 x 768 px	196 x 196 px
17 in MacBook pro	1920 x 1200 px	364 x 364 px
15 inch Mac Book pro	1680 x 1050 px	350 x 350 px
13 in Mac Book pro	1280 x 800 px	192 x 192 px
15 in Mac Book pro	1440 x 900 px	200 x 200 px
27 in Cinema Display	2560 x 1440 px	196 x 196 px
30 in Cinema Display	2560 x 1600 px	300 x 300 px
24 in Cinema Display	1920 x 1200 px	196 x 196 px