

# Nokia Annual CSR Report

India Market 2019-2020

NOKIA

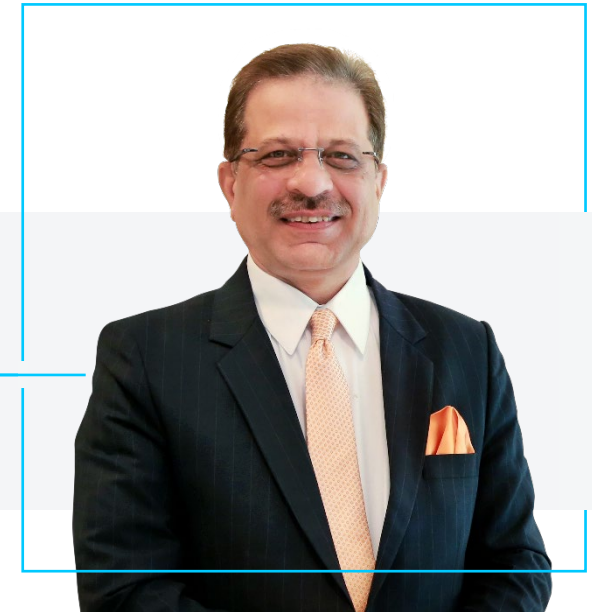
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# Message from the Head

## Sanjay Malik

Senior Vice President and Head of India Market, Nokia



Since early 2020, the world has been facing COVID-19, one of the worst pandemics faced by the mankind in the recent times. The pandemic has disrupted the normal way of life as we had known. The sheer scale of its spread globally meant that corporations, civil societies and common citizens working on the ground together with the government was the only viable option available to combat this humanitarian crisis.

COVID-19 pandemic has exposed weaknesses of our modern society calling for innovative solutions to improve public health system, disaster

management, sustainable livelihoods, etc. This crisis will require a people-focused approach where we all contribute our skills, time and resources to find lasting solutions.

Responsible sustainable action has always been one of our overarching goals at Nokia. Nokia's belief is that, along with fulfilling its responsibility towards customers, shareholders, investors and employees, it is equally important to care for the larger community and the environment that are very closely related to the long-term

sustenance and growth of any business.

At Nokia, we create technology that connects the world. It represents our core values. Addressing urgent challenges, setting norms and benchmarks while helping the underprivileged in India is our way of fulfilling our corporate social responsibility. It has been our endeavour to collaborate and support those sections of the society that do not have access to basic necessities. We have aligned ourselves with the Digital India Mission of the Government of India which aims at connecting remote communities into the

emerging digital economy. Over the years Nokia has used its strength in the technology sector to connect and provide services to remote rural areas which are otherwise unable to avail such services.

Within our flagship initiative – Smartpur, we have utilized our core competency of connecting the un-connected to help remote communities access quality services across the pillars of health, education, livelihoods, financial inclusion and governance using digital technology. The past year has shown tremendous growth in the reach and scale of the

Smartpur initiative. We have expanded our reach to 7 states and 119 villages and more than 44,000 beneficiaries across the country.

On our part, we look forward to a deeper engagement with all our NGO partners, beneficiaries, local administration and employees to accelerate the impact of our work in the field. We hope for their continued support towards our efforts to bring about sustainable change in the communities we serve.

With Warm Regards,

**Sanjay Malik**



# About Nokia

We create the critical networks and technologies to bring together the world's intelligence, across businesses, cities, supply chains and societies.

With our commitment to innovation and technology leadership, driven by the award-winning Nokia Bell Labs, we deliver networks at the limits of science across mobile, infrastructure, cloud, and enabling technologies.

Adhering to the highest standards of integrity and security, we help build the capabilities we need for a more productive, sustainable and inclusive world.

For our latest updates, please visit us online [www.nokia.com](http://www.nokia.com) and follow us on **Twitter @nokia**.





# Nokia In India



In India Nokia has been connecting people since 1995, the first GSM call was made on a Nokia handset over the Nokia network.

From enabling growth of the 2G technology, bringing high quality 3G services, pioneering 4G to now steering India towards the 5G revolution, we have been an integral part and **celebrate this journey of 25 years of mobile telephony in India.**

**Every single call in India, touches a Nokia network element in the complete call flow and 1/3<sup>rd</sup> of overall mobile subscribers in India are served by Nokia Radio.**

Today, 4 telecom operators rely on us to provide high quality and far-reaching telecommunication. We also supply telecom infrastructure to the Indian Defence and Indian railways including the Kolkata Metro.



People

**16000+** people growing over from just 3000 in 2007



Network

Close to **1/3<sup>rd</sup>** of India's mobile subscribers carried by networks supplied, installed and managed by Nokia



Leader

A strong supplier and service provider to the leading public and private operators, large enterprises, utilities companies etc.

# Our Approach to CSR

At Nokia, our approach to CSR is guided by our focus on bridging the digital divide and reaping the benefits of technological innovations for the larger good. We fund responsible projects run by not-for-profits as well as encourage and invest time in design thinking to conceptualize new ideas along with our partners.

While the overarching objective of all our projects is to connect lives through access and innovations in technology, our basic approach focusses on improving the quality of life of the people we reach out to. Our belief promotes the idea of building technology with a purpose and embedding the aspect of sustainability within each initiative. Our CSR mission is to promote technology that strives to solve society's challenges and enables new opportunities, making communities smarter and more sustainable and enterprises more agile and efficient.

Nokia's CSR strategy focusses on a few essential areas that need societal attention; these are relayed by three of our prominent themes.



## Connecting the Unconnected:

One of the central themes of our CSR programs, connecting the unconnected focusses on empowering vulnerable populations through the use of technology and digitalization. In India, we have been implementing our flagship program called Smartpur.

It aims at using technology and digital connectivity to enhance access of remote and underserved communities to five pillars that would bring about a holistic development, namely Governance, Livelihoods, Financial Inclusion, Healthcare and Education.



## Empowering Women:

Women's empowerment is the other focal theme that has been integrated across all our CSR projects. Nokia CSR programs put

women at the core in the design and implementation modalities of its initiatives to make all programs gender inclusive.

Nokia as an approach mandates needs assessment, baseline studies and periodic monitoring and evaluation of its CSR initiatives to ensure its relevance, effectiveness and efficiency. Our emphasis on impact and sustainability of CSR programs has resulted in investment

in creating local capacities to manage and deliver programs. Our focus on transparency, accountability and quality has brought rigour in our partners' processes and systems.

At Nokia, we uphold our values within every facet of our work, this is demonstrated in our

employee volunteering program. As a responsible company we encourage active involvement of our employees in CSR projects. In the year 2019 -2020, our employee volunteers spent more than 350 hours on field volunteering for community development activities.

Our commitment to our social responsibilities are driven from the top. The CSR Committee of the Board provides strategic direction, guidance and policy inputs whilst also periodically reviewing the on-ground and financial progress of all CSR projects.



# Connecting the Unconnected



Education,

Health,

Livelihoods,

Governance

Financial Inclusion

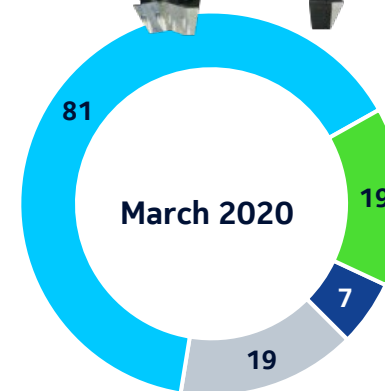
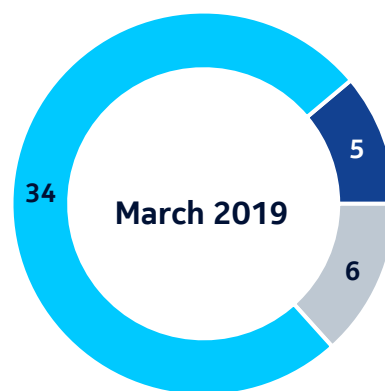
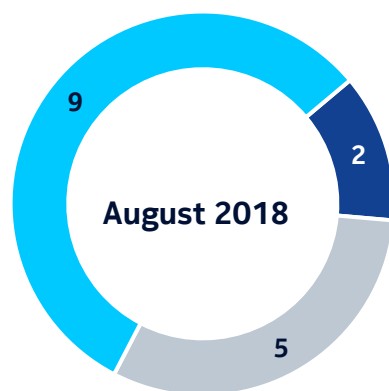
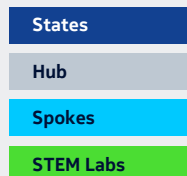
Being a telecommunications technology forerunner, Nokia, through its Corporate Social Responsibility programs has been facilitating digital connectivity to improve access as well as empower communities across the country and thereby contributing towards preparing India for a digital future.

The impact of digital connectivity has tremendous potential for economic and social empowerment in a society. It helps in enhancing access to affordable and quality essential services at scale.

This is being accomplished by our flagship program, '**Smartpur.**' It has been designed to promote holistic and inclusive growth of the communities it serves. It enables remote communities' access to basic services under **5-pillars - Education, Health, Livelihoods, Governance and Financial Inclusion.**



# Developing digitally enabled village ecosystems in India - Smartpur



Nokia has developed its flagship project called Smartpur as a means of driving rural India to its digital future. The Smartpur model has been theorized in a way that redefines the existing idea of smart villages, by not only deploying digital infrastructure but also integrating the use of the infrastructure into their daily lives thereby promoting socio-economic growth.

The goal of the project is to create smart villages by deploying infrastructure to facilitate internet connectivity. Utilizing this connectivity infrastructure, communities get access to services in education, health, livelihoods, governance and financial inclusion.

In order to ensure sustainability of the smart village ecosystem, the capacities of local youth are built, and they are empowered to continue providing the services to the community through a sustainable business model. Over the past 3 years, the project has expanded to 100 villages across 7 states of India.





# 5 pillars of the Nokia Smartpur Initiative

A range of activities have been designed, developed and implemented at various Smartpur locations across the country. The 5 pillars of health, education, governance, livelihoods and financial inclusion have been developed specifically taking into consideration the demography, geography, economic conditions of the area.





# Outreach Numbers for Smartpur 2019-20

The table below indicates the number of beneficiaries reached under the 5 pillars of Education, Health, Livelihood, Financial Inclusion and Governance in the financial year 2019 - 2020

Education	Health	Livelihood	Financial Inclusion	Governance
7112	12787	1251	3591	18745
<p>Aims to improve learning outcomes and academic performance through digital tools and resources</p>	<p>Aims to provide accessible and affordable medical diagnosis and consultation through telemedicine</p>	<p>Aims to increase employability of youth via vocational training and entrepreneurship</p>	<p>Aims to provide improved access to digital banking and financial services.</p> <ul style="list-style-type: none"> <li>Total number of ATM transactions – <b>41592</b></li> <li>Total amount transacted – <b>INR 7,10,32,091</b> in 2019-20</li> </ul>	<p>Aims to enable access to public schemes and entitlements through e-governance platforms</p>





## Stories from the field



I am glad that I took this perfect decision. Many lives of youth have changed, and girls are being empowered through Nokia and DEF's Smartpur center in Vodarevu – **S Ruben**



## STANDING HIS GROUND

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**Name:** S Ruben

**Father's Name:** Kasulu

**Date of Joining:** April 2019

**Education:** B.Tech drop out (1<sup>st</sup> year)

**Prior to joining Smartpur:** Running shop

**Previous Income:** Rs. 5000/ month

**Present:** Spoke Coordinator, Vodarevu, Chirala

**Present Income:** Rs. 12000/ month

**Future Plan:** Contest for Mandal President

**Daily beneficiary:** 60

From an early age S Reuben was acutely aware of his family's challenging financial conditions and the hardships they faced because of it. Due to their financial situation, he eventually had to drop out of school and was unable to attend high school. However, somewhere in his heart he knew he always wanted to teach and promote education in his village.

In 2017, S Reuben came across the Smartpur initiative that had been launched in his village. In constant search for a better life for his family, he decided to give it a try and see what opportunities this would open for him. He was given two laptops which enabled him to enroll his village center under the Pradhan Mantri Gramin Digital Saksharta Abhiyaan (PMGDISHA). Under this scheme, students were enrolled for a digital literacy course and for each enrollment Central Government gave them Rs. 300. From his center, 126 students were trained and completed the course. Further a new group of 30-40 students has shown a keen interest to pursue the course. Today, S Reuben feels happy to contribute towards better education in his village and earn a living for his family.

## Stories from the field



Being a woman, I had to face opposition from everyone in the community on taking up the Smartpur entrepreneur role but I stood strong as my husband supported me – **Bhagyalatha**



## TURNING DREAMS INTO REALITY

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**Name:** Bhagyalatha

**Husband's Name:** Shrishalam

**Date of Joining:** October 2018

**Education:** BA in correspondence

**Prior to joining Smartpur:** Village Organiser Assitant for SHG

**Previous Income:** Rs. 3000/ month

**Present:** Soochnapreneur, Choutuppal

**Present Income:** Rs. 8000/ month

**Future Plan:** Sustain my business

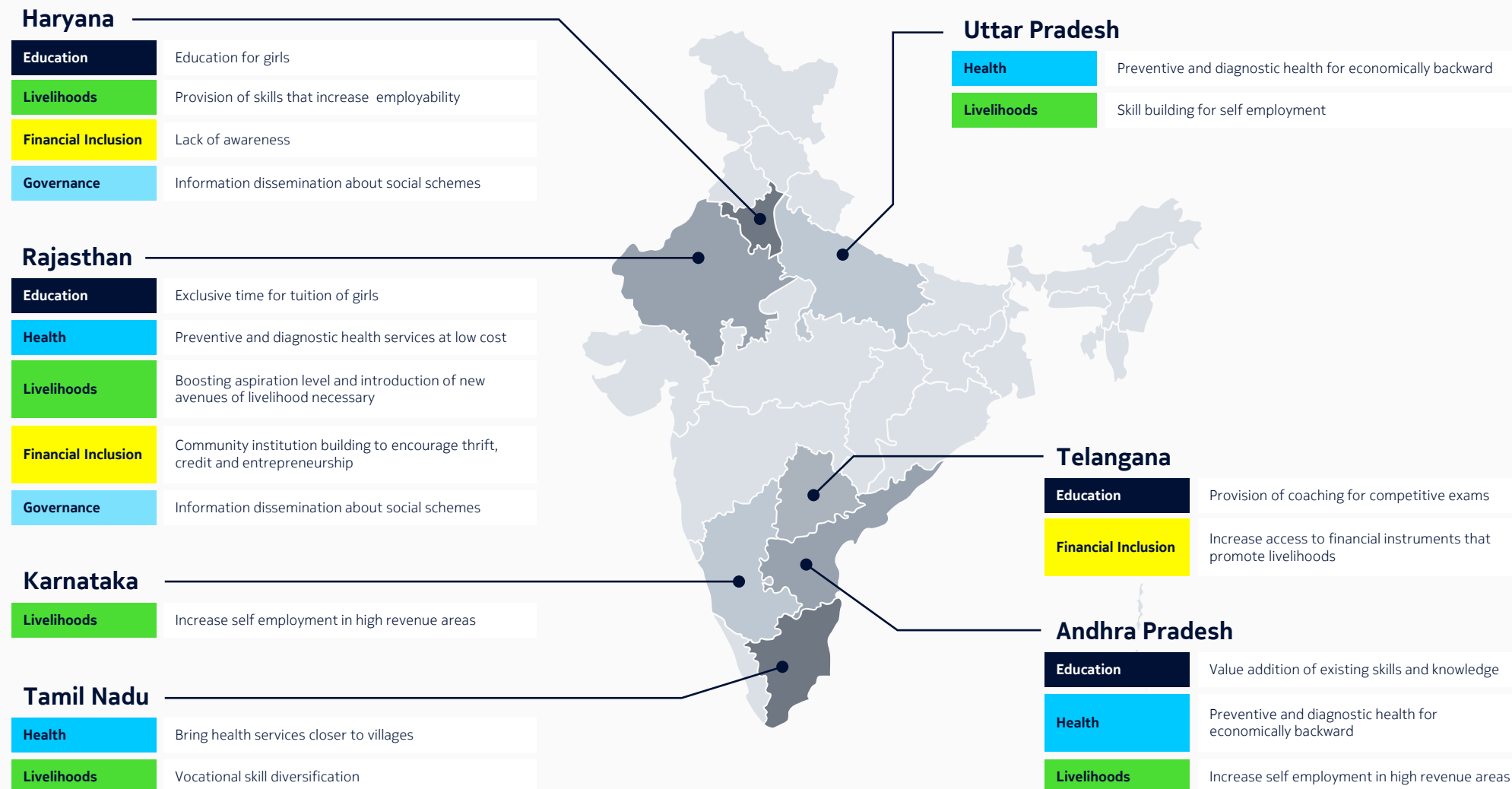
**Daily beneficiary:** 50

Since 2011, Bhagyalatha has been a Bank Business Correspondent. Working from her home, she was earning a monthly income of around INR 3000. Her husband, Shrishalam was a barber and brought in very little income. Times were difficult for her and her family.

Since 2018, she has been a part of Smartpur program as a 'Soochnapreneur', a community-based entrepreneurial position working for enhancing access to services on 5-pillars of Education, Health, Livelihoods, Governance and Financial inclusion. This role provided her a great amount of recognition in the village. Today she is proud to call herself a successful businesswoman.

She works daily at Smartpur centre until 9 pm providing her fellow villagers with numerous services including helping them carry out banking transactions, enrolling them up for government schemes, etc. This job has not just helped increase her monthly income, but also brought her immense satisfaction in being a resource for her community. She is now saving from her income for education and a better future for her three children.

# Location expanse of Smartpur





# Remedial education for out of school Children of migrant population

Samridhdhi Trust in partnership with Nokia has been working on helping out-of-school children of migrant laborer community in Bangalore and Indirapuram to integrate and sustain in mainstream school. The program provides quality education, enabling environment, and support services like transportation, counseling, mid-day meals, education materials, uniforms etc. to out-of-school children.

A number of children that are enrolled in the program come from difficult backgrounds and have faced disturbing childhoods ranging from being rag pickers, doing household chores, taking care of their

Bridge School Program for children		
Number of children enrolled in the Bridge School program	Number of children mainstreamed	Avg attendance for Bridge students
338	232	69.66%
After School Support Program for children		
Number of children enrolled for the after-school program	Average attendance for Asp students	
342	75%	

siblings, along with a some who were exposed to drug abuse, domestic violence, illegal and harmful activities in the past. Together with Nokia's support and Samridhdhi's expertise in the field of education, we have been able to reach out to a wide range of children under the project.

Sustainability of impact is central to the design of the program. Most of the children enrolled in the program are first generation learners with economically challenged background. They need support to continue their education once enrolled. Hence,

**the program has two components – remedial bridge education to facilitate enrolment of out-of-school children from migrant families and support classes for the enrolled children to ensure no drop-out.**

Through this approach, the program aims to help the children overcome the barriers to entry into schools and mainstream them into age appropriate classes. Further, it works towards ensuring that they continue their education.

To ensure holistic development of the children, the intervention includes value-based life skills classes, sports and other co-curricular activities. This has gone a long way in enhancing access, improving scholastic performance and infusing confidence in the children. Exposure to innovation and technology has been a primary component in the program which ensures that students feel comfortable with technology.

# Delving Deep





# Progress of a child bridged in 2016

## Case Study

Anjali is the daughter of Virender Kumar, a rickshaw puller and Sunita, a housemaid. The family belongs to a remote area in rural Uttar Pradesh called Sandila, Hardoi.

Anjali, having travelled and moved around the country from an early age had never been exposed to a proper formal education.

When she selected to enroll in the Samridhdhi program, writing and reading were distant dreams for her. After much persistence and discussion, together, both her parents agreed to allow Anjali to join Samridhdhi's Bridge School program at Indirapuram.

Today, she is one of the top achievers in her class, her ability to read and write in English as well as Hindi is impeccable for her age. Her progress so far has been truly inspiring.

Anjali



Her pace of learning and picking up skills in both the languages is remarkable. She was enrolled in level 0 and has progressed to level 1 by sheer will and persistent effort. Her dream now, has changed from being able to read and write to becoming a teacher in order to help many others like her discover the world of education.

Once a shy hesitant little girl, now leads the group with enormous flair and confidence.



A trip to the National Science Centre in Delhi



Sweater Distribution at the Samridhdhi Indirapuram Center



Annual Sports Day celebration



# Restoration and Conservation of Urban wetlands

Bashettihalli, a wetland located in the Rural District of Bangalore was restored last year with the combined help of local communities and administration working together.

The project took a scientific approach towards wetland restoration by desilting the existing waterbody to increase water holding capacity complimented by tree plantation to facilitate groundwater recharge and reduce rate of silt deposit. This involved desilting 1,90,000 cubic meters of silt, strengthening of bunds of waterbody and plantation of 1000 native trees covering 5 square kilometres of surrounding land.

This project is an example of collaboration of different stakeholders to enhance and sustain impact. The project is a result of collective effort of local communities, industries, gram panchayat members and officials of Bangalore Rural District Administration.

Nokia volunteers played an active part in implementing the wetland restoration project. The team actively participated in conducting survey and mapping of inflow channels, tree plantation activities, awareness campaigns in the nearby villages and schools to support the project.

June 2019



June 2016



June 2017



June 2018



# WWF: Project highlights for 2019-2020



# Way Forward

The year saw us consolidate and situate our CSR projects in new locations. The year saw us expand our reach to 7 states across India. This has been a big step forward in our CSR journey. The coming year is going to see us further strengthen and scale up our flagship program Smartpur. We plan to continue our support to education program for out-of-school children. We will continue to invest in our partnerships to create larger and sustainable impacts.







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#### About Nokia

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