

# CORPORATE RESPONSIBILITY AT GAMEENPHONE

Grameenphone believes that Telecommunication technology can empower people to bring positive changes in their lives. As the Company continues to connect people with essential services, it is also looking into the ways to use its core expertise for social development especially in the areas of Health, Education and Climate. Such approaches are supportive of Company's vision "Empower Societies."



## 2.1 Million Internet Hours

Grameenphone has launched a nationwide program to provide 2.1 million free Internet hours to 250 schools across the country with the support from BRAC. As Rural Bangladesh is still struggling with poor ICT infrastructure, low internet penetration, lack of awareness and limited access to different required information and content services, it has created a major digital divide between rural and urban societies. This program aims to help broaden access to the world of ICT for school children, especially those living in rural Bangladesh. The campaign will aid in creating equal opportunity to access educational content, news, information and knowledge for the students in those schools.

## Online School

The concept of 'Online School' has been conceived to find a way through which quality education could be provided in the remotest parts of the country. As education is one of the focus areas of Corporate Responsibility of Grameenphone, the idea was to reach out to the underprivileged and secluded population by the means of modern technology. The first pilot Online School started in August 2011 with 80 students in Gazipur. At present there are ten Online Schools sharing knowledge with 699 under privileged students. Teachers situated in Dhaka conduct classes using video conferencing technology with the aid of moderators in the actual class. In this initiative, Grameenphone has partnered with JAAGO and the technical support is provided by Agni Systems Limited.



## It's My Turn

Grameenphone has consciously undertaken a number of awareness programs on Internet with external partners. Taking an exemplary step, Grameenphone employees are also contributing to 'Internet for All' through It's My Turn initiative. It's My Turn was initiated to promote "Safe Internet" and "Internet for All" among the school students of Dhaka, Chittagong, Rajshahi, Sylhet, Khulna, Barisal and Bogra. Enthusiastic Grameenphone employees, spared their personal time to educate school students on the benefits of internet. They also promoted 'Safe Internet' principles among school students to make sure the new internet users remain safe while surfing the internet and encouraged participating students to have positive online experiences. It's My Turn got overwhelming response from all parts of the organization and over 850 Grameenphone employees registered to participate in the program.



### National Enrichment Program

Since 2004, Grameenphone has been supporting Bishwo Shahitto Kendro to run National Enrichment Program. Supporting this campaign, Grameenphone is reaching out to 1.5 million students of 12,000 educational institutions throughout the nation enrolled in this program through its contribution in buying books and arranging prize giving programs in three divisional cities. As further support, an online portal for reading books have also been developed for Bishwo Shahitto Kendro reaching out to the remotest parts of the country, helping them to read books whenever and wherever they desire. This site now has over 100 e-books for download and was visited over 400,000 times in last one year. The National Enrichment Program had been initiated in 1985 to help develop enlightened, effective and committed visionary individual shaving high moral values.

### Disaster Response

At the difficult times of the country due to some natural calamities, be it flood, storm surge, cold wave, building collapse or landslide, Grameenphone always extended its support to the affected vulnerable people. In addition to its support in the form of distributing family relief packs, corrugated iron sheets, blankets etc., it also significantly contributed to setup medical camps in different areas to meet medical needs of distressed people.



### Multi-purpose computer Lab for Dhaka University

Grameenphone launched a computer lab in the Tourism and Hospitality Management Department of Dhaka University on July 3, 2014.

The lab named Grameenphone- Tourism and Hospitality Lab situated in Faculty of Business Studies of Dhaka University was established with financial support of Grameenphone Ltd. The facility is equipped with 52 computers, along with printer, multimedia projector, CCTV and with the most modern server. Furthermore, Grameenphone already provided 15 MBPS internet connectivity for the university.



### SCB-Financial Express CSR AWARD

Grameenphone was awarded the Standard Chartered Bank-Financial Express CSR Award -2014 as recognition for its Corporate Social Responsibility. Grameenphone was one of the three companies to receive this prestigious and only CSR award of Bangladesh. Grameenphone was awarded for its initiatives - Online School, Telemedicine, partnership with Special Olympics Bangladesh, and SMS based tube well maintenance project in partnership with HYSAWA.

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