

# Corporate Responsibility at Grameenphone

Grameenphone defines Corporate Responsibility as ‘a complimentary combination of ethical and responsible corporate behavior as well as creating value for the society and community at large by addressing the development needs of the country.’



In 2011, Grameenphone initiated the following initiatives:

**National Immunization Day (NID):** Jointly with the Government of Bangladesh, WHO & UNICEF, Grameenphone initiated mass awareness campaign through SMS alert and other media on polio eradication since 2007. In 2011, as part of this campaign, Grameenphone sent free SMSs to its subscribers, created awareness through all FM radio channels and published press ads in leading dailies. Besides this, GP arranged mobile vaccination centers on the mini-trucks that plied different important places across Dhaka City Corporation, which provided polio vaccines to the children who are below five years.

**Mobile for Health (M4H):** Grameenphone jointly with USAID launched ‘Mobile Alliance for Maternal Action’ initiative that provides critical life saving information to new and pregnant mothers and their guardians through SMS and IVR. The project aims to reach 500,000 mothers by 2015.

**It’s Our Turn:** It’s our turn is a platform to engage youths in voluntarily community works for the betterment of the society. Through this initiative, Grameenphone engaged its employees in the community works.

**Online Classroom:** Grameenphone, in partnership with Jaago Foundation, launched Online Classroom Pilot Phase. Under the initiative, a suburban classroom is connected online with a classroom in Dhaka while both the classes are conducted by a single instructor simultaneously. To operate the classes, Video Conference technology is used and both teacher and students interact in real time at the respective classes.



**Helpline Support for Women Support & investigation division (WSID) and National legal Aid Services Organization (NLASO):** Grameenphone provided support to establish hotline for 'Women Support and Investigation Division of Dhaka Metropolitan Police and National Legal Aid Services Organization (NLASO)' under Ministry of Law. It is expected that these services will contribute significantly to reduce domestic violence and other crimes targeted to women and children. At the same time, this will open doors to access legal support for the poor.



**Blanket and Clothes Distribution:** Distributed more than 7,500 blankets in different areas of Dinajpur, Nilphamari, Gaibandha, Lalmonirhat, Chapainawabganj and Khulna. Besides, 5,015 pcs of clothes that were donated by GP employees were also distributed among the cold affected poor community.



**Special Olympics World Summer Games, ATHENS 2011:** Grameenphone sponsored Special Olympic Bangladesh Team to participate at the World Summer Games in 2011, held in Athens. 40 athletes [boys 28 and girls 12] participated and won a total of 60 medals among which 37 were gold medals.

