

# Corporate Social Responsibility

Making a positive impact on society



## SDGs Impacted



## Impact since inception

**~3 Mn** Students impacted  
**27,000+** Schools impacted

**2.8 Mn+** Community members impacted

## Impact during the year

**2,000,000+** Students reached  
**16,000+** Schools reached

**88,000+** Teachers reached

Bharti Foundation, the philanthropic arm of Bharti Enterprises, was established in 2000 to bring forth a transformational change in the field of education and have a positive impact on the lives of children from rural parts of India. Since its inception, the Foundation has been working closely with state governments, policymakers, NGOs, corporates and communities, and has earned respect by providing equitable access to quality education for underprivileged children in India with a special focus on the girl child.

Bharti Foundation is a key partner for Airtel's CSR initiatives, and the updates and highlights of Foundation's programmes are shared in the report.

## Education

At Bharti, we believe that access to quality education is the hallmark of a great nation, and it is imperative that every child gets to learn and contribute to the nation's growth. We strive to create a significant impact on society through facilitating this.

### Satya Bharti School Program

Satya Bharti School Program, launched in 2006, has established 173 schools in rural areas across five Indian states. We provide free quality education to children, emphasising holistic development through academics, co-curricular activities, and essential resources. Our schools offer vibrant learning spaces, innovative pedagogy, child-friendly infrastructure, and community involvement for a well-rounded educational experience.



**173**  
Schools established

**38,965**  
Students benefitted

**50.3%**  
Share of girl students

### Focus areas of this programme



**Child-friendly and Technology-enabled Infrastructure**  
Safe, clean and green school environment, complemented with tech enablement and digital content.



**Teacher Development**  
Capacity building of teachers through skill building workshops, trainings and teacher mentoring programmes.



**Holistic Development Approach**  
A series of co-curricular activities in schools such as bal sabhas, house activities, art and craft activities, sports day, language week, student excursions, and participation in external events and competitions, besides regular academics.



**Community Involvement**  
Increasing community engagement of schools through regular home visits by teachers, structured parent-teacher meetings and community development campaigns. Schools also conduct community volunteering week for the children to learn local traditions, art and craft, and promote community initiatives.

### Ed-Tech enablement partnerships

Technology has transformed education, with more schools embracing digital integration. At Bharti Foundation, we recognised the need to bring technology and high-quality digital content to rural students. We collaborate with technology partners to provide digital infrastructure, smart TVs, computer labs, and online academic content. Our digital classrooms, led by teachers using smartphones or tablets, offer personalised learning experiences. With web cameras, students can participate in virtual classes, webinars, and online workshops.

We empower students to use technology, focus on teacher training, creating tech leaders, and engaging parents. Additionally, we provide advanced technology and robotics labs to enhance STEM skills. Our efforts to provide equal opportunities and a quality education through technology integration have gained momentum.



## Corporate Social Responsibility

### Case Studies

#### Enabling virtual classes in Jodhpur

In the remote villages of Jodhpur, Satya Bharti Schools faced a shortage of teachers with specialised skills, particularly in subjects like English. To address this gap and ensure that students in Jodhpur receive a quality education, we implemented virtual classes. Teachers from our Senior Secondary (CBSE) Schools in Punjab dedicated extra time and effort to connect with the classrooms in these distant village schools and teach the students. This initiative proved to be highly beneficial for the students, as Bharti Foundation bridged the educational gap and provided much-needed support in Jodhpur.

#### Making a mark in World Robotics Championship

Our students from Satya Bharti Schools had the privilege to take part in the prestigious World Robotics Championship, Technoxian 6.0. This national event, organised in Delhi, in affiliation with the Ministry of Science and Technology (Government of India) and the All India Council for Robotics and Automation, witnessed the participation of students from over 300 renowned schools and robotics clubs from India and other countries.

Participating in such esteemed events not only provides our students with valuable exposure but also nurtures their long-term confidence. These initiatives align with the National Education Policy (NEP), which encourages students to be prepared for the future and equips them with the necessary life skills to compete on a global level.



#### Satya Bharti School alumni get jobs in Airtel

Many students who began their academic journey at Satya Bharti Schools have now transitioned into their professional lives. This year was a remarkable one as a significant number of our alumni became eligible to apply for job opportunities at Airtel. We are proud to share that many of them have successfully cleared multiple stages of the interview process and have embarked on their professional journey at Airtel.

Besides this, several alumni from Satya Bharti Schools have chosen to return as teachers, driven by a strong desire to empower children in their community, particularly girls. These dedicated individuals aim to inspire and support the education of numerous children, helping them pursue their dreams.



### Case Study

#### Our alumni pays it forward

Anita, the oldest of four siblings, started her schooling at the age of seven, gaining admission to second grade at Satya Bharti School, Gumansinghpura, Jodhpur, Rajasthan. The school provided her with a supportive and nurturing environment, where patient and understanding teachers helped her catch up with her studies. They also guided and motivated her parents to continue sending Anita to school. With their assistance, Anita made progress in her education and eventually graduated from a government institute.

The impact of her teachers at Satya Bharti School remains etched in Anita's memory. When the opportunity to teach at the same school arose, she embraced it without hesitation. As a teacher, Anita takes great pride in upholding the values of Satya Bharti School and ensuring that her students receive the support and encouragement they need to thrive.

#### Community engagement

The local communities around Satya Bharti schools are proactively involved in events, co-scholastic activities, volunteering work as well as social campaigns conceptualised by students on issues such as cleanliness, the importance of girl child and her education, the fight against drug abuse, etc. An education model embedded in the community ensures an active engagement of parents in their children's education, especially for the girls.

Engagement with communities has helped the Foundation encourage parents to have an involvement with children's learning process. A special initiative like 'Community Volunteering Week' invites the community to teach students local art, craft, folklore, local vocations, etc. The Sarpanch and the community members are also invited to all the school events fostering a sense of ownership towards the school. The close relationship developed with the community over the years is evident in their active participation in school events.



#### Satya Bharti Quality Support Program

Taking a step further, our Foundation introduced the Satya Bharti Quality Support Program in 2013. The programme aims to enrich the overall schooling experience of teachers and students in government schools. Through a standardised and adaptable approach, we strive to create vibrant and joyful learning centres that positively impact students, teachers, parents, and administrators.

Under the initiative, we actively share the successful practices of Satya Bharti Schools with state education departments and school leadership, encouraging their implementation. Collaborating with respective state governments, we have rolled out the programme in 11 States/UTs. Following a whole-school approach, it focuses on co-scholastic activities, implementing a comprehensive framework over a period of three to five years. Our programme is structured around four pillars: student empowerment, parents and community involvement, school leadership and teachers' engagement, and school environment, ensuring holistic development and transformation within schools.

**808**  
Government schools impacted

**50.9%**  
Share of girl students impacted

**300,000+**  
Students impacted



## Corporate Social Responsibility



### Large Scale Initiatives (LSI) Program

Building on the success of the Satya Bharti Quality Support Program, our Foundation expanded its support to education officers at the district and state levels through the Large Scale Initiatives (LSI) Program. This programme aims to scale up effective initiatives in key areas, such as empowering school leaders, fostering life skills in students, enhancing the home environment through mentoring, improving classroom teaching, enhancing school infrastructure, promoting parent and community involvement, and supporting initiatives aligned with the National Education Policy 2020.

**1.7 Mn+**  
Students engaged

**75,000+**  
Teachers engaged

### Higher education

Bharti Foundation supports higher education through collaborations with various prestigious institutes. This includes partnering with Plaksha University for an academic block, IIT Delhi for the Bharti School of Telecommunication, Technology and Management, ISB Mohali for the Bharti Institute of Public Policy (BIPP), and IIT Bombay for knowledge development in telecommunication. Under the Manmohan Singh Bursary Fund, we also provide scholarships to meritorious students keen on studying at the University of Cambridge.

### Plaksha University

Construction of 'Bharti Academic Block' has been completed and the first batch was welcomed in 2021. Thirty-seven students were granted the prestigious Bharti scholarship to empower them and help them become trailblazers of tomorrow. The 37 Bharti Scholars from Plaksha University visited two Satya Bharti Adarsh Senior Secondary Schools in Punjab. During the visit, there was an interactive session between the students of Plaksha University and those of Satya Bharti School, from classes XI and XII.

### The Bharti School of Telecommunications Technology & Management

The Bharti School of Telecommunications Technology and Management was established with a vision to nurture telecom leaders through exceptional education and research. Over the years, the school has become a prominent institution, providing specialised courses in telecommunications. We are proud to have awarded 'Bharti' scholarships to 168 deserving students since 2002, including 11 students in the academic year 2022-23.

### Bharti Institute of Public Policy

The Institute is an integral part of ISB's Mohali campus. Through its partnership with the Fletcher School of Law and Diplomacy at Tufts University, it offers specialised programmes in public policy, including the renowned Advanced Management Program. In addition to this, BIPP provides opportunities for specialisation in public policy through ISB's esteemed Post-Graduate Program.

### Bharti Centre For Communication, Indian Institute of Technology, Bombay

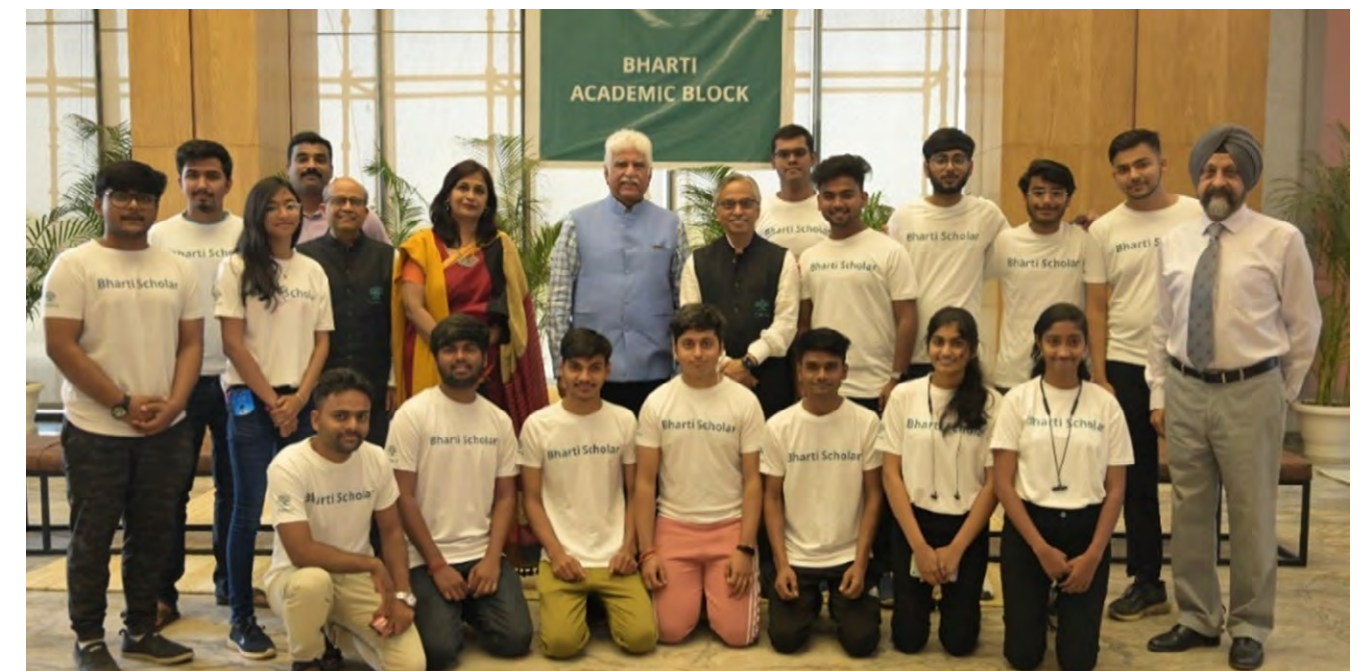
Specialising in the field of telecommunication and related systems, the Center welcomed 18 research students and hosted three distinguished speakers from around the globe. Additionally, 15 papers have been published in renowned international conferences and journals during the reporting year.

### Manmohan Singh Bursary Funds

Scholarships to 16 meritorious students have been offered to facilitate their education at the University of Cambridge.

### Anant National University

We are proud to support the establishment of the 'School of Future Technologies' at the institution, located in Ahmedabad. This collaboration reflects our commitment to advancing innovation and technological development in education.



### ACT-A Caring Touch

At Bharti, there is a strong commitment to Corporate Social Responsibility (CSR) and actively encourage our employees to make a difference through our employee philanthropy programme, ACT-A Caring Touch. ACT enables employees to contribute their time, skills, money, or knowledge to Bharti Foundation and other recognised charities like National Association for Blind, CRY, HelpAge India, SOS Village, Save Life Foundation, Alliances for People and Animals, and The Banyan. Over the past 14 years, ACT has grown significantly, reflecting the organisation's core values and the dedication of its employees to support social causes.

### Volunteering

Employee volunteering is a crucial aspect of the ACT Program. We always encourage our employees to engage with students on various occasions throughout the year.

During the year, our volunteers in different states created a conducive learning environment for children and teachers. Through virtual volunteering, our volunteers dedicated their time, skills, and knowledge to make a positive impact on over 9,000 Satya Bharti School children. These efforts enhanced a range of skills such as self-confidence, communication, listening, digital literacy, adaptability, creativity, writing, imagination, social interaction, and public speaking.

During these sessions, our volunteers shared informative presentations, highlighting the significance of each celebratory day. They also organised quiz competitions to actively involve students. The volunteering sessions fostered interactive discussions, allowing students to clarify their doubts and learn effectively.



## Corporate Social Responsibility

# Creating an impact on the communities in Africa

At Airtel Africa, there is a strong collective commitment to supporting projects and initiatives that bring tangible improvements to the lives of the most vulnerable and underserved individuals on the continent.

Giving back to the communities in Africa has been an integral part of our values and operations. We collaborate with governments, Non-Governmental Organisations (NGOs), and directly engage with individuals and communities to address socio-economic and environmental challenges faced by people in the regions where we operate. Our dedication to making a positive impact drives us to actively participate in uplifting the well-being of those around us.



### Digital inclusion

Driving digital inclusion hinges on the crucial aspects of making our products and services both available and affordable. As we expand our network, we create opportunities for individuals to access telephony and internet services, often for the first time, thus contributing to the advancement of digital inclusion throughout Africa. However, we recognise that offering opportunities alone is insufficient; consumers also require access to products and services that enable them to fully utilise these opportunities.

We are proud to note a significant enhancement in data capacity as a result of the expansion of our network coverage and data availability. By continuously rolling out new sites and upgrading existing ones to 4G, we have substantially increased the number of people in Africa who can now access the 4G network, particularly in rural areas. As of March 31, 2023, our rural population coverage has reached 70%.

To further encourage customer uptake, we have introduced data bundle offers tailored to meet the specific needs of customers in each market. Moreover, existing users can benefit from additional add-on offers accessible through the MyAirtel app. Thanks to these efforts, the adoption of our data bundles has grown by 3.5%, reaching an impressive 94.7%.

**70%**  
Rural population covered by our networks

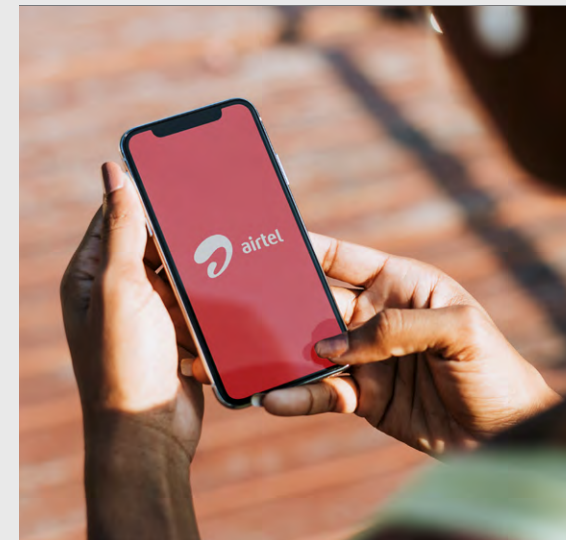
**69%**  
Sites with exclusive outlets

**0.5%**  
Home broadband penetration

### Case Study

#### Accelerating distribution and digital penetration in Zambia

In Zambia, the MyAirtel app has been instrumental in boosting distribution and driving digital penetration. This year, active users of the app increased by an impressive 186% in the market. Airtel Zambia conducted research to understand customer usage patterns and subsequently launched a targeted marketing campaign, focusing on essential features like transaction checks, accurate money transfers, and bill payments. As a result, the MyAirtel app was downloaded 1.3 million times in Zambia, and the number of active users nearly tripled to cross 465,000.



Empowering women economically remains a priority for us. We actively promote financial products and services to all customers, regardless of gender. Encouraging women to join our network and utilise our services, providing them with independence and empowerment, is a significant part of our approach. Furthermore, we focus on promoting household savings through innovative deposit products. One example is our partnership with Letshego Bank in Tanzania for a digital savings campaign, offering mobile money customers a chance to win prizes such as motorcycles, flat-screen TVs, and cash, encouraging digital savings.

**31.5 Mn**

Airtel Money customer base

**\$252**

Transaction value per customer per month

**22.5%**

Mobile money customer base penetration

### Case Study

#### Supporting women entrepreneurs in Kenya

Lucie Saulinah Omondi is the founder of LiveGreatAgriLife, a peanut butter factory and drinking water purification shop in Nairobi, Kenya. Operating in Kibera, Nairobi's largest informal settlement, their mission is to provide the community with delicious, nutritious peanut butter products and safe drinking water. They use Airtel Money services to manage their business transactions. Their peanut butter is made from high-quality, locally sourced peanuts and is available in various sizes and flavours. They ensure that the drinking water is safe and healthy by using state-of-the-art filtration systems.

Lucie's journey has been one of learning and overcoming challenges, resulting in steady growth and a dedicated team. Currently, they are focusing on online sales, and Airtel Money's product has been instrumental in collecting payments for their produce and services. We committed to being closer to customers, and in Kenya, they have expanded Airtel Money branches by 50.3%, kiosks by 66.5%, and the number of agents by 189.7% in the FY 2022-23 period, providing valuable support to customers like Lucie Saulinah Omondi.

### Financial inclusion

Financial inclusion is a central pillar of our sustainability strategy, aimed at alleviating poverty. Our concerted efforts to enhance financial inclusion have resulted in increased digital payment usage. The value of transactions per Airtel Money subscriber rose by 16.4% during the year due to the launch of new products and expanded presence in our markets. To support customer access, we have increased our 'points of presence' by 44%, with a 12% rise in Airtel Money branches and an 11% increase in kiosks. Investment in technology infrastructure has strengthened our merchant business, extending our reach for customers to access banking, savings, loans, and insurance products at merchant sites. Additionally, we have widened international money transfer corridors, enabling faster and more convenient transactions to and from various destinations.



## Corporate Social Responsibility

### Supporting education

Education holds the key to transforming the lives and futures of young people throughout Africa. Our mission is to positively impact over one million children on the continent by 2027 through education. Increasing access to education across our 14 markets is of utmost importance to us. By connecting schools, libraries, and youth centres to the internet, we enable millions of children to access online learning platforms. Our partnership with UNICEF allows us to provide practical and financial support, accelerating our commitment to creating better futures for the youth of Africa.



#### Case Study

### Taking strides with our partnership with UNICEF

We are committed to advancing our partnership with UNICEF by fostering collaboration between our 13 participating OpCos\* and their respective national UNICEF teams.

Our focus is on connecting schools to the internet and providing free access to government-approved education resources and learning platforms. Customised implementation plans are vital for success, considering the unique conditions in each market.

In February 2023, we held a significant joint convention in Nairobi, bringing together teams from Airtel Africa and UNICEF to exchange ideas and address challenges faced in implementing initiatives. We also set out the rollout and advocacy plans for the partnership's second year at national and regional levels.

**250,000+**

School children provide access to online education

**7**

Learning platforms out of 12 zero-rated in three OpCos

**\$2.4 Mn**

Donation made to UNICEF over the last two years

Several countries have already launched their national programmes with UNICEF, including Kenya, Nigeria, Madagascar, Uganda, Rwanda, and the Republic of the Congo. By Q1 FY 2022-23, we anticipate the remaining seven countries to launch their programmes. The impact is already evident, with Nigeria witnessing the connection of 20 schools to the internet and the distribution of 15,000 tablets and 600 routers to primary and secondary schools through the Federal Ministry of Education. In Kenya, 30 schools are now connected to the internet, and two government-approved learning platforms, Elimika for teachers and Education Cloud for children, are accessible at no cost to users.



\*OpCos: Operating Companies, referring to the Airtel subsidiaries in different African countries.

#### Case Study

### Airtel Nigeria commissions the largest primary school in Gombe State

Airtel Nigeria marked a significant milestone by commissioning its seventh adopted school, Government Day Primary, in Pantami, Gombe State in March, 2023. The Emir of Gombe and other notable guests graced the inauguration ceremony. The project involved renovating 12 blocks of 37 classrooms and 17 washroom facilities, transforming them into modern amenities for both pupils and teachers.

Airtel Nigeria takes pride in being the first to undertake such an intervention in the school and the entire state. Government Day Primary School is the largest primary school in the state, catering to 7,119 pupils and 135 teachers. Through the 'Adopt a School' programme, Airtel Nigeria commits to adopting and rehabilitating schools in rural areas for at least four years. This initiative aligns with our dedication to enhancing the standard of education in Nigeria, and since its inception, we have remained steadfast in the development of these schools.



#### Case Study

### Accelerating the 'Adopt a school' programme in Kenya

In November 2022, Airtel Kenya collaborated with the Kenya Directorate of Children Services (DCS) and the United Nations Office on Drugs and Crime (UNODC) to launch an initiative aimed at providing fair access to education for vulnerable adolescents who have transitioned from rehabilitation schools and need support in continuing their secondary education and reintegrating into society.

Through the 'Adopt a School' partnership, Airtel Kenya is supporting two high schools in Eldoret, Kenya, where 21 adolescents will benefit from the programme. Airtel Kenya will cover their school fees and other education-related expenses for three years, in addition to providing connectivity support for the IT hub in one of the schools. This initiative reflects our commitment to ensuring that everyone, including the most vulnerable, has equal opportunities for education.



### Best Company in Education Intervention' Award 2022

In December 2022, Airtel Nigeria was honoured with the prestigious 'Best Company in Education' prize at the SERAs AFRICA awards ceremony. We are deeply grateful for this recognition and reaffirm our unwavering commitment to promoting access to quality education throughout Nigeria.