

# NEWSLETTER



# OUR SOCIAL RESPONSIBILITY

# ABOUT

Social Responsibility for us is all about identifying and addressing the issues prevalent in Nepalese communities. In the world moving closer to all kinds of crises including climate crisis, we have realized the need to act on preserving what we have for future generations. The company will be primarily working on contributing toward sustainable development. Hence, the CSR activities of the company center around four Sustainable Development Goals. The primary motivation for working around the SDGs is to contribute to sustainability on our end.



## **SDG 5: Gender Equality**

Gender equality is a society in which women and men enjoy the same opportunities, rights and obligations in all spheres of life. Here at WorldLink, we are determined to contribute to communities and societies to educate and aware Gender equality.



## **SDG 7: Clean and Affordable Energy**

SDG 7 ensures access to clean and affordable energy, which is key to developing agriculture, business, communications, education, healthcare, and transportation. The lack of access to energy hinders economic and human development.



## **SDG 10: Reduced Inequalities**

SDG 10 calls for reducing inequalities in income as well as those based on age, sex, disability, race, ethnicity, origin, religion or economic or other status within a country.



## **SDG 13: Climate Action**

Taking action to combat climate change and its impacts, our company targets to contribute to Climate Action and keep carbon emissions as low as possible.

# CSR

**Dear valued readers,**

It gives me great pleasure to introduce the first edition of the Impact newsletter of WorldLink Communications Ltd. This newsletter is a testament to our commitment to have a positive impact on our stakeholders, and our nation at large.

As the Chairman of WorldLink, I am proud of the significant progress we have made towards our mission of providing world-class communication services to our customers. Our team has worked tirelessly to ensure that we remain at the forefront of innovation and technology, providing our customers with the latest and most reliable services. Our company has continued to invest in expanding our network, infrastructure, and human resources. We have also introduced new products and services that cater to the evolving needs of our customers. Our efforts have been recognized by various organizations, and we have received numerous awards and accolades for our contribution to the telecommunications sector.

I believe that our efforts to venture into rural Nepal and connect the unconnected has a high impact on the society and nation. We have also been supporting numerous non profits with complimentary services as a contribution from our side. Besides this, we have undertaken other activities under our corporate social responsibility and aligned them to the United Nations Sustainable Development Goals (SDGs). Most notably, we have dedicated our efforts to mitigating the negative impacts of Internet use on children through our Online Risks and Safety Behavior program.

I would like to express my sincere gratitude to our CSR team for their hard work and dedication.

In conclusion, I urge you to read this newsletter carefully and provide us with your feedback, comments, and suggestions. We value your opinion and will use it to improve our services and operations.



**Dileep Agrawal**

Chairman and Managing Director  
WorldLink Communications Ltd.

## Dear colleagues and esteemed readers,

As the head of the Corporate Social Responsibility (CSR) department at Worldlink Communications Ltd., it gives me great pleasure to address you all and update you on our latest CSR initiatives.

Our company has always believed in the power of connectivity, and our vision to connect people anytime, anywhere goes beyond providing high-quality internet services. We firmly believe in making a positive impact on the community or environment we operate in and creating a sustainable future for generations to come. At a time when the world faces numerous challenges such as climate change, social injustice, poverty, and inequality, the importance of creating a difference is more critical than ever before.

This year our activities were based on some of the United Nations Sustainable Development Goals (SDGs) where we tapped into the sectors of climate action, gender equality, Inequalities, and clean and affordable energy. I am proud of the efforts of our team, who worked tirelessly to overcome many obstacles and deliver high-quality work within the given time frame. As I reflect on these events, I feel a sense of satisfaction knowing that the changes we bring means something to the people in the society.

In conclusion, making an impact is a crucial part of our company. It is what inspires us to be better, do better, and make a pragmatic influence in the world. By focusing on issues that we are passionate about, and being kind and compassionate to those around us, we can create a ripple effect of optimistic change that will have a lasting impact on our communities and the world. This is just the beginning of our journey toward creating positive social change, and we are committed to continuing this work in the future.



### **Anupa Jalan**

Head of CSR

PROMOTER SHAREHOLDER

WorldLink Communications Ltd.



## Women's Empowerment through Education and Awareness

WorldLink Communications organized a two days awareness program in 3 batches in Shree Jansewa Secondary (Technical) School, Karjanha-11, Siraha, where 341 girls directly benefited. The contents of the program included Sanitation and Hygiene, Sexual Reproductive Health, Violence, and Gender-based Violence, Child marriage prevention, Mental Health, and Self-defense.

WorldLink is centering its CSR activities around four different Sustainable Development Goals starting this year. One of them is SDG Goal 5: Gender Equality. While designing projects based on the selected SDGs, Shree Jansewa Secondary (Technical) School, Karjanha-11, Siraha approached WorldLink CSR with their need for women empowerment programs amongst the senior school girls at their school.

While conducting a need assessment, the CSR team recognized Child marriage as one of the significant problems in the area. Besides, the team also realized the need for improving sanitation practices among the girls, as they are the primary contributor to WASH management in the households. And one can only imagine the stress and mental breakdowns one could go through, and examining that, the team felt the need for young girls to understand mental health. Most young girls and women deprived of education and awareness do not understand the concept of mental health. Even if they are aware of their mental health issues, they do not openly discuss them or seek help. Many girls also tend to take household violence as usual activity and do not take action against it as it is regarded as normal. Considering these factors, the CSR team designed the "Women Empowerment through Education and Awareness" project intending to raise awareness and help build the confidence of young girls with the realization of the fact that education is the first step of empowerment.

# 16 Days of Activism against Gender-based Violence

## #OrangetheWorld

*Date: 25th November22 – 10th December22*

On the celebration of the International Day for the Elimination of Violence against Women, WorldLink Communications broadcasted PODCAST SERIES under the theme UNiTE – #OrangetheWorld Project “Women of Nepal”.

Worldlink, the country’s largest internet service provider company, has launched a ‘podcast’ campaign under its Social Responsibility (CSR) to raise awareness against violence against women. Under the campaign called ‘Orange the World’, former Miss Nepal Sugarika KC shaped these podcasts inviting ten influencing and prominent women of Nepal women from varied professional backgrounds and proficiency to speak, educate, and inform the public about gender violence issues, drawing attention to the many ways violence against women and children affects the lives of all people in all communities on a national and international scale.

With the primary objective of encouraging society to recognize that violence against women and children is a societal problem rather than a government or criminal justice system concern, under this podcast series <https://www.youtube.com/@WorldLinkCommunications/videos>, we can listen to Binita Rai’s aspiring story to become Nepal’s first female International Federation of Bodybuilding (IFBB) and Fitness Pro-Card Holder. Roma Neupane, who became famous for dancing with one leg and gives motivation to never give up on our dream. Similarly, Meera Chaudhary, the first woman deputy inspector general, explained the power of choice and dignity, and Prapoosa KC, a human rights advocate, talked about the prevalent laws and existing policies on the violence against women and their experiences. Correspondingly, in the podcast, we can listen to the astounding journey of Gunakeshari Pradhan, Nepal’s first computer engineer, and Shailee Chaudhary, a young activist who strives to encourage and motivate young people to advocate for their rights. Likewise, we attend with Indira Rana Magar, a social worker and a chairperson of Prisoner’s Assistance Nepal, a non-profit organization that looks after the children of criminal parents living in the jails, Preeti Kulung Rai, the youngest player of Nepal’s women’s national football team, Aastha Sharma, the Managing Director of Shequal Foundation and Girls in Tech Nepal, Prof. Dr. Neelam Shrestha Pradhan, the first woman Professor in Physics in Nepal and has almost three decades of teaching experiences and WorldLink’s Head of Social Responsibility (CSR) Anupa Jalan in our podcast interview series.



# Online Risks and Safety Behavior

As a prominent and responsible Internet service provider, we are aware of the potential negative impacts of the Internet, especially on children. To mitigate the negative impacts, we have been providing Safenet, our content filtering service for parents. We have also initiated a new program for conducting awareness of digital harassment among school children. In collaboration with ChildSafeNet, Worldlink Internet Academy conducted an awareness program on Online Risks and Safety Behavior for class 4 and 5 students at Rato Bangala School.

Carrying the essence of our vision-connecting everyone, everywhere, all the time, we created WIA – WorldLink Internet Academy platform to reach and educate connecting Nepal's future generation. We have a responsibility to inform and raise awareness about the Internet, the Digital Age, innovations, skills, and technological developments as the largest Internet service provider in the nation. To advance knowledge and attitudes toward Digital Literacy, WIA is ready and able to collaborate with a diverse range of organizations, educational institutions, and governmental agencies. This will be done through a variety of programs and events that will spread across the nation with the potential for association with local bodies, forums, women's and mother's groups, youth clubs, and entrepreneur groups, among other bodies.



# Online

RISKS AND SAFETY BEHAVIOR

# Electric Cooktop Distribution

As per research on “Induction Cooking Technology Design and Assessment”, Induction cooktops are 84 percent more energy efficient than gas cooktops, which are just approximately 40 percent efficient. Additionally, an induction burner heats food and liquids more quickly than a gas stove (5.8 seconds vs. 8.3 seconds in a trial to boil water). Furthermore, according to data from the U.S. Energy Information Administration, induction outperforms both natural gas and coal in terms of carbon dioxide emissions.



Natural gas produced 1.16 pounds of CO<sub>2</sub> during the previously mentioned water-boiling experiment, compared to 0.29 pounds for the induction stove (powered by the electrical grid). Also, induction cooking becomes almost emissions-free if you produce your solar power. Because induction consumes less heat overall than traditional cooking methods do, it may help improve indoor air quality as well.

As a part of Social Responsibility, and to contribute to Affordable and Clean Energy, WorldLink Communications is promoting the usage of electric appliances and cooktops by gifting Electric Cooktops. WorldLink partnered with popular appliances company Baltra for this particular project.

On the occasion of Dhanterus, WorldLink Communications distributed Electric Cooktops to 106 families from all over Nepal.





# Health Camps at Manav Sewa

Starting this fiscal year (2079/80), WorldLink Communications Ltd. has centered its CSR activities around 4 different Sustainable Development Goals. Among them, one is SDG 10: Reduced Inequalities. As WorldLink Communications has been working closely to address the needs of Manavsewa Ashram for over 4 years now, the CSR team has decided to continue the support as it contributes to reducing inequalities on some levels.



The Manav Sewa Ashram is solely a non-profit social organization founded in Makwanpur district, Hetauda, on 29 August 2012, dedicated to making Nepal a 'street people free country' by helping the most vulnerable, impoverished, disabled, homeless, physically weak, or mentally or psychologically challenged people who are forced to live miserable lives in the open sky street-banks and public places.

While conducting a need assessment at Manavsewa Ashram, the CSR team found out that the residents of the Ashram have been deprived of basic and extensive health care facilities. Hence, WorldLink Communications decided to take a step forward to tackle this particular issue and provide health care facilities on a monthly basis to whichever center is urgently in need of care.

## Objectives:

1. Provide sustainable service in order to address the alarming needs of the Ashram
2. Contribute to reducing inequalities in terms of health care facility

The Health Camp is taking place on the first Saturday of each Nepali month. WorldLink Communications Ltd. has collaborated with Stupa Health Care Center Co-operative Limited in order to provide health care services to the residents of Ashram. So far, a total of over 200 senior citizens directly benefited through health screening through 6 different Health Camps in 4 different locations around Kathmandu Valley.



# Photo Gallery





As an ISP, our primary focus is on quality service and customer satisfaction.

At the same time, we are highly enthusiastic about giving back to the community.

*Thank you!*