

CORPORATE RESPONSIBILITY AT GRAMEENPHONE

The mobile industry has proven to have positive effects on economic and social welfare of Bangladesh. To extend the benefits of telecommunications, Grameenphone is committed to empowering the society with meaningful solutions that harness the power of internet and its robust 3G network. Along with realizing its ambition 'Internet for All', Grameenphone is enabling people to improve their lives through a number of CR (Corporate Responsibility) initiatives.



Online School-Quality education for left out children

With a view to improving access and quality of education for the underprivileged, Grameenphone in partnership with Jaago Foundation and Agni Systems Ltd. launched an online school in 2011. The online school is a unique idea where the teacher conducts class from a distant location using video conferencing technology with the aid of moderators in the actual class room. Currently, there are 693 students in 10 schools located in Gazipur, Gaibandha, Rajshahi, Madaripur, Bandarban, Teknaf, Rangpur, Dinajpur, Hobigonj and Laxmipur.

Online Child Safety-an eye opening study on Bangladeshi children

Along with its endeavor to spread the light of education across the country, Grameenphone is also working for online safety which is a big concern to many parents now. For the first time in Bangladesh, Grameenphone has started various initiatives to enlighten the parents and teachers who find it a real challenge to monitor and limit their children's online behavior while cybercrimes are increasing.

To find out the actual scenario of the young internet users in Bangladesh, Grameenphone conducted an Online Child Safety Study among a mix of 1500 urban and rural students. The study shows that more than 30 percent of these users have either been bullied on the internet or have received inappropriate messages. Though these incidents make the children highly uncomfortable, they share mostly with their friends rather than discussing it with their parents and teachers as 70% of the school children feel that their teachers or parents are not equipped to help them in online safety situations. As the youth will make up 85 percent of the internet users in the future, the study will help GP provide safe user experience to the young internet users in the country and will be an important step in understanding the challenges we face in building digital resilience among children. The Company has also published guidebook for parents both in Bangla and English about how they can keep their children safe online. This is a testimony of Grameenphone's tireless endeavour to conduct operations with utmost responsibility.



Safe Internet Workshop-Country wide awareness

As a part of its continuous endeavor to spread awareness among the parents and the children regarding safe use of Internet, Grameenphone has started a countrywide Safe Internet Workshop initiative in association with BRAC. Under this program, 470 workshops were arranged in 470 schools around the country.

Grameenphone also published a Safe Internet Guidebook for parents and distributed among the parents and teachers across the country.



Localizing Khan Academy-Access to a global classroom

To help the Bangla-speaking students enjoy the global classroom, Grameenphone has come forward to remove the language barrier by localising the contents of Khan Academy, world renowned digital learning organisation that provides 'a free, world-class education for anyone, anywhere'. These contents will help the Bangla-speaking population, around the globe, to study at their own pace in and outside of the classroom. It will also empower the teachers to better understand what their students are up to and how best to help them using modern technology that identifies strengths and learning gaps. Grameenphone partnered with Agami who has been working with Khan Academy since 2011 to localize Khan Academy.

Child Help Line 1098 extended to support more vulnerable children



To facilitate building a child-friendly nation that guarantees the rights and protection of all children, Grameenphone has partnered with UNICEF to support the extension of the 'Child Help Line-1098' in Bangladesh. The project is being administered under the overall guidance of UNICEF and the Ministry of Social Welfare and is part of a wider global partnership among Telenor ASA and UNICEF. The Help Line operates a 24-hour toll-free telephone line and provides emergency support services to children at risk. Grameenphone is supporting the extension of the child help line to 11 upazilas along with Dhaka and Khulna City Corporation.

Stakeholders' Dialogue-Journey towards sustainability

To devise a united way of work towards the betterment of society, Grameenphone engages with a wide variety of stakeholders including employees, customers, shareholders, suppliers, think-tanks and local communities. In 2015, Grameenphone organised a series of dialogue sessions about its role in the society, products and services and other issues. The inputs, received through the dialogues, will help the balance competing expectations, address issues in an informed way and, crucially, help the Company to improve its business. To offer a continuous and transparent tool for comparing the Company's performance, Grameenphone has also published and shared the Sustainability Report with the stakeholders.



Online Teaching Excellence Center

Online Teaching Excellence Centre-quality education for anyone, anywhere

Grameenphone treads into virtual education with the launch of the Online Teaching Excellence Centre (OTEC), a knowledge sharing hub which enables increased reach throughout the nation using internet. This platform brings together teachers from various reputed educational institutions- who deliver lectures on different subjects.

Digitizing school monitoring System-Strengthening evaluation

To strengthen the school monitoring system through digitization of the existing monitoring process of the Directorate of Primary Education (DPE), Grameenphone has joined hands with Save the Children to create an android-enabled school monitoring application, in collaboration with the monitoring and evaluation section of DPE. As a part of digitizing school monitoring System, the Upazila Education Officers have been equipped with Tabs and internet connections to report online.

Sustainable Development Goals

Grameenphone supports the UN in spreading the word on the 17 Global Goals, with the ambition of making (a selection of) them understood and meaningful for our end customers and employees linking the campaign to Grameenphone - in line with our vision of Empowering Societies, Internet for All agenda and our Sustainability initiatives.

Grameenphone supports the world leaders pledging to reach the new sustainable development goals. Learn about the goals at www.globalgoals.org/now.

