

# Creating Ethical Values in Corporate – A Case Study of Bharti Airtel Limited

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**Abstract - The Internet of Things (IOT's) can be termed as connecting ordinary objects like a smart phones, Internet TVs, sensors and actuators to the internet in which the gadgets are intelligently connected together enabling new types of things.**

**Index Terms - Polyhouse Automation, Communication.**

## INTRODUCTION

There are huge socio-economic and political problems in the world today, in large part, the result of not enough emphasis on “feminine values”. However, that flow is changing. More and more, women are appearing and leading, in governments, corporations, and organizations. And women are speaking up and taking action in their personal lives and communities. Not just in the developed countries, but around the world.

A woman's personal power lies in heart-centered values. These values are the same around the world. A concern for the well-being of their children and families, their worries about war, disease, education, justice and the destruction of the environment. They are values of peace, justice, compassion, and inclusion. Women share these values no matter what their profession or religious worldview may be.

For the first time in history, women are in global leadership positions to create a more humane and just world. In 2017 there are 193 countries with Parliaments. The top 13, in descending order, report from 61% to 40% women in Parliament, the next 100, in descending order, report from 39% to 19% women in Parliament.

Ethics is moral principles—it is a system that defines right and wrong and provides a guiding philosophy for every decision you make. The Josephson Institute of Ethics describes ethical behavior well: “Ethics is about how we meet the challenge of doing the right thing when that will cost more than we want to pay. There

are two aspects to ethics: The first involves the ability to discern right from wrong, good from evil, and propriety from impropriety. The second involves the commitment to do what is right, good, and proper. Ethics entails action; it is not just a topic to mull or debate. “John C. Maxwell, There's No Such Thing As “Business” Ethics (New York: Center Street, 2003), 23–24. Is it right? Is it fair? Is it equitable? Is it honest? Is it good for people? These are all questions of ethics. Manual Velasquez, Claire Andre, Thomas Shanks, and Michael J. Meyer, “What Is Ethics?” Santa Clara University, <http://www.scu.edu/ethics/practicing/decision/whatisethics.html> (accessed August 31, 2009). Ethics is doing the right thing, even if it is difficult or is not to your advantage. Karen Collins, Exploring Business (Nyack, NY: Flat World Knowledge, 2008), 27. Carly Fiorina, former CEO of Hewlett-Packard, discusses the importance and impact of ethics on business.

## OBJECTIVES OF THE STUDY

1. To highlight the significance of Ethics, Transparency and Accountability.
2. To emphasize on Employees' Well-being.
3. To overview the evidence and impact of gender in value creation.

## RESEARCH METHODOLOGY OF THE STUDY

The study is basically exploratory in nature for which the researcher has depended mainly on secondary data. For this, a detailed review of the existing literature was done.

Based upon the study and the researcher's imagination, some promising suggestions have been put forwarded by the researcher.

## ABOUT THE ORGANIZATION

Bharti Airtel Limited is the world’s leading telecommunications firm with operations in 18 countries across Asia and Africa. Centred in New Delhi, India, the firm is ranked in subscribers among the three largest telecom providers worldwide. Airtel is India’s leading integrated telecommunications company and the second-largest network operator in Africa. At the end of September 2020, Airtel had nearly 440 million subscribers in all of its operations. Airtel was established as a public limited company on July 07, 1995. The revenue generated on March 31, 2020, for the financial year was Rs. 875,390 million. Despite an improvement in sales from the previous financial year, the company announced a net loss of more than 321 billion rupees in that year.

DISCLOSURE OF EMPLOYEES



SECTION 1  
BHARTI AIRTEL – PERFORMANCE AT A GLANCE

Particulars	Unit	Full Year Ended			Quarter Ended				
		2018	2019	2020	Dec-19	Mar-20	Jun-20	Sep-20	Dec-20
<b>Operating Highlights</b>									
Total Customer Base	000's	413,822	403,645	423,287	418,811	423,287	419,996	438,841	457,995
Total Minutes on Network	Mn Min	2,159,386	3,069,646	3,331,604	836,075	902,412	902,704	951,597	1,019,342
Network Towers	Nos	187,541	204,358	219,546	214,338	219,546	221,850	227,672	235,534
<b>Total Employees</b>	<b>Nos</b>	<b>19,730</b>	<b>18,209</b>	<b>18,157</b>	<b>17,998</b>	<b>18,157</b>	<b>18,394</b>	<b>17,863</b>	<b>17,917</b>
No. of countries of operation	Nos	18	18	18	18	18	18	18	18
Population Covered	Bn	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00

Source: [https://assets.airtel.in/teams/simplycms/web/docs/Quarter1\\_IR\\_Pack\\_Bharti\\_Airtel\\_Consolidated-030221.pdf](https://assets.airtel.in/teams/simplycms/web/docs/Quarter1_IR_Pack_Bharti_Airtel_Consolidated-030221.pdf)

ETHICS, TRANSPARENCY AND ACCOUNTABILITY

Today an equilibrium between men’s and women’s values has almost disappeared in our society. Today’s values are based on masculine ideals or characteristics. These masculine values drive cultures, businesses, governments, churches, and universities. Every type of organization is based on a masculine value system. Airtel believes that strong moral values and ethics are essential to preserving economic value. In recognition of its reputation for fair corporate practices, its Code of business ethics enforces the highest honesty. It sets ethical guidelines, including codes of behaviour required of workers and those associated with the company. This outlines anti-competitive practices, stock dealing, which sets a cap to how much anything should be paid. It is similarly applicable to branches,

manufacturers, consultants, service companies, clients, and vendors. Employees are expected to adhere to the Code of Conduct and regularly evaluate their interpretation and contribute to inculcating the Code’s values. To prevent some conflict of interest, their corporate governance system and the Code of Ethics is followed in the recent fundraising. Airtel’s Code of Ethics is appropriately enforced to guarantee that Airtel’s Ombudsman program guarantees that staff, consultants, and suppliers who complain are not disadvantaged or retaliated. The organization has a structured mechanism to discuss and review those issues and takes proper steps to remedy the issue. Allegations of fraud are rarely reported to the Audit Committee. In FY 2019-20, 29 serious charges, which included graft and bribery, were received. Investigations of 13 cases were concluded. Different law enforcement authorities are prosecuting the remaining 16 cases. In 5 cases, claims were substantiated, resulting in effective prosecution. The units were initiated as per the outcome management strategy that resulted in a split of the business parties.

EMPLOYEES’ WELL-BEING

Airtel encourages workers to lead their life to their full potential. The organization believes that its employees are its most important assets and are necessary to operate the business effectively. It aims to provide an education and training atmosphere that advances people’s abilities, knowledge, and expertise. It supports health services that keep the workforce active and efficient for the long term. Promoting a healthy and empowering work atmosphere that provides a community in which equity and non-discrimination are paramount is of utmost importance. This means that the company’s healthy employees will be top of their respective sectors in employee engagement. It has been a big part of the recruiting and retention formula. The organization is fostering an inclusive community where cultural diversity is valued. It firmly believes that workers from diverse backgrounds bring unique perspectives, expertise, knowledge and skills, which, when properly harnessed, will dramatically improve the company’s ability to adapt to a rapidly evolving market climate proactively. Of the total workforce of women, 1,288 women comprised 8.89% of the total workers, while 10.8% of the management workforce

were women. Along with the 26 people with special abilities, various other people were working at Company facilities . In the reporting period, the organization did not employ any contractors or temporary employees. Airtel workers have the absolute right to join any trade union and participate in collective bargaining. However, by March 31, 2020, no Bharti Airtel Limited employees had any membership in a union or any union agreements. The organization offers complete freedom to its employees to escalate their grievances to the management without fear of repercussion, and problems are promptly discussed and resolved to mutual satisfaction.

Airtel plans to implement programs that foster a learning culture for the employees during their service. As an employee-oriented organization, the company aims to ensure its staff have opportunities to develop their skills through on-the-job training, projects, coaching and mentoring. On average, it took seven hours of training for each employee in FY 2019-20.

Airtel is committed to all of its workers' health and welfare and maintains a stringent collection of occupational health and safety policies in place. This is a proven structure for a healthy and incident-free workplace, successful investment in health promotion and disease prevention at all levels of a company. An occupational health and safety team was formed to ensure healthy work practices across the business. In FY 2018-19, approximately 14,963 workers attended 11 safety training inclusive of 25 specially abled employees.

#### HUMAN RIGHTS

The company's main goals include upholding human rights and complying with all government regulations. As a socially conscious corporation, Airtel aspires to have minimal adverse impacts on staff, partners, clients, and the broader community . Airtel's COC and human rights policy show their commitment to human rights. The organization conforms to all applicable local labour laws and regulations. The company has a Human Rights Policy, which applies to all company employees, while a COC for business associates outlines the criteria for partners and suppliers to respect human rights.

Compliance with the Code, relevant labour laws, and human rights laws are part of Airtel and customers' relationships. The organization has formed committees such as the Ombudsman process, OSH

committee, and AD to review progress and devise strategies to resolve material issues about enforcement, employee well-being and safety, and maintaining a harassment-free workplace. Employees are aware of these procedures to file lawsuits if they do not like these processes.

#### PROTECTION OF THE ENVIRONMENT

The telecommunications industry's carbon footprint will continue to increase as the emerging economies continue to expand and network traffic rises and businesses migrate towards the 5G network. Airtel is conscious of the effect of its activities and is taking pre-emptive steps to resolve this through a comprehensive range of actions aimed at increasing the use of renewable energy sources and optimizing energy usage to move towards cleaner operations and energy-efficient networks .

The organization is committed to working in an environmentally friendly manner that is also conducive to long-term growth. The Company's Financial, Health, and Safety Policy outline the approach to protecting the environment and attempts to comply with the legislation. Airtel has taken steps to reduce emissions, including implementing renewable energy solutions in network towers, installing rooftop solar panels at MSCs, and producing captive green energy generation by solar/wind energy. It aims to obtain less electricity from non-renewable resources and to minimize emissions further.

In order to achieve its sustainability targets, the organization introduced an ISO 14001:2015 certified data center. Another program was deploying shared sites, converting indoor base transceiver stations to outdoor, and implementing solar hybrid solutions. The organization uses more energy-efficient equipment to reduce energy usage, consolidating its sites and surrendering excess demand. The policies have slowed the use of diesel and electricity, leading to a low carbon economy and sustainability.

#### PROVIDING CUSTOMER VALUE

Airtel believes in delivering best-in-class telecommunication products and services that are outstanding to its customers. One of the company's main strategic objectives is to attract customers. The business strives to gain customer loyalty through its

world-class network, creative but affordable offerings and outstanding customer experience. The company's mission is to develop and offer a wide variety of creative and safe solutions that are cost-effective, timely, and customizable. In recent years, the organization has made significant strides to strengthen its network and invest in recent network upgrades. Airtel's primary asset is creativity. The business always has exciting products and services in growth, using the latest technology and strong R&D and successful partnerships. From empowering consumers through digitalization and self-care to provide comfort and value, the business keeps innovating in every area of its operations. Along with telecom services, Airtel offers revolutionary services focused on life basics, including wellness, education, and financial inclusion. Airtel is also a business partner for its customers in providing the best service. Their ongoing inputs and reviews allow for the most remarkable changes to be made. Via an integrated multiplatform end-to-end experience, enhancement of overall retail store experience, and impeccable voice and internet services, the company aims to enhance consumer experience and increase customer retention. The organization has a dedicated customer care team that is continuously searching for ways to strengthen its customers' services. Motivating and assessing customer satisfaction is critical to the business. Airtel employs various methods such as net promoter score (NPS), social media mentions, complaint management, feedback about call/ point of sale, customer complaints, and exit surveys to evaluate the customers' reactions. Holistic tools such as the NPS allow it to receive customer input and listen to what customers think.

Airtel is a service provider that offers clarity in its services and empowering its customers with ease. Airtel has continuously improved its customer service quality through its Open Network Initiative and enhanced its customers' experience through MyAirtel, which was fully redesigned in the reporting year. Airtel has successfully introduced numerous measures to improve transparency and reduce the surprises occurring due to billing in foreign countries and the lack of knowledge of international roaming services. Airtel has made mandatory use of details known by various means, such as in their welcome kits, recurring bills, enrolment forms, booklets, blogs, and point of sale displays. To date, no cases have been filed with

the Competition Commission of India that allege anti-competitive conduct, and no cases were awaiting resolution on March 31, 2020. However, two complaints received from the public were put before ASCI in the reporting period, and both were successfully resolved.

## CONCLUSION

Today an equilibrium between men's and women's values has almost disappeared in our society. Today's values are based on masculine ideals or characteristics. These masculine values drive cultures, businesses, governments, churches, and universities. Every type of organization is based on a masculine value system. A person's ethical reasoning and conduct is also affected by organizational structures and norms. Skewed reward systems can lead to a preoccupation with short-term profits, growth, or donations at the expense of long-term values. Mismanaged bonus systems and compensation structures are part of the explanation for the morally irresponsible behavior reflected in Enron Corp. and in the recent financial crisis.

Of course, men and women share the same characteristics, but men are considered to be more assertive, focused, competitive, action-oriented, ambitious and driven to achieve material success. Women are perceived as having a broad awareness, more empathetic, nurturing, compassionate, process-oriented, focused on personal relations and concern for justice. They are not only focused on the results, but also on the process. In charitable organizations, employees who feel excessive pressure to generate revenue or minimize administrative expenses may engage in misleading conduct. Employees' perceptions of unfairness in reward systems, as well as leaders' apparent lack of commitment to ethical standards, increase the likelihood of unethical behavior. The role of women to balance men's sometimes excessive impulses and to bring their feminine values to the forefront. Women's values are not superior to men's values, but both are necessary for equilibrium.

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