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# **Bharti Foundation**

Annual Review of Activities  
2004-2005

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**bharti**

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## About Bharti Foundation

### Introduction

Bharti Foundation was established in the year 2000, with the vision 'To help underprivileged children and young people of our country realise their potential.' Bharti Foundation's mission is to create and support programs that bring about sustainable changes through education, use of technology, and information & best practices sharing.

Bharti Foundation has set itself the goals of improving accessibility and quality of education at the school level for underprivileged children, and to provide education and training opportunities to youth.

Under its school-level programs, Bharti Foundation has been focusing on improving the learning levels of children. It has programs in the areas of computers in education, library and reading programs, mid-day meals, among other initiatives. For youth, in addition to supporting institutes of higher education, Bharti Foundation has set up a Bharti Scholarship Scheme and has also been encouraging entrepreneurship. It has instituted awards and fellowships to motivate young people in achieving their potential.



A Bharti Computer Centre in Delhi



Demonstration of child-friendly software at Bharti Computer Centre to the Vice Chancellor, Allahabad University, Professor H.R.Singh

## Projects Supported during 2004-05

### 1. Elementary Education Programs

#### 1.1 Bharti Computer Centres (BCC)

A key part of the Foundation's elementary education initiatives is the 'Computer Aided Learning' project. These initiatives not only increase children's interest in education and improve their performance, but also ensure a steady enrolment in schools. Building on its past experience, Bharti Foundation has put together a program with the following two objectives:

- ▶ To use computers as an aid in improving learning levels of children, especially the first-generation learners, by increasing their interest in education;
- ▶ To provide computer exposure and training to disadvantaged youth in nearby communities



A teacher supervising children's progress in Dilshad Garden School, Delhi



Children being trained to work on computers in Mandi Vidya Niketan

Bharti Foundation has partnered with Pratham – a leading national level NGO – to implement this program.

Some key components of the program are:

- The centres were set up in schools located in the communities serving underprivileged children, which were government-aided or recognised and were managed by registered trusts;
- Full-time instructors were provided to the schools and preference was given to youth belonging to the same disadvantaged community as that of the school children;
- Software was designed on the basis of guidelines provided by the Education Board, meeting the curriculum and competency requirements;

In this first phase, Bharti Foundation has set up 9 Bharti Computer Centres. The Centres are located in Allahabad, Mumbai and Delhi. Each Centre is equipped with 8-10 networked computers with speakers, headphones, printers and learning software.

Within six months from the launch, 5000 children and 200 youth are already accessing these computer centres.



*Bharti Computer Centre being inaugurated in Allahabad*



*A view of the centre in Mumbai*

### **1.2 Mid-day Meal in School for Kalakar children**

Kalakar Trust has established a school for artists' children in the Kathputli slum, West Delhi. This school not only provides the children with education, but also a chance to preserve and expand their artistic skills and heritage. Bharti Foundation has been supporting this project for the last three years by partnering in their mid-day meal program, which benefits 280 children on a daily basis.



*A class in progress in Kalakar School*



*Bharti Foundation's team meets with the community of Kathputli slum*



*Kalakar children performing their traditional art*

**1.3 Mid-day Meal Kitchen in Vrindavan**

Bharti Foundation has provided support to Akshaya Patra in setting up a kitchen in Vrindavan. This kitchen has a capacity to provide mid-day meals to 30,000 underprivileged children per day.

The food is cooked in the state-of-the-art kitchen, which is equipped with roti-making machines with a capacity of 10,000 rotis per hour. Rice, dal and vegetables are cooked using industrial steam boilers. The daily consumption of raw materials for 30,000 children includes 1.3 tonnes of rice, 1 tonne of atta, 700 kgs of dal and 600 kgs of vegetables.



*School Children enjoying their mid-day meal in Vrindavan*

**1.4 Bharti Centre for Learning in Sat Paul Mittal School**

'Sat Paul Mittal School' in Ludhiana, has been set up by the Nehru Sidhant Kender Trust. The school has formally opened its doors from the year 2005. This school provides high quality education to children in Ludhiana. Approximately 10% of the students from a disadvantaged background will be given admission on merit-cum-means basis and

supported for their entire school education by the Trust. Bharti Foundation has supported the establishment of a computer centre in the school, which has been named 'Bharti Centre for Learning.'



*A reading session in progress*

**1.5 Bharti Library and Activity Centres**

To give children from a disadvantaged background an opportunity to build their reading skills, Bharti Foundation, in partnership with Pratham, has set up 12 Bharti Library and Activity Centres in Patna, Bihar. This program is reaching out to approximately 3,600 children. 12,000 books have been made available to children studying in Government schools, as well as a trained librarian who will carry out special 'Learning to Read' programs, to inculcate in children, the habit of reading.

The books provided in these libraries are both fiction and non-fiction. Storybooks make up a large part of the library, but a significant number of books are available on a great variety of subjects, ranging from history and science to autobiographies.



*Local community and parents at a Bharti Library, Patna*



*A reading session in progress*

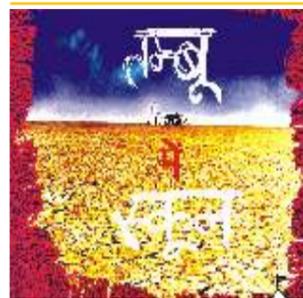
The community launch of these libraries was extremely well-received by both children and parents. All displayed a huge amount of enthusiasm on the day the books were brought into the library.



Mr. Rajan Swaroop,  
Executive Director – Mobility  
East Region, inaugurating a  
Bharti Library and Activity  
Centre in Patna

### 1.6 Going To School

Going To School in India, the book Bharti Foundation supported in 2003/2004, had 25 stories in English. During this year, it was translated into six Indian languages. These mini-books with a single story have been recommended for use as additional reading material under Sarva Shiksha Abhiyan (SSA). Going To School stories and mini-books are now being circulated in many states in India. Bharti Foundation supported a print run of this mini-book in Hindi.



A story on a  
'School in a Tent'  
in Rajasthan

## 2. Higher Education and Training Programs for Youth

### 2.1 Bharti School of Telecommunication Technology and Management (at IIT-Delhi)

The Bharti School of Telecommunication Technology and Management has been established at the Indian Institute of Technology (IIT), Delhi with a vision '**To develop Telecom Leaders through excellence in education and research.**'

Bharti School, a centre of excellence for education and research relating to all facets of telecommunication technology and management, has graduate academic programs (M.S., M.Tech., MBA & Ph.D) and offers continuing education programs for employees of the telecom industry.

Bharti Foundation has also instituted 'Bharti Merit Awards,' that aim to recognise and encourage excellence. The Awards are given to the top three students of the joint M. Tech (Telecommunication Technology) and MBA (Telecommunications Systems Management) programs.



Bharti School of Telecommunication  
Technology and Management



Mr. Anil Nayar, Corporate Director,  
Bharti, provides an overview  
of the telecom industry to  
Bharti School Students

## 2.2 Bharti Centre for Entrepreneurial Initiatives (EDI, Ahmedabad)

Bharti Foundation has partnered the Entrepreneurship Development Institute in Ahmedabad to set up the 'Bharti Centre for Entrepreneurial Initiatives.' The key activities of this institute include:

- The 'Bharti Entrepreneur of the Year' Award for a first-generation entrepreneur
- Fellowships to 2 students to pursue a Post Graduate Diploma in Business Entrepreneurship and Management at EDI on merit basis
- The compilation of case studies of successful entrepreneurs to motivate youth to take up entrepreneurship as a chosen vocation.



*Mr. N.C.V Rangacharya, Cadsys India Ltd., Hyderabad, was the recipient of the Bharti Entrepreneur of the Year Award 2004*

## 2.3 Bharti Auditorium in Arya College

Institutes imparting higher education need proper infrastructure to impart good quality education to young students. Bharti Foundation has supported Arya College in renovating its Auditorium, which was in urgent need of repair. Arya College is a premier institute of Higher Education in Ludhiana, serving 2800 students.



*The Annual Convocation in progress in Bharti Auditorium, Arya College*

## 3. Bharti Scholarship Scheme

The Bharti Scholarship Scheme was initiated to enable meritorious but financially weak, students to pursue and complete higher education courses. In 2004-2005, 11 scholars received continued support on submitting their performance report.

### 3.1 Him Jyoti Foundation

Bharti Foundation has made a donation for two scholarships in perpetuity to this Foundation that is focused on supporting students on merit-cum-means basis. Every year, two deserving students from an economically weak background are awarded scholarships. The awardees are known as 'Bharti Scholars.' Ms. Charu Pratap (medical) and Mr. Amit Rawat (agriculture) are the first two Bharti Scholars. They are both progressing successfully in their courses.

In a letter written to Bharti Foundation, Ms. Charu Pratap, says that this scholarship came as God's blessing for her and her family, enabling her to carry on her studies without any financial hindrance.

### 3.2 Fellowship Program at IIM Lucknow

The Indian Institute of Management (Lucknow) is one of the country's leading management schools. It has initiated a Fellowship Program in Management (FPM) to develop competent managers, to conduct research and to offer consulting and training initiatives. Bharti is supporting one fellow of this program for a period of 4 years.

## 4. Environment

### 4.1 Chintan Bharti Waste Resource Centre

It is important that we learn to reduce consumption and manage waste to protect the environment. Bharti Foundation has set up the Chintan-Bharti Waste Resource Centre in partnership with Chintan, to generate knowledge and make available information about waste and related issues. Waste audits are performed for corporate houses, with subsequent advice on how to reduce waste.

This year, the Centre has published an 'Office Manual' to guide offices and companies to greener ways of running their day-to-day operations. This is meant to eliminate paper and water wastage and reduce the use of plastic, among other resources. Chintan has already sold 1500 copies of the manual. The Government of Delhi has endorsed the manual and has circulated it widely to various Government offices.



'Office Matters' – a manual to help organisations manage and reduce waste

## 5. Disaster Management

### 5.1 Tsunami disaster

BTVL responded to the Tsunami disaster by undertaking the following initiatives for an immediate relief and rehabilitation to Tsunami victims:

- Building a mobile network in Andaman & Nicobar Islands in less than 3 months to aid rapid rehabilitation of the islands.
- Donating Rs. 1 Crore to the Prime Minister's Relief Fund, in addition to contributions from employees.
- Creating 29 Airtel Crisis Communications centres in Tamil Nadu.
- Raising resources for Tsunami victims by initiatives such as 'Benefit Cricket Match.'

Employees contributed through a 'Donation Collection Drive' with a difference. All employees were not only given the freedom to choose the amount they wished to donate, but also the agency they wished to donate to. Bharti Foundation coordinated the collection of financial donations, as well as the material collection drive from employees of various group companies of Bharti.



Airtel volunteers distributing food material to Tsunami-affected areas

### 5.2 Sparsh campaign for flood victims

Bharti Foundation partnered with Goonj, an NGO, to provide relief to the flood victims in the flood hit areas of Assam, Bihar and West Bengal. A 'Material Collection Campaign' was undertaken across Bharti's offices, for collection of materials such as clothes, utensils, footwear, blankets, dry ration and monetary donations. 55 cartons of clothes, 65 kilos of ration was dispatched in addition to monetary contribution.



Material collected for flood victims by Bharti employees



Material distribution in progress



Cloth donation drive by employees of Bharti Telesoft

### Corporate Social Responsibility initiatives by Airtel

Airtel has undertaken many initiatives to reach out to the local community. Some of the initiatives are outlined below:



Airtel Ashiana for underprivileged children at Mohali office of Airtel



Confidence Plan, a special SMS-based service by Airtel for the hearing impaired community was launched by Shah Rukh Khan



Tree plantation at Airtel's Okhla office

Corporate Social Responsibility initiatives by Airtel



Employees at the old age home,  
'Home for the Destitute' –  
Airtel Kerala



Blood Donation by  
Employees – Airtel Gujarat



Airtel-Tsunami Relief Cup,  
a cricket match – Airtel UP