# Corporate Social **Responsibility Initiatives**

At Bharti Airtel, our relentless pursuit has always been to not just become a leading global telecommunications company but also one that cares. It is this quest that enthuses us to approach our corporate responsibility with all seriousness. We aim to positively impact not just our financial performance, but our future generations as well.

With operations in 16 countries and over 4 Bn customers, we understand our responsibility to leaving a positive impact on the communities. Our initiatives in the field of education, women empowerment, sanitation, employment generation and healthcare, validates our steadfast commitment to making the world we operate in, a better place. Moreover, Airtel's network spreads to remotest pockets of India, where rural communities suffer from poverty and lack of access to education and healthcare facilities. In 2018-19, over 149 Mn customers came from rural areas. Hence, undertaking programs on education and health is paramount for community development in these regions.

During FY 18-19, Bharti Airtel Limited made significant contributions towards various community development projects. Airtel contributed ₹ 94.77 Mn to Bharti Foundation towards furtherance of its objectives, ₹ 300 Mn to Satya Bharti Foundation towards setting up of Satya Bharti University and ₹ 37.85 Mn for other community development and philanthropic initiatives.





#### **Bharti Foundation**

Bharti Foundation was set up in the year 2000 as the philanthropic arm of Bharti Enterprises. The Foundation implements and supports programs primarily in education as well as sanitation for the underpriviliged section of the society. Through its flagship initiative the 'Satya Bharti School Program', the Foundation provides free quality education across primary, elementary

4,00,000+

2,72,564

Students being impacted in the current academic year

as well as secondary level education to thousands of underprivileged children, with a special focus on the girl child. The Foundation also works in partnership with respective state governments towards strengthening the quality of over-all schooling experience for students in government schools through the 'Satya Bharti Quality Support Program'. Our sanitation initiative, 'Satya

4,000+

2+ Mn

Bharti Abhiyan', was launched in 2014 in rural district of Ludhiana, Punjab and has enabled the district to attain Open Defecation Free (ODF) status.

Through these programs we are contributing to some of key Sustainable Development Goals such as Quality Education, Gender Equality, Clean Water and Sanitation.

2,500+

17,000

 $^{\star}$ The above data includes all education programs and partner projects and the impact created since inception

#### **Education**

#### Satya Bharti School Program

The flagship Satya Bharti School Program was started in 2006 with an aim of imparting free and quality education to the disadvantaged rural children in India - most of whom are first generation learners. The program gives special focus to education of the girl child, with atleast 50% students enrolled in Satya Bharti Schools being girls. The program covers the entire education value-chain, widening its activity from primary to elementary, and to senior secondary education as well. The program also offers, free books, study material and uniforms to the students apart from free education. All the schools are kept clean with proper hygienic conditions and with free nutritious mid-day meals also provided during the day. Well-trained and inspired teachers are entrusted with the responsibility to provide quality education to the students.

This Program creates a platform for the rural children to get hold of, not only quality education but also the way forward to a responsible life that is inspired by the principles of values, commitment, integrity and a desire to make a difference in the society.



Satya Bharti School Students- Sivaganga, Tamil Nadu

#### Key Achievements, 2018-19

Satya Bharti School Students won laurels in various international and national level competitions. Our students have excelled in both scholastic and co-scholastic activities, which are detailed below.

#### Co-Scholastic

 Satya Bharti Adarsh Senior Secondary School, Rauni (Ludhiana) won the internationally acclaimed 'School Enterprise Challenge Award' for the second consecutive year for promoting entrepreneurship.



Sr. Secondary School Rauni, Punjab- India Country Prize Winner 2018

- Students gave a stellar performance at 'Khula Aasmaan' - a national level painting competition by India Art Foundation, winning two gold, one bronze and 30 honorable mentions and consolations).
- 11 Satya Bharti Schools featured among the 'Top 100' of which Satya Bharti School Bhomsagar (Jodhpur) featured in the 'Top 20' at the 'Design for Change' contest that acknowledges meaningful community campaigns for bringing change.
- Simranjeet Kaur, student, Satya Elementary (Ludhiana East, Punjab) was awarded a Bronze medal' at 'Pramerica Spirit of Community Award 2019' recognising the student's effort for community services under the individual category for 'Mensuration Education.'

- Seven Satya Bharti School Students emerged as winners of 'Inspire Aspire' Poster Making Competition 2018.
- 6. Satya Bharti Adarsh Senior
  Secondary School Chogawan
  (Amritsar, Punjab) has been
  awarded 'Best School in Community
  Involvement' and Satya Bharti
  School (primary level), Amritakunda
  (Murshidabad, West Bengal) has
  been awarded 'Best Eco-Friendly
  School' by 'Mind Mingle Education
  Awards', recognising best efforts that
  make an impact under education.
- 7. Three of five Satya Bharti Adarsh Senior Secondary Schools (Chogawan, Sherpur Kalan and Jhaneri) were awarded with 'Top 500 Schools' in the country by 'Brainfeed (School Excellence Awards 2018)' recognising excellence in providing quality education.
- 8. 'Centre for Teacher Accreditation (CENTA)', a Teaching Professionals Olympiad awarded four Satya Bharti School Teachers (2 for subject and 2 national level awards). The Olympiad had teachers participating from 2000+ locations form India and UAE from over 10,000 schools.

#### Scholastic

 76 Satya Bharti School Students secured merit based admission for elementary/ higher secondary education in Navodaya, Aarohi and Punjab meritorious schools, etc.

#### Class X CBSE results:

**364** students (**205** girls and **159** boys) from all five Satya Bharti Adarsh Senior Secondary Schools, located in rural heartlands of Punjab appeared for the Class X CBSE Board Examinations

- The overall pass percentage: 95.88% (higher than the CBSE national average (91.1%) and Panchkula (93.72%)
- Girls outshined boys with overall pass percentage of 96.6% with more than 15 girls scoring 90% and above

#### Class XII CBSE results:

199 students (112 girls and 87 boys) from all five Satya Bharti Adarsh Senior Secondary Schools in Punjab appeared for the Class XII CBSE Board Examinations

- Overall pass percentage: 96.98% (higher than the CBSE national pass percentage of 83.4% and Panchkula region of 87.5%)
- The overall girls pass percentage of 96.43% which is above than CBSE national average of 88.7% and Panchkula region of 92.8%



Pramerica Spirit of Community Awards 2019- Bronze for student of Satya Elementary School, Khanpur

#### Case study

#### Leading from the front

### Jasmeet Kaur,

a role model for girl students in her school

Jasmeet Kaur of class V, Satya Bharti School Pamal, Ludhiana West, Punjab belongs to Baddowal Village, cantonment area of Indian Tibetan Border Police, about 13 Km from Ludhiana. Her father, a truck driver is the only bread earner in the family of seven.

Once a shy girl, Jasmeet soon started enjoying coming to school and became very confident. Seeing her interest in sports, her teacher Sandeep Kaur, a state level Kho-Kho player, motivated her to start participating in school level race and Kho-Kho.

When she represented her school in Cluster level sports, it was a proud moment for her. It happened to be her first victory in life. She was honored by the Sarpanch, Cluster Co-ordinator and Head Teachers of all the Satya Bharti Schools in the Cluster.

Seeing her commitment, Jasmeet was given the

opportunity to play at the State level.
Her family initially resisted but, after reassurance from her teacher, agreed to send her to Amritsar.
Jasmeet's team secured 3rd position at the State Level



Jasmeet being honored by the School Leaders and Community

06 States

254

Schools

teachers

Percentage of female

1,644
Teachers

46,191

Students

50% Percentage of Girls

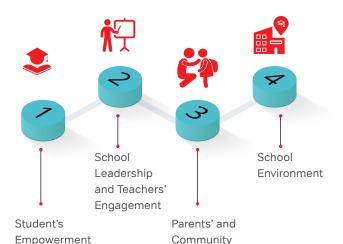
76%

Percentage of children from SC/ST/OBC communities

\* Data as of 31st March, 2019

#### Satya Bharti Quality Support Programme

Initiated in 2013, Satya Bharti Quality Support Program engages school leaders, teachers, students, parents and communities for enhancing the overall learning experience at government schools. Good practices of Satya Bharti Schools are implemented in each school with the purpose of institutionalizing these within a time frame of three to five years. The Program's framework is structured around the wholeschool approach through co-scholastic activities defined under four program pillars:



771
Schools
(In 14 states\*)

9,828
Teachers

Involvement

50% Percentage of

Girls

2,26,373 Students

58% Percentage of children from SC/ST/OBC

communities

\* Data as of 31st March, 2019

Each school decides the pace and trajectory depending on the School leader's vision for bringing about a sustainable change. The program is implemented across India in 14 states, namely, Delhi, Goa, Haryana, Jammu & Kashmir, Punjab, Rajasthan, Andhra Pradesh, Telangana, Uttar Pradesh, Jharkhand, Himachal Pradesh, Assam, Meghalaya and Karnataka.

"Spell Wizard competition was organized (by Bharti Foundation) for students, from school to district levels. This has given opportunity to students to demonstrate their skills in English language. We appreciate the work of Bharti Foundation."

- Mr Jitender Kumar Sinha,
District Superintendent of
Education-cum-Additional District
Program Officer, Samgra Siksha

Abhiyan, Godda, Jharkhand

"The Bharti Foundation has conducted Student Empowerment Training Program, which has received encouraging response from the participants (224 teachers from185 Secondary Schools). We are hoping for a long and fruitful association with Bharti Foundation and its support in bringing quality interventions in our state schools."

(Anuradha Gupta) KAS,

Director School Education - Jammu

#### Key Achievements, 2018-19

Government schools partnered under this program, its teachers and students won laurels in various district, state, national and international level competitions.

 Two of our partnered government schools featured in 'Top 100' category in the prestigious 'Design for Change' contest. Army Goodwill School students, in Harka Bahadur, Kargil, was among 'Top Four' with their pioneering initiative 'I CAN



Students of Army Goodwill School Harka Bahadur built a protective boundary wall by reusing waste plastic bottles in Kargil, Ladakh. The project featured among 'Top Four' in Design for Change.

Challenge' campaign. They were fellicitated at the President's House, inspiring other schools in the Ladakh region to work towards making a sustainable future.

- 'CENTA' Teaching Professionals
   Olympiad has given eight awards
   to six teachers from partnered
   government schools (1 Regional, 2
   Subject and 5 City Level awards).
   The Olympiad had teachers
   participating from 2000+ locations
   form India and UAE from over
   10,000 schools.
- Students of two partnered government schools won a Gold and a Bronze each in the 'Pramerica Spirit of Community Awards 2019' being recognised for their voluntary community service. Five students of UMS Khairbani, a government school in Jharkhand won Gold award for 'Mothers Literacy Campaign'.
- 15 schools were declared winners at 'Inspire Aspire' Poster Making Competition.
- 5. Girls held 50% of the leadership roles in the government schools during 2018-19.
- Dedicated training programs were conducted to impart leadership skills to the school principals and senior teachers across 372 schools in 10 states, with 438 participants attending the program.

The Program created a meaningful impact on students and teachers of non-partnered government schools as well, through indirect interventions. Some of the highlights were:

- A training program was structured on Student Empowerment, with 227 teachers in 185 non-partnered government schools across seven out of ten districts of Jammu attending the program.
- Spell Wizard (an English language spelling competition to improve vocabulary and spelling competency among students) was organized in 353 partnered schools. 829 nonpartnered government schools also participated at various events at school, block and district level. The initiative benefitted 30,656 students across 10 states cumulatively.
- 3. The Teacher Innovation Award initiative, appreciating the hardwork of teachers, was organised at district level in four states with 497 teachers participating in the event.
- 4. Science workshops were conducted to develop scientific knowledge and acumen in 311 schools outreaching 15,528 students across 9 states.
- International Kids Film Festival was organized in 99 schools across 8 states showcasing films on life skills and social issues like Global Citizenship, Compassion, Creativity and Innovation, Critical Thinking and Decision Making etc. for over 10,000 students.

#### Satya Bharti Abhiyan

Launched in August 2014, the Satya Bharti Abhiyan, improves sanitation conditions in in large geographic areas by providing access to toilets for households. Aligning to the government's vision, the program helps these areas to become Open Defecation Free (ODF). Having commenced operations from rural district of Ludhiana, the program spread its footprint to urban areas of Ludhiana (since October 2016) and to rural Amritsar (since September 2017). In Amritsar, Satya Bharti Abhiyan is being implemented in collaboration with Department of Water Supply and Sanitation (DWSS), Govt of Punjab. The Foundation and DWSS are working together to provide financial assistance to the beneficiaries for building toilets.

The Information, Education and Communication (IEC) to foster behavior change, for promotion of usage and maintenance of toilets is implemented through the government agencies and re-enforced through IEC by outsourced partners. Process orientation, transparency and stakeholder empowerment are the pillars of implementation.



Satya Bharti Abhiyan has provided separate girls toilets in 14 government schools in Ludhiana

#### Satya Bharti Abhiyan

as of March 31, 2019 (cumulative data since inception)

18,402
Toilets (rural + urban

14

Ludhiana)

Girls toilets (Government schools - Rural Ludhiana)

5,040
Toilets (rural Amritsar)

Ladies toilets constructed in FY 2018-19 (Ludhiana Police Commissionerate)

1,75,069

Total beneficiaries (including 56,031 estimated beneficiaries annually for ladies toilets for Ludhiana police commissionerate)

- 1. Upon request from Ludhiana
  Police Commissionerate, Bharti
  Foundation constructed 37
  separate toilets for over 55,000
  lady staffers and visitors annually.
  The toilets constructed in brick and mortar, are customized to provide specific amenities for women, like incinerator for disposal of sanitary napkins, privacy protection walls, facilities like western toilet seat, mirror, wash basin soap tray, and towel holder.
- The Program completed its Urban Ludhiana phase during the year that began in 2014 with over 700 individual household toilets handedover in 11 Urban Local Bodies (ULBs) in Ludhiana district till date.

#### Case study

## Making personal hygiene and cleanliness a norm

## Baljit,

an elderly resident of village
Bagga Khurd (rural Ludhiana),
she had to patiently control
her bowel movement till her
turn came to go out for open
defecation. She also had to carry
her disabled grandson for open
defecation. The Program helped
her built a toilet in her house,
making her life convenient.

"We hadn't expected that the work will take place so fast. Within a month we were handed over our own toilet. And ever since we have got the toilet, we have been using it. It not only helped me in this old age but also helped my mentally challenged grandson remain clean. Over a period of time, my grandson has also learnt to use the toilet".

- Baljit Kaur



Baljeet Kaur with her grandsonbeneficiaries of Satya Bharti Abhiyan

#### **Higher Education Programmes**

India needs a vibrant higher education system to address the challenges it faces and to exploit the opportunities offered by its demographic dividend. The higher education partnerships and initiatives undertaken by Bharti Enterprises are designed to fulfill this need and meet the education paradigms of the 21st century.

## Partnerships with Indian Higher Education Institutions

Bharti School of Telecommunication Technology and Management, Indian Institute of Technology Delhi http:// bhartischool.iitd.ac.in/

The Bharti School of Telecommunication, Technology and Management has been set up in partnership with the Indian Institute of Technology, Delhi to develop telecom leaders, through excellence in education and research. A number of steps have been taken by the school to foster research and excellence in learning.

Bharti Centre for Communication, Indian Institute of Technology, Mumbai https:// www.ee.iitb.ac.in/bharticentre/

The Bharti Centre for Communication has been set up in association with the Indian Institute of Technology, Mumbai to nurture knowledge in telecommunication and allied systems. The Centre hosted around 20 research students and six eminent speakers from across the world and has published over 20 papers in international conferences and journals.

#### International Partnerships

#### Bharti Institute of Public Policy

A partnership between Indian School of Business, Mohali and Bharti Enterprises with the Fletcher School of Law and Diplomacy, Tufts University (USA).

## http://www.isb.edu/bharti-institute-of-public-policy

The Bharti Institute of Public Policy, an independent think-tank, focusses on education and research in the domain of public policy and engages with policy

makers by providing them with critical, evidence-based analyses of public policy rooted in data. The institute works on policy challenges across diverse domains, the main ones being Agriculture and Food, Environment, Education, Financial Policy, Governance and Digital identity. The Institute secured a three year USD 2 million grant in October 2018 from the Bill and Melinda Gates Foundation to build and develop a portal for various spatial and temporal data visualisations to improve the quality of India's data-journalism.

#### Research:

#### Newcastle University, UK

Bharti Foundation and Newcastle University have signed a MoU to collaborate on knowledge-sharing, academic research and program opportunities. In 2018, four students from Newcastle University completed their research assignment, 'The Understanding and Effectiveness of the Satya Bharti Lesson Plan', under the Satya Bharti School Program in Punjab. Findings of their research will add value to Foundation's programs.

#### University of Cambridge, UK

This partnership aims to extend knowledge of increasing corn crop productivity to farmers. The three-year research program is a partnership with University of Cambridge, FieldFresh Foods Private Limited, and Punjab Agricultural University (PAU). The University signed an MOU with Bharti Foundation in September, 2016.

102

Students have graduated from the school in last 3 years

427

Students have graduated from the school since inception

206

Students have received placements since inception

93%

placement rate in FY2018-19

₹1.5 Mn

Average annual salary of students receiving placement in 2018

159

Students enrolled in the last 3 years

40

Faculty members engaged at the school

## Manmohan Singh Bursary Fund (since 2010)

A scholarship program that offers an opportunity to students of exceptional intelligence and caliber to study at the University of Cambridge. Thus far, 15 students have received the scholarship.

#### Satya Bharti University

The Satya Bharti University is deftly on the path of being established as an institution of global excellence in research and learning.



Ms. Mamta Saikia, CEO, Bharti Foundation giving away Bharti Merit award at Bharti School, IIT Delhi

#### **Airtel Connect**

#### Airtel Delhi Half Marathon

The Airtel Delhi Half Marathon (ADHM) supports the idea of 'Run for a cause', giving the runners the opportunity to make a meaningful contribution through their marathon run. The platform brings together corporates, individuals, employees and students of schools and colleges giving them the opportunity to have an understanding about Bharti Foundation's School Education Programs.

900+

Airtel employees participated in ADHM 2018

#### Young Leader Programme

The Young Leader Programme is a two-week initiative (part of corporate induction to engage new team members of Bharti Airtel as volunteers to support various initiatives of Bharti Foundation.

#### ACT (A Caring Touch)

An employee payroll-giving initiative, ACT by Bharti Foundation, aims to involve employees of Bharti Group Companies (Bharti Airtel Limited, Bharti Airtel Services Limited and Telesonic Networks Limited) in participating socio-economic activities of the Foundation.

3,437

Number of employees participation

# 8,312 Manhours

Volunteering carried out by 500 Airtel Employees During Paid Working Hours Amounting to ₹ 62,35,969.5

₹82,93,166

Total contribution by all Bharti Group employees and employer contribution in FY19 towards Bharti Foundation

₹496.25 Mn

Total Monetary Contribution by Airtel towards CSR and other Philanthropic Activities

₹37,93,507

₹44,99,659

Employer contribution



Bharti Foundation's kiosk at Airtel Delhi Half Merathon 2018 at Jawahar Lal Nehru Stadium, New Delhi



We encourage the use of technological support for initiatives related to education and health. We believe that aligning our CSR initiatives with our core business is the best way to drive change. As a corporate citizen working with communities we take a step forward during natural disasters or national emergencies whenever required. Some examples of our initiatives during the year under review were:

#### **Digital Education**

#### ICT day

Airtel Zambia held a 'Girls in ICT Day' by giving away material support as well as holding talks with 100 girls from rural schools on ICT (Information and Communication Technology). Airtel Zambia also donated assorted educational books to the newly built Kaunda Square Secondary School library. Airtel Kenya, in partnership with Computers for Schools Kenya and the County government of Kisumu, launched 'Free Internet for Schools Programme' in Kisumu. The company partnered with Junior Achievement (JA) Kenya to launch a Students Empowerment Program, where they hosted girls from Kariobangi North Secondary School for a day of learning during the 2018 Junior Achievement Job Shadow Program.

#### Coderbus project

Airtel Madagascar, partnered with the NGO Habaka/STEM4Good to provide free digital education to children through a project dubbed 'Coderdojo Madagascar'. Coderbus is a connected bus with volunteer mentors who are employees from Airtel and the NGO, who provide free digital lessons to young people all over the country. Airtel provided laptops with connectivity to all the students at Coderbus. Since its inception, more than 3000 young people, with 60% of the total being girls,



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have been trained. These children are now able to code and create their own digital applications, games and websites.

3,000+

Young people have been trained since inception of the program

#### Transforming primary education

Airtel Malawi supports the **'Unlocking Talent'** programme by zero rating access to the 'unlocking talent' website for all Airtel subscribers and by providing free data connectivity, currently for 110 tablets, catering for 90,000 standard 1 and 2 learners from 14 schools, with a plan to scale up to 310 tablets for over 225,000 learners from 22 schools by the year 2023. The project focuses on marginalised groups across all districts in Malawi, learn maths and literacy through apps installed on tablets, in solar powered Learning Centres.

225,000+ Learners expected to be benefitted by 2023

#### Health

#### Awareness campaigns

#### Spreading awareness

The Wazazi Nipendeni SMS Service initiative, is a Public Private Partnership model, led by the Tanzania Ministry of Health (MoHCDGEC) that sends (free) informative and carefully timed, government approved, health information and reminders to Tanzanians. For example, visits to clinics, maternal health and early childcare messages nationwide were some of the topics that were covered during the year. Airtel supports the technical set up of the service, zero rates the text messaging and USSD communication. The program engages 18 health organizations that continue to implement the service nationwide. To date, Airtel has sent and received 34,756,635 messages to a cumulative 510,123 Airtel subscribers and zero rates the government e-Gov USSD sessions for self-registration by end-users. This has resulted in more than 4,000 registrations by on-the-ground healthcare workers.

34,756,635

## Supporting World Autism Walk

Airtel Zambia handed over Tshirts, calendars and caps during the World Autism walk, meant to raise funds for children with autism in Zambia.

#### Medical treatment

#### Supporting through medical care

In Nigeria, Airtel partnered with the St.Cyril Cancer Treatment Foundation to offer better care and support to cancer patients. Airtel donated chemotherapy infusion chairs, medical waiting room chairs, chemotherapy infusion pumps with drip stand, flat screen monitors and nursing/medical consumables to the Foundation. Airtel Tanzania supported clinic testing and treatment for mouth and eye for its partners and staff, at the Airtel Headquarters in Dar es Salaam.

Malawi Blood Transfusion Service (MBTS) collected blood from donors during a blood donation exercise conducted by Bwaila Media Club in partnership with Airtel Malawi in Lilongwe. In Seychelles, The Disease Surveillance and Response Unit (DSRU) signed a Memorandum of Understanding (MoU) with Airtel Seychelles to improve the efficiency of surveillance and response in the country where Airtel provided MIFI devices with monthly data of 10 GB each to be used by the unit for monitoring.

#### Epidemic support

During the Cholera outbreak in Zambia, Airtel stepped forward to support the Ministry of Education in their efforts to keep educational institutes functional so that students could continue to attend their schools without the fear of Cholera.

Around 10 schools were identified by the Ministry of Education and 'classified' as the vulnerable schools required to be cleaned and enhance their hygiene standards, with a potential impact for more than 8,000 pupils (combined) to have their schools reopened. The schools cleaned their environments and pledged to keep them clean to keep away diseases, like cholera, in the future. Following the heavy rains and floods

that left many people destitute in some parts of the country, Airtel Malawi made a donation to the Department of Disaster Management Affairs (DODMA) to help the affected people.

8,000+
Potential students across 10 schools impacted

#### **Youth Empowerment**

#### Skill development and learning

VSOMO (A Mobile-learning programme sponsored by Airtel Tanzania) carried out an orientation program with youth from 7 different regions (Arusha, Morogoro, Mwanza, Dodoma, Kilimanjaro, Dar es Salaam and Coast region) in preparation for practical sessions after successfully completing the VETA (Vocational Educational and Training Authority) e-learning programme. Airtel Tanzania also partnered with Dar Teknohama Business Incubator (DTBi) to impart computer basic skills and technology to Dar es Salaam entrepreneurs, so as to expand their businesses through digital platform.

In partnership with Economic Liberation Association (ELA) Airtel Zambia trained over 60 youth in Chawama on issues Related to financial literacy and Mobile Money banking. Airtel Tanzania organized a fun run in which Airtel employees, stakeholders, and the general public bought participation tickets and thereby contributed towards the support of youth aged 18 to 24 years, who will qualify to take vocational education online training through VSOMO App.

#### **Community development**

#### **Providing better living standards**

The staff of Airtel Rwanda joined residents of Masaka Sector in Kicukiro District to speed up the completion of the Abaraya Model Village, enabling more than 70% households to live in better viable settlements.

"Our initiatives are determined by local priorities and driven by the local teams. Our objective is to lend a hand where we can, to the communities across all the 14 countries that we operate in."

Raghunath Mandava
 Managing Director & CEO
 (Africa)



Providing better living standards in Rwanda