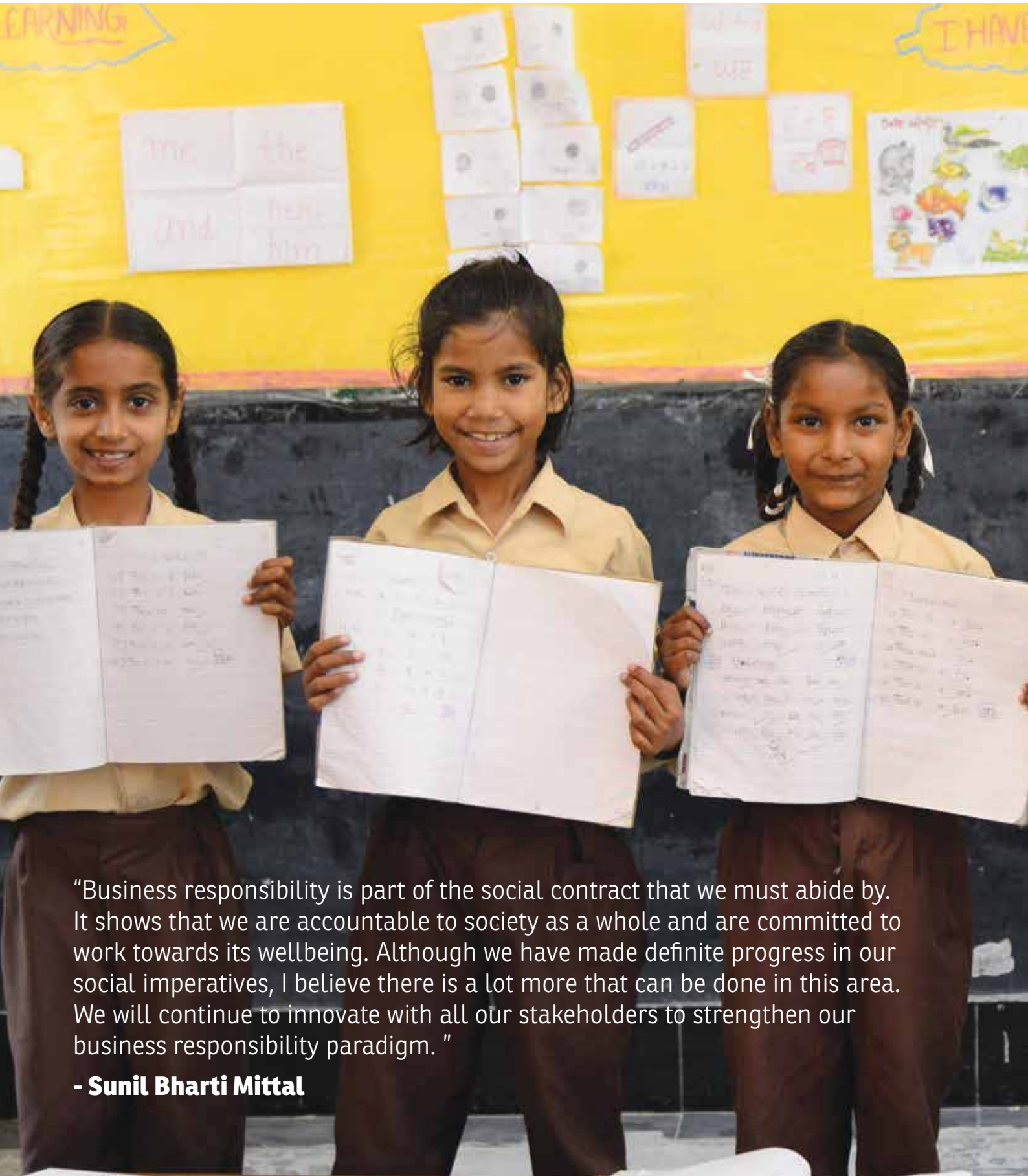


# Business Responsibility Report



"Business responsibility is part of the social contract that we must abide by. It shows that we are accountable to society as a whole and are committed to work towards its wellbeing. Although we have made definite progress in our social imperatives, I believe there is a lot more that can be done in this area. We will continue to innovate with all our stakeholders to strengthen our business responsibility paradigm."

**- Sunil Bharti Mittal**

**We are helping empower India's digital landscape, and at the same time focusing on key issues that positively impact the lives of millions of people around us. From accelerating socio-economic development to caring for the environment to building talent and leadership for the future, we concentrate our energy and resources on things that matter to all our stakeholders.**

Business Responsibility Report is a disclosure mandated by the Securities and Exchange Board of India (SEBI) for the top 100 listed companies. Since these companies have funds raised from the public, it implies involvement of an element of public interest. The report is a tool designed to help these companies understand the principles and core elements of responsible business practices.

The scope of this report is Bharti Airtel Limited's India operations, including all businesses under its operational control.

## Section A

### General Information

1. Corporate Identity Number (CIN)	L74899DL1995PLC070609
2. Name of the Company	Bharti Airtel Limited
3. Registered Address	Bharti Crescent, 1, Nelson Mandela Road, Vasant Kunj, Phase II, New Delhi - 110 070
4. Website	www.airtel.com
5. Email id	compliance.officer@bharti.in
6. Financial Year reported	2014 – 15
7. Sector(s) that the Company is engaged in (industrial activity code-wise)	Telecommunication Services, Passive Infrastructure Services, Direct to Home Services, Mobile Commerce Services either directly or through its subsidiary companies

Industrial Group	Description
	Telecommunication Services
	Direct to Home Services (through Subsidiary Company)
	Mobile Commerce Services (through Subsidiary Company)

As per National Industrial Classification – Ministry of Statistics and Programme Implementation

8. List three key products / services that the Company manufactures / provides (as in balance sheet):	<ol style="list-style-type: none"> <li>1. Mobile Services</li> <li>2. Broadband Services</li> <li>3. Telephone Services</li> </ol>
9. Total number of locations where business activity is undertaken by the Company	
a. Number of International Locations (Provide details of major 5)	The Company has businesses in 19 countries beside India, which includes Sri Lanka, Bangladesh and 17 countries in the African continent.
b. Number of National Locations	Headquartered in New Delhi, Bharti Airtel Limited has its business activities spread across the country.
10. Markets served by the Company - Local / State / National / International	While serving the Indian markets, the Company has operations in Africa and South Asia

## Section B

### Financial Details

1.	<i>Paid up capital</i>	₹ 19,987 Mn
2.	<i>Total turnover</i>	₹ 554,964 Mn
3.	<i>Total profit after taxes</i>	₹ 132,005 Mn
4.	<i>Total spending on Corporate Social Responsibility (CSR) as percentage of average Net Profit of the Company for last 3 financial years.</i>	0.59%
5.	<i>List of activities in which expenditure in four above has been incurred:</i>	<ol style="list-style-type: none"> <li>1) Promotion of education through Bharti Foundation schools and its other initiatives</li> <li>2) Rural Sanitation Programme</li> <li>3) Health services and awareness</li> <li>4) Higher and technical education</li> <li>5) Child welfare programmes</li> <li>6) Disaster relief initiatives</li> <li>7) Community development programme</li> <li>8) Environmental initiatives and awareness</li> <li>9) Employability and entrepreneurship</li> </ol>

## Section C

### Other Details

1. *Details of Subsidiaries of the Company.*

Bharti Airtel Limited had 114 direct and indirect subsidiary companies, as on March 31, 2015. Details of the same have been provided in another section of the Annual Report.

2. *Details of the Company's subsidiaries participating in BR initiatives.*

Almost all subsidiary companies, either directly themselves or along with Airtel, endorse or participate in the Business Responsibility initiatives.

The 'Bharti Code of Conduct' guides all its subsidiaries and makes sure that they adhere to the highest levels of ethical and transparent business practices. The Company's Ombudsperson and Consequence Management policies identify and prescribe actions against cases of violation of the Code of Conduct.

3. *Details of entities (suppliers and distributors, among others) that the Company does business with, who participate in the Company's BR initiatives, along with the percentage of such entities (Less than 30%, 30-60%, more than 60%)*

Bharti Airtel actively encourages its suppliers and distributors to participate in its BR initiatives and also conduct their own business in a responsible manner. Currently, less than 30% of other entities participate in the Company's BR initiatives.

## Section D

### Business Responsibility Information

1. **Details of Director / Directors responsible for BR**

a)	Details of the Director / Directors responsible for implementation of the BR policy / policies
	<i>DIN Number</i> 00028016
	<i>Name</i> Rajan Bharti Mittal
	<i>Designation</i> Director
b)	Details of the BR head:
	<i>Name</i> Sameer Chugh
	<i>Designation</i> Director – Legal & Regulatory
	<i>Telephone No.</i> +91 124 4243188
	<i>E-mail id</i> sustainability@airtel.com

**2. Principle-wise (as per NVGs) BR Policy / policies (Reply in Y / N)**

The National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business (NVGs), released by the Ministry of Corporate Affairs, has adopted nine areas of Business Responsibility.

**Principle 1**

**Businesses should conduct and govern themselves with Ethics, Transparency and Accountability.**

**Principle 2**

**Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle.**

**Principle 3**

**Businesses should promote the wellbeing of all employees.**

**Principle 4**

**Businesses should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalised.**

**Principle 5**

**Businesses should respect and promote human rights.**

**Principle 6**

**Businesses should respect, protect, and make efforts to restore the environment.**

**Principle 7**

**Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner.**

**Principle 8**

**Businesses should support inclusive growth and equitable development.**

**Principle 9**

**Businesses should engage with and provide value to their customers and consumers in a responsible manner.**

Sl. No.	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
1.	Do you have a policy / policies for...	Y	Y	Y	Y	Y	Y	Y	Y	Y
2.	Has the policy been formulated in consultation with the relevant stakeholders?	Y	Y	Y	Y	Y	Y	Y	Y	Y
3.	Does the policy conform to any national / international standards? If Yes, specify? (50 words)	⊕	Y	Y	Y	Y	Y	Y	Y	Y
4.	Has the policy being approved by the Board? If yes, has it been signed by MD / Owner / CEO / appropriate Board Director?	⊕	Y	Y	Y	Y	Y	Y	Y	Y
5.	Does the Company have a specified committee of the Board/Director / Official to oversee the implementation of the policy?	⊕	Y	Y	Y	Y	Y	Y	Y	Y
6.	Indicate the link for the policy to be viewed online?	⊗	Y	N	N	N	N	N	N	N
7.	Has the policy been formally communicated to all relevant internal and external stakeholders?	⊗	Y	Y	Y	Y	Y	Y	Y	Y
8.	Does the Company have in-house structure to implement the policy/ policies?		Y	Y	Y	Y	Y	Y	Y	Y
9.	Does the Company have a grievance redressal mechanism related to the policy/policies to address stakeholders' grievances related to the policy/policies?	⊗	Y	-	Y	Y	Y	-	-	Y
10.	Has the Company carried out independent audit / evaluation of the working of this policy by an internal or external agency?*		Y	Y	Y	Y	Y	-	Y	Y

\*Mostly through internal audits and external consultants

- ⊕ All policies are formulated with detailed consultation and benchmarking across the industry. The policies are materially in compliance with all mandatory / applicable national / international laws, rules, regulations, guidelines and standards.
- ⊕ As per the Company's practice, all the policies are approved by the respective Business CEO / Functional Directors.
- ⊕ All policies have a Policy Owner and the respective policy owners are responsible for implementation of a particular policy.
- ⊗ Except Code of Conduct, all other policies are the internal policies of the Company and are applicable internally, therefore, not available on the Company's website. The Code of Conduct can be accessed through the following link <http://africa.airtel.com/wps/wcm/connect/africarevamp/africa/home/about-us/code-of-conduct> and [http://www.airtel.in/partnerworld/Business\\_Code\\_of\\_conduct.htm](http://www.airtel.in/partnerworld/Business_Code_of_conduct.htm)
- ⊕ Except the Ombudsperson Policy, which is available on the Company's website, all other policies being in-house are uploaded on the intranet and are accessible to all employees of the Company.
- ⊗ Any grievance relating to any of the policies can be escalated to the Ombudsperson. If any grievance relating to customer services is not resolved properly, it can be escalated to the respective nodal officer, appointed in that particular service area.

### 3. Governance related to BR:

- *The frequency with which the Board of Directors, Committee of the Board or CEO assess the BR performance of the Company. (Within 3 months, 3-6 months, annually, more than 1 year).*

The CSR Committee of the Board reviews the Company's BR performance twice a year. In addition, the Board also oversees the performance and provides a strategic approach to the Company's BR initiatives on an annual basis.

- *Details and link of the Company's Business Responsibility or Sustainability Report, along with its frequency.*

The Company publishes a separate Annual Sustainability Report in accordance with the Global Reporting Initiative Framework. The electronic version of the report is uploaded on the Company's website and can be viewed by clicking the link: [www.airtel.in/sustainability](http://www.airtel.in/sustainability).

## Section E

### Principle-wise Performance

#### Principle 1

**Businesses should conduct and govern themselves with Ethics, Transparency and Accountability**

#### Ethical Standards

Bharti Airtel's business is integrally governed by ethics, transparency and accountability. The Company's commitment towards compliance to the highest governance standards, which it believes is beyond legal and regulatory requirements, is backed by an independent and fully informed Board, inclusive processes, policies and communication. The Company has laid the highest levels of ethical business practices as articulated by its Code of Conduct (CoC), which sets out the guiding principles on business with integrity. The CoC covers the Policy involving ethics, bribery and corruption, referring to bribes, kickbacks and improper payments, and among others.

The Policy encompasses multitude of Bharti Group's stakeholders like employees, suppliers and contractors, service providers, channel partners and their employees. All confirmed cases of violation of the Policy's clauses are acted upon in accordance to the Consequence Management Policy.

#### Transparency and Accountability Standards

In FY 2014-15, Bharti Airtel received 14 allegations of bribery / corruption. Investigations were completed in all cases, and actions were initiated as per the Consequence Management Policy.

#### Principle 2

**Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle**

While evaluating the impact of business operations, Bharti Airtel relentlessly works to provide value across its value chain to minimise environmental fallout. Airtel took some

significant steps like promoting reduced energy consumption, minimising waste and focusing on developing innovative solutions to ensure environmental stability. The Company has formulated and implemented procurement guidelines to confirm safety and resource optimisation. Besides, it adheres to standard practices and procedures for waste disposal in accordance with regulations.

Airtel gives primary importance to community health and safety. The Company acknowledges the growing concern over the exposure to electromagnetic fields (EMF) and maintains complete transparency in its position. It also shares updated and extensive research-based information on this matter with its employees, partners, customers and the community, at large. The Company's existing practices comply with the relevant guidelines issued by the Department of Telecommunication (DoT), Government of India (GoI). Airtel's sites are subjected to random checks and audits by the DoT's Telecom Enforcement Resource and Monitoring (TERM) Cells. The Company, in partnership with the Cellular Operators Association of India (COAI) conducts various programmes, workshops, seminars and stakeholder. Such initiatives are taken to build awareness about the issue.

Airtel declared 'War on Waste' as one of its business priorities. This initiative intends to improve the Company's operating efficiencies by eliminating waste. Airtel is consistently deploying innovative technologies with the aim to reduce its operational wastes. More details on waste management can be found under Principle 6.

#### Serving People

Bharti Airtel is committed to bring socio-economic transformation to help elevate the lives of millions. The Company is consistently leveraging its existing capabilities to provide basic life services to people. Airtel, not only plays a significant role to enhance connectivity, but also contributes in realms of medicine and healthcare, education and financial inclusion through its mobile services. Such services include mobile money, mobile health, mobile education and agricultural awareness.

#### Simplifying Transactions

Bharti Airtel brought India's first mobile wallet service called Airtel Money, to make easy transactions. It is an alternative to other payment options, including cash. It helps customers to pay for remote transactions like instant money transfers, booking railway or movie tickets, paying for utility bills, insurance premiums and recharging phones, among many others.

Bharti Airtel's pioneering forays in IVR, web-based applications; USSD, SMS and online presence in national as well as regional languages helped it to become a customer-friendly platform. My Airtel app enables its users to self-manage the Airtel services and enables them to make payments, manage VAS and view promotions. The new version of 'My Airtel' application comes with a wide range of fresh features, driving an enhanced digital experience for customers. This application simplifies customers' life by eliminating the need to call or visit an Airtel relationship centre. 'My Airtel' app has a contemporary design interface that will simplify customer journeys and allow them to do much more – efficiently and effectively.

### Inspiring Education

Airtel mEducation is a unique platform that enables Airtel users to access a host of education courses at one go. mEducation assists students in cracking their entrance exams through SMS and WAP. It also provides career and job preparation centric products like 'Ask an Expert'. Besides, products like English Guru and Office Vocabulary helps enhance English language skills. The users get guidance from best universities and professors according to their requirement.

### Enhancing Farmer Wellbeing

Airtel aims to empower farmers and encourage Indian agriculture and the rural economy through IFFCO Kisan Sanchar Limited (IKSL). It provides farmers with significant information through mobile and enables them take more informed decisions pertaining to agricultural activities. This initiative benefited over 18 Lakh farmers across India, in the last fiscal.

### Sourcing and Supply Chain

Bharti Airtel leverages its diverse platforms to deliver services to its wide customer base. Thus, it does not have any impact on sourcing, production or distribution. The Company also ensures that there is no broad-based impact on energy and water due to the use of its services.

The Company is strongly committed to building a responsive and sustainable supply chain. It has taken various initiatives and is continually working with its vendors and suppliers to reduce the environmental and social impacts of its sourcing, which ensure timely and cost-effective deliveries for necessary resources. Bharti Airtel has set out requirements for its suppliers on the aspects like environmental protection, health and safety, human rights and child labour, and ethics.

In FY 2014-15, Airtel worked with over 5,500 local suppliers, out of more than 80,000 registered partners worldwide. To optimise resources, reduce the environmental impact by local procurement and considering the socio-economic benefits of promoting indigenous entrepreneurship, nearly 94% of the Company's suppliers were India based. Approximately, 71% of the sourcing (in terms of value) was from these India-based partners.

The Company has been continually working to consolidate its supply chain and to make its engagements socio-economically more meaningful. Airtel has taken various initiatives in developing a framework to help marginalised sections, with a special focus on promoting women entrepreneurs and small businesses.

### Product and Waste Recycling

The most substantial waste generated from Bharti Airtel is e-waste, owing to its nature of business. The Company has adopted a focused approach on e-waste management. It has made significant efforts to reduce environmental impact of its operations, by minimising waste and ensuring proper disposal and recycling. Bharti Airtel has also implemented various awareness strategies to reduce waste by promoting extended use of network and IT based equipment. The Company maintains GoI's guidelines to recycle the waste generated from its source, due to technology upgradation or any other reason.

### Principle 3

Businesses should promote employee wellbeing

### Employee Composition

Bharti Airtel's Indian operations comprised a total of 14,459 employees as on March 31, 2015. There were 17,043 sub-contracted employees for the calendar year 2014, as per Form 12. During the period, there were no temporary and casual employees. There were 1,377 permanent women employees, which represented around 10% of the total workforce. A total of 59 people with disabilities were employed at various Company locations.

### Safety and Wellbeing of Women

Keeping gender equality at its heart, Bharti Airtel has also taken various initiatives to ensure a safe and healthy workplace for its women employees. It has strict policy and procedure to ensure the workplace environment, which is free from sexual harassment.

Effective from April 2013, in compliance with the law on prevention of sexual harassment of women at the work place, the Company has set up Internal Complaints Committee at its offices, comprising a Presiding Officer, who is a senior level woman employee, one member with legal knowledge or experience in social work, one member from an NGO or association that deals with such matters and who has relevant knowledge and experience and one member from the Bharti Group's Ombudsperson's office. The Committee is responsible for dealing with all matters related to the subject. The list of members of the Committee has been communicated to all employees and also prominently displayed in the public areas of all its offices. Six cases related to sexual harassment at workplace have been reported and investigated this year. During investigations, all legal procedures as per the new law on prevention of sexual harassment at workplace were followed. Allegations of sexual harassment were proven in three of these cases. All the three accused were separated from their services with the organisation.

Going beyond policies and procedures that foster inclusive work-environment for women, Airtel has several initiatives that facilitate balancing work and family life.

Women Safety was another subject, which was given propriety under safety department agenda. With majority in audience, the Company successfully organised 'Women's Personal Safety Session' in Airtel Centre, Gurgaon. This workshop was attended by over 200 women employees. The session turned out to be interactive, inspirational and motivational, and brought forth many issues/concerns that today's women are facing in the society and its anticipating solutions. Based on the same concept, similar workshops were also organised at other circles.

### Skill and Talent Development

Bharti Airtel considers its employees as its biggest assets. Airtel continuously strives to harness, nurture and enable growth of its people. It is in its corporate values of being Alive, Inclusive and Respectful, that drives its culture of service, integrity, trust, teamwork and accountability.

Airtel has designed its workplace practices to provide an inclusive environment, wherein every employee can take part, contribute and develop freely and equitably. Employee engagement and talent development are the key strategic objectives of Airtel's business. It focuses on employee skill development and regularly provides performance feedback to its permanent employees.

There were over 190 unique training interventions for the Company's employees. Of these, over 140 were competency-based training and over 45 functional and leadership training interventions. This amounted to over 6,500 man-hours of learning, with more than 60 hours of training per employee.

Airtel acknowledges that healthy and safe employees are more committed, engaged and productive in every aspect. The Company's responsibility towards the health and safety of its employees is driven by various initiatives that minimise risks, promote good health and prevent disease.

The Company quests to achieve its safety goals, which include safe work culture, prevent incidence prevention, zero accident environment, and continuous improvement. It aims to create awareness in the domains of Workplace Safety, Women Safety, Health, Road Safety and Emergency Management, to ensure a safe culture.

Bharti Airtel's safety systems are aligned to international standards, such as the Occupational Health and Safety Management Standard - OSHAS 18001. It conducts numerous awareness sessions, self-defense programmes, poster and quiz competitions on issues like workplace safety, women safety and road safety, among others. The Company also provides precautionary measures for various diseases, like influenza, Ebola, dengue and swine flu for employees and their families. It is all prepared to come up with a '24x7 safety helpdesk' to respond to emergency situations.

Airtel rolled out a 'Workplace Safety Policy Statement' at its circle levels. It details the role and responsibilities of its employees to provide and maintain safe and healthy working conditions. The Statement requires the circle management to form a Safety Committee to ensure a safe working environment.

Category	No. of employees which attended safety trainings	No. of employees which attended skill upgradation trainings
Permanent employees	7,789	3,933
Permanent Women employees	667	975
Casual / Temporary / Contractual employees	7,276	-
Employees with disabilities	46	8

#### Principle 4

Businesses should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalised

#### Stakeholder Engagement

Bharti Airtel's approach towards responsible and sustainable business practices undergoes a systematic mapping through regular engagement with its internal and external stakeholders.

This practice helps the Company to prioritise key sustainability issues in terms of relevance to its business and stakeholders, including society and environment. It rigorously conducts a detailed materiality-assessment, which enables it to map stakeholders' expectations with its business priorities, risks and opportunities.

In FY 2014-15, Airtel revisited the Materiality Analysis process and performed stakeholder surveys to identify materiality issues/ sustainability concerns with the highest relevance and impact. In order to streamline the process, identification and categorisation of its key stakeholders, both internal and external, was performed. The key stakeholders identified include:

- Customers
- Employees
- Business Partners (Suppliers and Vendors)
- Community
- Investors
- Government Bodies
- Industry Associations
- Non-governmental Organisations (NGOs)
- Academic Institutions

Stakeholder engagement activities were carried out among respective categories of stakeholders with the help of questionnaires. The similar exercise was performed with the Airtel Management Board to delineate the business priorities, which when mapped with the stakeholder concerns, fetched the sustainability issues that demanded enhanced strategic and operational attention.

#### Disadvantaged, Vulnerable and Marginalised Stakeholders

The Company has identified the disadvantaged, vulnerable and marginalised stakeholders through its association with the Bharti Foundation. A substantial portion of beneficiaries of the Bharti Foundation and its programmes comprise the economically weak and disadvantaged groups, especially SC/ST/OBC categories and girl students. Besides, the Company has been consistently focusing on increasing rural penetration of its services.



Bharti Airtel aims to empower a wide section of people with its digi-presence to build a digital and sustainable economy. The Company has finalised its 'Blueprint for Social Inclusion' to strengthen its digi-presence and also to address its stakeholder concerns. The Company, through its Blueprint, aspires to play its part in the sustainable development of India, specifically by addressing areas like connectivity, medicine and healthcare, education and financial inclusion. Airtel uses its inherent advantages of reach and affordability to bring socio-economic development across the country.

### Special Initiatives

- Airtel, through Bharti Foundation and its Satya Bharti School Program strengthens its community outreach. This program aims to build the trust and ownership of parents and community members. The format ensures that there is enough opportunity for the community to understand and be engaged with the schools.
- As part of corporate induction schedule, Bharti Airtel's Young Leaders volunteer the Satya Bharti Schools on locations. In this two-week program volunteers are expected to assist Satya Bharti School teachers to organise upcoming events, strengthen their English and basic computer knowledge, and help raise the profile of the village school.
- Airtel employees are encouraged to volunteer at Satya Bharti Schools and share their time, skills and knowledge with children.
- The Airtel Delhi Half Marathon (ADHM) has created an excellent platform to bring together corporates, individuals, employees and school and college students, which not only garner funds for the cause but also raise awareness about the Satya Bharti School Program. The funds collected aid the Satya Bharti Schools in furtherance of their educational objectives.

### Principle 5

Businesses should respect and promote human rights

Bharti's CoC and various HR Policies demonstrate its commitment toward protection of Human Rights across value chain and discourage instances of abuse through Ombudsperson. The Policies are applicable to employees, contractors, suppliers and other business partners and associates.

### Principle 6

Businesses should respect, protect, and make efforts to restore the environment

Bharti Airtel's Policy on Environment, Health and Safety reaffirms its commitment towards minimising the negative impact of its business and operations on the environment. This Policy extends to its entire value chain and aims to enhance awareness to reduce the environmental risks. It is applicable to its premises, employees, associates, visitors, vendors, suppliers and business partners.

### Caring for Environment

Airtel has taken a proactive and holistic approach to preserve the environment and reduce the negative fallouts of the life-cycle of its products and services across its value chain. The Company, along with its network partners continues its efforts towards implementing several infrastructural solutions to reduce the energy consumption.

Few strategies to address the sustainability issues like climate change and energy are given as below:

#### 1) Alternate Energy Sources

- Installed solar rooftop power plants at 12 MSC locations, expanding the total installed capacity to 0.74 MWp
- Installed over 250 sites with solar and hybrid solutions at owned base stations
- Upgraded 160 rural high diesel sites with successful implementation of battery and solar hybrid solutions, Li-ion solution, as well as biomass based solutions.
- Piloted DC aircon micro-cooling solution at owned sites, which will help switch off aircon at sites, where critical transmission equipment are installed.
- Conducted pilot test on natural cooling units for air-conditioning elimination and thermo-electric cooling solution for 3G sites.
- Carried out research and signed green power wheeling agreement for three locations, for which the green energy (Solar/Wind/Hydro/Biomass) procurement is being made.

#### 2) Energy Efficiency Measures

- Deployed new outdoor sites, eliminating air-conditioner usage right from the beginning
- Deployed over two-third of sites on sharing and this process continues for new sites as well, reducing the energy consumption by a minimum 30% over the standalone sites.
- Converted indoor sites to outdoor sites by installing FCU for switching off the Aircon, making them feasible for alternative energy sources, like solar
- Deployed low-power consuming BTS sites, which are able to achieve a reduction in power consumption by a minimum of 30%, over the last 4-5 years.
- Used energy efficient retrofit in base stations, such as integrated power management systems and efficient DC to AC converters, among others.
- Placed Power Management Units (PMUs)
- Installed energy efficient air-conditioning and lighting energy savers
- Applied variable speed DC DG, micro cooling solutions for temperature sensitive equipment, solar thermal solutions, FCU and temperature management.
- Improved Power Utilisation Effectiveness (PUE) of data centres

### 3) Demand Side Management

Sites are being converted mostly by installing FCU for switching off the Aircon, thus making them feasible for installing green energy solutions like Solar and Li-ion, among others. This initiative also forms part of Airtel's 'War on Waste'.

### 4) Design Modifications and Innovations

- Installed BTS sites with green shelters, fitted with optimal cooling, power and thermal management systems, which reduces the energy consumption by 40%
- Increased deployment of outdoor BTS sites, diminishing the air-conditioning load and resulting in power consumption by 35-40%.
- Upgraded existing sites with auto-TRX shutdown feature, which helps reduce the power consumption, during non-peak hours

These strategies have been discussed in detail on the following link: [www.airtel.in/sustainability-file/our-planet.html](http://www.airtel.in/sustainability-file/our-planet.html)

### Safe and Clean Work Environment

Bharti Airtel's engagement with its key stakeholders on a continuous basis results in assessment of material issues, mainly energy and climate change, waste management and resource use optimisation, which demand additional strategic emphasis. Airtel's Policy on EHS guides its efforts to reduce and manage the impacts and plan mitigation strategies.

The Company has made dedicated efforts to conserve energy and reduce wastage in areas of its operations. It has taken energy-efficient measures with its network partners to reduce the energy use and emissions from the telecom infrastructure. The Company has also adopted resource optimisation and waste management measures to protect the environment. Airtel is set to adopt alternate and renewable energy sources to reduce its carbon footprint and optimise dependency on diesel.

Besides, Airtel is promoting green initiatives across its data centres and facilities to improve energy efficiency and eliminate negative impacts on the environment.

The Company has implemented various energy-efficient measures in its day to day operations, ensuring use of renewables in various offices. These initiatives take myriad forms ranging from use of information technology solutions at work place on one hand to energy efficient cooling and lighting system on the other. It also actively encourages its employees to create a clean, green and safe workplace. The details of these initiatives can be found on our website, [www.airtel.in/sustainability](http://www.airtel.in/sustainability).

### Compliances with Regulations

Airtel complies with the prescribed limits of emission and wastes by the CPCB / SPCB.

In FY 2014-15, the Company received five (05) show cause/legal notices from CPCB/SPCB. Out of which 3 cases have been successfully resolved without any adverse impact on the Company and the remaining 2 are pending resolution at the end of FY 2014-15.

### Principle 7

Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner

### Responsible Public Engagement

The Company is member of the various trade and business associations. Few of them have been listed below:

- Groupe Speciale Mobile Association (GSMA)
- World Economic Forum
- Confederation of Indian Industry (CII)
- Federation of Indian Chambers of Commerce and Industry (FICCI)
- Cellular Operators Association of India (COAI)
- Association of Unified Telecom Service Providers of India (ASUPI)
- The Associated Chambers of Commerce and Industry of India (ASSOCHAM)
- VSAT Services Association of India (VSAI)
- DTH Association of India
- The Internet Service Providers Association of India (ISPAI)

Airtel engages with the above mentioned industry associations in clear and defined method for advocating the advancement of the industry and public good. For example, the Company provides its responses to the associations for an appropriate representation to the Government or Sectoral regulator on industry related common issues.

The Company makes sure that it had unwavering focus on policies that enable empowerment and socio-economic development of the society. It also ensures that its position of the policy advances its agenda of empowering and enriching lives of millions through its core competence, technological solutions and innovations, in order to shape a sustainable society. Its policy agenda is centred around the provision of network coverage, affordable access to the customers, digital inclusion, quality of service offerings, tariff, environment, and so on.

### Principle 8

Businesses should support inclusive growth and equitable development

### Social Inclusion

Bharti Airtel believes in an all-inclusive growth. The Company finalised its 'Blueprint for Social Inclusion' to address its stakeholder concerns and bring a transformation by empowering millions. With the help of the inherent advantages of reach and affordability with its mobile network, Airtel, through its Blueprint, is guided by its three social pillars.

**The three social pillars include:**

- 1) Increasing digital footprint and bringing everyone within the fold of digi-presence;
- 2) Applying Airtel's existing platforms to the universe of health, education and financial services to the weaker sections of the society; and
- 3) Fostering community development through active community service and engagement through Airtel's reach and accessibility in urban and rural India.

**Airtel seeks to accomplish these objectives by:**

- Bridging the digital divide through its robust network and far-reaching distribution.
- Emerging with innovative business models like Airtel Money, mHealth, mEducation to overcome sustainability barriers.
- Working towards expanding its bouquet of services and enhancing its communication technologies.
- Supporting the programmes, run by Bharti Foundation, directed towards free education and vocational trainings for the society's economically marginalised sections.

**Encouraging Social Development**

Airtel engages with communities within its operational area through the Bharti Foundation and its Satya Bharti School Program. The programme helps impart free and quality education to underprivileged sections in rural areas, especially girls.

It encourages the participation of local communities in base and around the area not only for improved results, but also for the sector's overall development. Through Bharti Foundation, the Company provides opportunities to its various stakeholders/beneficiaries to grow and learn in life through the following:

- Recruitment of school staff from neighbouring areas
  - Local youth recruited as teachers from local and neighbouring communities
  - Teacher training programmes ensure that teacher's skills are updated and constantly enhanced
  - Community members, especially mothers, are selected as mid-day meal vendors. These vendors also provide a 'Didi' (maid) to the school

Airtel circles have taken the community engagement and community volunteering initiatives to the next level, by actively supporting the needs of the community, be it disaster relief, green-movement or social equity.

**Financial Contribution towards Community Development**

During FY 2014-15, Bharti Airtel made significant contributions towards various philanthropic projects, which include:

**₹ 411 Mn**

**Bharti Foundation towards furtherance of its objectives**

**₹ 41.52 Mn**

**Other Contributions**

**Measuring Social Impact**

The impact of Bharti Airtel's social initiatives has been assessed both internally, as well as through third party evaluation.

Community involvement, participation and their sustained support towards the Satya Bharti Schools have been a key component of the programme since its inception. Bharti Foundation ensures adoption of its various initiatives through following ways:

- School's connect with the community
  - Regular home visits by teachers
  - Structured parent-teacher meetings
  - Community development campaigns
- Community connecting schools with local culture
  - Community Volunteering Week
  - Teaching children history, traditions, art and craft
  - Community participation in school events

A structured impact assessment study was conducted by a third party to assess the Satya Bharti School Program. Fifteen Satya Bharti Schools across Punjab, Haryana and Rajasthan were compared to 15 other schools (from villages which do not fall in the catchment area of a Satya Bharti School). This was to ascertain the impact of the programme on children, parents, communities and teachers.

Bharti Airtel, while contributing to the larger National Mission of 'Swachh Bharat', is enthusiastically supporting the 'Satya Bharti Abhiyan', an initiative by Bharti Foundation in rural Ludhiana. The programme involves investment of upto ₹ 1,000 Mn in constructing toilets while reaching out to every rural household lacking such facilities in Ludhiana District. Apart from the rural household sanitation, through the 'Satya Bharti Abhiyan', Airtel aims to improve the sanitation facilities in Government schools in rural Ludhiana by constructing new toilets for girls, where none exist.

**Empowering the girl child****96%**

of parents with a girl child studying at Satya Bharti School wanted her to pursue higher education (in comparison to 73.7% parents whose girl child goes to other schools)

**Instilling greater confidence among students****84.7%**

of children studying at Satya Bharti Schools were certain of their responses and clear in their communication (as compared to only 38.9% children studying in other schools)

**Developing stronger values and ethics among students****84%**

of Satya Bharti School Students tend to exhibit a stronger value code as they believe in amicable dispute resolution (in comparison to 48.9 % children from other schools)

**Sensitising communities towards responsible participation****71.3%**

of families in the vicinity around a Satya Bharti School, regularly join the village meetings; (where other communities have only 45.6% of such families)

**Notable shift in the perception of value education****27%**

of families whose children are studying in Satya Bharti Schools reported that they are saving for their child's future education (the corresponding figure for other families was 8.9%)

- Quality teacher training programmes
- Aids to teachers in pursuing higher education.
- Social empowerment, integration and upliftment of community, especially mothers engaged as Mid-day Meal vendors.

**Making Responsible Future Citizens**

The Satya Bharti School Programme, a rural education initiative of the Bharti Foundation aims to achieve holistic development of children. It helps children engage better with the society and instils a sense of belonging. Children are encouraged to work, along with community members to recognise social issues and implement need-based solutions. It is integral to the learning process. Airtel believes that such initiatives will help transform children into socially responsible citizens. Students have addressed significant social issues like empowerment of girl child, respect for widows, eradication of child marriages and discrimination on the basis of caste, among many others. These student-centric initiatives have been recognised by various international platforms, like the *Design for Change* Contest and the Pramerica Spirit of Community Awards, among several others.

**Principle 9**

**Businesses should engage with and provide value to their customers and consumers in a responsible manner**

**Providing Customer Value**

There is 0.0026% of pending customer complaints as on March 31, 2015. Such complaints will be carried forward to FY 2015-16. Over 70% of the 174 total legal/consumer cases received in FY 2014-15 are at various stages of resolution/closure, as on March 31, 2015.

During FY 2014-15, four (4) complaints were registered with Advertisements Standards Council of India (ASAI) and all of them were resolved successfully.

Bharti Airtel has been transparent in communicating the mandatory information regarding enrolment and deactivation, tariff, usage, contact and grievance information.

**Enriching Customer Interaction**

Airtel endeavours to engage with its customers to enhance their experience. It conducts various consumer education workshops and also engages with customer advocacy groups. The Company took various other initiatives in this regard, which include:

- 1) Airtel introduced Mobile Broadband Charging (MBC) to make them aware of their data consumption in real-time, thereby preventing bill shocks. On completion of the assigned quota, customers are diverted to an interstitial page where they can upgrade and downgrade their quota for continued usage. This being a new initiative is under process of rollout in different circles across the country and is to be completed in coming few months.
- 2) Airtel's 'Self-care' service provides customers the option to manage their accounts through self-care channels – IVR, USSD, Airtel app and website. Customers can check tariff details, balance information, bill details, payment details, data usage and make payments, among others.

**Airtel aims to touch and transform the lives of millions and bring sustainable development in the society through its various solutions. Its long-term business interests are aligned to its stakeholder aspirations. It believes in responsible growth that encourages social wellbeing while promoting innovation and efficiency.**