Corporate Social Responsibility: Reaching Out to the Poor
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Mobilink - A Complete Telecom Experience

Superior Customer Care

Competitive Tariff Plans

Technology Products

Socially Responsive

Best Network
What Do We Have To Offer?

- Competitive Product
- Family Advantage
  *Largest base, widest network, superior Customer Care*
- Technology Advantage
- Socially Responsible Business Practices
- Enhanced Customer Experience

We offer a complete customer experience
An overview

- Unprecedented customer base of over 30 million.
- Most extensive network coverage across Pakistan through an integrated technology infrastructure in more than 10,000 cities, towns and villages.
- Largest distribution network of approx. 450 franchises and over 208,000 retail outlets.
- Direct employment to over 4,500 individuals and provides livelihood to over 25,000 families through vendors, service providers, distributors and other partners.
- Only Pakistani operator to be short listed in the World Communication Awards 2007 in the category ‘Best Operator in Developing Country’.
- Ranked amongst The Top 100 Most Valuable Mobile Operator Brands according to Informa Telecom and Media magazine in 2009.
- Awarded the annual Environment Excellence Award by the National Forum for Health and Education (NFEH) in 2009.
- Recognized for CSR by Helpline Trust for Putting the Consumer First. Mobilink also received the Certificate of Merit in 2008.
CSR at Mobilink

Mission Statement:

To ensure responsible business practices, lead employee volunteerism drives, develop inclusive products and invest in sustainable initiatives to give back to the community we operate in.
A Responsible Corporate Citizen

Our Vision

- **Support local communities** in which customers, employees, investors and suppliers live.
- Support programs to increase accessibility and use of mobile technology in education, community health and employability.
- Protect the **environment** and promote **sustainable practices** in business value chain.
- Promote **diversity** and remove barriers that prevent people from participating in society.
- Support **personal development of employees** and their involvement in local communities.
- Share benefits of developments in **mobile communications technology** as widely as possible.

How We Achieve Our Mission

- **Social uplift** and investment in the community
- **Connecting the unconnected** through our core business products
- Making CSR a part of the way we do **business**
Mobilink Social Investments
Innovative Products – Voice Service to Teach

- Mobilink’s innovative Voice Service to Teach allows visually impaired individuals to access audio books for the Punjab Board Matriculation curriculum.

- Subjects covered include:
  - English
  - Urdu
  - Islamiat
  - General Science
  - Pakistan Studies
  - Civics
  - Home Economics

- Users simply need to dial 5252, select their language of preference and begin listening.
Innovative Products – Kisan Service

- Mobilink’s Kisan Service helps farmers realise a good yield and to put an end to exploitation due to lack of information

- Through the 555 IVR based service customers can access:

1. **Price of the Day**
   - Information on the going prices of various agricultural products in the major markets across Pakistan

2. **Advice on Harvest**
   - Suggestions pertaining to crop care and use of pesticides for various crops.

3. **Weather Forecast**
   - Latest weather information for coming 5 days.
Recycled Schoolbags from Used Billboard Skins

- In 2007 Mobilink initiated a recycling program which uses outdated billboard skins to make schoolbags.

- The reverse (white) side of advertising skins are manufactured into bags.

- Approx. **30,000** recycled schoolbags have been donated to less privileged students across Pakistan.

- Nestle, Sony Ericsson and Metro have also partnered with Mobilink on this project by donating flex skins.
Disaster Relief – Mobilink Camp for IDPs

- Deteriorating security situation in Swat, northern Pakistan, in May 2009 resulted in the mass displacement of individuals.

- With support from Orascom Telecom Mobilink set up a camp for 1,000 IDP families (approx 6,500 individuals) at a cost of $1 million.

- The camp was set up in collaboration with the Government of NWFP, Emergency Response Unit, and various UN agencies.

- The Camp provided
  - Shelter
  - Water and Sanitation
  - Healthcare
  - Education and Recreation
  - Connectivity
Disaster Relief - Mobilink Camp for IDPs

Milestones of the Camp:

- **1,009** primary school students and **127** secondary school students were enrolled in camp schools (56% were girls).
- **18** births (first birth was on June 14).
- **2,500** recycled Mobilink school bags donated.
- Polio immunization drive.
- Mobilink Foundation Torchbearers visit.
- The success of the Camp and the quick response was a result of successful public-private partnerships.
SMS for Literacy Pilot Project

- In collaboration with UNESCO and a local partner Bunyad, Mobilink has implemented a project to help *retain literacy skills of female learners*.

- Urdu post-literacy material is sent through SMS messages to which learners must respond.

- **5-6 messages** are sent per day on various subjects.

- Learners take written exams monthly to assess improvement in skills.

- The first phase of this project covered 250 learners in Punjab province.

- So far results show marked improvements in literacy skills.
Results and Phase II

- About 50% of family members were initially against the project, however by the end of the project 87% of the families were satisfied with its results.

- Some issues:
  - Cultural and traditional barriers
  - Typing with Urdu keys on mobiles phone is not easy
  - Scared about unknown call’s
  - Limitation of Urdu message in Software

- Other benefits:
  - Greater sense of security
  - Empowerment
  - Use of other phone functions (eg. calculator, alarm clock)

- Second phase of pilot project will cover 1,000 additional learners and was announced on March 25, 2010.
Mobilink Foundation

- Established in December 2007, the Mobilink Foundation’s vision is free access to education for children and primary healthcare for all in a clean and green Pakistan.

- The Foundation consists of an 8 member board with:
  - 38% female representation
  - Worker representation with an employee volunteer team leader

- Some projects the Foundation has financially supported are
  - construction of schools,
  - scholarships, and
  - donation of medical treatment kits.
Mobilink Foundation

- Mobilink Foundation volunteers have supported causes such as:
  - recycling initiatives,
  - tree plantations,
  - blood donation drives.

- Mobilink employees support the Foundation through volunteerism and monthly salary deductions.

- In January, February and March 2010 alone, Mobilink Foundation has impacted over 3,000 individuals across Pakistan.

- The most recent activity carried out was held on Earth Day (April 22) and consisted of a clean-up drive of public spaces in 5 cities.

- Supporters of the Mobilink Foundation can make donations through indigo reward points, or contributions directly to the Foundation bank account.

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Recap

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Reshaping Lives through CSR
THANK YOU