

**EnKash launches a unique incentive program “Attitude Bonus” to reward employees for initiatives Beyond Call of Duty**

- *An industry-first program to reward employees for their proactive attitude and ownership towards work*
- *To inspire the culture of intrapreneurship and self-growth in the workforce*

**New Delhi, 22nd November 2022:** [EnKash](#), India’s leading & fastest-growing business spend management platform has launched an industry-first incentive program called the “Attitude Bonus”. At the time when the industry is facing major challenges around multiple companies laying off their employees, this is a key step by EnKash to take care of its team members. Through this unique Program, EnKash will reward its employees for their ownership and intrapreneurial attitude towards work and the organisation’s growth. The program also intends to enable individuals to hone multifaceted skills, improve accountability and ownership, and upgrade their overall performance.

To ensure a fair assessment of employees’ efforts, EnKash has designed a tracker-based system. Through this system, its team members will be able to keep a record of the number and kind of initiatives taken by them while going “Beyond Call of Duty”. The company has established an “Attitude Bonus Reward Committee” comprising the senior leadership team backed by the founders, that will evaluate the entries sent by the employees. The winners will be announced on a monthly basis and will be granted with monetary rewards.

**Speaking on Attitude Bonus, Naveen Bindal, Co-Founder, EnKash said,** “A company’s team is one of its deal-breaking elements. While skills and talent are important, the team’s attitude is the key factor that eventually defines the growth and the success of the organisation. In a startup ecosystem, an employee is bound to wear multiple hats and work beyond their KRAs, as they are essentially building the company along with the founders. Employees with proactive mindsets and a high degree of ownership are assets to any company, and hence, are bound to grow in their individual capacity as well. “Attitude Bonus” is EnKash’s attempt to reward its team members who choose to go an extra mile, to ensure that the organisation’s and its customers’ respective needs are met. It is also an exemplary step from the HR perspective to normalise rewarding employees’ beyond-KRA initiatives in the job market.”

Through this unique incentive program, EnKash aims to inspire the culture of intrapreneurship, proactive initiative-taking, and self-growth in its workforce. Some of the examples of Beyond Call of Duty initiatives include: utilising additional skills and expertise to make a significant contribution to departments other than your own, such as a member from the operations’ team giving a breakthrough idea to the design team; volunteering for tasks beyond your own profile’s KRAs to expedite the work; proactively training a fellow coworker or a team mate, etc.

Both fresher and experienced employees will be eligible for the Bonus, with no limitations on the number of monthly potential winners. The program will ensure higher take-home packages for employees who demonstrate ownership and drive larger impact, wherein, they can earn upto 2X of Bonus amount which will be over and above their annual pay.

