



empowering societies

Uninor is majority owned by the Norway based Telenor Group – one of the leading mobile operators in the world. Uninor’s pre-paid GSM services are commercially available in the six circles of UP (West), UP (East), Bihar (including Jharkhand), Andhra Pradesh, Maharashtra & Gujarat. Together, these circles account for more than 50 per cent of India’s population giving Uninor the ability to serve every second person in India.

Uninor will be rolling out services in seventh circle of Assam shortly.

Corporate Responsibility at Uninor

Uninor’s Corporate Responsibility Programme is built around the concept of creating shared value both for business and society. Our CR initiatives are built on our core competence–Voice and Internet. We focus our efforts in three key areas that create shared value for business and society.

- Enable
- Safe
- Climate

PROGRAMMES

DISASTER RELIEF PROGRAMME

Rahat

Uninor’s Rahat, a disaster relief programme ensures that whenever a calamity strikes, Uninor employees extend relief and support to the affected people. In liaison with the local authorities, quick arrangements are made to restore medical assistance, meals and communication needs in the affected areas. In response to a disaster, Uninor provides the best possible support to disaster victims including opening helpline numbers, free telephone booths, free medical and food camps, distribution of first aid, packaged food, clean drinking water, cloths, blankets, clothing, sanitary items and kit of basic needs. So far, Uninor extended relief support in- western UP flood-Sep 2010 , West Bengal flood in 2012 , Bihar flood 2013, Uttarakhand landslides and flood 2013.



SAFE INTERNET FOR CHILDREN

Webwise

‘WebWise’ is aimed at making safe Internet practice for children an attainable reality. A team of 17 Uninor employees reached out to over 10,000 students by conducting cyber safety workshops in 29 schools. One key highlight of the project is its attempt to make children sufficiently resilient to Cyber Harm. The program also embarked on a pre and post workshop study to bring out the understanding of existing mindsets of children and to evaluate their understanding of internet safety.

SUSTAINABLE LIVELIHOOD FOR WOMEN

Dial

In collaboration with a local NGO, Uninor’s Bihar and Jharkhand Circle has set up an innovative outbound call centre at Patna where 38 women from slum area are appointed as tele-callers. This centre not only promotes and up-sells Uninor products but also provides sustainable job for young women from the city slums. Most women employed at the outbound call centre are the sole earning members of their families.

BRIDGING GENDER GAP IN MOBILE ACCESSIBILITY

Mera Mobile Mera Sathi

In several parts of rural India there has been a cultural backlash against the use of mobiles by women. mobile phones are seen as unwelcome tools that enable women to step beyond the traditional confines.

Uninor started the ‘Mera Mobile Mera Sathi initiative’ which aims to address the issue of mobile gender gap and to spread the mobile based awareness in rural areas. This awareness drive which includes street plays, competitions among school kids, debates, events and rallies spread the message among women how a phone can improve their social and economic status and can help them stay connected, better informed and feel empowered.

Sampark

In collaboration with GSMA mWomen, Uninor launched project ‘Sampark’ in its UP West circle, which aims at enhancing tele-density among women. Through a unique distribution model and an innovative product, Uninor is reaching out to new women subscribers in tier 3 towns with relatively higher gender gap on mobile use.

The project is being implemented in Khair and Jattari area of Aligarh zone. 40 women promoters are up-selling recharges and products to women subscribers at non-telecom points of sale.

EMPLOYEE VOLUNTEER PROGRAMME

Uninor Unites

Uninor has taken an active approach towards Corporate Responsibility through volunteerism. Our employees take time out to participate in activities that make a difference to the community.

This year, the key beneficiaries of the employee volunteer programme are ‘children’. Six commemorative days throughout the year have been identified to direct the volunteering activities towards betterment of children.

