

SUSTAINABILITY REPORT 2014





THIS IS GRAMEENPHONE

Grameenphone, part of the Telenor Group, is the leading telecommunications service provider in Bangladesh.

Since its inception in 1997, Grameenphone has built the largest cellular network in the country, covering nearly 99 percent of the country's population. With its brand promise, to enable customers to "Go beyond", Grameenphone seeks to help customers get the full benefit of mobile data and voice services and provide Internet For All.

Before Grameenphone's inception, the phone was for a selected urbanized few. The cell phone was a luxury: a flouting accessory for the select elite. The mass could not contemplate mobile telephony as being part of their lives. Due to its long term commitment to Bangladesh, the company swiftly expanded its network around the country, providing affordable communication solutions to all.

Grameenphone is listed on the Dhaka Stock Exchange. It is also among the top contributors to the government exchequer. The company has also created employment for a large number of people both directly and indirectly.

CHAIRMAN'S message



The telecom industry has the power to transform society. Our influence represents a great opportunity but also a significant responsibility. That's why sustainability is at the core of Telenor Group's approach to doing business in all its markets. I'm pleased to see that Grameenphone is now publishing its sustainability report.

Grameenphone is the largest operation in Telenor Group measured by number of customers. As the market leader with more than 50 million customers, Grameenphone plays a critical role in the development of Bangladesh.

Mobile communications plays an enabling role in Bangladesh. It improves the quality of life for people across the country by connecting them to each other and to the world. Telenor Group strives to maintain the same high standards in all its global markets. As a responsible, long-term investor, Telenor Group works to ensure that its business units adhere to local laws and our own standards within areas such as supply chain sustainability, environment and overall governance.

I'm happy to see that Grameenphone is taking a proactive approach towards sustainability. By conducting its business in a responsible manner and by extending the benefits of mobile communications, Grameenphone makes a significant contribution towards improving the lives of Bangladeshis.

I take this opportunity to thank the shareholders, stakeholders and the employees for supporting Grameenphone's sustainability agenda.

Thankyou.

Sigve Brekke
Chairman

ceo's message



I am pleased to present the Grameenphone Sustainability Report for 2014. This Report provides an overview of Grameenphone's actions and results in terms of social and environmental performance.

To us, Corporate Responsibility is a complementary combination of responsible business practices and corporate behavior as well as externally focused initiatives to create shared value for the society and the company. As such, corporate responsibility can be said to span the whole organization's business activities.

Our vision to Empower Societies expresses our commitment to the people and the country we serve. Since the inception, Grameenphone has been striving to uphold high ethical standards in its business while delivering on its social obligations. We follow a responsible business practice that benefits the society, the country, our employees and also the environment.

In 2014, our Social Responsibility initiatives were recognized at Standard Chartered –Financial Express CSR award program, the country's premiere award for Corporate Social Responsibility. In February, of the same year, our efforts to be an environment friendly mobile operator earned us global recognition when we got the Green Mobile Award at Mobile World Congress held in Barcelona, Spain.

Grameenphone provides extensive Health, Safety, Security and Environment programs for its own premises and also ensures that the policies are followed by the suppliers and the distributors. Our programs not only ensure safe work practices among our business partners but also make them aware to take proactive measures for work safety.

With a strong focus on education, we have taken initiatives to provide quality education around the country. Our Online School program is now running in ten remote locations where children are regularly being educated by teachers from Dhaka through video conferencing technology. This may be a ground breaking approach to meet the shortage of quality teachers in Bangladesh.

Grameenphone has an ambition to provide "Internet for All" in Bangladesh and we are driving different awareness programs and development of local content, so that people can understand the power of Internet and use that to move ahead in their lives.

Apart from structural activities, we also respond to disaster situation while our employees offer voluntary services in those situations.

Grameenphone believes that Bangladesh needs concerted effort of public and private sector to move forward towards a better future and we are trying to play our role in this effort.

I would like to thank our employees and partners for identifying with our goals and way of working and actively contributing to our sustainability efforts.

Rajeev Sethi
Chief Executive Officer



ABOUT THE REPORT

Grameenphone sees sustainability as creating value for customers and shareholders and leading the industry with effective and lasting solutions to environmental and social sustainability challenges. At Grameenphone, the objective of sustainability is to create industry-leading value with brand and products that customers prefer, while at the same time conserving energy and other resources, protecting the environment and improving socio-economic conditions for those who need it most.

This Sustainability Report considers economic, environmental and social impacts of Grameenphone's business and explores the way in which Grameenphone is contributing to sustainable living. The scope of the report is limited to the following sections of the environmental report footprint: community development and privacy. As part of the scope, Grameenphone's alignment with the guiding principles on privacy was reviewed and the review was limited to assessing whether relevant policies and procedures are in place.

Grameenphone thanks the members of the internal and external teams for their help in developing this report. The contribution of the people who cooperated to achieve the sustainability objectives is highly valued.

Thanks to the readers for taking time to learn about Grameenphone's sustainability efforts. We welcome any feedback to make our sustainability vision a reality.



Contents

Corporate Governance	
Corporate Governance Statement	07
Sustainability & GP	
Supply Chain Sustainability	09
Responsible Business Practice	
Telenor Way	11-15
Community Services & Society	
Education	17-29
Health	30-33
Emerging Services	34-35
Disaster Support	36-38
Community Information Center	39
Climate & Environment	40-43
Awards	
GSMA, SCB-FE & mBillionth Awards	44-45
Reporting	
Monitoring & Evaluation	47
Contact Information	48

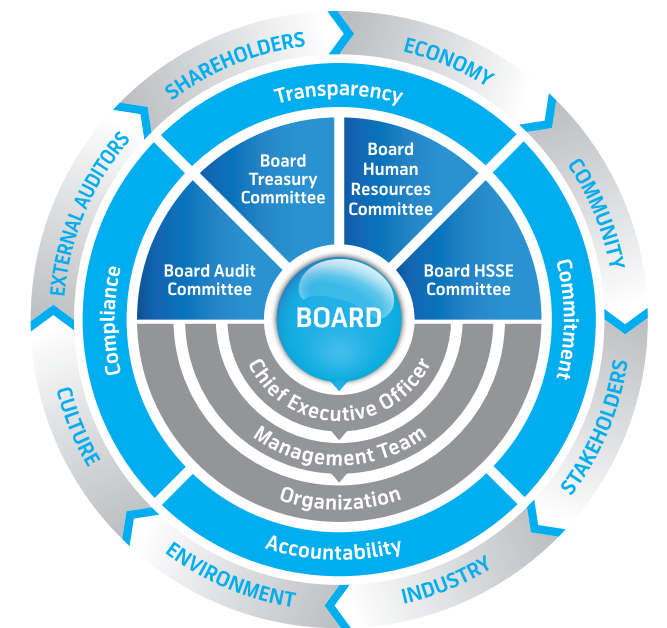


GOVERNANCE



corporate governance in grameenphone

Grameenphone (GP) believes that good corporate governance is the backbone of an upright business entity. Accordingly, Grameenphone encourages stronger diligence to business. With all of its operations being transparent, it invites larger involvement of the stakeholders. And aspiring on that, the company has always strived to maintain the highest standards of corporate governance and business conduct so as to create and maintain value for shareholders, safeguard stakeholders' interest and justify investor confidence. With this end in view, Grameenphone has been providing and maintaining innovative, user-friendly and best-value telecommunication services to create sustainable stakeholders' value. To attain these objectives, the Board of Directors of the company is dedicated to ensuring highest standards of Corporate Governance to keep the company's business integrity and performance on the right track. Being a responsible corporate entity, Grameenphone maintains adequate transparency and encourages sound business conduct both in its in-house practices and in its external relationship with the community as well as suppliers, customers and business partners. The company, at the same time, expects acts of honesty and integrity from its Board of Directors, employees and suppliers.



As a public listed company, Grameenphone Board of Directors plays a crucial role in upholding the interests of all its stakeholders. The Board of Directors and the Management Team are also dedicated to maintaining a well-established culture of accountability, transparency, easy-to-understand policies and procedures to ensure effective Corporate Governance at every level of its operations. The Board and the Management Team also put their best efforts to comply with all the laws of the country and all internal regulations, policies and procedures to make Grameenphone a thoroughly transparent company. Moreover, recognizing the fact that compliance has been the corner stone of good governance, the company meticulously undergoes through the process of statutory audit and compliance certification as required by laws of the land. As a result, Grameenphone has been able to maintain the highest level of integrity and accountability of global standards over the years.

Grameenphone believes in transparency and accountability to the society as a whole through establishment of an efficient and effective Corporate Governance regime. It also believes that Corporate Governance is a journey and not a destination and it needs to be continuously developed, nurtured and adapted to meet the varying needs of a modern business house as well as the justified aspirations of our valued investors, other stakeholders and the society at large.

[For details of Corporate Governance in Grameenphone, please see the Grameenphone Annual Report 2014, which is also available under "Investor Relations" section of the Company website: www.grameenphone.com.]





SUSTAINABILITY & GP

SUPPLY CHAIN SUSTAINABILITY in grameenphone

Grameenphone strives for high labor standards and continuous improvement in its own operations throughout its entire supply chain. Grameenphone with its vigilant and systematic endeavors engages with its supply chain to ensure responsible business conduct. As a part of the process, Grameenphone ensures all of its contractual suppliers & value chain partners committed to follow a set of Supplier Conduct Principles (SCP), which are based on internationally recognized standards emphasizing on human rights, health and safety, labor rights, environment and anti-corruption.

Since 2009, Grameenphone continued to work proactively and systematically within the area of supply chain sustainability focusing on mitigation of supply chain risk, anti-corruption in the supply chain and HSSE training and awareness for suppliers & partners. Till date, Grameenphone has signed 1,264 'Agreements on responsible Business Conduct (ABC)', constituting 99.7% of its suppliers & partners. The focus of Grameenphone has always been 'Supplier Capacity Development' in terms of compliance issues. As a part of the process, every year, Grameenphone organizes 'Supplier Awareness Program' for its suppliers, partners, in-house contractors involving external stakeholders like Norwegian Embassy, International Finance Corporation (IFC), Transparency International Bangladesh (TIB) & Chambers (DCCI, MCCI, FICCI). In 2013, 250 value chain suppliers & partners actively participated in the 'Supplier Awareness Program'. In 2014, the program was held in Q3 where approximately 400 suppliers and partners participated. In addition, Grameenphone conducts routine supplier inspection to monitor & assess the level of supplier compliance with an aim to develop them in accordance with the requirement of Supplier Conduct Principles (SCP). In 2014, Grameenphone carried out 351 supplier inspections. This year Grameenphone has aimed to conduct 380 supplier inspection throughout the value chain.

Grameenphone's ambition is to make an impact in the local markets through its consistent sustainability efforts. Grameenphone will continue to focus on capacity building and training for suppliers along with continuous monitoring. Grameenphone believes that decent working conditions, respect for human rights and the environment, as well as willingness to improve standards amongst our suppliers is the only viable route forward.





RESPONSIBLE BUSINESS PRACTICES



HUMAN RIGHTS

Grameenphone believes that telecommunication enables the exchange of ideas and access to information. We also recognize that we do face human rights challenges in our market. Respect and continuous improvement are therefore important parts of our approach to human rights.

We believe we can contribute to the fulfilment of rights through many opportunities that connectivity and mobile services bring. We also observe that potential negative impact may rise from our business activities. Our commitment to human rights is long standing and integrated in our top governing document – the Code of Conduct. Our main focus is understanding risks and integrating mitigating actions into our business processes through continuous improvement. In order to do so, we have conducted human rights due diligence to identify potential human rights related risks and mitigations.



grameenphone TO ensure '0' TOLERANCE ON PRIVACY BREACH

Privacy protection is at the core of Grameenphone's business principles. As a customer oriented and compliant company, protecting customer privacy has always been a top priority issue. As part of a continuous improvement process recently the company has set out with renewed commitment to protect customers' privacy at the highest level through the code of conduct – which all Grameenphone employees are bound by. To ensure protection of privacy at organizational level, a detailed guideline has also been adopted through the local policy and manual on privacy. Grameenphone has appointed a Privacy Officer to lead the matter and report any privacy breach incidents and non-conformity directly to the top management. Grameenphone promotes an open culture and open-door policy that encourages subscribers and employees to raise their voice on privacy related issues. To handle incidents that fall under breach of privacy, a "Privacy Breach Control Body (PBCB) has been established where members from Legal, Fraud Management, Information Security and Compliance regularly detect, monitor and take necessary actions when required.

Going forward, Grameenphone will continue to focus on privacy protection of its valued customers. Grameenphone will hold on to a strong culture where employees have an intuitive awareness of these issues and know how to manage them well.

HSSE

HEALTH SAFETY SECURITY AND environment (HSSE)

As a responsible employer, Grameenphone ensures international standards of occupational health, safety, security and environment in line with Telenor principles and laws of land with the following commitment:

- Ensure a safe working environment that will enhance productivity, efficiency and maintain a compliant working environment of the Business Partner(s), directly working with Grameenphone
- Create awareness among the employees to minimize occupational injuries and diseases
- Minimize the impact of Grameenphone's operation on the environment

Health and Safety related activities at Grameenphone aim at:

- Ensuring a HSSE compliant working environment through maintenance and monitoring of all physical and psychological factors at work and minimizing work related hazards that may affect the employees' health and well-being
- Ensuring safety and security of all members of Grameenphone by minimizing work-related hazards, injuries, accidents/ incidents
- Provide occupational health related information and support to employees to enable them in taking appropriate measures
- Ensuring that HSSE management system is in place for continuous monitoring and improvement on HSSE, internally as well as externally, for Business Associates/ Agencies/ Suppliers/ Vendors/ Contractors as applicable
- Minimizing the impact of Grameenphone's operation on the environment, complying with local requirements and seeking higher standards through benchmarking
- Ensuring that all employees understand HSSE policies and procedures and act responsibly, both for individual well-being and safety at work

From its inception, Grameenphone has taken HSSE as an integral part of its business. Through HSSE activities, Grameenphone always tries to maintain an international working environment and employee well-being in its entire operation including in-house contractors. HSSE functions are based on three strategies:

1. Caring for People: Promote Good Health; Ensure Safe Working Condition
2. Caring for Environment: Use less energy; Reduce waste
3. Caring for business: Increasing HSSE awareness will make a difference in the local market and build competitive edge





From the beginning, as a HSSE compliant company, Grameenphone has made every possible effort to maintain a standard of high labor and continuously strive towards improving its own operations throughout its entire supply chain. Grameenphone, with its vigilant and systematic effort, endeavors to engage employees and in-house contractor staffs under HSSE compliance. During 2013, Grameenphone has given emphasis on good working environment and good health of the employees by arranging an internal OSH awareness campaign named 'Making a Difference: Good Health, Good Work'. Under this campaign, HSSE issues have been addressed periodically to create a balance between work and life by organizing trainings, awareness sessions involving renowned trainers and counselors on the various optics like 'Positive Parenting', 'Stress Relief' and many more. As a part of the continuous effort for ensuring a safe working environment, this year, Grameenphone has organized various HSSE training programs focusing on specific target groups. The company has also imparted the skills to the line functions and leaders through TOT (Train Of Trainers), hands-on training and e-awareness. Focusing on internal HSSE culture; Grameenphone has been portrayed through strong initiative on OHS Management System Implementation, addressing internal Health emergency and ailment by registered in-house consultants, routine executive health checkup, hepatitis B vaccination, preventive awareness campaigns, accident-incident reporting, hazard identification-risk assessment and implementation of control mechanism to reduce the occupational risks and also maintaining a Day Care center for Grameenphone employees' children. Grameenphone is one of the few corporate houses in the country which runs a cafeteria where no less than 1,500 employees are used to taking their food daily. To maintain a work life balance, Grameenphone, also, offers gymnasium facilities to their employees within its corporate office. In addition, as a socially responsible company, Grameenphone has come forward with different awareness and initiatives to combat bird flu, anthrax viral encephalitis and many more, during national emergencies.

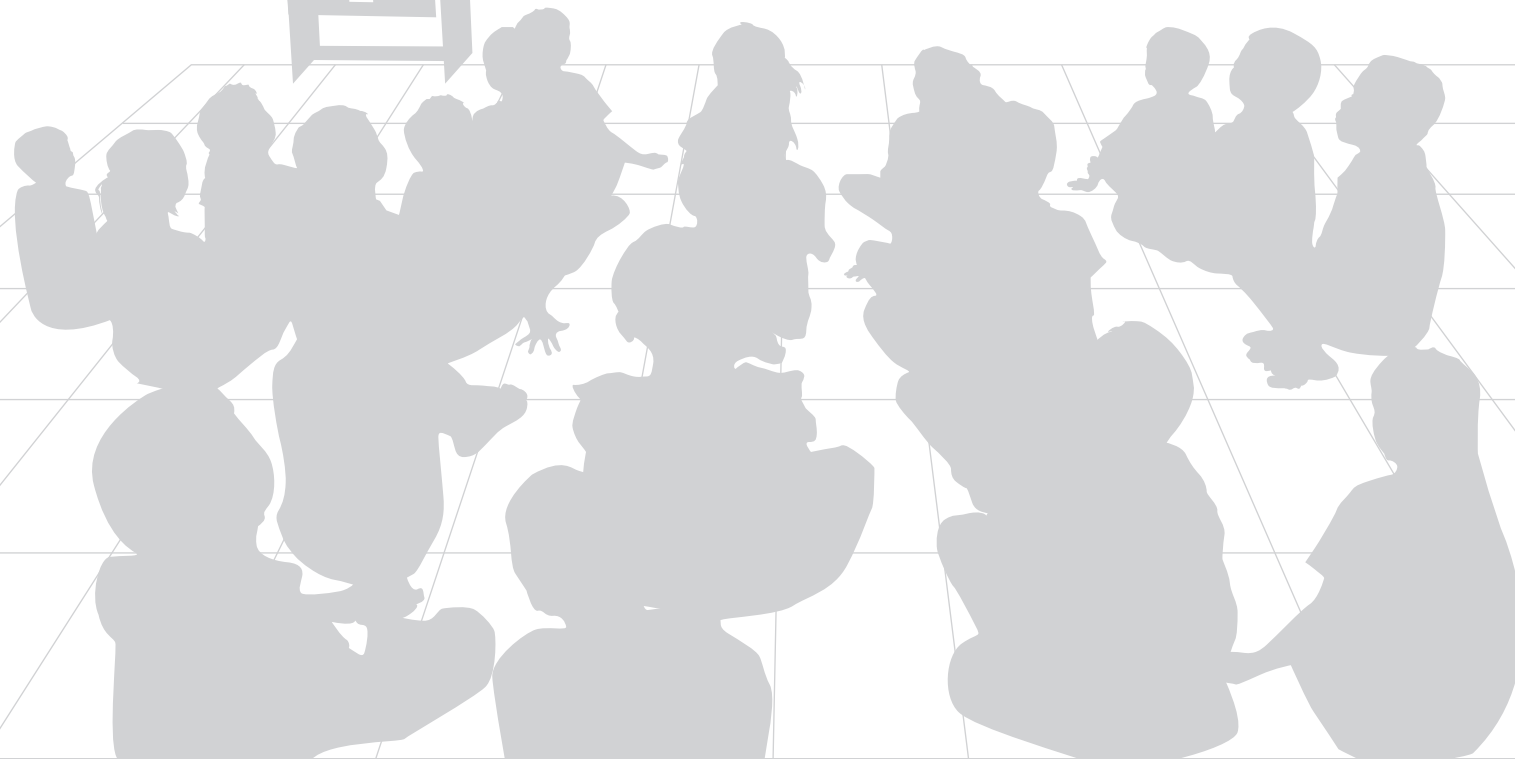
This year, as part of global initiative, Grameenphone HSSE has taken a pilot project to address the Health and Safety issues of its field forces like Territory Officers and Sales Executives. Under the project MAD (Making a Difference), a comprehensive plan has been taken to boost the Grameenphone sales force by reducing workplace risk, with special attention to road safety. After the successful ending of the current project, it will be extended to all Grameenphone sales forces across the country.

In a nut shell, employee well-being is being properly and systematically addressed by Grameenphone through its very best HSSE services. Grameenphone believes that caring for its people is the key to bringing good business and serving its 51 million subscribers in a very productive and professional way.





COMMUNICATION SERVICES & SOCIETY



'ALORPATHSHALA' NATIONWIDE ENRICHMENT PROGRAM

Reading books play a vital role in the overall development of an individual and the nation at large but over the years, the habit of reading books seems to have become rare especially amongst the youth. To cultivate the habit of reading books among the younger generations, Grameenphone has joined hands with Bishwo Shahityo Kendro (BSK), an organization that has brought a silent revolution in the habit of reading among the youth in Bangladesh.

Grameenphone partnered with BSK in 2004 with the aim of empowering the society through knowledge. Under the 'Nationwide Enrichment Program' banner, Grameenphone has taken this initiative to every nook and corner of the country through internet-based learning. To promote the habit of reading among young students, Grameenphone introduced an online book reading program titled 'Alor Pathshala' (www.alorpathshala.org) with BSK, through which people of different educational background and professions are able to read books on world literature and Bangla classics. The online repository, containing e-books on various categories, is being enriched each passing day.

The readers are able to download these books free of cost after an online registration on their laptop, tablet, PC, e-book reader and android mobile phones. Those who participate in the program have to take a short online test to evaluate whether they had actually read the books. To encourage the book reading habit, there are also prizes for readers. For every four books read, the reader will get a book for free which will be delivered by mail/courier after every three months. In the prize giving ceremonies in Dhaka, Chittagong and Khulna metropolitan city, a total of 12,500 students were awarded with books in the presence of their guardians and other distinguished guests. Grameenphone has also enriched the libraries of 500 selected institutions in Bangladesh by donating 25,000 books.

The book reading program is expanding day by day and currently, about 1 million students from 8,500 educational institutions across the nation are enrolled in this program. Aiming to develop enriched and committed youth through literary enlightenment, such an initiative is fostering progressive individuals, organizing them into a collective national force for catalyzing, showcasing and promoting enlightenment among all.



i genius

Bangladesh falls at 145 among a total of 166 countries on the global ranking of ICT usage* and was ranked as one of the lowest throughout Asia Pacific for internet usage, with only 42.6 million people having access to the web. While the country has made major strides in achieving its vision of a digital Bangladesh, poor internet penetration is causing a significant digital divide.

Working towards bridging this disparity in communication, Grameenphone, in association with the leading newspaper Prothom Alo, launched the "Grameenphone Prothom Alo Internet Utshab." The initiative introduced an innovative concept titled 'i-Genius' – a mobile-based Internet competition that served as a platform for students to unleash their potential. The program was first launched in 2011 with the pledge to empower future leaders of this country with the power of the internet.

The "Grameenphone Prothom Alo Internet Utshab" was a highly effective, platform to nurture the aspirations of the youth, with students from rural and semi-urban schools and colleges getting an opportunity to showcase their talents. For the students, the individual events were grand festivals with an awe-inspiring atmosphere that spread throughout the nation across 1,000 educational institutes. To foster the benefits of the Internet, there were awareness sessions, demonstration booths and the i-Genius contest, which soon became a craze among the youth community.

"i-Genius" was the spotlight of the entire event. Through this exciting competition, all the contenders had to answer several Internet-related questions by browsing the web. The 102 i-Geniuses, who emerged from the 102 events, later participated in the grand finale from which the i-Genius Grand Master emerged. All 102 i-Geniuses, who were nominated as the local internet ambassadors, demonstrated great spirit and leadership by taking on initiatives to spread internet awareness among the students of their institution and in their communities throughout the year. In 2012, the program was launched in a bigger scale with more tech-savvy and exciting components to meet the heightened expectations.



*source - ITU

This was a learning experience for all the participants as it has taught and allowed them to experience a knowledge enhancing tool – the Internet. The program was endorsed by the Ministry of Education supported by the Digital Bangladesh (A2I) Project, as well as the Prime Minister's Office and global brands such as Opera, Google, Wikipedia, Facebook and Nokia. The initiative was highly commended by the government as an effective stepping stone on the path towards a digital Bangladesh.



IGNITE

A solid science education system is directly related to a country's capacity for economic growth and social change. And in this 21st century, science is the ultimate tool for Bangladesh's future generation to become rational human beings who are able to think through the language of logic and knowledge and able to take future challenges head on. Unfortunately, for many years, Bangladesh has not seen a growth in the quality of science education. There has been no sign of improvement in the overall science curriculum in the education sector, contributing mainly due to high expense of equipments, poor facilities and lack of qualified teachers. With such poor standard of science education prevailing, undesired consequences may rise in the society and economy of the country. And most of all, we, as a nation will lose our competitiveness in terms of science and technology which is the only tool in today's competitive world. To rekindle the interest in science among the school students, Grameenphone stepped in.

In 2014, Grameenphone teamed up with Daily Star and launched IGNITE, a knowledge based science festival for Internet generation across the country with the slogan "Science for the Internet Generation". The program was designed to spark the interest of students in science, engineering and technology by arranging the most compelling and engaging science festival.

IGNITE had its active presence in 3 divisions of Bangladesh- Dhaka, Chittagong & Sylhet. A total of 5,849 students from these three divisions registered through 'ignite' website. Ground activities were organized in 78 selected schools along with knowledge sharing and demonstrations to motivate students in different branches of science. Competitions were arranged in three categories- 'Idea Flight' was mainly a quiz competition for the students of class VI to class VIII, students with factual projects and ideas, competed in 'Discover Science' and for fiction lovers 'Imagine The Future' was the best platform. The school level winners were taken to divisional level competition to identify the best of the best.

What the future holds in store for an individual, for a nation and for the world, largely depends on the wisdom of science and technology. And, Bangladesh, being a developing country, interest and engagement of our youth in science education can work like a catalyst for their personal and social success. Through 'IGNITE', children in both rural and urban schools got the opportunity to imbibe the concepts of science outside the conventional classroom set-up. Sparking the spirit among the students, science emerged as something alive and therefore exciting.





ONLINE SCHOOL

In Bangladesh, primary education is compulsory and free for all children up until Grade 5. The country has one of the largest primary education systems in the world with an estimated 19 million primary-school aged children (6 to 10 years) and there are 4,49,799 primary school teachers, working in more than 1,04,017 schools across the country*. Nevertheless, on closer inspection, the situation isn't as rosy. Thousands of children still remain out of the education network due to lack of educational institutions and teachers in many areas, particularly in hard-to-reach localities.

As a socially responsible company with education being one of the focus areas for its Corporate Social Responsibility initiatives, Grameenphone wanted a way to intervene and ensure quality education. With this objective in mind, Online School was introduced.

The main objective of the Online School is to ensure quality education for the underprivileged and left-out children living in urban slums and remote areas. The project also helps develop teachers who can deliver quality education. In these 'Online Schools', the teacher conducts her class from a distant location using video conferencing technology and with the aid of moderators in the actual classrooms. These moderators, who are from the local community, have no formal teaching experience but help the online teacher with operational issues.

Back in August 2011, the first-ever Online School was introduced with 80 students in a small classroom located in Gazipur, about 20 km North of Dhaka. The teacher conducted the class from Rayer Bazaar, which is about 40 km from the physical school. Inspired by the success of the pilot project, Grameenphone decided to spread it across the country. At present, there are 10 Online Schools located at Gazipur, Gaibandha, Rajshahi, Madaripur, Bandarban, Hobigonj, Teknaf, Rangpur, Dinajpur and Lakshmipur where a total of 693 economically disadvantaged children are enjoying the facility.

The Teacher's Center, the location from where all the teachers conduct their classes, is located at Rayer Bazaar in Dhaka. The teachers in Dhaka instruct students at the Online School, be it at Gazipur, 40 km away, or at Bandarban, some 316 km away, using video conferencing technology.

The Online School has three partners, namely Jaago Foundation, Agni Systems Ltd. and Grameenphone Ltd. Jaago Foundation, a nonprofit civil society organization is responsible for providing on-ground services, run operations of the schools and design curriculum for different classes. Agni System Ltd. provides last mile internet solution for the schools completely free of cost. Agni System Ltd. also provides technical support with regards to internet connectivity to Jaago Foundation for the initiative. For this project, Grameenphone has been providing financial and technical assistance for internet connectivity.

Bandarban is one of the less developed areas of Bangladesh where the literacy rate is much lower than the national average. Due to mountainous nature of the region, education facilities are mostly confined to cities, so an English version school was an impossible dream for the villagers until the online school started. Six-year-old, Lim Thar Sang Boam, a boy from Kana Para village, walks to his Online School each day with five other children from his village. His older brother, Lian Boam, also a student, is very excited with his little brother's newly acquired English skills, which at times are better than his own.

A study was conducted to measure the quality of the education being provided to these students, by comparing the grades with demographically similar but non-virtual schools. Comparisons with a few regular schools run by Jaago Foundation show that the students in these Online Schools were performing in line with or even better than their peers – which indicates the quality of teaching.

The Online School has opened a new horizon for these disadvantaged children by offering them the education that they could neither afford nor have access to before. The students who had never imagined that even a basic education would ever be possible for them, can now aspire for a brighter, healthier future.

**source: Ministry of primary and mass education*





2.1 MILLION FREE INTERNET HOURS FOR SCHOOL CHILDREN

While some babies in Bangladesh have a Facebook account as soon as they are born, others do not even get the opportunity to access the internet in their entire lifetime. The "digital divide", the gap that exists between the technological savvy and unsavvy, is extremely prevalent in the country. Rural Bangladesh is still struggling with poor ICT infrastructure, low internet penetration, lack of awareness and limited access to required information, which has led to a disconnect between rural and urban societies.

Grameenphone, as a partner of ICT development, envisions building a digital future for Bangladesh and empowering societies by providing "Internet for All". Aiming to help broaden the access to ICT for school children, especially those living in rural Bangladesh, Grameenphone introduced a program to provide 2.1 million free internet hours to 250 schools across the country. The initiative was part of Telenor's global initiative of "Safe Internet" aimed at building awareness on internet safety for young users.

The campaign was designed to create equal opportunity for all to access educational content, news, information and knowledge. To ensure effective implementation, Grameenphone partnered with BRAC, an international development organization based in Bangladesh and the largest non-governmental development organization in the world. BRAC's Gonokendra, a multi-purpose community learning centers within the school premises, is equipped with computers and a library that allows students to enjoy their learning experience. Grameenphone has provided 250 of these centers with 250 modems (including SIMs) that comes with one year of free data usage that can be used by 100,000 students. Along with free internet hours, the flagship centers have also been enriched with 20 desktop computers for the learners.

Grameenphone aspires to make internet accessible to all Bangladeshis and expects that 'Internet for All' will help broaden access to the world of ICT for school children, especially those living in rural Bangladesh. Enabling these children to access information at their fingertips can only open their minds to dream bigger!



IT'S MY TURN

Grameenphone's philosophy of contributing to society is shared by employees across its operations, and many individuals willingly choose to give their time and effort to help strengthen communities and improve their quality of life. This tradition is part of Grameenphone's ethos and it has even been institutionalized under the guidance of the Corporate Responsibility Team, who encourages and guides employees in their voluntary endeavors.

Grameenphone has continuously worked towards community development over the years and is also developing different types of voluntary programmes for its employees, be it during a natural disaster, a tree plantation drive or an awareness campaign; employee-volunteers at Grameenphone have always willingly lent a helping hand. It also allows them to take time off work for community development under the employee volunteerism program.

The company takes a structured approach in undertaking the employee engagement programs. It has a database containing the profiles of volunteers, developed to match their skills with corresponding activities.

To engage and mobilize its employees in endeavor towards 'Internet for All', Grameenphone introduced 'It's My Turn' in May 2014. With the aim of 'Internet for All,' Grameenphone employees have joined hands to promote 'Safe Internet' among school students. The initiative received overwhelming response from all parts of the organization. Over 850 employees registered to participate in the program. To manage the required number of volunteers, the participants were selected on a 'first come, first chance' basis.

The project includes both educating and awareness building on using the internet. Grameenphone employees educated the students on internet basics and the benefits of using the internet. They also explained how to remain safe while surfing the internet and encouraged participating students to create positive online experiences, share knowledge and wisdom, and support others when things take a wrong turn. The project reaches 1,500 students in 13 schools in Dhaka, Chittagong, Rajshahi, Sylhet, Khulna, Barisal and Bogra.

Grameenphone is driving its "Internet for All" initiative to empower society, and creating awareness on internet safety.





MICROSOFT IMAGINE CUP

The Imagine Cup, one of the most revered technology based competition by Microsoft, is a platform for young app developers and innovators to showcase new technology-based business ideas. Engaging university students across the world, Microsoft has been arranging this program for the last 11 years. Since its inception, more than 1.65 million students have participated in the Imagine Cup contest across 190 countries. In 2014, Microsoft partnered with Grameenphone to organize the 4th Imagine Cup contest in Bangladesh.

Universities from all over Bangladesh took part in this contest. The competition began with local, regional and online contests, followed by screening of the best projects from participants. The Imagine Cup Bangladesh 2014 journey concluded in April with the final round and a grand award presentation ceremony. The grand finale was open for all where nine teams presented the country's top projects in the categories of games, innovation and world citizenship. While the world citizenship category focused on solving global problems in areas such as health, environment and human rights, projects in the innovation category needed to uphold strong consumer appeal and a 'gee-whiz' quality that had to surprise and delight the audience; and the games category raised the ante on the global game revolution.

Microsoft Imagine Cup is more than a mere competition –it fuels a participant's career as well as provides a platform for aspiring entrepreneurs. Grameenphone, in association with Microsoft, is helping Bangladeshi youth create innovative solutions and take their products to the international market and thus propel them to the world of possibilities.

GRAMEENPHONE–TOURISM AND HOSPITALITY LAB AT DHAKA UNIVERSITY

With education being at the top of Grameenphone's Corporate Social Responsibility list, the company has been playing a leading role in the industry to patronize educational institutions, with special focus on ICT. By enriching educational institutions with IT resources, Grameenphone is enabling students to acquire essential knowledge and experience of computers and connecting them to the information highway.

In continuation of its ambition to provide 'Internet for All', Grameenphone has set up a computer lab at the Tourism and Hospitality Management Department of Dhaka University in 2014. The lab, located at the Faculty of Business Studies building, is equipped with 52 computers, in addition to a printer, multimedia projector, CCTV and modern servers. To ensure easy data access, Grameenphone has also provided 15 mbps internet connectivity.

As ICT has become central for up-to-date education at every level, Grameenphone is focusing on integrating ICT into education through its Corporate Social Responsibility initiatives. Grameenphone believes that this latest addition to the facilities of the Department of Tourism and Hospitality will in essence be an empowering bridge of knowledge for students to promote Bangladeshi tourism across the globe.





emerging ideas for the generation next

In the recent years, the phase of the information eruption through the use of social media has amplified the sphere of youth potentiality. The responsibility of growth and development of any nation are borne mainly by the youth of a country. The youth population across the globe has reached a remarkable 1.8 billion out of 7.3 billion while the youth population of Bangladesh stands at a staggering 47.6 million out of its total population of 158.5 million. The developing nations which are heavily populated like Bangladesh have been urged to invest on the youth for their quality education and health services for economic and social gains. Equipping the youth with necessary skills, good health and knowledge can create enormous opportunity to transform the future of any developing nation. Youth around the globe can be underlined as the ideal candidate for the future generation given that opportunities for their development have been taken as a thoughtful impression for a country's progression. In order to develop that impression, Telenor has collaborated with the Noble Peace Centre (NPC) to introduce "Telenor Youth Summit" across all its business units. Telenor Youth Summit is a platform that fuels innovative solutions through discussion on how mobile and digital communication can improve lives, fuel inclusive growth and foster cross border dialogue. The summit takes place as a 3 day affair at the heart of Oslo where digital natives, youth opinion leaders, current budding social entrepreneurs from across the globe come together and indulge in various sessions through dialogue and understanding. At the Telenor Youth Summit, young people between 18 and 25 have a chance to share, discuss and engage with renowned leaders, global experts and each other in order to further develop their ideas for social entrepreneurship.

In 2014, Grameenphone initiated its second Telenor Youth Summit competition to find the most innovative and effective ideas. With the core inspiration of engaging the youth to explore ideas to bring social change and creating opportunities for all with the help of digital communication, the competition invited university students to present their ground-breaking ideas related to technology.

Only 2 members were primarily selected to participate in the competition from nationally renowned universities such as BUET, IUT, Institute of Business Administration, NSU, IUB, BRAC, Department of Business Studies of Dhaka University, Khulna University, Jahangirnagar University, Asian University for Women and few others. More than 250 ideas were submitted through online submission channel during Telenor Youth Summit 2014. Among the ideas presented, 16 of those ideas came through to the 2nd

round of competition after thorough assessment and evaluation by the respective university authorities based on specified criteria.

The three staged competition started from August 2014 with winners from different universities progressing to the second round. With the completion of the second round, 4 finalists had progressed to the grand finale. The four finalists of this year were Nowshin Mehzabin Chowdhury of North South University, Ashrarul Haq Sifat of BUET, Parashar Saha of IBA (DU) and Ahmed Istehad Shoumik of IBA (DU).

Each participant flourished with ideas that were intensely designed and vibrantly expressed their role in facilitating societal necessities. At the end of the final stage, two ideas were chosen by Grameenphone. The winning ideas were "First Lady: Ensuring a safe society for women" which was presented by Nowshin Mehzabin and "Digital Maduli: Keeping kids safe near water" which was presented by Ashrarul Haq Sifat.

The winners of the finale visited Oslo to compete on a global platform sharing their innovative ideas. They also got the opportunity to attend the Nobel Prize giving ceremony. In the year 2013, Safa Tasneem and Sami Tahsin of IBA, Dhaka University won the local contest of Telenor Youth Summit and represented Bangladesh in the first Telenor Youth Summit event held in Oslo.





grameenphone Telemedicine

The people in Bangladesh, particularly in rural and remote areas, struggle to access timely medical treatment. There are 73,801* registered physicians and dental surgeons available in the country and most of them are urban-based, leaving the masses without access to quality medical advice. To provide quality healthcare services for the vulnerable and underserved community of rural/semi-urban Bangladesh, Grameenphone came up with the idea of telemedicine by connecting these underserved people to specialist doctors.

In 2012, Grameenphone launched Telemedicine at four Community Information Centers (CICs) on a pilot basis to provide quality skin disease consultations to the underprivileged community, who do not have access to modern medical services. In collaboration with Telemedicine Working Group of Bangladesh (TWGBD), the technology partner, an innovative device 'DICOT' (Digital Imaging & Communication on Telemedicine) was developed, supported by the software - TIMES (Telemedicine Information Management & Education System). In this way, patients were able to receive live consultations with a physician through DICOT and TIMES.

A man working in a madrasa, with his 12 year old son, came to know about the service and brought his son to CIC. His son was suffering from various skin diseases and he tried many types of treatment to no avail. However, when the images were sent to a specialist doctor, a renowned dermatologist located in Dhaka, the doctor became very worried and immediately recommended some strict guidelines. Under the specialist's supervision for only 8 days, there was a remarkable improvement and the boy became fully cured.



Above left image is before the treatment and the right is after the treatment.

*source: Health bulletin 2014, Ministry of health and family welfare

During the treatment, the telemedicine personnel takes photographs of the infected parts of the patient's body and sends the photographs to a doctor through specialized computer software after which the patient conducts a video consultation with the doctor via Skype. The doctor, after having a direct video chat with the patient, sends a prescription via email. More than 3,200 patients have been benefited from the consultation services under this initiative.

A 70 year old government employee had been suffering from various skin diseases such as black spots/marks on his hand and allergic reactions for a very long time . After consultation with a specialist doctor, he was highly benefited. The man was very happy to have received quality consultation and treatment without having to travel to Dhaka.



The above left image of hand is before the treatment and the right image is after a month of consultation.

Following the success of the pilot project, 20 rural sites in addition to 20 service delivery points have been set up in partnership with Aysha Memorial Specialized Hospital, Dusthya Shasthya Kendro and Concern Worldwide, in hard-to-reach communities. Ministry of Information and Technology (ICT) acted as the advisor of this project. DICOT has been modified to cater to other health services like maternal and child health care, primary and secondary health care and so forth. In order to provide more accurate diagnosis, medical devices such as stethoscopes, sphygmomanometers, ECG and X-ray scanners have also been incorporated to address new services with clinical data. Smooth video conferencing e-facilities between the consultants and patients is ensured with a minimum of 1mbps bandwidth. Now, people are undergoing different kinds of treatments from specialised doctors at a minimum cost.

In 2013, the ICT Ministry inked a memorandum of understanding (MoU) with Grameenphone for the telemedicine service with an aim to provide quality healthcare to rural people. Under the agreement, the ongoing project has strengthened the newly installed Union Information Service Centers (UISC). Grameenphone, under the partnership, has been allocated a corner at the UISCs for telemedicine centers. A total of fifteen telemedicine centres have been assembled. The entrepreneurs at the centers were trained on the system to assist the consultants as telemedicine assistants. Thus, Grameenphone is aiming to serve the rural community or any geographically dispersed individuals, where time and the cost of travel make access to the best medical care difficult.



HEALTHLINE

In Bangladesh, there is only one doctor for every 4,719 people. In rural areas the ratio is much worse with 1:15,000 (doctors:patients) where physicians are in short supply and patients live far away from health care delivery sites. These realities are a hurdle in moving the country's health system forward. It is a major challenge to ensure access to healthcare for everyone in the remote rural areas where mobility is difficult. To support the underserved community in remote areas as well as the poor in urban or suburban areas, where expansion of existing primary healthcare services had become essential, mHealth was an easily accessible and expandable alternative channel.

The mHealth platform allows people to receive medical consultations over the phone as well as access a number of medical services, such as information on doctors and medical facilities, drugs and pharmacies, interpretation of laboratory test reports, and ready medical advice from doctors etc.

Back in October 2006, Grameenphone launched Healthline, a 24/7 medical call centre staffed by licensed physicians, in cooperation with Telemedicine Reference Center Limited. Since then, Healthline has increased its capacity and become easier to use. It offers two types of services – one is the 789 call center, where subscribers can call 24 hours a day and get primary medical advice from professional doctors instantly. The other service is the SMS-based health tips which range from general health tips to child health, fitness and nutrition tips.

Up until December 2014, the service had been rendered to around 2.5 million subscribers. Even those without a mobile phone were able to access Healthline services through Grameenphone Community Information Centres and Village Phones.

"I have a child who sometimes falls sick at odd hours. It is very difficult in our country to get a doctor at such hours. In situations like this, I call Healthline without hesitation. Their advices have been very effective. I rely heavily on Healthline for regular, day-to-day health advice," says Roxana Akhter, a frequent user of the Healthline service.

The HealthLine service is a lifeline for patients in remote areas. It helps people save both time and money. In case of certain epidemics (such as Dengue fever), the service has helped people take preventive measures against diseases by taking proper precautions. The service is also availed by many pharmacies as an alternative resource to get medical advice .

In 2007, the HealthLine service won the GSM Association Award for "Best Use of Mobile for Social & Economic Development" at the 3GSM World Congress in Barcelona. Grameenphone aspires to scale up mHealth services through better quality content, service channels and partnerships. Grameenphone believes that mHealth services will be able to make significant difference in order to access proper healthcare facilities in Bangladesh.

উফ! বুকে ব্যাথা করছে, কি যে করি?...
 স্বাস্থ্য সম্পর্কিত যেকোনো তথ্যের জন্য
 গ্রামীণফোন হেলথলাইন
 ডায়াল 789



'NIRVOY LIFE INSURANCE', FINANCIAL SECURITY FOR THE SUBSCRIBERS

In Bangladesh, only around 1% of the population is insured and the people who have insurance mostly belong to the well off segment. Making insurance accessible to majority of the people is a big challenge and in most cases, the death of the earning member of a family leaves the entire family in great distress. To provide protection to these uninsured people, Grameenphone introduced free life insurance for its subscribers.

Grameenphone, in partnership with Microensure Asia, the leading mass market specialist, has included free life insurance coverage for subscribers who pay BDT 250 or more per month for their phone service. The service 'Nirvoy Life Insurance' applies to customers of all ages with coverage up to maximum BDT 50,000. The total insurance benefit is based on the subscriber's airtime usage in the previous month. Nirvoy Life Insurance, underwritten by Pragati Life Insurance, becomes active on the first day of the month following registration.

Since its launch in June 2013, 'Nirvoy Life Insurance' has been registered by over 4 million subscribers. Till December 2014, Grameenphone has settled 121 claims involving Tk 4.5 million under its Nirvoy Life Insurance coverage. While most these claims have been settled within seven days, in many cases claims have been settled within 24 hours.

To make a claim, the nominee or next-of-kin of the deceased can register the claim by directly calling the Nirvoy Life Insurance Hotline, 1200, from a Grameenphone mobile, or by visiting any Grameenphone Centre. Once a claim has been registered, a dedicated agent assists the claimant according to the claims process.

Md. Eskender Ali Daria from Kotalipara, an Upazila of Gopalganj District, had enrolled for Nirvoy Life Insurance at the beginning of August and had nominated his wife Mrs. Bilkis Nahar as his beneficiary. Unfortunately, on 12th September, Md. Eskender Ali Daria died of a heart condition leaving behind his wife and two sons. As his airtime usage for August was more than BDT 500 (= \$6.40), his beneficiary qualified for a total benefit of BDT 50,000 (= \$644). The team at Micro Ensure Bangladesh was able to guide Mrs. Bilkis Nahar through the process of submitting the correct documents needed for a claim. Within seven days of submitting the documents, Mrs. Bilkis Nahar was presented with a cheque for BDT 50,000.



SMART FARMER, SMART FUTURE

Bangladesh is the home of small and marginal farmers. As per Agriculture census from 2008, there are 15,183,183* farmer families in the country. Therefore, the future of sustainable agricultural growth and food security in Bangladesh depends on the performance of small and marginal farmers who are yet to maximize the benefits of its full potential mainly due to lack of availability and access to relevant information on extension and market. In order to bridge the information gap and initiate productive and competitive market, Grameenphone facilitated engagement of the youth towards ICT enabled extension and market linkage services to empower farmers.

Grameenphone, in association with the Bangladesh Institute of ICT in Development (BIID) and Department of Agricultural Extension (DAE), launched a campaign named "Smart Farmer, Smart Future" to empower the farmers through the use of ICT enabled extension and market linkage services on mobile and internet based advisory services. The programme was rolled out under BIID's 'e-Krishok', an innovative tool pioneering the application of information technologies in agricultural practice in remote rural areas that connects illiterate, semiliterate, and literate farmers from remote villages to an expert in their districts for seeking personalized advice.



The "Smart Farmer, Smart Future" campaign was designed by BIID with the aim of promoting awareness, training and idea generation in the field of agriculture by engaging the youth farmers and agri-businesses. The campaign included organizing fairs and school/college based events and interactive sessions in 100 locations, where 100,000 youth farmers and agri-businesses participated actively in the competition. The competition inspires and motivates relevant stakeholders including local information centres (GP CIC, UISC & Batighar), extension officers and input suppliers by building capacity, training and e-learning facilities. It also comprises of a bundle of incentives such as prizes and recognition. More than 15,000 participants were directly engaged with the campaign. From about 700 ideas, as many as 100 winners were selected through the competition to generate ideas on how mobile phones and the internet can help increase their income. The best ideas were selected and awarded with attractive prizes. The winners were also recognized through exchange visits and documentary. Integration of social media was another milestone in the campaign. In the coming days, 'Smart Farmer, Smart Future' campaign will lead to Smart Village initiative to ensure demonstration of the power of Internet to the rural communities to improve livelihood and empower people.

'Smart Farmer, Smart Future' represents a big step forward that goes beyond the delivery of price and market information via mobile phones. It has become a source of knowledge and information transfer for farmers from agriculture scientists/extension functionaries and markets through mobiles. Grameenphone is encouraging them in adopting ICT based technology, which has the potential to increase efficiency, productivity and improve their livelihood. Grameenphone believes that increasing their productivity and income will make a major contribution towards reduction of hunger and poverty and, in the long term, support rural development in Bangladesh.

*Ministry of Agriculture as per census from 2008



empowering women THROUGH JITA

Over the years, the status of women in Bangladesh has been defined by struggle to massive improvement. Lives of women in Bangladesh have focused around their traditional roles. Their access to markets, education and health care were marooned by social norms and stigma. During the 1980's, 82% of the women lived in rural areas where as only 10% of the women were involved in professional services. Today, after 30 years, Bangladesh stands globally as an example for women empowerment and leadership. The ever-increasing contribution of women is clearly evident in every sphere of the society. Their active participation in all sectors ranging from agriculture to politics has made great impact to the national development. But a major portion of the female population in Bangladesh still lives in the rural areas.

In order to create a replicable network that will help generate income opportunity for rural destitute women, JITA, a joint venture social business of CARE International and Danone Communities, was originated in 2004 as Rural Sales Program which was driven through Grameenphone's strong sales network. The project has been designed in a way that helps empower women and creates consumer impact on health-hygiene-energy through an innovative network of enterprises of women entrepreneurs selling door to door. This allowed private sector companies to reach out to the remotest areas of the country where it was difficult to reach communities by traditional means. The project manages an innovative network of enterprises consisting of distribution hubs, delivery service person and sales ladies known as Aparajitas, its marketing channel of women who purchase stock from the hubs and sell door to door to rural base of the consumers. JITA has enabled women to have a stable livelihood through the sale of particular products like Grameenphone's Scratch Card or recharge services, selected products of BATA, Unilever and etc. Over the years, JITA has reached 3 million consumers, all by empowering 7,650 women across 48 districts and helped in developing 255 enterprises with a base employment of 510. Grameenphone has also taken initiative in providing the women with training on selling scratch cards and Flexiload systems which helped them have a sustainable livelihood.



STANDING beside THE VICTIMS OF SAVAR TRAGEDY



The collapse of the Rana Plaza building is, to date, the deadliest disaster in the history of the garment industry worldwide. While the tragedy might be the deadliest accidental structural failure in modern history, Rana Plaza incident also bears testimony to the generous spirit of lending a hand and standing beside humanity. It will remind the world how a nation can unite at a crucial time to help people in distress.

Soon after the tragic collapse of the nine-story Rana Plaza building in Savar, on April 24, 2013, that left more than 1,100 dead, 2,400 wounded, and 300 missing, Grameenphone became actively involved to support the victims. Grameenphone's efforts in the aftermath of this disaster covered a wide range of initiatives from an instant blood donation programme to creating sustainable livelihood for the survivors.

To meet the crisis, a blood donation program was arranged in collaboration with Dhaka Tribune, an English daily newspaper and Quantum Foundation. With active participation of Grameenphone employees, over 200 bags of blood were collected. While many could not donate blood as their blood group did not match the required blood groups, employees donated a significant amount of money through SMS for the rehabilitation of the victims.

Thousands of people were waiting even a week after they failed to locate their dear ones and tried contacting their relatives over phone. Grameenphone set up 6 free mobile call service booths in different locations in Savar. For seven days, around 900 people used the booths to contact their friends and relatives across the country.

Rana Plaza tragedy has proved to be very costly for most of the victims as many of them have lost their ability to support themselves and their families. In order to pursue a rehabilitation support for the victims, Grameenphone created opportunities for them to have a sustainable livelihood. To facilitate them to carry out their job efficiently, Grameenphone distributors have also provided these new business partners with hands-on training.

In an attempt to create a sustainable solution to this problem, Grameenphone has created new jobs, which could help bring back some sense of normality into this badly hurt community. In this way Grameenphone has offered the survivors a new opportunity to start looking at life more positively again, earn their living and live life with dignity.

mobile data, environmental extremes and population movement (mdeep)

Population movement following natural calamities can be a huge development challenge if we do not know where people are going and in what numbers. For a disaster-prone country with a population of 40 million living at sea level, regularly battered by environmental stress, it is essential to have a better understanding of climate impacts that extreme weather will have on the livelihood of human health and migration patterns of vulnerable communities. The existing methods for assessing population mobility of large groups are insufficient in terms of timeliness and reliability as it measures static snapshots rather than flow of people and therefore, without knowledge of the locations of affected people, relief assistance is compromised.

Aiming to contribute towards the development of methods that can fundamentally change the way we understand the effects of climate change on vulnerable human population, Grameenphone joined hands with the United Nations University Institute for Environment and Human Security (UNU-EHS), the International Centre for Climate Change and Development (ICCCAD), Flowminder.org and Telenor Group for the initiative titled MDEEP (Mobile Data, Environmental Extremes, and Population Movement), a first-time application of mobile call data records (CDR) to understand climate impacts by mapping population flows before and after an extreme weather event. By developing an improved method, MDEEP aims to analyze and respond to climate driven extremes using newly available data and analytical techniques.

The aim of the first stage of MDEEP is to use anonymous mobile call data records (CDR) provided by Grameenphone to the project team to analyze population movements before and after a climate driven extreme events like Cyclone Mahasen, which struck the southern districts of Bangladesh in May 2013, affecting 1.3 million people. MDEEP uses aggregated and anonymised location data from mobile operators to develop large-scale population displacement models that provide precise and reliable data for understanding population movement related to natural disasters.

In collaboration with the government of Bangladesh and with anonymous mobile data for over 5 million users provided by Grameenphone, researchers from UNU-EHS, Flowminder.org, Grameenphone and Telenor are currently analyzing the initial findings. Analyses are based on anonymize CDRs, household survey and population data, weather and flooding data, as well as data on government warnings and impact assessments.

MDEEP is a cutting-edge project at the junction of huge data, climate change and human welfare. Predicting the displacement patterns before disaster strikes will have strong implications for capacity building in disaster preparedness and response, as well as needs assessment. This initiative would offer new ways to understand population movements and climate change thresholds and build the capacity of Bangladesh to improve responses to future weather extremes.





RELIEF EFFORTS OF GRAMEENPHONE

At Grameenphone, corporate social responsibility is not a modular add-on to the business; it is core to the business itself as well as company's ethos. The company encourages its employees to take part in initiatives on 'giving back to the society'. In the time of crisis, be it flood, storm surge, cold wave, building collapse or landslide, Grameenphone stood by the people in distress.

In addition to its support in the form of distributing family relief packs, corrugated iron sheets, blankets etc., Grameenphone also significantly contributed to setting up medical camps in different areas to meet medical needs of distressed people.

In 2014 August, torrential rain and high tides inundated many villages of island District Bhola under Barisal region. Grameenphone distributed 5000 family packs of food items at Dhonia, Rajapur, Char Madraj, Monpura, Hazirhat, North Sakuchia and South Sakuchia unions of Bhola. Grameenphone also organized medical camps for the flood affected people.

Grameenphone, also, extends its support towards the cold stricken people throughout the country. During winter, Grameenphone distributes blankets and warm clothes among the underprivileged people in cold affected regions. Last December, Grameenphone distributed 8,700 blankets among extreme cold affected poor people in different regions across the country.

developing THE COMMUNITY CREATING THE FUTURE

In a country like Bangladesh, where the ever increasing population is an imperative element to the growth and development, the country irks with poverty and unemployment. *At least 45 million people live below the line of poverty in Bangladesh, which is almost one third of the population, and a significant proportion of them live in extreme poverty. The rate of poverty is the highest in rural areas at 36%, compared with 28% in the urban portion of the country. *The shift in country's productive constituency dictate that Bangladesh is becoming less and less dependent on the agricultural sector but still employs 44% of the labor force. However, with urbanization, the amount of farmland is decreasing, and most rural households have very little cultivable land. This has created an abundance of unemployed resources and is adversely affecting the development and growth of the nation.



In order to create a sustainable structure that equally entails the utilization of significant resources to alleviate poverty and develop a culture of education and information, Grameenphone has developed shared premises to promote social entrepreneurship. This initiative has been developed to alleviate poverty by enclosing the gap in communication through provision of access to information to rural people. The project also provides education to the underserved and underprivileged on information-based services. The project was initiated in February 2006 with 16 **Community** Information Centres. Today, the project has become a massive operation with over 500 **Community** Information Centres operating in nearly 450 Upazilla's. Grameenphone plans to establish at least one **Community** Information Centre in each of the 462 Upazilas across the country. Due to its unique business model, Grameenphone's **Community** Information Centre initiative has won global appreciation from the international community like Katalyst, UNDP and GSMA.

Source: IFAD





ensuring A greener world

Rapid constructions and mushrooming housing colonies have led to depletion of the green cover in almost all parts of Dhaka city. The importance of trees in purifying the air, reducing global warming, preventing soil erosion, conservation of water, maintaining the ecological balance, habitats for faunal species and countless other factors are well known. Unfortunately, the overall green cover is reducing in Dhaka day by day and as a consequence, pollution is increasing at an alarming rate. Increasing the green cover by tree plantation is one of the easiest yet effective measures towards reducing this imbalance.

As part of its continuous drive to be a partner for good causes, Grameenphone organized a tree plantation campaign titled "Let's Plant Trees" in collaboration with Bangladesh Army. A team of 60 Grameenphone Green Ambassadors including Management members contributed to the plantation program led by Vivek Sood, former Chief Executive Officer of Grameenphone. Around 4,500 saplings of various categories were planted at selected spots in Dhaka's Hatirjheel project area.

Grameenphone has been actively pursuing initiatives in reducing its carbon footprint through innovative approaches and 'Let's Plant Trees' was another effective demonstration of its commitment towards green initiatives.



CLIMATE CHANGE programs in grameenphone – A model in THE TELECOM industry

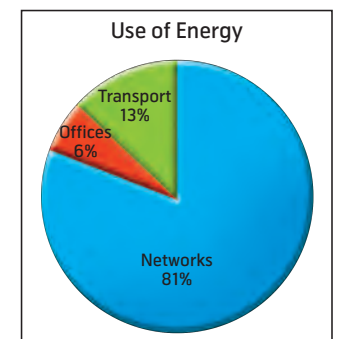
The ICT industry has an increasingly important role in working towards the prevention of global warming due to the emission of hazardous greenhouse gases. By 2020, the telecom industry will experience continued growth in both energy usage and CO₂ footprint as more people will enter the digital age and more customers will demand increased mobile broadband services. Energy

use in Telenor's network operations represent around 80% of our total energy consumption and is the main source for our CO₂ emissions.

Grameenphone continually strives to reduce the impact of its operations and services on environment and climate. Grameenphone encourages employees and all its stakeholders to act responsibly. This is why the Climate Change Program was initiated by Grameenphone in 2008, with the objective of minimizing negative environmental impact on the community. At the same time, Grameenphone adopted EMS (Environmental Management Systems) approach that laid out the policy framework to look for sustainable operation.



As a part of continuous efforts, Grameenphone has taken a number of initiatives like introduction of green base stations, swapping of air conditioners with DC ventilation fans and modernization of entire network which helped reduce carbon footprint significantly over the years. Built in 2010, as part of awareness and adoption, the corporate head quarter, GPHouse, has also become a magnificent model of true green architecture in the country. Mobicash and Billpay have been instrumental in reducing customers' travel requirement and hence contributed to minimizing carbon emission of the society as well. As a result of such sustainable operational activities, Grameenphone has been both locally and globally recognized and rewarded on different occasions; latest one being the prestigious GSMA Green Mobile Award 2014.



Top Green Initiatives taken:

A. Carbon dioxide (CO₂) emission reduction

SOLAR POWERED BTS SITES

Being a socially responsible company, as part of its continuous network expansion in the deep rural areas where power availability is a concern, Grameenphone is always exploring solutions for renewable energy. As of 2014, a total of 656 base station sites are running on solar power and these sites have saved approx. 3.20 million liters of fuel, which is a yearly reduction of over 6,880 tons of CO₂ emissions.

The company has an ambition of rolling out this solution more aggressively in the coming years. More than 60% of network expansion of 2015 has been designed with solar power. These solar powered base station sites will be saving around 6 Million liters of fossil fuel and more than 16 thousand tons of CO₂ emission annually.



MODERNIZATION OF TRANSMISSION NETWORK AND CORE SITE CONSOLIDATION

In the context of network modernization, in the year 2014, Grameenphone has swapped its IP transmission backbone network. These modern equipment consume 15% less energy compared to previous ones which has led to a saving of 176 tons of CO₂ emission per year. Moreover, as a part of continuous network modernization and carbon footprint reduction, for the higher capacity switching equipments, Grameenphone has been consolidating its switch locations and hence, in 2014, three more core locations were vacated. The result was a savings of 650MWhr electricity and 10,500 Liter fuel which has helped reduce 420 tons of CO₂ emissions.

ZERO AIR CONDITIONER SITES

As a part of network modernization, Grameenphone introduced green BTS which can operate at higher temperature and consumes less power. And to leverage this, Grameenphone removed air conditioners from 7,500 BTS sites and introduced DC ventilation systems as a free cooling solution. This saves approximately 77 GWhr of electricity, reducing 43,000 tons of CO₂ emissions annually.

INTRODUCTION OF BIO-GENERATOR

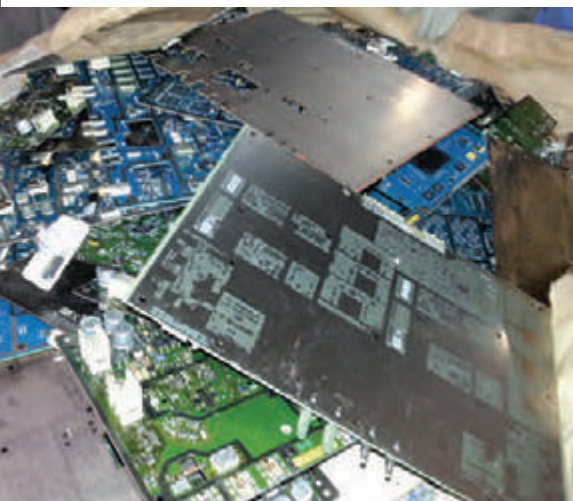
In continuation of introducing innovative power generation solutions, Grameenphone in partnership with a local partner, has set up a generator which runs on biogas produced from poultry litters. This set up is supplying more than 1 KW of power for our base station in parallel to supplying power to nearby few small shops. Based on the success, similar solutions can be rolled out to other suitable locations.

B. Green Company

ELECTRONIC WASTE MANAGEMENT

After the 2011 network modernization, Grameenphone had over 15,000 cabinets, 13,977 BTS cabinets and 1,404 core cabinets, which were returned to the warehouse amounting for more than 2,000 tons of e-waste. Around 98.40% of this huge e-waste has been successfully recovered for reuse. The recycling work, performed at home and abroad, was completed by globally renowned vendor in accordance to ISO14000, OSHAS18000, and R2 standards.

Grameenphone is now recycling its obsolete GSM and microwave antennas and other electronic accessories. As part of this recycling process, all hardware except the circuit boards will be recycled to recover the constituent iron, aluminum, stainless steel, copper, and plastic for reuse. The circuit boards will be drilled and exported to vendor facility to recycle through electronic waste treatment.



RAINWATER HARVESTING IN GPHOUSE

To reduce the consumption of groundwater, a rain water harvesting system has been implemented at GPHouse recently. The current rainwater harvesting system at GPHouse is actually a pilot project to capture rain water that fall on the courtyard and the water body. Water collected in the catchment area, is transferred to a storage tank. This water is used for toilet flushing. A rough estimation suggests that by using the collected rain water approximately 93,000 toilet flushes can be done annually.

C. Awareness & Engagement

CLICK GREEN PHOTOGRAPHY CONTEST

Grameenphone always encourages and promotes various employee awareness and engagement programs to enable employees to make a difference. One such initiative is "Click Green", a photography competition which is regularly being arranged since 2009 for the employees of Grameenphone to create environmental awareness. In 2014, for the first time, it was open for all Grameenphone Facebook Page fans and Grameenphone Instagram Account followers. The aim of this competition is to encourage our fans and followers to think, reflect and act towards the commitment of being environment friendly and also to encourage and promote 'Green Lifestyle'.



CYCLING AWARENESS FOR THE GRAMEENPHONE EMPLOYEES

Another major employee awareness session was arranged in November 2014 to promote and encourage cycling for Grameenphone employees. Cycling for a healthy life and greener environment was the main focus of the event. Arranging cycle fair, demonstration of safe cycle riding and safety tool distribution were some major activities of the session.



grameenphone HAS been AWARDED green mobile AWARD by gsma

The Climate Change Program strives to reduce CO₂ emissions, fossil fuel consumption and the impact of Grameenphone's operations on environment and climate. The program focuses on five areas:

- reduce carbon emission
- create employee awareness
- adopt green practices
- create green momentum in society
- provide green services for its customers.

The GSMA judges gave the following motivation when presenting the prize to Grameenphone for Green Mobile:

"This program has set clear targets for the adoption of renewable power sources, including water conservation, and displays commitment to long term pursuit of the project aims."



Vivek Sood, former CEO of Grameenphone, and Tanveer Mohammad, former CTO of Grameenphone, received the award at the prize giving ceremony during Mobile World Congress in the year 2014.

"It's a great honor receiving this prestigious award on behalf of all employees of Grameenphone. This is the result of relentless efforts primarily by our colleagues in Technology and P&D who have worked hard to deliver economic benefit from reducing energy consumption while also reducing negative environmental effects. This is not the end of our journey, but a recognition of the continuing effort. We also acknowledge the support from Telenor Group in these efforts," said Vivek Sood, former CEO of Grameenphone.

"This award is something we should all feel very proud of! A huge operation like ours need much energy in the form of electricity and fuel. While prices are increasing, consumption of energy also creates CO₂ causing rise in temperature and sea-levels around the globe, especially in Bangladesh. We took a challenge of reducing our energy consumption and bringing efficiency into our operation. Among other things, it included adopting renewable energy solution like solar energy in a major part of the network. Energy efficiency is now in our DNA and the results are being reflected on how we are running the network and offices. We are all part of this success!", said Tanveer Mohammad, former CTO of Grameenphone.

This was the 19th Annual Global Mobile award, held at GSMA Mobile World Congress in Barcelona. More than 680 entries competed for the prestigious awards, spanning over a number of categories. Full information on the GSMA Global Mobile Awards can be found at www.globalmobileawards.com.

Earlier Grameenphone received three more GSMA awards. The first one was received in 2000 for Village Phone, the second one in 2007 for Healthline and in 2008 for CellBazaar.

scb-FINANCIAL express CSR AWARD

Grameenphone was awarded the Standard Chartered Bank- Financial Express CSR Award 2014 as recognition for its Corporate Social Responsibility. Grameenphone was one of the three companies to receive this prestigious and only CSR award of Bangladesh. Grameenphone was awarded for its initiatives like Online School, Telemedicine, partnership with Special Olympics Bangladesh, and SMS based tube well maintenance project HYSAWA.



mbILLIONTH AWARD

According to a recent study*, about 28 million people in Bangladesh are living in areas which are hard to reach. The study found that char – land that emerges from riverbeds as a result of the deposit of sediments – is among the most inaccessible, along with hilly areas, coastal regions and haors – bowl-shaped wetland areas in Bangladesh. The availability of safe drinking water, particularly in Bangladesh's hard to reach areas, is expected to worsen in the coming years due to change in climatic conditions. In order to provide the people in distress with some relief, Grameenphone in partnership with HYSAWA came up with a simple solution to ensure safe water to people. Tubewells play an integral part in providing coastal population with salinity and arsenic free drinking water. Grameenphone has installed a simple SMS solution to maintain the functional status of tubewells in the southern coastlines of Bangladesh. With this simple support based on SMS, Grameenphone has relived HYSAWA of their mammoth administrative task and helped them to ensure quick maintenance of any broken down tubewells under the project. This project helped ensure supply of safe water to rural inhabitants in the southwestern coastlines of Bangladesh. Grameenphone's initiative for the development of the locality and southwestern region was highly appreciated by the local administration, population and elected representatives of those areas.



Grameenphone and HYSAWA were honored with an mBillionth award under the category of m-Infrastructure on the 21st of July, 2013 at New Delhi. mBillionth Award is an integrated platform for recognizing innovations in Telecom & Mobile content/Applications/Models. It was launched in 2010, by Digital Empowerment Foundation. It is first-of-its-kind initiative in the region recognizing and felicitating mobile innovations, applications and content service delivery.





REPORTING



project monitoring, evaluation and reporting

As a responsible mobile operator, it is our obligation and commitment to provide transparent and high-quality data on social and environmental performance. We report our non-financial performance based on global standards. By reporting our performance, we aim to ensure a clear link between our corporate strategy and our social and environmental performance indicators and activities.

Project activities are monitored according to a checklist developed in consultation with the partner organization. We always focus on being transparent and open about our Corporate Responsibility projects. To ensure providing our stakeholders with relevant and reliable non-financial information, we have always exercised non-financial reporting. At Grameenphone, we maintain clear and effective project management along with complete transparency in partnership development and management. Each of our Corporate Responsibility projects is reviewed individually to measure progress against set milestones for each quarter of the year.



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