

## **Bharti Foundation conferred MTC Social Responsibility Award 2021**

**18 June 2021:** Bharti Foundation the philanthropic arm of Bharti Enterprises was conferred the ‘**MTC Social Responsibility Award 2021 -- Diamond Award**’ for its social initiatives and contribution at the ‘Masters Transformation Conference’.

At the online conference, which was organized on 12th June, 2021 by FGnC Consulting, leaders from several organization shared their unique strategies and made presentations on the work done. COVID and its long-term impact on Education, in context to Corporate Social Responsibility, was the focus of the discussion.

Since March 2020, children’s access to schools has been disrupted owing to preventive measures in response to the COVID-19 pandemic. Bharti Foundation’s teachers connected with parents and created around 1000 class-wise WhatsApp groups to reach out to students. This shift from regular to virtual classes took only a few days and was possible because of our monthly ‘Mobile PTMs’ that were held prior to the pandemic. ‘Home mentoring’ was another initiative that has helped a lot. Parents were briefed to help encourage their children to dedicate a specific amount of time towards studies every day. The teachers conducted training for parents to be an effective mentor so that they can help support teachers by insuring that the instructions given by teachers are followed by their children and create a positive learning environment at home.

These unique initiatives equipped parents to use apps, and as a result, our stakeholders were better prepared during the unprecedented times.

**Mamta Saikia, CEO, Bharti Foundation**, said *“We are honored to receive this prestigious award. The award is a testimony to the efforts being invested by our team and reaffirms our commitment to the Foundation’s mission of delivering quality education to underprivileged children. Initiatives such as Mobile PTMs and home-mentoring have not only ensured our students continued education but also reassured that parents are actively involved in their child’s education resulting in better performance. The teachers are working passionately to assist parents and mentor students. We are proud that we could keep our students engaged even during such unprecedented times and continuing with the online classes.”*

The Foundation’s primary focus has been centered on the education of children across rural India while nurturing a culture of positivity, collaboration, innovation, and process orientation within the organization.

### About Bharti Foundation

Bharti Foundation was set up in the year 2000 as the philanthropic arm of Bharti Enterprises. It implements and supports programs in primary, secondary and higher education as well as sanitation. Since 2006, the flagship Satya Bharti School Program has been providing free quality education to thousands of underprivileged children in 183 schools in rural areas across six states, with a focus on the girl child. The impact of quality education has been scaled-up by transferring

the learning and good practices of this program to 2,45,556 students studying in 791 partner government schools across 13 states and union territories, through the Satya Bharti Quality Support Program, since 2013. Satya Bharti Abhiyan, the sanitation initiative started in 2014, has benefitted 2,17,129 beneficiaries by improving sanitation conditions in the districts of Punjab, providing access to toilets and by fostering behavioral change in communities. Together, these programs have cumulatively impacted over 2 million community members.