BT India Digital Impact Policy

BT's Responsible Business approach in India

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BT Group

Background

The BT Group Manifesto is an agenda for growth that is rooted in our purpose, 'we connect for good' and recognises that success is critical in working to help solve some of the problems faced by the societies and customers we serve. This India policy reflects our commitment to our manifesto goals in India through the appropriate use of our resources aimed at delivering long term sustainable outcomes.

We carry out all our work transparently and in line with the BT Way in accordance with the BT Group charity approach.

This Policy, along with the new governance and funding models, sets out our Corporate Social Responsibility (CSR) initiatives In India, in compliance with the Companies Act requirements (as applicable), whilst remaining aligned to BT Group strategy and the BT Group Charity Approach.

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1 Responsible Business in India and Summary of the Companies Act, 2013

1.1 Responsible Business in India

In 2016, the BT Operating Committee (OC) – now called Executive Committee (ExCo) – approved a new umbrella initiative for India, which is to focus on breaking the isolation of adolescent girls through a long-term strategic approach focusing on projects which have an emphasis on digital/technology in the way they engage young people. The intent is to utilise our resources in this area and the agreed ambition locally is to make this our key focus.

To bring about the degree of social change which lies at the heart of this strategy, BT works in collaboration with a range of organisations across the country at or near locations where BT has a presence.

BT identified this need through diligent research to discover where our purpose (to connect for good) is least true. To test the validity of our findings, BT engaged with experts in the field, from corporates, agencies, NGOs and thought leaders to secure their support for and endorsement of this initiative. The intention of BT is to act as 'lead convener' for a collaboration / partnership of organisations who adopt this as their common purpose.

1.2 Regulations

As per the Companies Act, 2013 ("the Act") read with the Companies (Corporate Social Responsibility Policy) Rules, 2014 and amendments thereto (hereinafter referred to as 'the Rules'):

- the qualifying companies, in every financial year, are required to spend at least 2% of the average Net Profits Before Tax ("PBT") during the three immediately preceding financial years in pursuance of its CSR Policy adopted by the Board of directors of such company;

- the qualifying companies must constitute a Corporate Social Responsibility Committee of the board of directors consisting of three or more directors. If a company has only two directors on its Board; the committee shall be constituted with two such directors;

- puts a formal and greater responsibility to set out clear framework and process to ensure strict compliance. This includes reporting CSR activities in the Board's report and approval by the Board of CSR plan / activities recommended by the CSR committee of the Company as specified in Schedule VII of the Act. If the company is in default in complying with the applicable provisions of the Act, the company and its directors shall be liable to penalty as prescribed under the Act.

2 India Purpose Board ("IPB" or "CSR Committee")

2.1 Objective and role

The India Purpose Board ("IPB") will be responsible for the governance of all activities / projects in India and make recommendations to the Board of in-scope companies and at the same time ensuring compliance with BT internal policies and the applicable legal requirements.

The IPB and its members shall:

1) Develop an annual Purpose (CSR) plan aligned with the Group-level Manifesto strategy and recommend the same to the Board of Directors of the company for approval. (Appendix A and C). Ensure that budget is allocated appropriately and effectively, monitoring the implementation and progress of the activities under the approved projects and programs.
2) Support the programme through mobilisation of the wider workforce in India.
3) Ensure that projects are as stated under schedule VII of the Act as well as the overarching strategy of the umbrella programme.
4) Sign-off on the allocation of budget against the approved strategy / plan.
5) Explain the way the surplus from projects, if any, will be treated.
6) Report to the board of directors of in-scope companies about the on-going projects and progress including the reporting requirements under the Act. The IPB or its Secretary will be responsible to provide the completed report in the format prescribed in Appendix E of this Policy.
7) Monitor and review the Policy on an annual basis, also taking into consideration any changes in the Rules as may be introduced by the government. To ensure all changes in policy are approved by the Board of the company.
8) Ensure compliance with external and BT Internal compliance requirements applicable to Manifesto aligned activities.

2.2 Membership

The IPB (or CSR Committee) shall comprise of the following: -

a) At least 2 directors where there are two directors on the Board of in-scope companies (Appendix D) or at least 3 directors where the number of directors is more than 2 plus:
b) Pooja Lamba - Director Global Delivery Capability - Chair
c) Neha Nakra – Principal Company Secretary, AMEA & India
d) Victoria Johnson - Director, Campaigns and Engagement
e) Ian McBride – Digital Impact and ESG Lead - India (Secretary)

The members of the IPB may invite other attendees or assign DoA with the permission of the Chair or Secretary. Any changes in the constitution of the IPB will be approved by majority and the Board of directors of the relevant In-scope companies.

2.3 Proceedings & Periodicity

The quorum for meetings of IPB will be at least 2 directors of each of the In-scope companies, one independent member (i.e. from (b), (c) and (d) above) and the Secretary. For clarification purposes, each director can represent more than one company.

The IPB shall meet at least twice in every financial year; and additional meetings can be requested by the members or Secretary as per the operational needs.

 In absence of the nominated Chairperson, the members present at the meeting shall elect a Chair for the meeting. The Secretary will request members to nominate a chair. The Chair will be approved by majority and the Board of directors of the relevant In-scope companies.

2.4 Minutes

The Secretary of the India Purpose Board shall circulate the minutes of meetings to all members of the IPB as soon as is practicable after the meeting.

3   Overarching Programme Plan

The ambition is that the majority of CSR activity in India (all Corporate Units, Customer Facing Units, majority of entity budgets) will be aligned to the overarching programme, approved by the OC (Appendix B).

The programme plan will also take into account government policy in India where mandatory or where beneficial to the aims and objectives of the programme.

The creation and execution of the plan will be led and owned by the Digital Impact and ESG Lead - India and programme team assigned to this initiative and will be submitted to the IPB and the Board of Directors of the relevant in-scope company for approval.

3.1   Principles of Assessment and Selection of Partners

To be consistent with BT Group's approach to working through its strategic charity partners, BT in India will work through the British Asian Trust, BT's approved charity partner for India.

The intention is that the partner(s) will work with local organisations and be accountable to the Digital Impact and ESG Lead - India to create and deliver interventions to meet our programme goals and objectives and leverage resources.

3.2   Project Execution and Monitoring Process

Legal Contract – A contract duly signed off by legal including, but not limited to, the terms in regard to scope, Deliverables, Criteria, timelines, measurement plan, Governance, etc. shall be executed between the relevant company and the respective selected organisation or partner members.

IPB (or CSR Committee) and the Board of directors shall approve the strategy and monitor the progress of the approved projects. Digital Impact and ESG Lead - India will be required to provide necessary information in form of reports or otherwise at regular intervals to ensure effective monitoring. Additionally, the Digital Impact and ESG Lead - India shall also be responsible for submitting the reports to the Board of Directors of the relevant in-scope company as required under the regulations.

Important Points to note:

a) Surplus arising out of the CSR projects or programmes or activities shall not form part of the business profit of the company.

b)   'CSR activities' do not include the activities undertaken in pursuance of normal course of business of a company.

c) Time spent as part of volunteering activities will not be counted towards the 2% of net profit spend as required under the Companies Act and also exclude expenditure incurred in relation to external advertising and Public Relation activities.

d) The appendices to this Policy form an important part of the Policy. Any questions, clarifications or changes required to this Policy or its appendices should be raised with Digital Impact and ESG Lead - India in the first instance.

Appendix A   Purpose Plan

The Purpose Plan will be placed before the Board of Directors of the Company and will be consistent with the overarching Digital Impact strategy. The plan will seek to focus on long term sustainable outcomes (as opposed to short term programmatic targets) and will outline the following:

- **The overarching approach**
- **High level budget and resource requirements**
- **Communication and volunteering plan**
- **Projects:**
  - Confirmed as in line with the strategy for India
  - **Aligned with Schedule VII**
- **Partner project implementation:**
  - Proposals
  - High level execution documentation
  - Project goals, outcomes, resource requirements
  - Activities, timelines and end-dates at a summary level
  - **Owners and responsibilities**
- **Project monitoring mechanism:**
  - Progress reporting and frequency of reports
- **Compliance**

The plan to be presented to the board, will have been reviewed and pre-approved as being fully compliant with internal and external requirements.

Appendix B   Purposeful Business Projects in BT

The strategy in India will be in line with the BT Group purpose - to connect for good, and the BT Group Manifesto strategy and ambitions.

For India, the focus is to break the isolation of adolescent girls through technology. India is represented by the Digital Impact and ESG Lead - India, who is Secretary of the IPB.

Appendix C   Business Case Template for Projects

Project Name	Taron Ki Toli: Blended delivery model	Start Date	April 1st 2022
		End Date	31st March 2025

Summary of Proposal How does this relate to project Connect the Unconnected adolescent girl, through a combination of sport and technology.	In Haryana, the gender-based discrimination starts at a very nascent stage and hence the state faces issues like gender biased sex selection, high female infant mortality rates, and the lower rate of completion of secondary school education- manifestations of the deep-rooted discrimination in homes etc. **Breakthrough's Taron Ki Toli programme** aims to empower adolescents by helping them build positive gender attitudes and behaviors to respond to gender-based discrimination, enhance girls' access to education and health rights, and ensure they acquire critical life skills to make their own decisions in areas like marriage, education and career choice. Covid-19 has highlighted the **criticality of technology** to ensure uninterrupted reach to adolescents. They have therefore incorporated a **strong digital lens** into the programme in two ways so that the students continue to learn: • Firstly, by digitizing large parts of the Taron Ki Toli curriculum. • Secondly, by equipping the staff with tabs and pico projectors for them to be able to choose a blended delivery of the programme to encourage adolescents to engage with the sessions uninterrupted. Breakthrough will also focus on 'System Strengthening' to ensure long term sustainability of the programme by Advocating to adopt Good School indicators like violence free schools, girls and boys valued equally etc. ensuring they connect the unconnected adolescent girls. Breakthrough aims to secure Statewide adoption of TKT by partnering with the Haryana government to connect the unconnected adolescent girls.

Sponsorship & Ownership who is involved?		**Lead (Accountable) – Mandatory**	
	Head:	Digital Impact and ESG Lead - India	
	Project	Lead – Ian McBride Owner – Ian McBride	
	LoB Finance rep (if applicable)	Salil Goyal	
Investment proposed £k with BT Entity name	**State financial year:**	FYs 2022 - 2025	INR 240,01,609
BT (India) Private Limited, BT Global Business Services Private Limited,			

BT Global Communications India Private Limited, BT e-Serv (India) Private Limited			

Investment/resource requested:
- what funding are you looking for and what will you spend the money on?
- What other resources are you asking for – please give details
- Does this project require volunteering effort? Please specify
	Breakthrough has requested for INR 240,01,609 over 3 years, from 2022-25.
	
	These funds will be utilized by Breakthrough in the following ways:
	
	• To conduct Taaron ki Toli sessions in schools as well as in the communities through to impart career counselling and build aspirations.
	• To train 20 Team Change Leaders on gender issues to build a cadre of change community agents.
	• To engage with parents, teachers and duty bearers like front-line health workers and PRI members through Community Mobilization for a more gender equitable society.
	• Engaging with Government Bodies at state and district level on 2 aspects -
	   ➢ Advocating for adoption of good school indicators at the district level by engaging with the District Education Office;
	   ➢ Advocating with the state government for adoption of TKT into subject curricula by year 3.
	• Engage with schools and communities to ensure greater agency for adolescents by:
	   ➢ Forming a Student Council
	   ➢ Engaging with the School Management Committee (SMC)
	   ➢ Teachers' training
	   ➢ Engaging with frontline workers (ANM/ASHA/AWW)
	
	Volunteering: The project can certainly use BT volunteer skills to train their community developers as well as team change leaders on various technology and work readiness skills.
	
	Breakthrough aims to reach out to a total of 9510 students during 2022-25.		

Benefits **- Please specify the top 3-4 benefits/outcomes** **- How are you going to set targets and measure them?** **- How will this deliver the goals of connecting the unconnected?**	Key Outcomes: • % girls who can identify gender based violence • % change in understanding of gender based roles • % girls finding schools as safer spaces The outcome target is set & measured in percentage and the results will also be reported on percentage change. Breakthrough has conducted a baseline in January 2022 and the final Impact and Outcome Target would be decided based on Concurrent evaluation (baseline) findings. For good school indicators, Breakthrough will measure through situational analysis in year 1 and year 3 (Pre and Post) and concurrent evaluations.		

Project Name	Accelerated learning via Technology (ALT)	Start Date	April 1st 2022
		End Date	31st March 2025

Summary of Proposal **How does this relate to project Connect the Unconnected adolescent girl, through a combination of sport and technology.**	While technology has played a critical role in helping students stay connected with some form of learning over the past year, the issue of access continues for students in public schools as these students hail from marginalized backgrounds, have limited awareness of digital learning solutions, struggle with poor digital infrastructure and resources, and remain ill equipped to navigate digital solutions once they do access them.
	Hence, Transform schools pivoted their programme in Kolkata and saw learning gains in blended delivery of Transform Learning and reached out to students through community-based organizations and DIKSHA (Digital Infrastructure For School Education), a government platform for digital education.
	Transform schools have learnt that a purely digital or purely pen-paper intervention is unlikely to yield results. The future of education will have to be blended if it is to be equitable, meet students where they are and connect the unconnected.
	Transform schools have created a blended learning programme named Accelerated Learning Via Tech whose main features are as follows:
	- Accelerated Learning via Tech (ALT) programme will build an inclusive and open-source tech-platform to deliver a blended version of their proven Transform Learning (TL) model supported by a strong offline interface to ensure a truly blended solution. - Transform learning delivered via ALT will help students re-build foundational competencies, bridge learning loss and prepare for grade-level learning in schools. - ALT intervenes to increase both the depth and scope of support to students and assure improved transition rates at secondary. - It covers competencies across classes 1-10 to ensure students get remedial support on pre-grade and grade-level competencies as well as opportunities for higher order learning.
	Students across west Bengal will participate in ALT and access its platform both at school ICT labs and personal devices. Those without any or intermittent digital access will be supported with printed resources and supported to access ALT's platform via shared devices.
	Transform plans to reach to a total of 3,827,353 students during the next three years.

Sponsorship & Ownership **who is involved?**		**Lead (Accountable) – Mandatory**
	Head	Digital Impact and ESG Lead - India
	Project	Lead – Ian McBride Owner – Ian McBride
	LoB Finance rep (if applicable)	Salil Goyal

Investment proposed £k with BT Entity name	State financial year	FYs 2022 – 2025	INR 2,40,00,000
BT (India) Private Limited, BT Global Business Services Private Limited, BT Global Communications India Private Limited, BT e-Serv (India) Private Limited			
Investment/resource requested: **- what funding are you looking for and what will you spend the money on?** **- What other resources are you asking for – please give details** **- Does this project require volunteering effort? Please specify**	**Transform School has requested for INR 2,40,00,000 over 3 years, from 2022-25.** Transform Schools will be spending their money on the following aspects of the programme: • Development of the ALT programme as a low or no-cost ed-tech offering built using open-source APIs on the Digital Infrastructure for School Education (*DIKSHA*) platform, in alignment with the government's NDEAR framework. • Engaging schools on uptake and provide hand-holding support • Training teachers and Head Teachers (HTs) on academic Monitoring and Evaluation (ME) and Assessment framework for data-based decisions to improve classroom instruction • Identifying and on-boarding an external research partner / organization to measure impact and inform future design changes • Engaging relevant stakeholder and departments (State academic institutions, Education Secretaries, Policy Makers) within the State' public education system to ensure buy-in, identify scope for deeper and more targeted support to marginalized groups (girls, minority populations), and pathways for State-level programming • Building capacity of State academic institutions to roll out, monitor and manage a large-scale outcomes-focused learning enhancement intervention across the State • Capacity building of Academic Institutions - DIETs, SCERT & SIEMAT- on gender-responsiveness and equity in education to improve institutional understanding and approach towards equity in the school and classroom • Creating a transition plan in collaboration with the State to handover the programme, and explore an advisory role for Transform Schools. Volunteering can play a key role in building the ALT programme as BT employees can provide technical guidance and support at various points in the development of this ed-tech solution.
Benefits **- Please specify the top 3-4 benefits/outcomes** **- How are you going to set targets and measure them?** **- How will this deliver the goals of**	**Key Outcomes:** • % children with increase in learning gains • % children who attain class appropriate levels • % teachers using effective teaching methods Transform Schools has set targets on measuring learning gains, time spent on digital education, number of students who use the platform. They will measure these by:

connecting the unconnected?	- Tracking performance of each student on the TL summative and formative assessments - Analysing data from Quality Assurance visits - Exporting data from the EdTech platform on usage, completion, performance - Conducting Pre and Post for teachers participating in programme trainings - Administering anonymous student surveys / focused group discussions focusing on STEM and Gender aspects

Project Name	Mentor To Go: Creating Pathways to Employment for Young Women in Undergraduate Education through Digital Mentoring	Start Date	April 1st 2022
		End Date	31st March 2025

| Summary of Proposal How does this relate to project Connect the Unconnected adolescent girl, through a combination of sport and technology. | India has a low rapidly declining rate of female labour force participation despite the economic growth and increasing education of women. The triple impact of three mutually reinforcing and interrelated barriers - skills deficit, network gap, and restrictive gender norms are responsible for low participation of females in the workforce. Mentor Together has created a digital mentoring platform 'Mentor To Go' to enable personalised virtual mentorship and work skills development among young women in undergraduate education. The Android and web-based platform that facilitates mentor and mentee screening, training, and mentoring. **In this next phase, MT will extend the lifecycle of support provided to young women up to the time they enter the workforce.** The program will have two tracks: • providing foundational mentoring on work readiness skills to young women in the first 2 years of their tertiary education, • providing workforce entry preparation program for young women in their final year of graduation. MT plans to address the three barriers: • They will address the skills gap by providing an evidence-based curriculum around a range of work-readiness skills, like emotional regulation, building healthy relationships, setting personal and professional values, goal setting, visioning, building a career network, etc. to the adolescents. • MT will convene the mentor network at-large on LinkedIn, who are also one of Mentor Together's partners to address the network gap. • And finally, to address the social norms, the mentor will initiate conversations between with the mentee to discuss and dispel common beliefs that hinder women's economic participation, especially those influenced by traditional patriarchal structures of power. **Mentor Together aims to reach out to a total of 21,000 students during 2022-25.** |

Sponsorship & Ownership who is involved?		**Lead (Accountable) – Mandatory**	
	Head o	Digital Impact and ESG Lead – India	
	Project	Lead – Ian McBride Owner – Ian McBride	
	LoB Finance rep (if applicable)	Salil Goyal	
Investment proposed £k with BT Entity name	**State financial year**	FYs 2022 - 2025	for INR 3,71,78,844
BT (India) Private Limited,			

BT Global Business Services Private Limited, BT Global Communications India Private Limited, BT e-Serv (India) Private Limited			
Investment/resource requested: **- what funding are you looking for and what will you spend the money on?** **- What other resources are you asking for – please give details** **- Does this project require volunteering effort? Please specify**	**Mentor Together has requested for INR 3,71,78,844 over 3 years, from 2022-25.** **Mentor Together want to utilize these funds to:** • Build new program activities around facilitating career information and opportunity exchange across the Mentor To Go network, for final year mentees entering the labour market, to support the workforce entry plans that they prepared in the program. • Expanding state government partnerships • Ongoing program operations around mentor & mentee intake, matching, mentorship • **Ongoing activities around labor force transitions and gender norm advocacy with families & communities** Volunteering is extremely important for Mentor together as BT volunteers can offer mentorship opportunities to adolescent girls from backgrounds of low family income and are enrolled in various city/state colleges, especially in the domain of technology as both Mentor Together and BT want to encourage more girls to take-up stem subjects.		
Benefits **- Please specify the top 3-4 benefits/outcomes** **- How are you going to set targets and measure them?** **- How will this deliver the goals of connecting the unconnected?**	**Key Outcomes:** • % girls with improved work readiness • % girls with transition into workforce • % girls with improvement in self-efficacy Mentor Together uses psychometric scales to measure baseline and end line surveys to track progress in work readiness, career maturity, career linked self-efficacy, social educational and learning capital and understanding of gender norms.		

Project Name	**Grassroots Entrepreneurship Project**	**Start Date**	April 1st 2022
		End Date	31st March 2025
Summary of Proposal How does this relate to project Connect the Unconnected adolescent girl, through a combination of sport and technology.	India has 70 lakh youth entering the workforce each year. However, only about 17.5 Lakh jobs are being created annually in the formal sector, leaving a large number of young people in the non-formal sector either underemployed or unemployed. There are a significant number of young people, particularly in Haryana, who aspire to work for themselves as they are steeped in the cultural ethos of the community, which values being 'one's own master'. This project is based on recognition of this		

aspiration of the youth to become successful entrepreneurs and 'employment givers' rather than 'employment seekers' only.

ETASHA wants to set up and implement a grassroots entrepreneurship project in technical training institutes as well as communities in the neighbourhood of Pataudi. The Grassroots Entrepreneurship Project, in partnership with Tata Strive, proposes to identify youth with the right skills and an entrepreneurial mindset through a systematic career guidance process, provide them with the right environment to think and grow, equip them with business knowledge through structured training programs, and provide financial support to set up their business units and generate livelihood for themselves and create jobs for one or more additional individuals.

The project aims to pull young girls and boys away from unemployment and underemployment to becoming owners of enterprises, create a model and demonstrate a training and growth path of entrepreneurship for other youth using technology.

To implement the Grassroots Entrepreneurship model, ETASHA is partnering with Tata STRIVE, an initiative of Tata Community Initiatives Trust, who is providing a Learning Management Solution (LMS) which hosts the digital training content for the trainees of the GEP. Each trainee will be required to register themselves on Tata Strive's LMS to learn qualities, skills and obtain an entrepreneurial mindset.

This website will host multiple applications/courses focusing on trainee's inner transformation and imparting them with employability skills like self-analysis, goal setting, importance of planning, product ideation and validation, converting ideas to business, product and business set-up, time management, conflict management, leadership strategies, product pricing, branding, promotion, selling, people management, creating a business plan, execution etc.

ETASHA plans to reach out to a total 2960 direct Beneficiaries & Indirect Beneficiaries.

		Lead (Accountable) – Mandatory	
Sponsorship & Ownership **who is involved?**	**Head**	Digital Impact and ESG Lead – India	
	Project	Lead – Ian McBride Owner – Ian McBride	
	LoB Finance rep (if applicable)	Salil Goyal	
Investment proposed £k with BT Entity name	**State financial year**	FYs 2022 – 2025	INR 2,19,75,330
BT (India) Private Limited, BT Global Business Services Private Limited, BT Global			

Communications India Private Limited, BT e-Serv (India) Private Limited	
Investment/resource requested: - **what funding are you looking for and what will you spend the money on?** - **What other resources are you asking for – please give details** - **Does this project require volunteering effort? Please specify**	**ETASHA has requested for INR 2,19,75,330 over 3 years, from 2022-25.** **The ETASHA team will be spending the money on the following:** • Hiring resources to manage the program end to end • Capacity Building of the Trainers - Training of Trainers & Field staff on Programme Processes (entire life cycle), facilitation and mentoring skills and the grassroots entrepreneurship training module. • Mobilisation, Selection and Counselling of suitable candidates for the program • Customising the Tata STRIVE curriculum and content that would be able to meet the demands of the local Entrepreneurial ecosystem. • Content Deployment & Adoption of the STRIVE Technology Platforms - Register the Project, the trainers and the trainees and train them to use the following modules: 1. DigiHub- A Training platform used to nominate, assess, identify & train future entrepreneurs 2. TCS LX (LMS)- A Learning Management Solution which hosts the digital training content. 3. RAMP- A Review & Monitoring Platform used for periodic as well as ad-hoc review of the entrepreneurs' journey. 4. Avanthi- A Loan Management System used to support capability of loan requisition, review, approval, disbursement & repayment using direct bank account transfer • Create a revolving fund for providing soft loans for setting up enterprises • Training of Students, Facilitation of business development, planning, assessments and Tata Strive certification • Providing Financial support for setting up the enterprises • Mentoring the micro-entrepreneurs and connecting with some entrepreneurs from their line of business Volunteering is extremely important for the GEP project as many trainees can benefit for BT volunteer's technology & work-readiness skills to be successful entrepreneurs.
Benefits - **Please specify the top 3-4 benefits/outcomes** - **How are you going to set targets and measure them?** - **How will this deliver the goals of connecting the unconnected?**	**Key Outcomes:** • % youth benefiting from setting up sustainable enterprises • % young girls and boys generating income for themselves and employment potential for others • % youth demonstrate improved life skills, managerial skills and entrepreneurial skills ETASHA has based its targets on the basis of trainees building a sustainable business, the income generated and the number of people that will be employed by these businesses for example: • No. of youth-led enterprises functioning with annualised income of Rs.120000 and annualised wages of 60000 for at least one employee 12 months after start-up • No. of girls led enterprises functioning with annualised income of Rs.120000 and annualised wages of 60000 for at least one employee 12 months after start-up • No. of youth earning income/salary through GEP • No. of girls earning income/salary through GEP

Project Name	Outdoor School for Girls	Start Date	April 1st 2023
		End Date	31st March 2026

Summary of Proposal How does this relate to project Connect the Unconnected adolescent girl, through a combination of sport and technology.	India faces the unique challenge of declining women's workforce participation (lowest in South Asia) despite being a growing economy. To make matters worse, COVID19 has had an adverse impact on girls' and women's mobility, taking away decades of progress on gender equality, education, and overall well-being indicators for women.

Consequently, India performs poorly on women's entrepreneurship opportunities and success rate, as entrepreneurship is a telling indicator of access to education, 21st century skills, networks, capital, and the ability to take risks without facing significant economic and social backlash. Deprived of these basic opportunities, it is not surprising that India ranks 70 of 77 countries on the Female Entrepreneurship Index (2015).

Going To School's (GTS) "Outdoor School For Girls" is a two pronged project which uses experiential and fun modes of engagement to equip girls with digital fluency, critical life skills, and entrepreneurial education. To lend a directional and project-based lens to the skills, the intervention focuses on Climate Action as a thematic area, while building fundamental, theme-agnostic problem-solving competencies. GTS is currently in partnership with the governments of Mumbai and Bengaluru to implement this programme. It uses:

1. Direct engagement with girls in government schools to build their digital and entrepreneurial skills through a sport and technology-based learning programme
2. The power of digital storytelling to reach millions of girls through national television

In the first component, girls in grades 6-10 in schools of Mumbai and Bengaluru participate in this programme to learn digital skills through hands-on use of technology, which includes a learning app (Play City). Contextualized learning content in local languages is delivered to the girls with increasingly complex skills and modules added as they progress through the programme. The project-based teaching and learning process is integrated and interspersed with football, to create an outdoor, fun, and conducive environment for developing new skills, and encourage girls to continue in the programme.

As the girls complete these modules, there is an opportunity for those in Grade 12 (18 years of age) to pitch their entrepreneurial ideas to the Youth Venture Fund, which is also a Going To School project supported by JP |

	Morgan Chase and Deutsche Bank. The fund provides seed capital grants to young women to start enterprises that solve for Climate Change in the cities of Mumbai and Bengaluru. Grants awarded range from GBP 500 ~ GBP 2,000. The second component of the programme is a TV series which follows cohorts of girls from both these cities as they learn new skills, play football, and defy gender norms to nurture their entrepreneurial ideas. The content is relatable and contextualized to ensure it resonates with viewers, and the girls can identify role models and stories closer home. By using National Television platforms to air the series, GTS ensure that out-of-school girls and their families are also able to access content on digital skills, life skills, entrepreneurship, and football, increasing the scope and reach of the programme exponentially. This addresses a major gap in Indian mainstream media- positive and aspirational real-life stories of girls and their accomplishments. This component consists of 286 minutes of video content. By taking the programme on air and across state borders, GTS seeks to inspire programmes across the nation, encouraging replication and scale.		
Sponsorship & Ownership **who is involved?**		**Lead (Accountable) – Mandatory**	
	Head:	Digital Impact and ESG Lead - India	
	Project	Lead – Ian McBride Owner – Ian McBride	
	LoB Finance rep (if applicable)	Salil Goyal	
Investment proposed £k with BT Entity name	**State financial year:**	FYs 2023 - 2026	INR 450,00,000
BT (India) Private Limited, BT Global Business Services Private Limited, BT Global Communications India Private Limited, BT e-Serv (India) Private Limited			

Investment/resource requested: **- what funding are you looking for and what will you spend the money on?** **- What other resources are you asking for – please give details** **- Does this project require volunteering effort? Please specify**	**Going to School has requested for INR 450,00,000 over 3 years, from 2023-26.** **These funds will be utilized by Going to School to:** • Sign MOUs with the city of Bengaluru and Mumbai • Map schools for enrollment of girls and GPS tag schools in both cities • Create digital skills curricula in local language • Set up Youth Skills Channel capable of sustaining traffic • Deliver school-based programme to 36,000 girls in Year 1 • Deliver school-based programme to 50,000 girls in Year 2 • Deliver TV content to reach 2 million girls in India (in-direct reach) • Explore UK based partnership for airtime and shared programming • Support 105 young women entrepreneurs from the programme to secure Youth Venture Fund in year 2 & 3. • Deliver school-based programme to 94,000 girls in Year 3. As a communications, media, and digital skills driven programme, Outdoor School for Girls could benefit greatly from BT employees' expertise. BT volunteers could: • Help develop modules for digital teaching and learning • Assist children in accessing and usage of the learning app • Mentor groups of girls in ideating and completing projects • Offer counselling support to encourage retention in the programme • Coach girls to pitch their projects for Youth Venture Fund • Participate in role model and mentor sessions and suggest innovative career pathways Register on a roster of 'troubleshoot mentors' that girls can reach out to in case of tech- related queries **GTS aims to reach out to a total of 1,80,000 students during 2023-26.**
Benefits **- Please specify the top 3-4 benefits/outcomes** **- How are you going to set targets and measure them?** **- How will this deliver the goals of connecting the unconnected?**	Key Outcomes: 180,000 adolescent girls from underprivileged communities in India benefit from improved outcomes in **education, employment and sustainable entrepreneurship** • # of digital skills learned, assessed through online curricula completion • # of sustainable enterprise skills learned as assessed through skills challenge project completion • Girls demonstrate improved life skills, aspirations, and understanding of tackling gender/social norms All outcomes will be measured through the learning app where student attendance, pre and post- tests, and projects will be recorded. As for the National Television

	numbers, these will be obtained from the channel, and audience responses to programme specific questions and engagement with digital marketing content.

Project Name	**Hosa Hejje Hosa Dishe– Phase 2**	**Start Date**	April 1st 2023
		End Date	31st March 2026
Summary of Proposal How does this relate to project Connect the Unconnected adolescent girl, through a combination of sport and technology.	Adolescence is a significant life stage which goes unacknowledged in India. Socio-cultural factors legitimise this age as suitable for marriage. As leading educationists have pointed out, the socialisation of Indian girls has traditionally focused on taking away their claims to intellectual autonomy, enforcing submission to male authority in all aspects of life. The treatment of adolescence and related biological processes as taboos by society, is mirrored by the school system as well. Though menstruation and related health and hygiene issues rightly occupy prominence for adolescents, both family and schools do not engage adequately with core issues including understanding the self, autonomy inhibiting factors, sexuality, physical, psychological and intellectual growth during this period. These challenges have been seriously aggravated by the **Covid pandemic**, school dropout and earlier marriage are a stark reality in many parts of the country. Karnataka has the distinction of having the highest number of child marriages in the country[1]. **IT for Change's Hosa Hijje Hosa Dishe programme** proposes a multi-pronged strategy which targets adolescent girls in high schools, pre-service, and in-service teachers along with parents and community members in the formal school system. This is complemented by a larger social media campaign to shift attitudes and beliefs of adolescents and others, which affect their agency and aspirations. Component 1 will be about building an ecosystem for adolescent empowerment in the Karnataka school system through the Kishori clubs. IT for Change will work with Kishoris (adolescent girls) across the state, upscaling the resources and approaches developed during the first phase. ITfC has signed an MoU with Samagra Shikshana Karnataka, Department of Primary and Secondary Education, Government of Karnataka to facilitate the programme. Kishori clubs will be established in 360 high schools over three academic years, from select districts across the state.

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[1] https://timesofindia.indiatimes.com/city/bengaluru/karnataka-tops-country-in-child-marriages/articleshow/86385291.cms, accessed on Oct 5, 2021

The Kishori clubs are designed to facilitate conversations on key adolescent empowerment issues like understanding adolescence – psychological, physical and intellectual health, understanding patriarchy, influences that shape identity and body image, Sexual and Reproductive Health Rights (SRHR), career guidance and action plan for future, safe online behaviour, sensitisation regarding good touch/bad touch and sharing their concerns if they are unsafe.

This component will reach out to an average of 110 adolescent girls each from 360 schools, totalling 39,600 adolescent girls.

Component 2 will be a Social media campaigns to reach out to adolescents across Karnataka aimed at promoting media literacy required to participate in these campaigns without getting overwhelmed by the social media. Along with project team, the Kishori clubs will help shape the ideation for social media campaigns, which will encourage adolescents to take part, like, save and share the content widely. This strategy will generate 15000 impressions (views) per year. And one new social media campaign will be launched every quarter (#sayNoToSexistHate, #GirlPower, #IamEqual, #MyDreamCareer, #SmashPatriarchy, #cybersafety #cybersecurity #onlinesafety #security #internetsafety, #screentime, #parenting). ITfC will use their YouTube channel where Nan Voice Nan Choice (NVNC), community radio broadcast was streamed to run social campaigns.

		Lead (Accountable) – Mandatory	
Sponsorship & Ownership **who is involved?**	**Head:**	Digital Impact and ESG Lead - India	
	Project	Lead – Ian McBride Owner – Ian McBride	
	LoB Finance rep (if applicable)	Salil Goyal	
Investment proposed £k with BT Entity name	**State financial year:**	FYs 2023 – 2026	INR 2,86,25,468
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Investment/resource requested: **- what funding are you looking for and what will you spend the money on?** **- What other resources are you asking for – please give details** **- Does this project require volunteering effort? Please specify**	**IT for Change has requested for INR 2,86,25,468 over 3 years, from 2023-26.** **These funds will be utilized by IT for Change in the following ways:** • To conduct teach trainings for 120 female teachers trained on Gender justice in education for pre-service teachers. • Create360 Kishori clubs across 6 districts • Create audiovisual resources for school and higher secondary girls like videos for 'girls adda' film series for adolescents and young adults on Understanding patriarchy, life skills, cyber safety, understanding good touch/bad touch and career guidance, gender learning modules for Bengaluru and Mysuru high schools. • Develop village level women's collectives equipped to handle issues of adolescence • 8 Social media campaigns **IT for Change aims to reach out to a total of 40,000 students during 2023-26.**
Benefits **- Please specify the top 3-4 benefits/outcomes** **- How are you going to set targets and measure them?** **- How will this deliver the goals of connecting the unconnected?**	Key Outcomes: • # girls who are able to aspire for and and make decisions aiding their agency • # adolescent girls utilise the platform of Kishori clubs and are able to articulate, develop positive identity, acquire agency in digital and non-digital spaces • # adolescent girls acquire critical knowledge and key strategies to negotiate with gender inequality and patriarchy The direct outcomes for the programme will be measured through measured through Kishori club reports which will document the personal aspiration documents of Kishoris and the audio visual resoruces created by the Kishoris.

Please complete the checklist over the page as part of the business case.

As part of your business case, please complete the necessary details below and, where necessary, provide the required additional information.

Compliance & Ethics requirements	**Response**
Does funding request include any donations to a Charity/NGO?	YES
If yes, check BT's Group Charity approach. Confirm you have complied with it?	YES
Which BT entity will make this spend and will this spend be made in India only?	In Scope Companies – BT (India) Private Limited, BT Global Business Services Private Limited,

	BT Global Communications India Private Limited, BT e-Serv (India) Private Limited Spend will be in India only
Is this a venture with a charity? N.B - if yes, do we have a contract in place with them already?	British Asian Trust (BAIF India) contract in Place
Will this involve collaborating with our competitors? N.B - if yes, potential competition issues to be checked	NO
Is this project connected with an existing or prospective BT customer?	NO
Does this have the approval of BT Legal and Finance team in India?	YES
Communications	
Is there any communications spend included in this project?	NO
Has a plan been agreed?	NA
Procurement	
Are you using a third party supplier/ agency to deliver any of the project work?	NO
Has the supplier got an established track record of three years in undertaking similar programs or projects?	NA
Are they an existing BT rostered supplier/ agency?	NA
If yes, what is the name of the agency/ supplier?	NA
Has BT Procurement been involved in any negotiations so far?	NA
If yes, who?	NA
BT internal charges	
Does this cost include any internal charges?	NO
If yes, what for? e.g. TSO development, Catering charges, BT venue hire	NO

Appendix D   Name of directors of In-scope companies

BT (India) Private Limited	BT Global Communications India Private Limited	BT e-Serv (India) PrivateLimited	BT Global Business Services Private Limited
Salil Goyal Anil Kumar Jha Anurag Yadav	Salil Goyal Anil Kumar Jha Anurag Yadav	Jayakumar Doshi Salil Goyal Kapil Khaneja	Kapil Khaneja Jayakumar Doshi

Appendix E Details of CSR (NGO) Organisations Funded by BT in India

1. Going to School in Bengaluru, Kolkata, Mumbai and Delhi/NCR	Target of 400,000 teenagers receiving life skills through government schools, via the Map of Me app and on state TV. Mapof Me prepares school and students and leavers with entrepreneurship and employment skills
2. Katha in Delhi NCR	To develop and roll out Katha's Hybrid Pedagogy in Smart Classrooms that will re-invent teaching-learning practices and school management in local government schools and the Katha Lab school (KLS) for 5050 students.
3. Mentor Together in Bengaluru	Leveraging mobile technologies to make career mentorship available to 5200 adolescent girls and boys in order to build digitalliteracy, make them career ready and help them transition into thework force.
4. IT for Change in Bengaluru	Creation of digital labs in government schools for the empowerment of 600 adolescent girls through digital & STEM skills.
5. ETASHA in Gurugram	Work and behavioural skills, career guidance including scaled up delivery through a BT developed app for 20,000 girls. Organised sector job placement in industrial clusters.
6. Breakthrough in Gurugram	Mobile technology and VR to empower 10,000 adolescent girls & boys through behaviour change, addressing issues such as gender-based violence, child marriage and inequality and promoting empowerment of women.
7. People for Action in Kolkata	Delivering a curriculum to 10,000 help girls improve STEM compatibilities, learn critical digital skills, & simultaneously deconstruct harmful gender norms.

Date: 15/11/2022

Find out more at bt.com

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