

Company: Telecom International Myanmar Company Limited

Company Description: Telecom International Myanmar Company Limited (Mytel) is one of Myanmar's leading and most innovative telecom providers. Established in 2017 as a joint venture between Myanmar and Vietnamese partners, Mytel is the fourth operator in the country and the first to launch nationwide 4G LTE+ coverage, ensuring reliable connectivity across both urban and rural areas.

Nomination Category: Company / Organization Categories

Nomination Sub Category: Corporate Social Responsibility Program of the Year - in Asia, Australia and New Zealand

Nomination Title: Telecom International Myanmar Co., Ltd (Mytel)

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 194 words used.

Telecom International Myanmar Co., Ltd (Mytel) is a major telecommunications provider in Myanmar, formed as a joint venture between Viettel Group (Vietnam) and local partners. Since entering the market in 2018, Mytel has focused not only on connecting people through advanced technology but also on contributing to the social and economic development of Myanmar.

In 2021, Mytel launched its official CSR program, "**Empower My Myanmar**", a long-term initiative to address critical social, health, educational, and environmental challenges in underserved regions. The program reflects Mytel's commitment to sustainable development and national progress, aligning with its core values of responsibility, innovation, and community service. Operating nationwide, Mytel and its CSR arm reach thousands of beneficiaries each year, offering support ranging from disaster relief and clean water access to scholarships, renewable energy, and healthcare. With a hands-on approach and close collaboration with local authorities and communities, Mytel has become a reliable partner in creating positive social change across Myanmar. Since its inception in 2021, **Empower My Myanmar** has provided a total of **14,122,307 USD** in support to meet the basic needs of underserved communities, continuing to make a significant impact up to the present day

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 248 words used.

Since January 2023, Empower My Myanmar has delivered meaningful and measurable impact. Highlights include:

Disaster Relief: During the severe floods in Rakhine State and Bago Region (Oct 2023) and the earthquake in 2025, Mytel responded rapidly by distributing essential goods, offering free SIM cards, setting up mobile charging stations, and restoring connectivity to over 4 million affected citizens. Mytel's quick action ensured that communities could stay informed and connected during emergencies, a vital service during crises.

Healthcare: Mytel supported 34 children with congenital heart conditions by funding life-saving surgery, investing over USD 20,000. This initiative provided critical healthcare services to families who otherwise would not have had access to such treatments.

Water Access: Built 10 clean water wells and installed purification systems benefiting more than 2,000 villagers in drought-prone areas. These projects significantly improved access to safe water, reducing the burden on local populations, especially women and children.

Education: Donated school supplies and scholarships to over 1,000 students in remote communities, ensuring that education is accessible to children regardless of their geographic location or financial situation.

Renewable Energy: Installed solar lighting systems in 15 off-grid villages and 5 orphanages, enhancing safety and learning conditions for 3,200+ people. This initiative not only provided light but also contributed to the economic empowerment of these communities.

In total, Mytel invested USD 377,224 in CSR activities in 2023 and continued its efforts with sustained monthly initiatives in 2024, focusing on water access, renewable energy, education, and healthcare.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 232 words used.

Mytel's Differentiated Strategy and Exceptional Impact

What sets Empower My Myanmar apart is not only the breadth of its coverage but its strategic integration into Mytel's core mission and long-term development roadmap. Unlike many CSR efforts in Myanmar's telecom sector that are ad-hoc or marketing-driven, Mytel's approach is institutionalized and impact-oriented.

First, **Mytel operates the only year-round, in-house CSR team in the industry, embedded directly within local communities.** This enables continuous needs assessment, real-time response, and trusted collaboration with local authorities—key in fragile environments like post-cyclone Rakhine or off-grid Chin.

Second, **Mytel strategically leverages its telecommunications infrastructure to amplify CSR delivery**—deploying solar-powered connectivity in schools, launching data support during disasters, and integrating healthcare with mobile platforms. No other operator matches this level of convergence between technology and social outreach.

Third, **Mytel's initiatives are tied directly to the UN SDGs, creating sustainable, scalable impact in areas such as education, clean energy, and public health.** For instance, the installation of solar lighting systems did not merely light up homes—it enabled night study, safer childbirth, and digital literacy.

Compared to past performance, Mytel's CSR funding rose by 24% in 2023, while the number of direct beneficiaries doubled. Compared to competitors, Mytel leads in consistency, scope, and execution.

This combination of strategic integration, technological enablement, and community trust makes Empower My Myanmar a national model for sustainable, telecom-led CSR. It's not just a program—it's a movement.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 246 words used.

Supporting materials include:

- Photographic evidence from CSR activities, including well constructions, solar panel installations, school and hospital donations: Visual Evidence of CSR Activities

Figure 1: Well donations in areas facing chronic water scarcity. These wells have become vital sources of clean and reliable water for daily use, easing the burdens of women and children who previously had to walk long distances to fetch unsafe water.

Figure 2: Solar system installations carried out in off-grid regions where electricity access is limited or non-existent. These systems have helped light up homes, schools, and community areas, offering safer environments and greater opportunities for children to study and families to thrive.

Figure 3: School and hospital donations, ensuring that education is accessible to children regardless of their geographic location or financial situation.

Figure 4-7: On-the-ground disaster response, including donation drives during Cyclone Mocha in Rakhine State, Sagaing, Magway, Chin, and Kachin. These efforts delivered food, clean water, first-aid, free data and voice services, and emotional support to families in crisis.

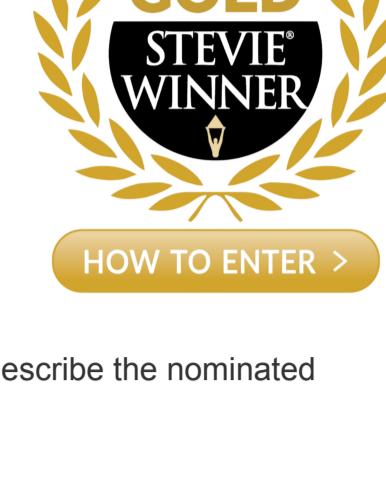
Figure 8-10: Mytel supported over 4 million people after the 7.7-magnitude earthquake with 300 call minutes, 300 SMS, 1GB data, 10,000 meals, shelters, and 100 charging stations.

- Video compilation highlighting field footage of natural disaster relief and emotional beneficiary interactions: https://drive.google.com/file/d/1t_pPW2hXWt0WZW3dgSqao0oG1epdbGKo/view

- Facebook updates showing real-time engagement: <https://www.facebook.com/empower024>

- Organization's homepage: <https://mytel.com.mm/#/>

These materials vividly demonstrate Mytel's presence, credibility, and the real-life impact of Empower My Myanmar.



Attachments/Videos:

[Telecom International Myanmar Co., Ltd \(Mytel\)](#)

[REDACTED FOR PUBLICATION]