

Corporate Responsibility at Grameenphone

Sustainable community development to serve the community better

Corporate Responsibility (CR) in Grameenphone (GP) is integrated with Company strategy. GP revamped its CR strategy in 2012, with the goal to ensure long-term sustainability of the CR initiatives. Under the refurbished strategy, CR initiatives will be related to the Company's main strength - communication technology. Besides, GP will extend its hands to support the victims of any natural disaster as and when required. Following are some of the projects running under the new policy.

Tele dermatology

GP launched Tele dermatology Pilot Initiative in partnership with Telemedicine Working Group Bangladesh Ltd. (TWGBD) to provide quality skin disease consultations to the underprivileged community. The prime objective of this project is to enhance the quality of life of vulnerable and underserved community of peri-urban/urban slums and rural Bangladesh. An innovative device has been developed, named DICOT (Digital Imaging & Communication on Telemedicine), which is supported by TIMES (Telemedicine Information Management & Education System) software.



The initiative was undertaken as a pilot project in three rural communities in mid-February 2012. Till December 2012, 1490 patients took services from 3 centers. GP is looking forward to expand the service in 2013.



Online School

Being a socially responsible company, GP strives to find a way to intervene through which quality education can be ensured even in deep rural areas of the country. With this objective in mind, Grameenphone launched 'Online School' (pilot) initiative.

The concept of "Online School" is that, a teacher conducts classes from a distant location using video conferencing technology and in the class, there are moderators who help the teacher in operational issues. These moderators are from the local community and have no teaching background. At present, there are 120 students in two classes (Elementary & KG) and the school is located in Gazipur.

Earth Hour

Earth Hour is a global call for action by every individual, every business and every government throughout the world to come forward and be responsible towards the environment. Grameenphone took a step forward and switched off the lights of its state-of-the-art business facility - GPHouse - for one hour. During this one hour blackout, the Grameenphone employees and their family members lit candles to naturally light up the surrounding environment.



Response to Natural Disaster

Natural disasters are part of life of the people of Bangladesh. One such disaster in the form of a tornado hit the coastal belts of Noakhali on the 11th October 2012. To support the affected community and to mitigate people's sufferings, GP distributed relief materials in Hatiya.

In order to support distressed population to fight against extreme cold, Grameenphone distributed a total of 9045 blankets, mostly at the northern part of the country and Khulna.

Besides, Grameenphone and GPIT employees donated more than 4000 clothes that were distributed among the underprivileged community.



Ensuring Safe Drinking water through SMS Based Solution

Lack of access to safe drinking water and adequate sanitation facilities is a significant barrier to improving the health and wellbeing and reducing poverty in Bangladesh. HYSAWA, an international organization, in partnership with the LGRD Ministry installed approximately 30,000 tubewells in around 300 unions.

GP as a responsible corporate citizen has come forward to make this mammoth administrative task easy through the introduction of an SMS based solution. Through this solution, if a tubewell becomes nonfunctional, the caretaker will generate an SMS and send it to a port. This SMS will go to HYSAWA Head Office as well as to the local mechanics. The mechanics will then come and repair the tubewell and send SMS to the same port.