

## SUSTAINABILITY INITIATIVES TO DRIVE SOCIAL IMPACT

Grameenphone believes that growth and success cannot be achieved in isolation, but is a result of the collective effort from each stakeholder and support from every segment of the society. As a strong advocate of Sustainability Initiatives, Grameenphone believes in giving back to the community. For Grameenphone, Sustainability Initiatives are an intrinsic way of working that goes beyond simple financial results or returns. The Company's objectives are underpinned by inclusive growth and greater social wellbeing; utilising the Company's core expertise to create shared value and long-term sustainability.

In 2016, Grameenphone's ongoing commitment to the community was once again evidenced by a number of initiatives that addressed development in the areas of education, ICT, child safety and disaster support, which included new initiatives as well as the continuation of existing programs.

### Online School

Although Bangladesh has achieved significant progress in primary education in terms of enrolment, the quality of primary education is still far below the quality we aspire towards. Considering that education is a major thrust focus for its sustainability initiatives, Grameenphone came up with the concept of the Online School, aiming to minimise the gap by providing access to quality education for underprivileged and underserved children living at the urban slums and remote areas.

At the online schools, teachers conduct classes from remote centre using video conferencing technology with the aid of moderators in the actual classroom. These moderators, who are from the local community, help the teacher with operational issues. The interaction also helps develop teachers who can deliver quality education at the locations.

Grameenphone initiated online schools back in 2011 in partnership with Jaago Foundation and Agni Systems Ltd. Today there are 990 students in 10 schools, located in Gazipur, Gaibandha, Rajshahi, Madaripur, Bandarban, Teknaf, Rangpur, Dinajpur, Hobigonj and Laxmipur.



### Raising Awareness for a Safer Internet Usage

The internet, a wonderful resource of the digital age for education and entertainment, may also pose a threat to children and young minds if not managed prudently. Grameenphone has always been concerned about internet safety. Data reveals that at least 1 out of 5 children who use the internet come across inappropriate content, and about 50% are subject to some kind of internet bullying. Grameenphone believes that the ideal way to ensure user protection, from any kind of privacy or safety breach on the internet, and establish the best practices is to have open discussions, sharing knowledge, and discussing the concerns.

With this in mind, Grameenphone observed "Safer Internet Day" on the 9 February 2016. Organising awareness session for the students on safer internet practices.

Moreover, on the global theme 'Safe internet/Digital bullying', Grameenphone celebrated its Customer First Day in 2016 along with all 13 markets of Telenor. Aiming to create awareness on digital bullying, this initiative gave Grameenphone employees and Management team an opportunity to interact directly with customers and educate them on internet safety.

Besides, more than 700 students and teachers participated in an awareness building session held at the Residential Model College in Dhaka.

### Capacity Building for Child HelpLine (1098)

In an initiative to make Bangladesh a safer place for children, Grameenphone joined hands with UNICEF for the expansion of the first-ever 'Child Help Line' in Bangladesh. The Child Helpline facilitates anyone to report any act of violence or abuse and exploitation against children, by calling at "1098" on their mobile phone, irrespective of operator. The 'Child Help Line' initiative operates a 24-hour toll-free telephone line and provides emergency support services to children at risk or affected.

Grameenphone arranged training programs focusing on advance Customer Service skills alongside presenting them with real-life case studies to decipher. Based on the success of the pilot project led by Department of Social Services of Bangladesh Government and UNICEF, Grameenphone is now supporting the extension of the 'Child Help Line' across the country.

## Book Reading Festival to Ignite Brilliant Minds

The youth are the true saviours who can shape the future and define the fate of society at large. As a responsible corporate citizen, it is also our responsibility that we take steps to ensure that they grow up as responsible and intellectually capable citizens. The best way to do this is to encourage them to read books and gain more knowledge. As a means to ignite the passion for knowledge and promoting the practice of reading amongst the younger generation, Grameenphone partnered with Bishwo Shahitto Kendro (BSK).



Stepping into the 12<sup>th</sup> year of the partnership, in 2016, Grameenphone and BSK jointly organised a prize giving ceremony for BSK's Book Reading Program, in Dhaka, Rajshahi, Chittagong and Khulna. The aim of the program was to stir out brilliant minds and create a well-groomed, educated community base that can proactively contribute to the betterment of the country. An astonishing 159,000 students, from 1,450 schools, joined the reading contest. 55,208 students were awarded in different categories based on their performance. Grameenphone also presented 30 computers for the selected educational institutions to build a computer lab.

In addition to the grand success of the book reading program, Grameenphone also patronised the launching of 'Alor Pathshala', a mobile phone app that allows users to download and read thousands of books from the huge e-library of BSK catalogue free of cost.

## Opens the Door to a Global Classroom

While video tutorials have become an important part of modern education, most Bangladeshi students, however, cannot enjoy the benefits of a global classroom due to a language barrier. To that effect, Grameenphone launched the Bengali version of acclaimed Khan Academy modules to open up digital teaching and learning tools to tens of millions of Bangladeshi students. Khan Academy provides free online materials and resources to support personalised education for learners of all ages.

Khan Academy Bangla was made possible through collaboration among Agami, Grameenphone and Khan Academy. Under this collaboration, thousands of video contents and more than two million words were translated and localised. The platform contains practice exercises, instructional videos, dashboard analytics and teacher tools, which empower learners in and outside of the classroom to study at their own pace. Anyone can access Bangla Khan Academy free of cost on [bn.khanacademy.org](http://bn.khanacademy.org).

## Donates Network Devices

Every year a significant number of the equipment used in the telecom network is offloaded due to various factors. Physically disposing these offloaded technical equipment has been a common practice in Bangladesh. Unlike other organisations, Grameenphone decided to make the best use of its high-quality equipment by donating them for research purpose, which has set a new example for others to follow.

Under this initiative, in 2016, Grameenphone donated a large number of network components (routers & switches) to the Department of Computer Science and Engineering in Dhaka University, for use in their laboratories.

## Stands beside Distressed Communities

Bangladesh was heavily hit by floods during the monsoon season when the country received continuous rain for most of July and August in 2016. An estimated, 3.7 million people were affected in the floods in as many as 19 districts of the country.

As a socially responsible company, Grameenphone extended its hands towards the distressed people. Grameenphone provided in-kind support with relief materials to the victims. Relief packs containing food items and medicine were distributed. Grameenphone also collected warm clothes from the employees and distributed them among the poor through Jaago Foundation under the "exchange happiness" program.