

Internship Report

The Corporate Social Responsibilities of Robi Axiata Ltd.

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Submitted to

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11 September, 2018

Dr. Khandoker Mahmudur Rahman
Associate Professor,
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Subject: **Submission of the Internship Report**

Dear Sir,

I would like to submit my internship report titled “The Corporate Social Responsibilities of Robi Axiata Ltd.”, which has been prepared as a requirement for the completion of the BBA Program of United International University.

My internship started at Robi Axiata Ltd. in Market Operations Division started from 10th of June, 2018 and ended on 9th of September, 2018 under the supervision of you. I achieved appreciation for my performance from my line manager Md. Omar Faruq Ibne Hasan, General Manager Market Operations.

While working on the report, I have tried to follow each and every guideline that you have advised. It has been a very enlightening experience to work in this giant Telco Multinational and I have thoroughly enjoyed my internship period Robi Axiata Ltd. The authority of Robi Axiata Ltd. has also extended their cooperation whenever required.

Sincerely,
M.M. Sayem Sakib
ID No: 111 141 326

Executive Summary

The report deals with the Corporate Social Responsibilities-CSRs of Robi Axiata Ltd. The report includes the brief discussion of CSR activities and exemplifies in detailed by the CSRs of Robi.

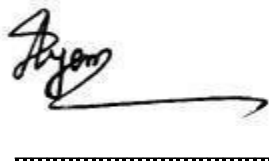
Robi Axiata Limited is the 2nd largest mobile network operator in Bangladesh. With its 44.225Mn it is leading towards success. The company is the subsidiary of the Asian telecom giant Axiata Group Berhad, based in Malaysia. Another subsidiaries are Bharti Airtel International (Singapore) Pte Ltd. and NTT DOCOMO Inc.

The company initiated its business in 1997 as Telecom Malaysia International & adopted the brand name Aktel. The company rebranded itself as Robi Axiata Ltd. in 2010 & took new initiatives to strengthen its name with new vigor in the Bangladeshi Market.

Robi has taken some revolutionary steps as CSRs in Bangladesh and gained popularity all over the world. Among them Gori Nijer Bhobisshot, Robir Alo, Robi 10 Minute School, Internet4U gained popularity. The success stories are covered in detail in the report. At the bottom of the report covers the effectiveness and contribution of these initiatives in Bangladeshi Socio-economic system.

DECLARATION

I am M.M. Sayem Sakib, student of School of Business and Economics (Marketing & Finance) of United International University, Bangladesh, do hereby declare that the internship Report on “Corporate Social Responsibilities of Robi Axiata Ltd.” is an original work and has not been previously submitted for any degree, diploma, title, or recognition.



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1 Introduction

Corporate Social Responsibilities-CSR is a new term in the modern business. The term has gained popularity from its inception. It indicates how responsive and sensitive an organization is towards the entities related with it. The organizations are getting introduced with the term and taking initiatives to earn the benefits from it.

Indeed, the organizations have responsibilities as it is an inseparable part of the society providing products and services to fulfill needs.

In this report the corporate Social Responsibilities are described briefly and the examples are arranged in the perspective of a giant Telco Multinational Robi Axiata Ltd. in the plot of Bangladesh.

The company is working as a torchbearer of CSR activities in Bangladesh and has brought about a revolutionary change in the socio-economic culture of the country.

The management board of the company has taken some different and distinctive efforts in association with Bangladesh Government and other philanthropic organizations towards change to success.

In this report the change stories and the effects on the society are presented in details.

2 Objective of the Report

Internship program is a realistic and practical subject to understand the situation nearly. It is a career development activity help a student to build their career.

3 Scope of the report

This report has been prepared through extensive discussion with Robi Axiata Ltd. employees, management and honorable supervisor. While preparing this report, I had a great opportunity to have an in depth knowledge of all the CSR Activities of Robi Axiata Ltd.

4 Methodology of the report

For smooth and accurate study everyone has to follow some rules and regulations. The study inputs were collected from two sources:

4.1 Primary sources

- Practical observation
- Marketing Activities
- Face to face conversation with the Project Supervisor
- Direct observations
- Face to face conversation with employees

4.2 Secondary sources

- Reports of Robi
- Memos and Circulars
- Websites of Robi

5 Limitations

In preparing this report certain limitations were faced:

- Lack of sufficient sources prevented verification of information.
- The analysis presented here may vary with opinions of experts in this field.

- Some aspects of the report may be considered confidential by the organization.

6 Corporate Social Responsibility

Corporate Social Responsibility or CSR is the company's initiative to assess and take responsibility for the company's effects on environmental and social wellbeing.

Corporate Social Responsibilities are the continual commitment of the business to serve the society, people, and environment recognizing its responsibilities towards them making a sound relationship with the surroundings. It also includes the wellbeing of the workforce & their families contributing to the business.

This means, "Good Company, Good people, Good environment". No one wants to work for any organization that harms the environment, cannot manage a safe environment for its workforce.

With issues of improper treatment to customers and employees, pollution of the environment and damaging ecosystem, CSR activities are getting more and more importance.

According to research there are few states of how important the CSR is in contemporary conditions of the business environment:

- In the total sample almost 55% of the consumers are ready to pay for the products when they come to know they are coming from the socially responsible company.
- Around 65% of Fortune 500 companies offer matching gift programs related to CSR.
- A total of 17.8 billion dollar was the amount that all the corporations donated in charity last year.

The reasons why companies adopt CSR strategies are:

- Better public image
- Better media coverage
- Boosts employee engagement
- Attain and retain investors
- More volunteer participations
- Varied sources of revenue

7 Organization Part

Overview of the Organization

Robi Axiata Limited is the 2nd largest mobile network operator in Bangladesh. With its 44.225Mn it is leading towards success. The company is the subsidiary of the Asian telecom giant Axiata Group Berhad, based in Malaysia. Another subsidiaries are Bharti Airtel International (Singapore) Pte Ltd. and NTT DOCOMO Lnc.

The company initiated its business in 1997 as Telecom Malaysia International & adopted the brand name Aktel. The company rebranded itself as Robi Axiata Ltd. in 2010 & took new initiatives to strengthen its name with new vigor in the Bangladeshi Market.

The company merged with Airtel & the merged company started its commercial operation as Robi Axiata Ltd. from 16th November, 2016. It was the biggest merger in Bangladeshi history till now & the first ever merger in the telecommunication industry in Bangladesh.

Robi is the first operator to introduce 3G services in 6d districts and its entire headquarters in Bangladesh. GPRS & 3.5G services were first offered to the users of Bangladesh by Robi Axiata Ltd.

Robi has introduced many modern digital services in Bangladesh for the first time and the invested record amount of funds in the e-commerce and mobile financial services to the remote areas of Bangladesh.

Putting customers at the epicenter of its activities Robi employees are promised to perform on the basis of “I can, I will rule” supported by a strong corporate governance network.

In the era of internet service offerings, digital services & customer centric data providing, Robi Axiata is the torch bearer in Bangladesh. Robi is the first to provide Facebook’s basic internet platform, Free Basics, in the country.

Robi has initiated a really great initiative as a CSR activity Internet4U”.

Another important CSR activity of Robi is the sponsorship of “Robi 10-Minitues School” which won the “GSMA Glomo” Award in the best innovation for the mobile education and learning for the connected life category at the Mobile World Congress (MWC) 2017.

Besides offering diversified portfolio of services Robi is trying hard to hedge over its competitors here in Bangladesh.

It offers the largest internet roaming service covering 385 operators across 140 countries. Robi has increased customers expectations with its value added services(VASs). Robi’s VASs services cater to the vast users here in the country regardless of class.

Be it education, entertainment, sports, communication, information, consultancy, digital services Robi’s VAS services cater services to entire classes of people of the country properly.

Robi has a diversified portfolio in digital services. Beginning from the mobile banking services, it offers many mCommerce services: online ticketing platform (bdtickets.com), online shopping platform (shop.robicom.bd), vehicle tracking system (Robi Tracker), Robi Cloud Service, Digital Advertising Platform (Adreach), online recharge platform (Rechargeplus), entrepreneurship platform (Cholbe Robi). The leading knowledge sharing platform, re.com, is also hosted by Robi.

Robi is now working for the betterment of life and living here in Bangladesh through its diverse range of CSR activities.

8 Social Corporate Responsibility of Robi Axiata

Robi axiata Ltd has its enriched history of CSR activities here in Bangladesh. It goes beyond the short-term profits to change the human lives & living standards for the people of this country. Under strong corporate governance Robi has undertaken some initiatives to enhance sustainable developments. It has taken CSR activities as strategic tool to facilitate the sustainable development process to build a sustainable business environment for itself.

Robi focuses ICT-Education to increase the public competence & inclusion of people over technology, especially for youth group. It is working for improving public health management process & environmental development offering innovative digital solutions.

Robi is also focusing on training the youths to build the efficient future workforce & common people for improving sustainable social development.

8.1 Gori Nijer Bhobisshot:

Gori Nijer Bhobisshot is a flagship Robi CSR project in association with UCEP Bangladesh to provide technical training to 500 underprivileged boys and girls in Chittagong on electronics, mobile phone servicing, sewing machine operation for RMG sector.

About 100 students were trained by the trainers in the first batch and in the second batch 200 students gained the practical knowledge and they are working and earning money after getting the training.





8.2 Internet4U

As the modern world of communication is shifting from voice service to data driven service, the focus of users has moves from telecommunication to internet communication. Same perspective applies for Bangladesh also but the youths here don't know the power of internet and so facing difficulty to use it properly.

After the inception of 3G network Robi is focusing on the safe, proper usage of internet & extracting the fullest proper use of data.

Robi has initiated campaign named "Robi4U" with students of schools and colleges to facilitate the safe & proper use of internet among youths.

Through practical trainings and classes the students are shown the proper use of internet, self-education tactics, employment sourcing, skill development processes. They are being introduced with the practical demonstration of the processes.

Sessions have been taken by specialists at Daffodil University Dhaka, Presidency University Dhaka, Southeast University Dhaka, University of Barisal, Barisal Amrita

Lal Dey College and across Robi internet corners & public libraries throughout the country.

Robi is the first operator in Bangladesh that introduced free basics with Facebook which enables the users for free access without incurring any data charges for the contents. It is about 22 websites that offers free basic platforms with Robi.

Robi with its seven internet corners in Dhaka, Rangpur, Barisal, Khulna, Rajshahi, Sylhet, & Chittagong offers 5000 hours of free internet to about 16000 of its users per year.



8.3 10 Minute School

Technological development, easy access of internet & social media has changed the learning process of the youth. Robi was always keen to contribute in the educational development and to bring the light of education to every nook and corners of the country. As a responsible telecom company which has efficiency in building up network structure & constructing digital solutions, Robi joined with 10 Minute School team to enhance the digital learning campaign throughout the country enabling the students easy access to the digital learning arena.



10 Minute School is the first ever ICT-based platform in Bangladesh which offers comprehensive solutions free for use, in terms of:

1. Admission guideline & online model tests for all leading public & private universities in Bangladesh.
2. Online live classes, quizzes & solutions under academic curriculum for PSC, JSC, SSC, HSC students.
3. Free contents for aptitude, reasoning & verbal tests for SAT, IELTS, GRE, GMAT etc.

Students now can learn for free with fun and at their own pace. They only need internet connections, devices & just 10 Minute!

Robi believes sponsoring this kind of platforms will enhance the educational quality, affordability, proximity & enthusiasm of the students.

Robi is looking forward to increase the territory & caliber of the platform & sponsoring more philanthropic platforms like this.



8.4 Water for Life

In partnership of Bangladesh railway and Water Aid Robi provides free drinking water of about 5,000 liters per hour to more than 30,000 passengers and visitors through water treatment plants situated in Dhaka (Kamlapur & Airport Railway Station), Chittagong, Rajshahi, Khulna Sylhet, Mymenshingh, Mohangonj Rainway Stations.

Robi observed Safe Water Day on 22nd of March, 2016 at all the railway stations. The slogans were there on banners related with awareness of keeping water safe & drinkable. The volunteers were there to create awareness on how to keep water safe and how to control water wastage. On the day Robi volunteers distributed free drinking waters to the travelers, passengers & visitors.



8.5 Robir Alo

Robi has contributed to the facilitation of electricity program in rural areas. It is supplying electricity to more than 4000 people of off-grid areas of Kurigram & Naikhanchari through solar home systems installed across 950 households. The people of rural areas are now getting rid of the dark era of standstill life. The people are not only provided electricity but also getting opportunity to free network connections from Robi. They are now getting digital solutions that gradually upgrading their living standards.



8.6 Robi Supports Children with Special needs:

Robi in association with SEID (Society for Education & Inclusion of the Disabled) provides assistive devices & physiotherapy devices to the physically challenged & psychologically disabled children for fulfilling their special needs.

SEID is a private voluntary organization that works for the psychologically disabled children. It also works for ensuring rights and social inclusion of disabled children.

It has operations in three centers helping almost 450 special children. Robi is always concerned to help the socially underprivileged and disabled children to protect their rights as a responsible business organization considering itself as an important contributor to make a change. In this regards Robi has opened a Diary in 2016 containing the pictures and paintings drawn by the autistic children or Differently Abled children to raise awareness of Autism in the society.



8.7 Standing by People during Natural Disaster

In 2015 the south-eastern region was dangerously affected by flood & the flood victims of Bandarban, Khagrachari, Cox Bazar & Ramu were leading miserable life. Robi was the first corporate house responded to

the help call & provided relief to more than 20,000 affected people with the help of Bangladesh Army's 24th & 10th division.

Robi used to provide relief as blanket, food, warm clothes to the winter stricken southern and northern part of the country.

In 2015 the parent company Axiata Group Berhad signed a charter of GSMA- the top regulatory commission of global telecommunication organizations promising to approach with helping hand towards the natural calamity victims in the country it operates and since then it is working with dedication to fulfill its promise.



8.8 Robi Supports Sustainable Development Goals (SDGs)

Robi signed the Sustainable Development Goals Charter published and offered by UN to undertake plans to collaboratively approach with the help of the government to fulfill the development plans.

The goals include 17 parts. They are:

- 1.No poverty
2. Zero Hunger
3. Good Health & Well- being
4. Quality Education
5. Clean Water and Sanitation
6. Affordable and Clean energy
7. Decent work and Economic Growth
8. Industry Innovation and Infrastructure
9. Reduced Inequalities
10. Gender Equality
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life below Water
15. Life in Land
16. Peace, Justice & Strong Institutions

17. Partnership for the Goals



8.9 Robi Sponsored Bangladesh Cricket Team:

Robi Axiata sponsored Bangladesh National Men Cricket Team, National Women Cricket Team, A cricket Team, Under 19 Cricket Team from 2015 to 2018. Within the contract period Robi bore the expenses & patronized the Cricket teams properly.



8.10 Arranging Career Centric Competitions for Youths:

To develop professional efficiency Robi Axiata Ltd. organizes many inter & intra competitions, seminars & workshops in different schools, colleges & universities. Among them Robi Axiata organizes Marketing Genii(Marketing Contest), Discover Bangladesh (Online Photography Contest for Students), National High School Programming Contest, Robi Dristi Delegate Competition, Robi Odommo Jersey Design Contest, Robi Career Carnival etc.

Besides, Robi invites students of different universities to their head office to help them to be affiliated with the corpo culture & make arrangements to train up with the Robi Professionals.



9 The Social Impact of ROBI CSRs:

Robi has created a distinctive platform to contribute the society with its CSRs. The main focus has been given to UN Sustainable Development Goal fulfillment that covers all other CSRs at the same ceiling.

Robi's Internet4U project with its "Surf Smart, Saty Safe" tagline is spreading the message of safe internet among the youths as the youths serve the main user portion of the internet. In association of British Council Robi has developed the structured idea sharing sessions & seminars to aware the youths towards safe internet uses. It has decreases the probability of cyber bullying, crimes & many other unwanted internet experiences.

Many awards winner Robi 10 Minute School Project with the help of ICT Ministry has developed the Star-of-the-Art Studio with all the technologically sophisticated tools & is able to produce videos 220% more efficiently than before.

Robi 10 Minute School teaches 150,000 students daily with free of cost. It technologically manages to break the socio-economic barriers reaching 64 districts trying to cover all the disadvantaged kids throughout the country.

Currently Robi 10 Minute School has 3452 videos on for all and these are not only limited to SSC-HSC curriculum of Physics, Chemistry, Math but also admission tutorials and software tutorials and soft skill trainings. It covers academic syllabus from class 8-12 with SSC-HSC academic classes and university admission tutorials. Numerous videos are there for software trainings and other soft skill development.

It has also become a free knowledge sharing platform and anyone with excellent knowledge on any academic discipline can share videos in the platform.

Currently it uploaded:

68 Facebook live classes

337 Interactive Video Sessions

112 Curriculum based smart books

83 Educational Blogs

132 Soft Skill development videos and 15 courses

Under SDG 6 of United Nations, Safe drinking water and Sanitization, Robi's safe water plan with the Government has able to set eight water plants in eight busy and main railway stations to ensure safe water to robust the public health. Each of the water plant is dispensing 5000 liters per hour and Bangladesh Railway is supporting the project as an efficient partner. The water plants have male female deferent compartments for the convenience and there is a ramp in it for the physically challenged persons. For the prayer necessary cleansing materials are also provided.

The flow of drinking water coming from purifying units (Membrane and UV filters) has already gained the trust of the commuters travelling through the railway stations.

Another flagship project of Robi, RobirALO has been extended to Shartoli, Naikkhan Chori, Bandarban in the remote Chittagong Hill tracks covering 350 more families with home solutions. This project has changed the lifestyle and living standards of many underprivileged village people. This project is looking for many other underserved remote locations of the country in the future. Indeed, the project has brought a revolutionary change in the socio economic system of the country.

In the other hand, Robi has taken an initiative to linkup the students of the universities to the corporate culture & recently many university students have been invited to Robi Head Quarter for training. Recently, Khulna University, East

West University, United International University, Jahangir Nagar University students have been trained up properly.

Robi Axiata Ltd, believes in efficient workforce and for the reason it has merged with different university and college student affairs, clubs and forums to organize Seminars, workshops and competitions. Among them Marketing Genii(Marketing Contest), Discover Bangladesh (Online Photography Contest for Students), National High School Programming Contest, Robi Dristi Delegate Competition, Robi Odommo Jersey Design Contest, Robi Career Carnival gained popularity and positive feedback.

10 Conclusion

As an intern of the company I observed how efficiently the CSR strategies are set up and executed in Robi Axiata Ltd. Indeed, the CSR Strategies of the company are getting positive results and feedback. It has created a distinctive contribution system to the society merging with government and other philanthropic organizations. The company always recognized its responsibility towards society and its own workforce. It has gained many awards from the distinguished platforms. The organization shows its honest intentions and acting as a torchbearer of CSR activities here in Bangladesh.

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