

CORPORATE RESPONSIBILITY AT Grameenphone

Grameenphone (GP) as a good corporate citizen has continued its sustainable Corporate Responsibility (CR) initiatives throughout the year in 2013 with an aim to empower society and bring about positive changes in the lives of the general people in Bangladesh. Apart from the regular projects, GP has also extended its hands to the victims of disasters and also to educational institution for developing their ICT capacity. The following are some of the projects currently running under the CR policy:



Teledermatology

After successful completion of Teledermatology Pilot initiative, GP has increased the number of service points as well as expanded this service in 2013. The main objective of this expansion was to enhance the quality of life of vulnerable and underserved communities of peri-urban/urban slum and rural Bangladesh by establishing technology based low cost quality health care services. With these objectives in mind in 2013, the numbers of static centers were increased to 18 from 3 centers in 2012. Besides this, 20 Tablet Computer based mobile centers have also gone into operation to cover the population living at the Haor and water logged areas. Apart from expansion of the number of service centers, the project also increased its scope from providing only dermatology related services to maternal health care, child health, skin diseases and other primary & secondary health care services. Telemedicine Working Group Bangladesh Ltd. (TWGBD), Ayesha Memorial Hospital, Dustho Shashto Kendra (DSK) and Concern Worldwide are partners of this initiative.



Online School

The idea of Online School is that the teacher conducts class from a distant location using video conferencing technology with the aid of moderators in the actual class. These moderators, who are from the local community, have no teaching background but can help the teacher in operational issues. The main objective of the Online School is to ensure quality education for underprivileged and secluded children living at the urban slums and remote areas. It also helps develop teachers who can deliver quality education. Today 360 students are benefited by this initiative in 5 schools located in Gazipur, Gaibandha, Rajshahi, Madaripur and Bandarban. JAAGO Foundation and Agni Systems Ltd. are partners of the Online School initiative.

Rehabilitation Program for Savar Building Collapse Victims

With the spreading of news about Savar Building collapse, the entire nation was shaken and GP being a socially responsible company took instant steps to support the victims. The first and foremost step was to arrange a blood donation camp in partnership with Dhaka Tribune and Quantum Foundation on April 25, 2013. GP employees spontaneously supported this initiative and over 200 bags of blood were collected. Many more aspiring employees could not donate blood as their blood group did not match with the required blood groups.



Secondly, GP setup six free mobile call services booth in different location of Savar (in front of Rana Plaza, Adhar Chandra High School, Enam Medical College, Lab Zone and Dip clinic), so that victims' relatives could communicate with their family members free of cost. The booths remained open for 7 days and more than 900 people availed the service provided.

Finally, GP pledged to provide business opportunities to 300 victims who sustained severe physical injuries in the collapse. The victims were provided with mobile phones Flexiload – SIMs and kiosks to enable them to start their own businesses. This initiative was funded by the donation of GP employees as well as from GP's corporate responsibility account.



Multipurpose Computer Lab for Dhaka University

Grameenphone pledged to establish a multipurpose computer lab for the Tourism and Hospitality Department under the Faculty of Business Studies of Dhaka University. The lab will be equipped with 52 computers, projectors, surround sound system and internet facilities. The construction work of the lab is already complete and final touchup works are in progress before handing over the facility to the University authority.

Moreover, GP also donated used computers to different schools and colleges throughout the year.

Special Olympics Bangladesh continues to marvel

GP has a long standing association with Special Olympics Bangladesh, an organization promoting wellbeing of mentally challenged people. 2013 was very fruitful year for Special Olympics Bangladesh. Early in the year they won a gold medal in floor hockey while participating in Special Olympics World Winter Games held in Pyeong Chong, South Korea. Later they qualified for FIFA Unified World Cup Football Tournament, which will be held in Malaysia in 2014. By the end of year 2013, they made the biggest medal haul for any Bangladeshi team in any kind of sports event when they won 70 medals in different categories of games invents including 43 gold, 20 silver and 7 bronze at Special Olympics Asia Pacific Games 2013, held at Newcastle Australia. GP has been sponsoring Special Olympics teams since 2007 while supporting their training and grooming sessions. Last year around 4000 mentally challenged people, most of whom were children, were trained by Special Olympics.

