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Let the Games Begin

'Brand Airtel reinforces youth appeal through initiatives in sports across South Asia and Africa'



Chairman's Notes



Dear Colleagues,

Bharti's quest for a pan India 4G footprint received a big boost recently when we acquired 49% of stake in Qualcomm Asia Pacific's India entities, which own licences in four circles – Delhi, Mumbai, Haryana and Kerala. We also extended our 4G presence by launching service in Bengaluru in Karnataka further reiterating our leadership in this space.

The overwhelming success of 'Airtel Rising Stars' in Africa encouraged us to expand the scope of the football talent hunt across India, Sri Lanka and Bangladesh. Organised in association with the prestigious Manchester United Soccer School, Airtel Rising Stars reaffirms brand Airtel's long-standing association with sports. The long list through the years ranges from cricket, a game followed by millions in the subcontinent to Formula One and the Delhi Half Marathon. The brand has also successfully connected to its customers in different regions through associations with niche sports like polo and boat racing.

Like the field of sports, brand Airtel stands for speed, energy and forming human bonds with the capability of transcending cultures and countries. This association with sports constitutes a key pivot supporting Airtel's youthful brand identity.

To give back to the society is at the core of our enterprise. Continuing with Bharti Foundation's exemplary work in the area of education, Bharti Walmart has decided to adopt 50 government schools in 50 cities in India aiming to impact an estimated 20,000 students. In Africa, Airtel Education Initiative has moved into the second phase where we recently refurbished and launched our second adopted school in Sierra Leone. With this, we currently run twenty schools in the continent.

Even as Bharti's initiatives continue to create ripples in the marketplace, we will be eager to reach out to the underprivileged and marginalized around us through our social initiatives in the coming days.

Best wishes,

Sunil Bharti Mittal

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Let the Games Begin



Sporting events are increasingly making the cut as national passions across geographies, no matter how disparate they may be in terms of socio-economic indicators.

The interest seems insatiable, sometimes even gaining cult status. Be it football, cricket, racing or boxing, tickets to sporting venues are selling like hot cakes, even as prime time television goes replete with expert analyses, media and social networking worlds abuzz with sports talk.

Spurred by this mass appeal for sports – modern, not-so modern to outright traditional – Bharti Group companies, Bharti Airtel in particular, have been actively partnering with sporting bodies and organizers to promote a whole host of sporting events to reinforce its position as global brand and a leader amongst customers.

“A variety of sporting disciplines has clearly been moving up the popularity chart allowing us to diversify our sports sponsorship portfolio,” says Bharat Bambawale, Global Brand Director, Bharti Airtel. “Though an important driver, we try going beyond just brand traction.”

Last year, Bharti Airtel rolled out Airtel Rising Stars, the biggest grassroots Football Tournament across its 16 markets in Africa. The tournament has been launched in the sub continent this year.

In India, the company was the title sponsor for FormulaOne’s long awaited debut in India last year – a partnership it is continuing with. It has also been the title sponsor for the eponymous Airtel Delhi Half Marathon for the last four years. And last but not the least is the on-ground title sponsorship of BCCI cricket matches in India. There have been numerous events initiated at the regional levels too.

In Sri Lanka, Airtel launched the hugely popular Airtel Half Time Challenge, encouraging crowd participation in Rugby.

“In keeping with the spirit of Airtel we bring people together, transcend cultures, language barriers and beliefs through our associations. Airtel Rising Stars is a classic example of our attempts to engage with people while empowering them.”

– Bharat Bambawale



In Top Gear



Way back in 2005, Bharti Airtel commemorated its presence in all 23 telecom circles of India by organizing what was then the country's largest car rally, the 'Airtel One India Challenge'. Through its overwhelming sweep, covering the length and breadth of India, the slogan 'One India, One Airtel' reverberated.

Car Rallying was a niche sport then. Its popularity reached a crescendo last year when Formula One made its debut in India amidst much fanfare with Airtel as its

title sponsor. Motor racing fans thronged to watch world champions such as Michael Schumacher, Sebastian Vettel and Felipe Massa race each other in a pulsating race at the newly constructed Buddh International Circuit in Greater Noida near India's capital city, New Delhi! Brand Airtel's global status post its entry into 16 African markets in 2010 resonated so loudly on the international platform as the event went live across TV channels reaching millions of Formula One fans in different geographies.

Exciting innings

In the cricket crazy sub continent it is next to impossible for a brand to stay away from sports. While global cricketing icon Sachin Tendulkar played Airtel's brand ambassador for quite a long time, Sri Lankan cricket star Kumar Sangakkara still continues as the brand's ambassador in the island nation. Besides maintaining a close association with cricketing events over the last decade or so, Airtel became the title sponsor of the inaugural edition of the Champion's League T20 Tournament in 2010 that featured the top T20 cricket teams from across the world.



Let the Games Begin



Running Distant Miles

The Airtel Delhi Half Marathon (ADHM), as the name suggests has Bharti Airtel as its title sponsor. The hugely popular marathon attracts thousands of runners, which includes both professionals and those who love running. Held in New Delhi, capital city of India, currently it includes four segments all of which bring together enthusiastic runners from across countries. The 21 kilometre half marathon obviously remains a specialists' play attracting professional marathoners from across the world. But the mass appeal of this annual event comes to the fore in the 7 kilometre Great Delhi Run when more than 30,000 enthusiastic runners hit the Delhi streets. The 4.3 kilometre run for senior citizens and the 3.5 kilometre wheelchair race amplify the true spirit of grit and determination of long distance running.

Various Bharti group companies leverage ADHM for visibility, drawing attention to causes championed by them.



(Right to left) Rakesh Bharti Mittal, Shiela Dixit, Hon'ble Chief Minister of Delhi and Rajan Bharti Mittal at the winner's podium



Bharti Foundation's superheroes

Bharti Foundation raised funds worth close to ₹ 5 million for its Satya Bharti School programme and also gathered substantial support for its campaign aptly called 'Superheroes of Change'. The campaign aims to encourage Satya Bharti School students to engage with their communities and bring about positive social transformation in their villages.



Centum's cause

Centum Learning participates and publicizes its initiatives, leveraging ADHM due to the visibility the event garners every year. This year the company chose to spread awareness regarding its core philosophy of a 'world beyond books' through quirky costumes, props and slogans.



where football stars are born



An African Ball Game

Launched in collaboration with Manchester United (MU), a Premier League football club based out of Great Manchester, U.K, Airtel Rising Stars (ARS) has already become quite a phenomenon in Africa, capitalizing on Football passion in the continent!

ARS is a grassroots Football Tournament inviting participation from boys and girls in the under-17 age group. Launched simultaneously across 15 African countries, the tournament attracted participation from approximately 11, 000 teams and 98,000 people in its inaugural year itself.

The winners from each country were then trained at the Manchester United Soccer Schools Camp in Tanzania and Gabon. The company also established an Airtel Rising Stars Football Camp in South Africa.

Such was the popularity of ARS that several global brands are willing to co-sponsor the matches in its 2012 edition. Besides, this year ARS has gotten Bigger, Better and Bolder, with Airtel introducing 'The ARS African Championship'. Winning teams from each of the 16 countries (Rwanda will participate this year) to play against each other to be the Numero Uno!



Empowering communities



Thirteen years old Naim dribbled balls made of paper bags all his life along the narrow alleys of Kenya's Mathare slum, where he lived. One morning he happened to see the Airtel Rising Stars poster at the market and decided on a whim to register for the soccer tournament with some friends.



As was the rule, upon registering, Naim and his team received their uniforms to wear on the tournament day. "This was our first proper soccer tournament. We felt like stars during the match," he says. Selected as the best striker, Naim left for the Manchester United Soccer training camp at Tanzania, boarding a flight for the first time in his life. "I learnt a lot about Soccer at the camp and met some football legends. But most importantly what I brought home from Tanzania was hope," he concludes.

A Kick Start in India

When an estimated 20 million Indians watched 2010 FIFA World Cup's opening match, the writing on the wall was clear: Football mania would co-exist with Cricket craze in India! To enhance brand engagement with the youth, and spot and train true football talent, ARS was launched in India this year. Out of 9, 500 candidates the brightest eleven will be chosen and sent for a seven day intense training schedule at the Manchester United Soccer School.

Sunil Chettri, India's most prolific striker is the event ambassador and will preside over the first round of selections.

Airtel India's exclusive five-year agreement with Manchester United in 2009

-  Customers can access rich and exclusive Manchester United content on mobiles
-  Nominated Airtel customers can participate in Manchester United Soccer Schools' training sessions





Chris Tobit, CEO & Managing Director, Airtel Bangladesh (extreme left) and Quinton Fortune, Manchester United Legend (extreme right) with fans at the inauguration of ARS in Bangladesh

Bangladesh Welcomes MU

Bangladesh has traditionally been a football crazy country and Airtel has unleashed a whole host of exciting events for fans! Early this year, Bharti Airtel tied up with Manchester United Football Club to offer exciting benefits to its soccer loving subscribers in Bangladesh. This follows the high success rate Airtel achieved in India with the similar partnership it struck with MU in India in 2005. Subscribers will enjoy exciting benefits such as exclusive mobile content, Manchester United

Soccer Schools programme, 'money-cant-buy' match experiences and much more. The Airtel Rising Stars talent hunt has also been launched in Bangladesh much to the enthusiasm of football fans in the country.

Airtel also regularly sponsors match viewing in various universities in the country. It was the telecom partner to the Argentina-Nigeria friendly match held in Dhaka, capital city, Bangladesh last year.

A Sri Lankan Advantage

Airtel's legacy partnership with Manchester United continues in Sri Lanka. Beyond subscriber benefits offered, various events have been organized to turbo charge subscriber excitement in football.

Recently, Airtel Lanka got Manchester United legends Bryan Robson and Dwight Yorke to play a friendly match at the Kalutara Football Stadium. The prestigious Premier League Trophy won by Manchester United in 2010-2011 was showcased at strategic sites and football grounds stimulating popular passion for the sport in the country.

Traditionally, Rugby is an extremely popular sport in Sri Lanka and enjoys a huge fan following. In fact, it comes as a close second to cricket with Sri Lanka ranking 5th in the Asian rugby hierarchy. Exploring this avenue, recently Airtel Lanka entered into two-year strategic partnerships with three of Sri Lanka's long-established



Kumar Sangakkara, former captain of the Sri Lankan national cricket team and brand ambassador of Airtel delivers a motivational speech to young rugby players from St. Peters college

leading schools. Under the terms of this partnership, Airtel will sponsor the schools' Rugby teams for two years.

New tacks for India circles

In its telecom circles in India, Airtel has left behind a trail of interesting and relevant activities both through partnerships and sponsorships.



The Airtel H.H. Maharaja of Jodhpur Cup held in December is widely regarded as one of the most keenly followed polo matches in India. It is held in Jodhpur in the west Indian state of Rajasthan.

Horse polo is an extremely popular sport and enjoys a long legacy in Rajasthan. In fact, for the longest time, Rajasthan was considered to have the best jockeys in the world and its circuits still draw teams of both national and international fame. Seeing a good opportunity for brand recognition, Bharti Airtel, Rajasthan began partnering the event in 2009.



Bharti Airtel, West Bengal recently partnered the Bengal Amateur Boxing Federation to host the VII National Women's Sub Junior Boxing Championship in Kolkata. The company aims to give an equal platform for women boxers to participate in a sport that is largely male-dominated in India.

The Airtel Hyderabad Marathon was launched last year. In its debut year itself it attracted 1500 participants and a lot of visibility!

In Indore, Madhya Pradesh, Bharti Airtel has been a partner to the Airtel Gold Cup since 2007. Airtel Gold Cup, has grown to be one of the largest football tournaments of central India over the past five years.

Airtel used to patronize the enthralling boat races in the backwaters of Kerala, a state in south India. Keeping in line with Airtel's philosophy, Kerala and Tamil Nadu (KTN circle) connected with the people of the two states through culture and related activities close to their heart. Powered by oarsmen, the thin long boats move in unison to the fast rhythm of Vanchipattu, which translates to 'song of the boatman', and reflects the spirit of togetherness and teamwork. This splendid water regatta is the main highlight of the state's harvest festival, Onam.





Store of the community

Initiated in 2009, Bharti Retail's 'Store of the Community' programme has been growing in both scale and impact. It is already considered as one of the largest associate volunteering programmes in the country.

Ms. Surjeet Kohli is a regular customer at Bharti Retail's 'easyday' store in Sangrur, a small town in Punjab, India. After making her purchases, she stops to read the poster announcing a 'cleaning drive' being organized by the store. She lauds the store's efforts enthusiastically and confirms her participation to the store manager. On her way out, she picks up flyers to distribute to her neighbours and spread the 'good word', as she puts it.

Ms. Kohli is not alone in her enthusiasm. She belongs to a large fraternity of people mobilized by Bharti Retail to participate in social campaigns as part of its 'Store of the Community' (SOTC) programme. SOTC is a pan-India associate volunteering programme which encourages employees and community members to come forward and participate in addressing critical social issues.

Feature Story

Backed by a well thought out game plan and a strategic approach, SOTC takes up socially relevant issues pertaining to four broad categories and plans them out on a quarterly basis. The first quarter of every year is assigned to Health, the second to Environment, the third to Community Development while the fourth quarter is allocated to Education. Not only do Bharti Retail stores from across the country work in conjunction with each other while tackling social issues pertaining to these focus areas but employees and community members work shoulder-to-shoulder as well—thus improving its impact by a large margin through cumulative efforts.

The Sangrur store's 'cleaning drive' is one such campaign taken up as part of the company's focus on environment in the second quarter this year. Some of the other issues focused on over the past two years include blood donation camps, health check ups and eye check up camps under its Health focus; various cleaning and greening activities including cleaning drives for railway stations, local parks, and community halls under the Environment focus; tie ups with NGOs for clothes donation drives as part of Community Development activities; and employee volunteerism to teach underprivileged children under the Education focus.



Bharti Retail focuses on one theme per quarter and this theme is common to each and every store across India to ensure volume and consistency. The programme draws from Bharti's organizational skills and is treated as a corporate activity, with close attention paid to details and logistics with a lot of pre and post event publicity targeting an internal and external audience, to generate awareness and get people excited.

“Many of our volunteers feel a sense of achievement and feel connected with the local environment because of this programme.”

– Atul Mahajan, Regional Manager Operations (North), Bharti Retail, Gurgaon





Fast Facts (2012):

- Over 4100 units of bloods donated
- More than 3000 people benefited from health camps
- Nearly 1100 associates volunteered for cleaning and greening drives
- 6551 tree saplings planted and 9725 donated
- More than 5500 kilograms of garbage removed

The programme has come a long way since its inception in 2009. A mere fledgling programme, it garnered participation from only a handful of Bharti Retail stores that year. In 2010, the programme began taking shape. It was around this time that the four themes of health, education, environment and community development



were shortlisted as the key focus areas. By 2011, the Bharti Retail management decided that any meaningful impact could only be achieved through mass mobilisation and this is when the decision to have every store focus on the same theme per quarter was taken.

The store managers are at the helm, working as captains of their teams. Supported by the Corporate Affairs team, they ensure that the schedule is kept to and that every employee is involved in at least one volunteering programme initiated as part of SOTC. Participating in the campaign is also tied into every store manager's KRA.

"The SOTC activities are planned out at the beginning of the year itself and then the schedule is shared with the Bharti Retail store managers across the country. This gives us enough time to chalk out our action plan in advance and call forth for wide participation," says George Punnose, Store Manager, easyday Market store, Raipur, Chhattisgarh.

"Many of our volunteers feel a sense of achievement and feel connected with the local environment because of this programme. Our customers on the other hand see more value in the brand, beyond feeling a sense of satisfaction for having contributed to a good cause," says Atul Mahajan, Regional Manager Operations (North), Bharti Retail, Gurgaon.

The programme aims to inspire employees, customers and community members to make a positive difference in society, and become ambassadors of goodwill. Going by its achievements so far, it sure is on the right track! ■



Bharti Airtel widens 4G footprint

Buys 49% stake in Qualcomm's 4G operations

At the forefront of India's telecom revolution, Bharti Airtel is widely credited with many firsts in the Indian telecom sector. The legacy continues!

To expand its 4G presence in India, Airtel recently acquired a 49% stake in Qualcomm Asia

Pacific's India entities. The acquisition has granted the company 4G licenses in Delhi, Mumbai, Haryana and Kerala. With this, Airtel now holds 4G licenses across eight Indian cities, the other four being Punjab, Maharashtra, Kolkata and Karnataka.

At present, Airtel is the first and currently the only operator offering 4G services in India. The company launched its 4G service in Kolkata and followed soon after with Karnataka. In the pipeline now are Punjab and Maharashtra. ■



Forget billboards, just check your phone!

Airtel enters mobile advertising space; customers to receive personalized offer

Airtel recently announced its foray into mobile advertising (m-advertising). The very nature of the phone allows it to be a powerful medium. The content provided can be customized to suit the location, age group, and income group of the customer.

Airtel subscribers can check out relevant advertisements using location-based services.

Retailers can spot a target customer group close to its location and incentivize offers by sending updates about a sale, coupon, special rate, or bundled package deal. Using analytic tools, Airtel will provide accurate information on the mobile usage patterns of the targeted demographic to retailers.

With more than 960 million telecom

subscribers, India is fast emerging as a fertile ground for mobile advertising. The segment is currently growing at 45% a year in the country. Airtel, with the largest installed subscriber base (190 million) in India, is naturally sought after as an m-advertising platform.

Mobile ads garner almost nine times the click through rate (0.61%) than display banners (0.07%). ■



Credit facility on Airtel Money!

Airtel Money starts offering short-term credit and emergency money advance in Kenya

Airtel Money has moved a notch up in Kenya. Originally starting off as a debit service in the country, it has now started offering emergency loans and short-term credit to its customers, repayable in 10 to 30 days.

The product, 'Kopa Chapaa' will allow Airtel Money users to apply and

receive short-term loans on their mobile phones. With the debit service on the other hand, customers needed to have a pre loaded account to avail the Airtel Money service. Kopa Chopa has been unveiled in partnership with Faulu Kenya, a micro finance company and a leader in financial solutions in the country.

Airtel Africa aims to provide the much needed financial services to Kenyans living in rural areas where access to conventional financial services is limited due to poor penetration and infrastructure, relatively low population density and undiversified economies. ■

Airtel Channel Islands turns 5



Airtel Channel Islands celebrating its fifth Anniversary

BSB **Bharti Softbank strikes strategic partnerships**

Gears up to launch cutting-edge mobile products

We turn to our phones, whether it is to keep appointments, keep in touch with

friends, plug out of the rush or plug into our interests. Launched in October 2011, Bharti Softbank (BSB) aims to actively participate in this mobile era in India with specific focus on Social Media, Gaming and Commerce verticals.

BSB has partnered with two companies – Gurgaon (India) based mobile start-up firm Y2CF Digital Media (Y2CF) and internet portal Yahoo Japan. BSB is developing the world's first mobile device-agnostic location based service—hoppr in collaboration with

Y2CF; with Yahoo Japan on the other hand it is developing a mobile internet portal for the Indian mobile market.

Hoppr will be available as a dedicated application for android-based phones, and a message-based service for other phones. While crossing hoppr recognized stores/ establishments one needs to enter the relevant coupon code to receive reward points and special offers. Developed jointly, hoppr covers 3,000 retail stores in India. ■





Bharti Infratel's smart moves!

Deploys SmartWright technology; improves operational efficiency significantly

Improving the efficiency and accuracy is a continuous process at Bharti Infratel. In 2010, it became the first company to launch a dedicated Tower Operations and Asset Management Center and has ever since deployed a gamut of IT innovations to achieve better operational

efficiencies. This year the company introduced the SmartWright technology.

SmartWright enables field teams to use a smart phone instead of multiple devices such as laptop, data card, camera, and handheld GPS systems. This has ensured a remarkable improvement in accuracy,

reporting time and response time. There has also been a reduction of information flow from days to minutes and the availability of accurate real time data is attached such as site ID, and user ID. It also allows for the immediate uploading of scanned reports for financial approvals. ■



Comviva's mobile banking solution

mobiquity® platform to allow efficient mobile banking services for customers

Comviva is all set to improve access to mobile financial services for people across markets in North and South America, Europe, Africa and Asia.

The company is offering its mobiquity® mobile financial platform as a software as a service (SaaS) to banks, financial institutions and mobile network operators.

The mobiquity® platform opens up banking services for the unbanked while

the SaaS model improves efficiencies in terms of both time and cost.

Together, the two hold the potential to develop the mobile financial services ecosystem. Various small and medium banks can now adopt the mobiquity® platform to offer mobile financial services while remain competitive and maximizing their reach.

This will ensure greater penetration of the service and will invite retailers and merchants to offer a host of

services over this platform.

Approximately 35% of mobile phone users are said to have no access to formal financial services globally. Comviva's mobiquity® mobile financial solution is helping address this situation. Deployed over 55 service providers and banks across the globe, it enables over 490 million end-customers across Asia, Africa, Latin America and the Middle East to access mobile financial services. ■



FieldFresh Foods on every taste bud!

Within the last three years, FieldFresh Foods 'Del Monte' brand of packaged food and juices has made deep inroads into the Indian market. Within this short tenure it has begun servicing the F&B requirements of every leading Quick Service Restaurant (QSR) chain in India - from Barista, Café Coffee Day, Domino's to KFC, McDonald's, Pizza Hut and Subway. Not only has the company developed strong business

relationships with these QSRs through customized offerings, it is also deepening its product range across every key account with over 50 SKUs already being developed for them. On the back of the domestic success, FieldFresh Foods has extended its relationship with some of its key accounts like Domino's beyond Indian shores to Domino's China, Indonesia, Malaysia, Singapore and Sri Lanka too! ■



Bharti Walmart adopts 50 schools



Initiative aims to positively impact 20,000 students in India

To improve the quality of education available to the underprivileged, Bharti Walmart recently adopted 50 Government schools across 50 Indian cities in collaboration with an international NGO. Through this initiative, Bharti Walmart hopes to improve the prospects for almost 20,000 students, of whom

nearly 15,000 are girls.

The initiative called 'Masti ki Pathshala' (roughly translated to 'fun school') aims to increase enrolments and decrease absenteeism by improving the conditions and infrastructure of these schools. As part of the initiative Bharti Walmart will donate desks, chairs, blackboards, and

cupboards to the school. Bharti Walmart employees will volunteer to teach students.

Bharti Walmart works towards improving the quality of education and vocational skills in the communities it operates in through its Corporate Social Responsibility focus. ■

Bharti Walmart launches training centres



Bharti Walmart opens two new training centres

Bharti Walmart recently launched two training centres in the cities of Jalna and Aurangabad in Maharashtra. With this, Bharti Walmart runs a total of eight training centres across Delhi, Amritsar, Bangalore,

Zirakpur, Jalandhar and Ludhiana in India. Over 10,800 students have been certified at these centres and have been placed in over 4,000 companies across the country.

The Bharti Walmart

Training Centres (BWTC) provide free-of-cost training on skills required to work as floor assistants, sales assistants and supervisors at cash-and-carry and other organized retail formats. ■

Bridging the gap

Bharti Foundation expands the Satya Bharti School initiative to include elementary schools and senior secondary schools

Sensing a significant gap between the number of students passing out from its primary schools and those enlisting for elementary and senior secondary education, Bharti Foundation is increasing the number of elementary (standard VI-VIII) and senior secondary (up to standard XII) schools under its ambit.

It has already upgraded 50 Satya Bharti Primary Schools to the elementary level across Punjab, Rajasthan, Haryana and Uttar Pradesh in partnership with Google Inc. These schools will be known as Satya Elementary Schools and will continue providing primary school education as well.

The Elementary School Program was a recent development in the Satya Bharti School Program, in response to the community demand for providing continuing education to students passing out of the Satya Bharti Primary Schools. The program will not only ensure that children do not drop out of school post the primary

level, but also help girls continue schooling in the same village and ensure their safety, by not requiring them to travel long distances to go to school.

Currently 62 elementary schools are operational with twelve being operational since 2007 in Rajasthan. In addition, Bharti Foundation has also set five senior secondary schools in Punjab currently with more schools planned in different states. With this, the Foundation seeks to ensure that its students receive comprehensive, continuous and quality education through their school lives.

Since its launch in 2006, the Satya Bharti Schools now reach out to over 38,000 students through its 253 operational schools across six states of Punjab, Rajasthan, Haryana, Uttar Pradesh, Tamil Nadu and West Bengal. The initiative has also received national and international accolades for the innovative and holistic teaching methods followed at the Satya Bharti Schools. ■



In the tradition of the Satya Bharti Schools, a lot of the teaching extends beyond classrooms and school books

Total number of schools	253
Primary schools	186
Elementary schools	62
Senior secondary schools	5
Total students	38,000
Girl students	48%
Backward classes	76%
Total teachers	Around 1,400



Class in progress at the Satya Elementary School



Akhil Gupta receiving the 'CEO of the Year' Award at the National Telecom Awards 2012 from Dr Hamadoun Touré, Secretary-General, International Telecommunication Union (ITU)

Awards

BHARTI AIRTEL won the 'Enterprise Telecom Service Provider of the Year' award at the Frost & Sullivan 2012 ICT Awards.

BHARTI AIRTEL was felicitated with the 'Excellence Award' under Telecom Services, at the Dun & Bradstreet – Rolta Corporate Awards 2012.

BHARTI AIRTEL bagged two awards in the categories of 'Star News Viewers Choice Best Mobile Network' and 'Best Quality Mobile Network Service Provider' at the 6th National Telecom Awards 2012.

BHARTI AIRTEL was recognized for best-in-class benchmarking at the 2012 Adam Smith Awards for Best Practice and Innovation, in recognition of its excellence in the area of treasury operations.

BHARTI AIRTEL'S Har Ek Friend Zaroori Hota Hai campaign won seven awards, including two golds, four silvers and one bronze at the Creative ABBY awards.

BHARTI AIRTEL has won the 'Highly Commended Award' at this year's 'EuroFinance Treasury Awards for Excellence.'

BHARTI INFRA TEL won the 'Telecom Infrastructure Company of the Year' award at the 2012 CNBC Essar Steel Infrastructure Excellence Award.

BHARTI INFRA TEL won the 'Uptime Improvement' award at Airtel's 2012 Annual Partners Meet.

BHARTI AXA GENERAL INSURANCE received the 'Best Product Innovation Award 2012' and the 'Commercial Lines Growth Leadership Award 2012' at the India Insurance Industry Awards.

COMVIVA won the 'Asia Communications Award 2012' for its Mobiquity® solution in the mobile strategy category.

AKHIL GUPTA was recognised as the 'CEO of the Year' Award at the National Telecom Awards 2012.



In focus

Sanjeev Duggal,
CEO- Centum Learning

A leader with eclectic tastes would be a concise description of Sanjeev Duggal. Besides being a pro in golf, Sanjeev is a food and music connoisseur. He loves the Italian and Thai fare, can cook up a storm by his own admission, and swears by Woodstock and Jazz Music. He has also led Centum Learning to becoming one of the most successful learning and skill building companies in India and globally a skill development company to reckon.

To enable sustainable transformation, Centum Learning provides Corporate Training to enhance business results, skills training and vocational education in tandem with industry requirements across sectors like retail, telecom, automobile, and hospitality among others. The company also helps attendees find jobs.

“There is huge gap between the kind of skills that the industry needs and what the youth in the working age group have to offer. This problem is acute and can turn our perceived demographic dividend into a demographic disaster. At Centum, we are trying to rein this problem in by enhancing employability and business outcomes,” says Sanjeev.

With Sanjeev at the helm, the company has seen significant growth in the last four years. Centum Learning has presence in 20 countries and is the learning and skill building arm for nearly 350 global corporates, training around two million people globally, per year. It is not only with corporate houses that Centum works with; it also works with national and state governments establishing rural and urban learning centres. Currently there are nearly 300 of these.

Sanjeev is a sociologist by education and draws from almost three decades of industry experience in leading his team and the business. Prime among the values he stresses on his team inculcating are ‘entrepreneurial values’ which includes agility, speed, creative thinking, courageous actions and a never-say-die approach. With this, he hopes to lead Centum Learning to becoming the largest skill building partner in India and Africa, and also become the partner of choice for all organizations including governments.

Sanjeev is married and lives with his wife in Delhi. ■





First day at the renovated school

Widening the Education Net

Airtel steps into next phase of school-adoption in Africa; renovates and launches 'Provincial Primary School' – its second school in Sierra Leone.



Inaugurating the school amid much fanfare

The families in the Kondebotohun neighbourhood, in Kenema, a city in Sierra Leone, Africa look visibly relieved. An attractive and modern school has been added to their neighbourhood and it promises free-of-cost quality education for their children.

The school in question, the Provincial Primary School was renovated and launched by Bharti Airtel in May. The company renovated the erstwhile dilapidated structure, provided teaching and learning aids, and donated furniture such as black boards, tables and chairs. To the students it distributed free text books, notebooks, pens and uniforms.



The refreshing classrooms

This is the second school that the company has adopted in Sierra Leone under the Airtel Education Initiative. Through the Airtel Education Initiative, dubbed 'Our School' Airtel Africa aims to provide free education and a better standard of schooling to underprivileged children across the 17 countries that it operates in.

Airtel Africa has already adopted and launched 20 schools, reaching out to around 11,600 students, so far. It will launch more in the near future and is in the process of selecting more schools in consultation with the respective Ministries of Education.

Address your contributions, thoughts and suggestions to:
 Corporate Communications, Bharti Enterprises Limited
 Bharti Crescent, 1, Nelson Mandela Road, Vasant Kunj, Phase II, New Delhi - 110070.
 E-mail: corporate.communication@bharti.in