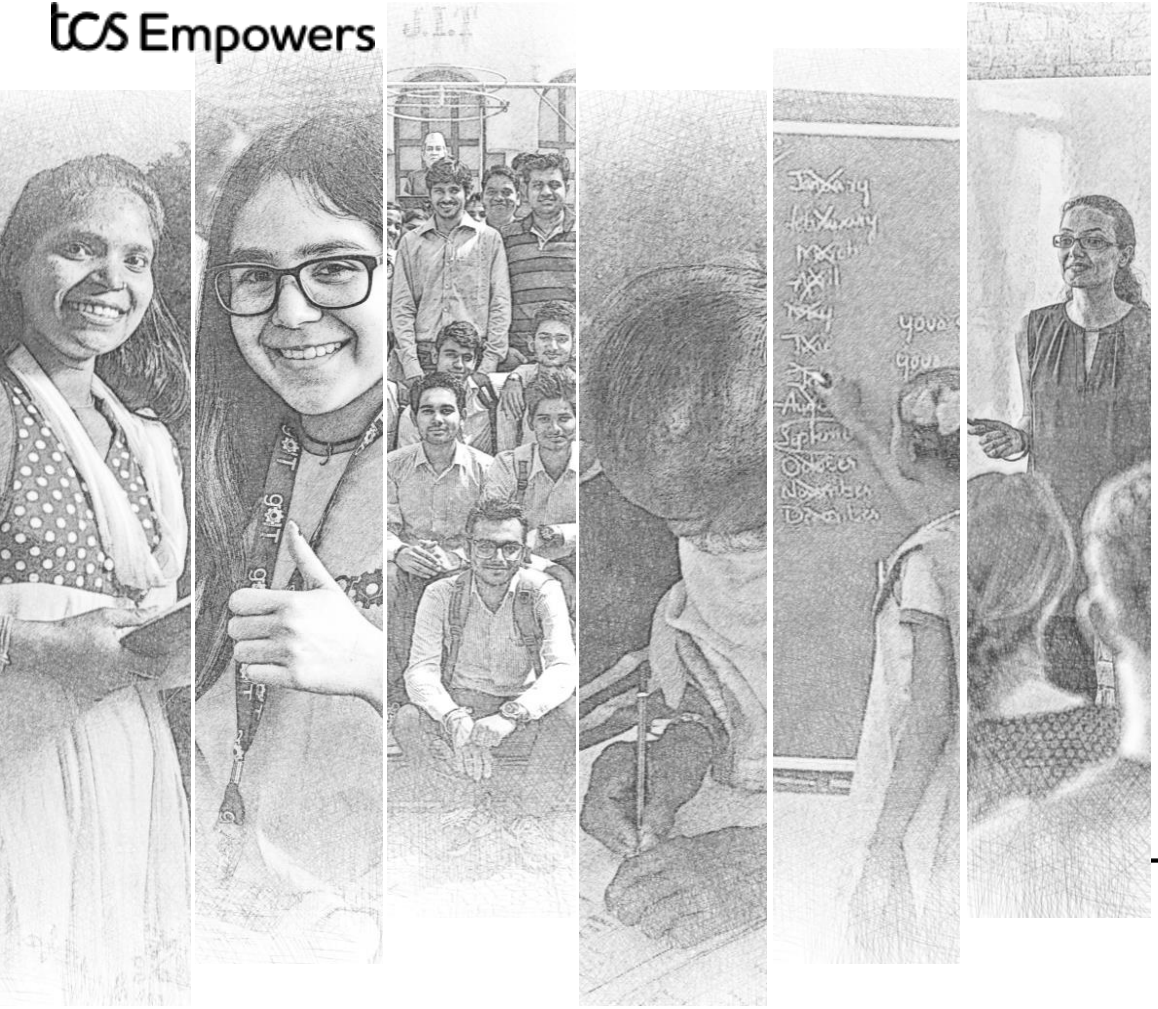
tcs Empowers

Building on belief



TCS CSR Strategy & Program Deep Dive

20th December 2023

Agenda

- **Recap of CSR Strategy Exercise with CSR Committee members FY20-23**
- **Deep Dive on Strategic CSR Programs**
  - Literacy as a Service, goIT, Ignite my Future, Youth Employment Program, BridgeIT
    - Holistic view of the projects
    - Grassroots team & partners engaged
    - Challenges & insights
    - What's Next: 3-year plan for large scale impact

HOW CAN TCS CSR CREATE LARGE SCALE SOCIAL IMPACT?

Recap of CSR Strategy Exercise with CSR Committee Members & Executive Leaders FY20-23

Our Purpose @ TCS

Building greater futures through innovation & collective knowledge

for employees, clients and society

What does society need today?

Everyone is born with equal potential, but not equal opportunity

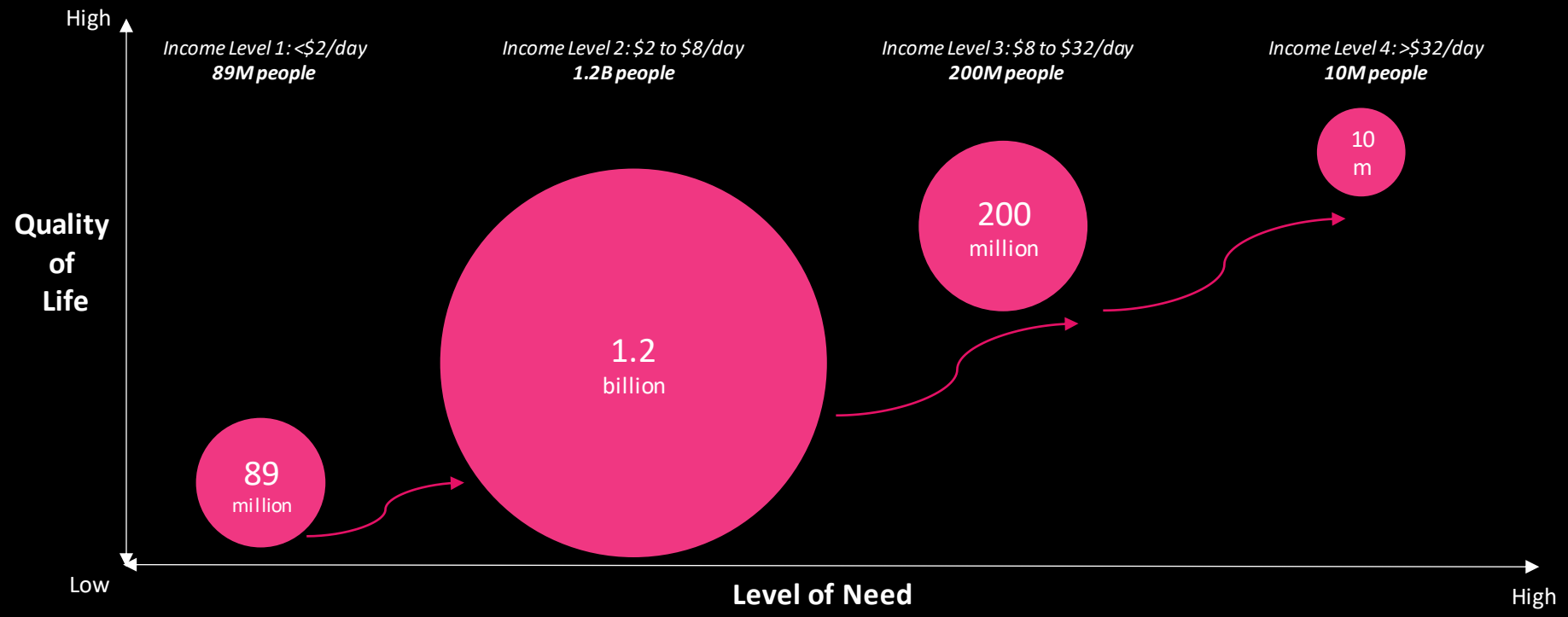
Access to economic opportunity is the greatest equalizer.

How does economic opportunity transform people & communities?

Our family income level determines our quality of life

Sustained increase in income levels leads to generational improvement, doing this at scale uplifts large cross sections of society

How can we help build a prosperous India?



Empowering communities to move to higher income levels, ensuring no one is left behind

Data: Adapted from the Gapminder institute 4 income model

How will this transformation be felt by Indians?

Income Level 1: <$2/day
89M people

- Extreme poverty
- Struggle for basic needs like potable water, shelter, food
- Poor access to healthcare
- Low-yield farmers or laborers
- No savings

Income Level 2: $2 to $8/day
1.2B people

- Poor and living an uncertain life
- Access to many basic needs like potable water, shelter, food
- An illness or extreme weather can push them back to extreme poverty
- Physically demanding jobs
- Some savings

Income Level 3: $8 to $32/day
200M people

- Wide spectrum of middle class
- Choice of food, decent place to stay, a vehicle etc.
- An illness or extreme weather can push them back to extreme poverty
- Factory workers, drivers, nurses etc.
- More savings, can take vacations

Income Level 4: >$32/day
10M people

- Rich
- Assured quality higher education
- More luxurious lifestyle
- Access to good healthcare, nutritious diet, reliable high-speed internet, hot & cold water, insurance, pension, credit, loans
- White collar, services jobs, run own businesses

As millions escape the vicious cycle of poverty, communities become more prosperous

Data: Adapted from the Gapminder institute 4 income model

How does this inform our CSR vision?

TCS empowers people & communities leapfrog to opportunities in the digital economy

This 'reason to exist' is aspirational & tightly aligned with our purpose and core strengths, directly tied to nation building for a prosperous India

Who are the underserved stakeholders that can power India's aspiration to be a $5 trillion economy by FY27 and a $7 trillion economy by FY30?

Women

Labor Force Participation Rate: 27.2% (Rural), 18.8% (Urban)

67.8% of Rural women workers are self-employed, often as helpers in unpaid agricultural work on small-holding farms

Youth

12.4% unemployment rate among youth vs. 7%-8% overall

Highest economic participation is for youth Who are graduates, postgraduates or with certificate/diploma

Marginalized Groups

65% people live in rural India

64.63% literacy rate among women

Multidimensional poverty rates are improving, but huge gaps persist in poorest districts

By focusing our impact on women, youth and marginalized groups, we can fuel the transformation of India to be a prosperous nation.

Data: Ministry of Statistic & Programme Implementation- GOI NITI Aayog, UNDP etc.

How does this inform our CSR mission?

Build equitable & inclusive pathways for women, youth & marginalized groups at meaningful scale & with breakthrough innovations

As one of India's top spenders in CSR, we are uniquely placed to choose the highest need stakeholders & lowest resourced communities, ensuring no one is left behind in this journey.

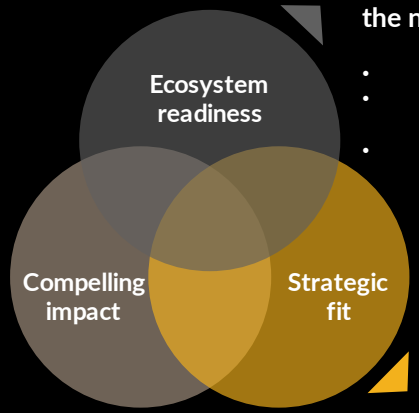
How can TCS contribute to nation building through CSR?

Can action here move the needle?

- *Mature delivery partners*
- *Absence of binding constraints*
- *Low external dependency (e.g., on govt.)*

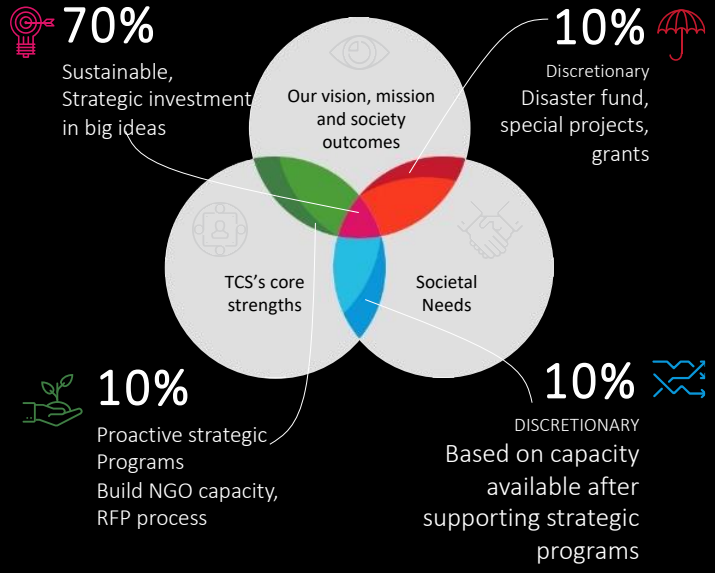
Will this lead to a compelling impact narrative?

- *Unique impact*
- *Visible impact*
- *Communicable impact*



Is TCS best placed to do it?

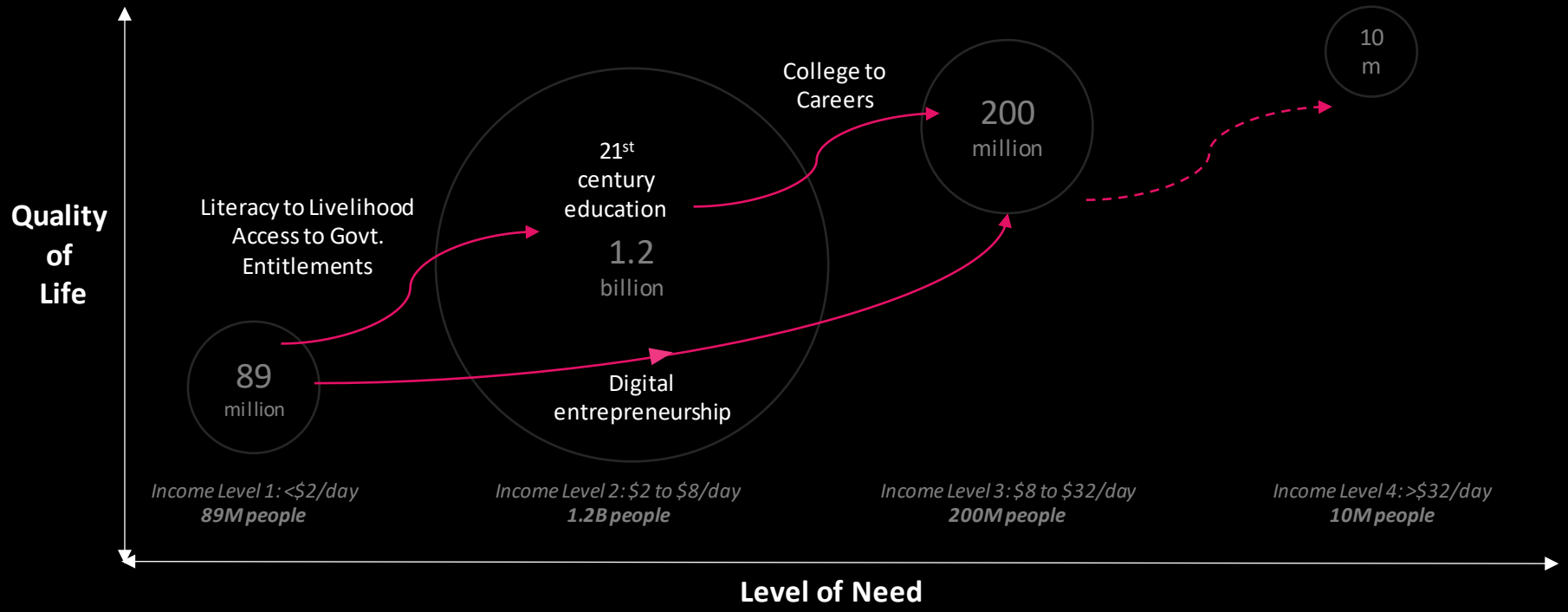
- *Aligned with TCS' Vision*
- *Aligned with TCS' Capability*
- *Aligned with TCS' interest*



With an **aspirational CSR vision & mission**, we can be strategic in choice of issues, mission-aligned in selection of projects, use core strengths, adopt a long-term approach, and create impact at scale.

Source: From TCS CSR Committee strategy exercise done in partnership with Dalberg in 2022

How can we help people and communities leapfrog to opportunities in the digital economy? (Vision)



Nurturing human capital throughout the value chain unlocks access to higher income levels & improved quality of life

Source: From Board strategy exercise done in partnership with Dalberg

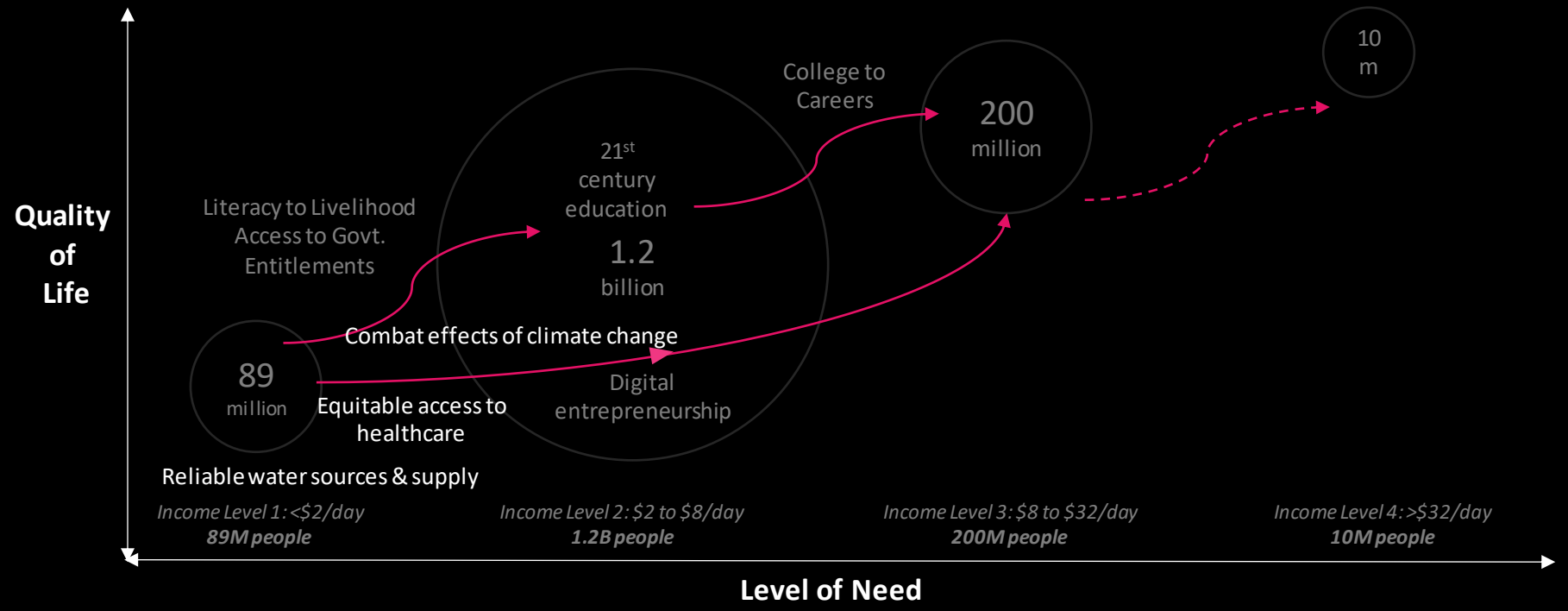
How can we create equitable & inclusive pathways for women, youth and marginalized groups? (Mission)

	Income Level 1: <$2/day **89M people**	*Income Level 2: $2 to $8/day* **1.2B people**	*Income Level 3: $8 to $32/day* **200M people**	*Income Level 4: >$32/day* **10M people**
Literacy to Livelihood	*Literacy, numeracy & digital fluency creating self-employment & income generation*			
Access to govt. entitlements & last-mile digital services	*Awareness & access gap, especially for the bottom 25% of population*			
21st Century education	*Integrating 21st century computational skills & experiential learning & support pedagogical innovations in Govt. schools*			
College to Careers		*Creating industry readiness & career linkages for marginalized youth from Tier 3,4 locations*		
Digital Entrepreneurship	*Fostering entrepreneurship among rural youth to meet last-mile needs*			

Addressing social, spatial & cultural barriers through targeted interventions, we can facilitate systems level change and adoption of new national models.

Source: From Board strategy exercise done in partnership with Dalberg

How can we help people and communities leapfrog to opportunities in the digital economy? (Vision)



Solving for the nexus of human capital with water, health, wellness & climate, ensures our impact is holistic & sustainable.

Source: From Board strategy exercise done in partnership with Dalberg

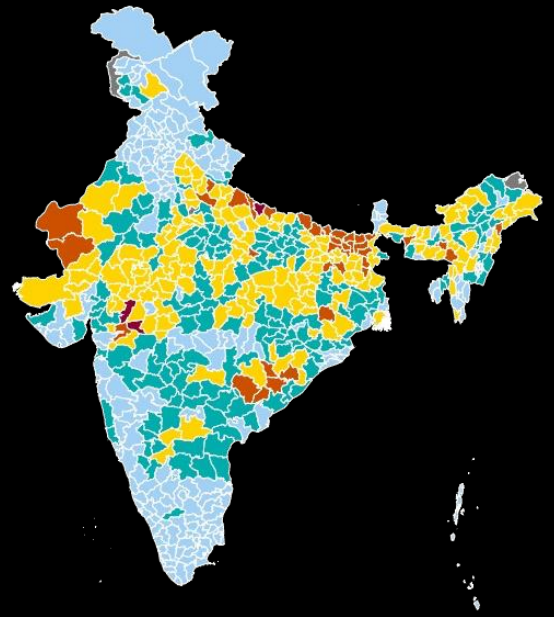
How can we create equitable & inclusive pathways for women, youth and marginalized groups? (Mission)

	Income Level 1: <$2/day **89M people**	*Income Level 2: $2 to $8/day* **1.2B people**	*Income Level 3: $8 to $32/day* **200M people**	*Income Level 4: >$32/day* **10M people**
Reliable water sources & supply	*Water projects to be scoped*			
Equitable access to healthcare	*Health & wellness projects to be scoped*			
Combat effects of climate change	*Projects on climate, environment & biodiversity to be scoped*			

By addressing intersectional systems for the same set of marginalized people & communities, we can ensure deeper & holistic impact.

Source: From Board strategy exercise done in partnership with Dalberg

Where are the highest need & lowest resourced communities present in India?



Overall MPI score 0.00 – 0.10 | 0.10 – 0.15 | 0.15 – 0.25 | 0.25 – 0.35 | 0.35 – 1.0 | Data not available

Using multidimensional poverty as an indicator, our efforts will create the largest impact for people and communities in the 300 poorest districts of India.

Data: NITI Aayog, UNDP, Oxford University

How can this translate to big bets for large scale social impact?

		Size of the Problem	2030 Goal
Literacy to Livelihood	*Literacy, numeracy & digital fluency creating self-employment & income generation*	*257 million non literates*	*100 million literates*
21st Century education	*Integrating 21st century computational skills & experiential learning & support pedagogical innovations in Govt. schools*	*265 million School students 420 million by 2030*	*50 million students skilled*
College to Careers	*Creating industry readiness & career linkages for marginalized youth from Tier 3,4 locations*	*41 million College students 42% grads under 25 unemployed*	*10 million youth employed*
Access to govt. entitlements & last-mile digital services	*Awareness & access gap, especially for the 65% population in rural areas*	*1.3 billion below $8/day income*	*1 billion people served*
Digital Entrepreneurship	*Fostering entrepreneurship among rural youth to meet last-mile needs*	*12.4% youth unemployment 42.4% under 25 unemployed*	*1 million Digital entrepreneurs*

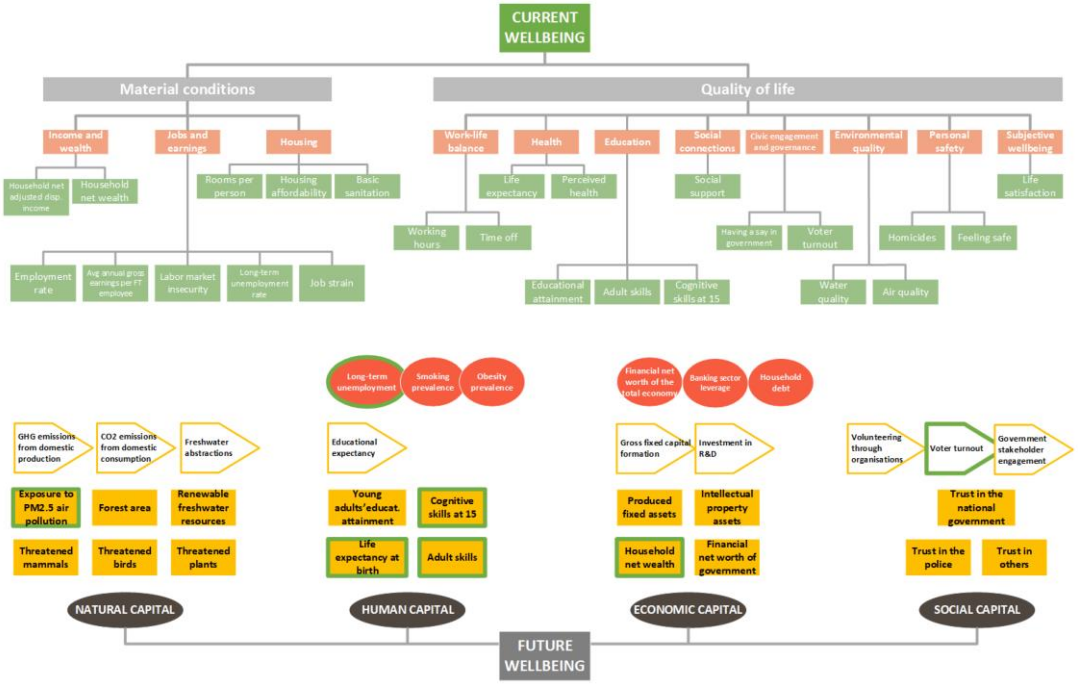
With aspirational goals for a) targeted interventions to nurture human capital & b) overcome social, spatial & cultural barriers in c) the poorest districts of India, we can create national impact.

How can this translate to big bets for large scale social impact?

		Size of the Problem	2030 Goal
Reliable water sources & supply	*Water projects to be scoped*	*To be scoped*	*To be finalized*
Equitable access to healthcare	*Health & wellness projects to be scoped*	*To be scoped*	*To be finalized*
Combat effects of climate change	*Projects on climate, environment & biodiversity to be scoped*	*To be scoped*	*To be finalized*

With aspirational goals for d) intersectional areas in water, health, wellness & climate, we can create national impact.

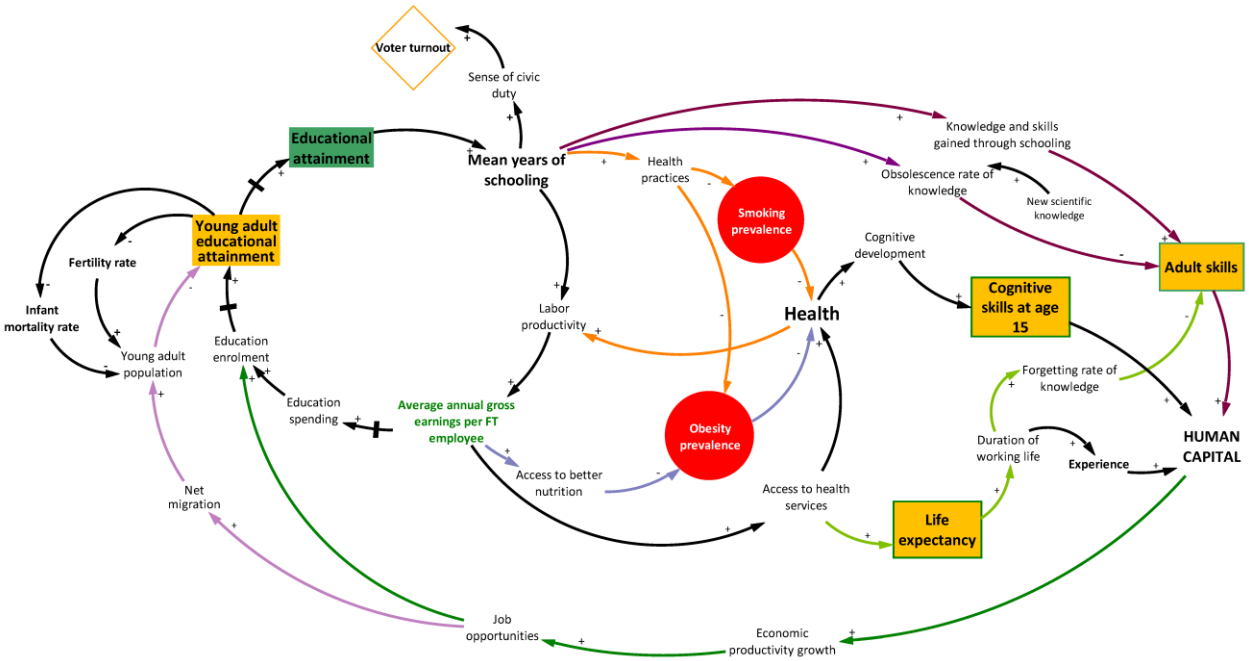
What key system factors will directly & indirectly influence achieving our vision & mission?



Both current & future wellbeing are most influenced by life expectancy at birth, exposure to air pollution, cognitive skills, adult skills, long term unemployment and household net wealth.

Source: Systems Thinking to Understand National Well-Being from a Human Capital Perspective, International Institute for Applied Systems Analysis (IIASA)

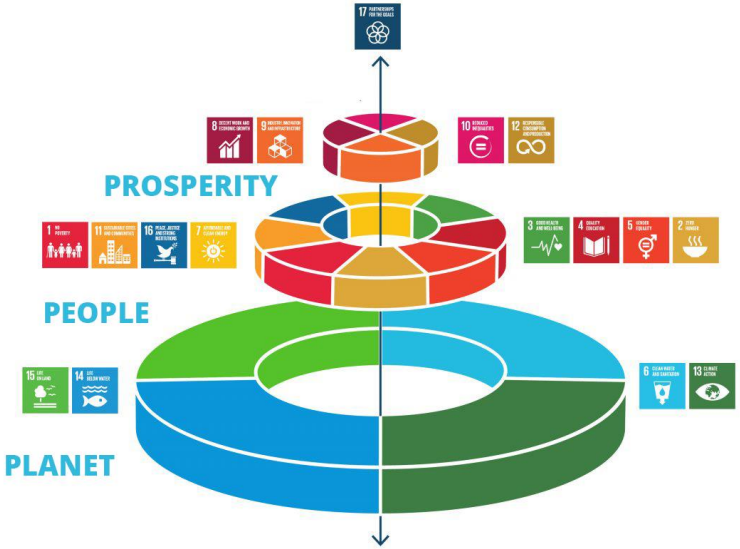
What intersectional factors should we keep in mind to achieve impact at scale?

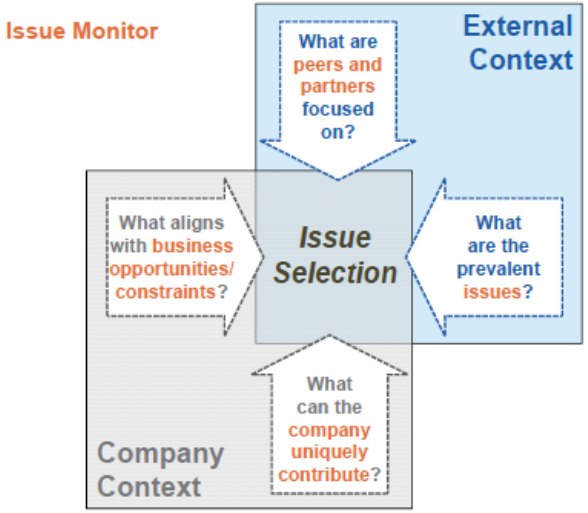


Within program interventions addressing the value chain of <u>human capital</u>, we need to also incorporate <u>health and environment dimensions</u> for the same stakeholders & communities.

Source: Systems Thinking to Understand National Well-Being from a Human Capital Perspective, International Institute for Applied Systems Analysis (IIASA)

In summary, where can TCS make its unique impact in the universe of societal needs?





Strategic focus areas: Literacy, education, employment & entrepreneurship have the greatest correlation and highest impact on access to economic opportunities

Supporting areas: Solving for intersectional needs of marginalized groups such as water, climate & health ensures sustainable progress from planet -> people -> prosperity

Source: Issue Selection matrix from FSG strategy consulting toolkit

What recommendation did the consulting firm have from an outside-in view?

Our current list of 10+ ideas cover the 4 strategic priorities; a 5th cross-cutting idea aims to drive innovation

1 Provide a 21st century education for all

- Catapult India's underprivileged youth to the **world's most prestigious universities through TCS scholarships**
- Build a generation of 21st century thinkers by teaching 50M children **computational learning** by 2030
- Teach 300M illiterate adults to read and write, **closing the gender gap in literacy**, and giving **marginalized communities such as prisoners** a second chance

2 Help citizens equitably access good jobs of tomorrow

- **Bring the digital economy to rural India** by training a "digital entrepreneur" for every 200 households
- Create the conditions for **"green entrepreneurship"** to unlock thousands of jobs
- **Create 500,000 jobs** by scaling up local MSMEs through city-level accelerators
- Facilitate employment and apprenticeships via a **digital matching and upskilling platform for gig economy workers**

3 Enable delivery of world class front-line services in India's hardest-to-reach areas

- Ensure **last mile delivery of essential services** in aspirational districts
- **Empower female Panchayat members** through access to info., networks, and training
- **Pioneer smart hospital tech. in India**, improving healthcare efficacy and efficiency
- Transform healthcare in India by **upskilling and tech-enabling 3M frontline health workers**

4 Accelerate transition to a green economy

- Arm decision makers in the fight for **access to clean air and water** through publicly available, live data-backbones
- **Transform air quality to WHO standards** in select Indian cities
- **Double the amount of e-waste recycled** in India through innovative processing practices
- **Create "green entrepreneurship" opportunities** to accelerate a shift to a greener economy

5 Unleash breakthroughs by spurring innovation to solve India's most pressing problems through the TCS Prize

Which of these ideas resonate?

The exercise brought up 10 ideas across four strategic priorities, which was further discussed with CSR Committee members & executive leaders. Based on this we narrowed down the big bets which form a part of our current strategy.

How can we achieve synergies across problems & foster breakthrough innovation?

2030 Goal

100 million literates

50 million students skilled

10 million youth employed

1 billion people served

1 million Digital entrepreneurs

Big bets for 2030

Three Thematic Areas

Provide a **21st century education** for all

Help citizens equitably access **good jobs of tomorrow**

Enable delivery of **world class front-line services** in India's hardest-to-reach areas

Cross-cutting ideas to support big bets

Social innovation against tightly defined problem sets under big bets, water, climate & health

Build **TCS Institutions of Eminence**

TCS Prize induces leapfrog & breakthrough innovation for India

By focusing 80% of our investments & resources against big bets for 2030, supported by three cross-cutting ideas, all organized under three thematic areas.

Source: From Board strategy exercise done in partnership with Dalberg

In summary, our Strategy on a Page

Our vision: the reason we exist

TCS empowers people & communities **leapfrog to opportunities** in the digital economy

Our mission: how we will work

Build equitable & inclusive pathways for **women, youth & marginalized groups** at **meaningful scale** & with **breakthrough innovations**

Our thematic priorities: what we want to focus on

Six Audacious Ideas/ Big Bets against Three Thematic Strategic Areas (80%)

- Provide a **21st century education** for all
- Help citizens equitably access **good jobs of tomorrow**
- Enable delivery of **world class front-line services** in India's hardest-to-reach areas

Discretionary (20%)

Audacious ideas: Big bets to achieve large scale societal impact

1. **50 Million** computational thinkers in schools by 2030
2. **1 Million** "digitrepreneurs" providing front-line services to **1 Billion people**, enable **100M** neo literates by 2030
3. **10 Million marginalized youth** transition from college to career by 2030
4. **Social innovation** against tightly defined problem sets under audacious ideas
5. Build **institutions of eminence**
6. **TCS Prize** induces leapfrog & breakthrough innovation for India

Disaster Response
Stakeholder Management
Special Projects
One-off Efforts

How we will measure progress

Measurement, Evaluation, Learning & Impact Assessment

Source: From Board strategy exercise done in partnership with Dalberg

Strategic Alignment of TCS Vision, Mission, Big Bets to India's biggest challenges

		2030 Goal	TCS Program
Literacy to Livelihood	*Literacy, numeracy & digital fluency creating self-employment & income generation*	*50 million students skilled*	*goIT Ignite my Future*
21st Century education	*Integrating 21st century computational skills & experiential learning & support pedagogical innovations in Govt. schools*	*10 million youth employed*	*Youth Employment Program (YEP)*
College to Careers	*Creating industry readiness & career linkages for marginalized youth from Tier 3,4 locations*	*100 million neo literates*	*Literacy as a Service (LaaS)*
Access to govt. entitlements & last-mile digital services	*Awareness & access gap, especially for the 65% population in rural areas*	*1 billion people served*	*BridgeIT*
Digital Entrepreneurship	*Fostering entrepreneurship among rural youth to meet last-mile needs*	*1 million Digital entrepreneurs*	

3 Thematic Areas

Provide a **21st century education** for all

Help citizens equitably access **good jobs of tomorrow**

Enable delivery of **world class front-line services** in India's hardest-to-reach areas

HOW CAN TCS CSR SOLVE INDIA'S BIGGEST CHALLENGES?

Strategic CSR Program Deep Dives

Literacy as a Service (Laas)

Close the literacy gap among adults, open pathways to livelihood:

Literacy, numeracy, financial & digital fluency creating self-employment & income generation

Literacy as a Service (Laas): Close the literacy gap among adults, open pathways to livelihood

THE NEED

- India has 257 million non-literates
- Most are from Affirmative Action category, and 167 million are women
- Majority <$8/day income level

WHOM WE SERVE

- Adults who are illiterate or semi-literate
- Predominantly 35–60-year-old women
- SC/ST, PWD, Low-income families

WHERE WE SERVE

- Districts with lowest literacy rates
- Urban slums
- Prison inmates

OUR NOVELTY

Innovative adult learning pedagogy using theory of cognition & laws of perception

Native language content & animated graphic patterns for easy visual & auditory learning

Trainers use puppet theatre model to improve recognition, retention, & recall of words.

Implemented through NGO partners, Govt. institutions, corporates & volunteers

LaaS Program Offerings

Functional Literacy

Financial Literacy

Access to Citizen Entitlements

Digital Literacy*

Disaster Response Readiness*

** Content Development in progress, will launch in 2024*

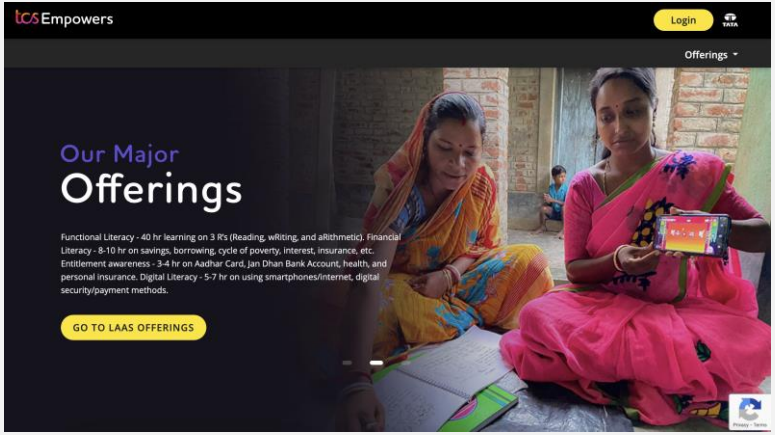
Literacy as a Service (Laas): Close the literacy gap among adults, open pathways to livelihood

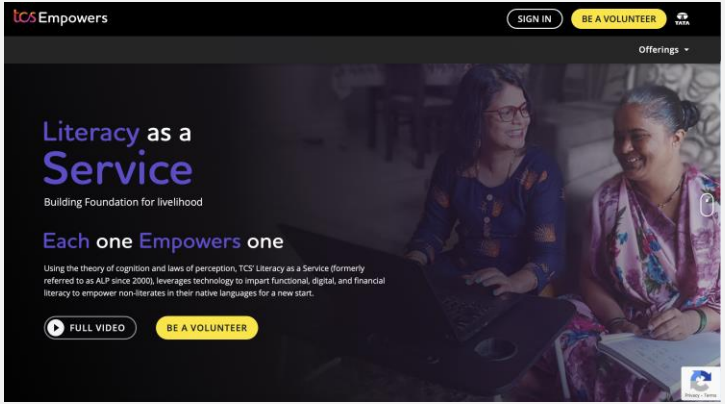
	Functional Literacy	Financial Literacy	Citizen Entitlements
Duration	40 hours across 2-3 months	8-10 hours across a month	3-4 hours across two weeks
Languages	Telugu, Tamil, Hindi, Marathi, Bengali, Gujarati, Kannada, Odia, and Urdu	Hindi, Bengali, Marathi, Odia	Telugu, Tamil, Hindi, Marathi, Bengali, Gujarati, Kannada, Odia, and Urdu
Coverage	• 3Rs - Reading, Writing and Arithmetic skills. • Knowledge of 700 mostly used words in regional language. • Ability to read newspapers, sign boards, do calculations, budgeting etc.	• Steps to manage finances, the basic concepts of Financial Literacy and the Cycle of Poverty. • Concepts of savings, insurance and pension, borrowing and its do's and don'ts, the mechanism to plan finances.	• Aadhar Card • Jan Dhan Bank Account • Pradhan Mantri Jeevan Jyoti Bima Yojana • Pradhan Mantri Suraksha Bima Yojana • Pradhan Mantri Jan Aarogya Yojana
Mode	In-person, using laptop, tablets or mobile devices, augmented with visual aids and practice material		
Intermediate Outcomes	Social inclusion, builds self-respect, confidence while enhancing dignity	Financial inclusion and involvement in economic development cycle	Creates awareness of and access to social welfare schemes
Program Impact	Economic, Social, Cultural, Emotional, Mental, Civic Participation, Gender Empowerment		
Long term Outcome	Improved access to livelihood, participation in SHGs/small enterprises, increased family income		

Literacy as a Service (Laas): Close the literacy gap among adults, open pathways to livelihood

PROGRAM PLATFORM

- End-to-end digital enablement of LaaS
- Facilitates partner onboarding, trainer orientation, content, resources
- Trainers can manage beneficiary learning journeys across different offerings
- Tracking & monitoring of progress at beneficiary, offering, trainer & partner level
- Certificates & recognition mechanisms



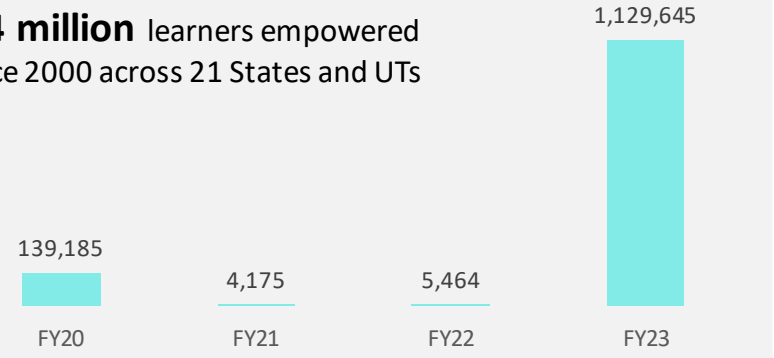


Each One Empowers One (EOEO)

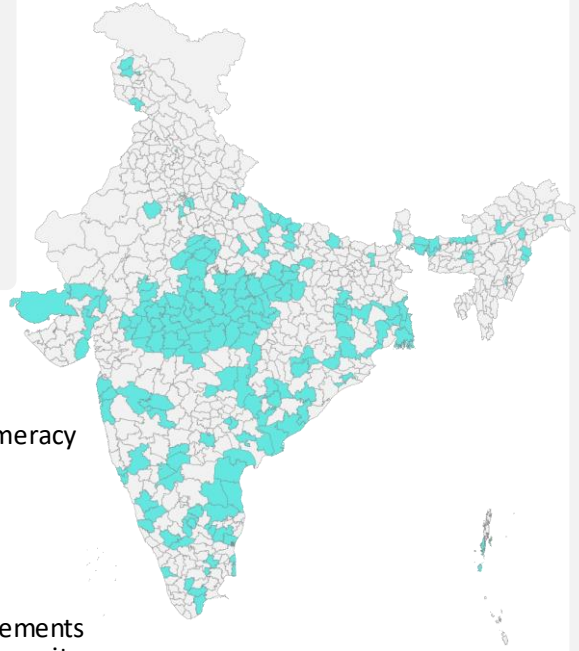
- End-to-end digital journey of volunteer-led literacy efforts, with ability to personalize 1-to-1 based on beneficiary learning needs
- Self-paced approach, catering to online & offline modes of engagement
- Tracking & monitoring of progress by beneficiary & offering, certificates & recognition mechanisms
- **Offered as Tata Group level volunteering initiative by TSG through Tata Engage**

Literacy as a Service (Laas): Close the literacy gap among adults, open pathways to livelihood

2.4 million learners empowered since 2000 across 21 States and UTs



Coverage across **11** States and **79** Districts in FY23



PROGRAM IMPACT

85% showed increase in self-esteem, participated in decision making

89% enhanced numeracy and financial skills

90% post literacy encouraged daughters' education over child marriage

85% shared about Government entitlements with others in community

Key Partners

NGOs 1.08 M

- Rotary Mumbai
- SAFA
- Humana People to People India
- Partners in Hope for Action
- Indian Academy for Self Employed Women
- Tagore Society for Rural Development
- Prayas
- Development Focus
- YCDA

Govt. Institutions 1.12 M

- Madhya Pradesh SLMA (State Literacy Mission Authority)

Prisons 72,500

- Tihar Jail
- Bhaderwah Prison

Corporates

- Tata Power, Tata Metaliks, Tata Steel, Tata Motors

Literacy as a Service (Laas): Close the literacy gap among adults, open pathways to livelihood

Joseph 'Sunil' Nallapalli
Head, India CSR

Kishan Gopal
Program Head, LaaS

- **Prashant Anchal**
  Partnerships & Solutions
- **Tanusha Krishna**
  Content
- **Somnath Dey**
  Digital Platforms – EOEO & LaaS
- **Tarun Sharma**
  Operations

Literacy as a Service (Laas): Close the literacy gap among adults, open pathways to livelihood

PATH TO 2030 GOAL: NEXT 3 Years

- Govt. of India has taken up the charter of foundational literacy & numeracy under the New India Literacy Program (NILP) with a goal of 50 million literate by 2027.
- Working with the Joint Secretary, National /State Literacy Mission Authority (N/SLMAs), we are poised to serve the needs using our proven model of LaaS.
- While our functional literacy offerings can be directly offered to most states, with joint cocreation & customization of citizen entitlements we can partner for state-wide implementation at scale.
- Additionally, by working with established & trusted NGOs, we can add an important dimension of FLN (Foundational Literacy & Numeracy) that proves effectiveness of all their programs.
- Finally, using the corporate and volunteer models, we can especially reach urban slums and marginalized populations where employees live and work.

State	Literacy %	# of Non-literates
Bihar	61.76%	27,426,074
Rajasthan	64.60%	15,825,446
Jharkhand	64.74%	9,077,091
Telangana	65.61%	6,790,002
Chhattisgarh	65.84%	5,080,398
Andhra Pradesh	66.82%	5,503,365
Uttar Pradesh	67.50%	37,589,223
Madhya Pradesh	67.68%	14,862,492
Odisha	70.84%	5,044,516
West Bengal	75.02%	12,280,158

** Indicative summary of high need states*

WHAT WILL IT TAKE

LaaS	Lifetime till FY22	FY23	Next 3 Years Goal
Beneficiaries	1.04 M	1.12 M	7.5 M
Cost/Beneficiary Estimate	Rs. 500	Rs. 200*	Rs. 150

go Innovate Together (goIT)

Preparing students with skills, confidence and mindsets necessary to pursue careers of the future:

K-12 Digital innovation and Career Readiness Program

go Innovate Together (goIT): K-12 Digital innovation and Career Readiness Program

THE NEED

- 80% of formal sector jobs require STEM & critical thinking skills
- AI, ML, data science & robotics need to be part of curriculum
- Women are only a third as likely as men to study STEM & CS
- 70% of students are in rural schools
- Marginalized students lack role models & industry mentors

WHOM WE SERVE

- Primary and secondary school students
- Focused at 5th-10th grade students, can serve all K-12 grades
- SC/ST, PWD, Low-income families, Girls

WHERE WE SERVE

- Poorest districts
- Urban slums
- Government & aided schools

OUR NOVELTY

SPARK CURIOSITY

Students from historically underrepresented communities to become more interested in CS

DEMYSTIFY CS

Share how CS can be a skill that's developed and not something you're born with

MEET INDUSTRY EXPERTS

Students to get exposed to and learn from TCS or industry volunteer-mentors

PROVIDE A SAFE SPACE

Provide a place where students can practice the Design Thinking Model and share their ideas

BUILD SKILLS & CONFIDENCE

Help students gain the 21st century skills and confidence to pursue CS careers

goIT Program Offerings

goIT Live (In-person / Virtual)

goIT Online (Self paced)

goIT Monthly Challenge (Apply skills to real world challenges)

goIT Work Experience (Mentorship. industry connect, live projects)

** Content Development in progress, will launch in 2024*

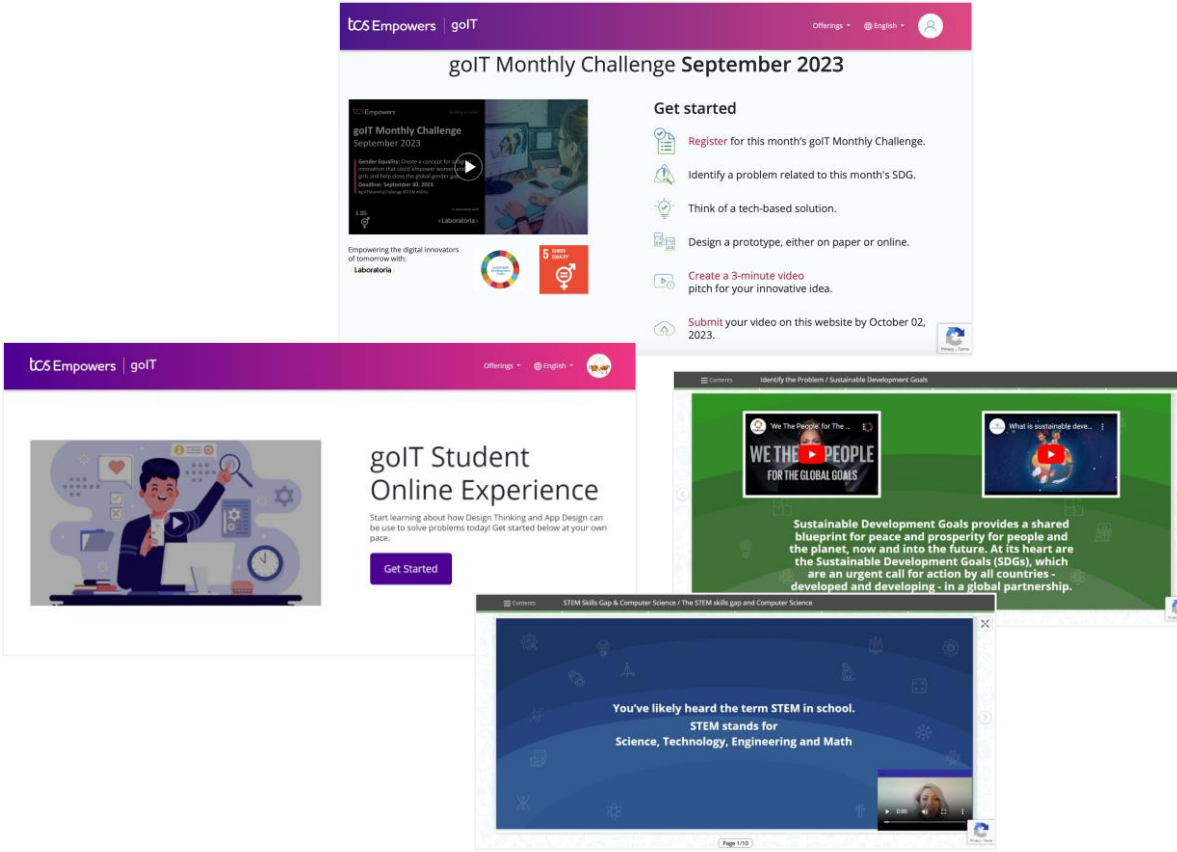
go Innovate Together (goIT): K-12 Digital innovation and Career Readiness Program

	goIT Live	**goIT Online**	**goIT Monthly Challenge**	**goIT Work Experience**
Duration	24 hours	8-10 hours	4-5 hours, monthly	5 days, periodic
Languages	English (US & UK), Spanish, Portuguese, Arabic, French, German, Japanese, Norwegian (under final review), Thai, Bhasa, Hindi, Gujarati, *Tagalog, Mandarin, Hungarian, Dutch, Ukranian, Swedish, Marathi, Telugu, Tamil*		English, Spanish, Portuguese, Ukrainian,	English
Coverage	• Learn the importance of computer science • Understand SDGs and choose a problem to solve in local community • Work in a team to brainstorm a tech-based solution • Create a digital prototype • Pitch solution to peers & leaders from community & industry • Tech pathways include **App Design, AI, IoT, Micro:Bit, Blockchain, GIS, Data Science, Cybersecurity**		• Based on one of 17 UN SDGs • Challenge issued by an industry leader along with an NGO • Students participate as individuals, teams or a class • submit a digital innovation & judged by jury from industry, academia & NGOs • Winners compete for Global Innovator of the Year	• Mentorship by volunteers from industry • Career exploration and exposure • Tailor made engagement with industry experts to work on a digital innovation sprints
Mode	In-person, virtual, plugged or unplugged, by staff, volunteers, teachers, schools, Govt., NGO partners			
Intermediate Outcomes	Develop STEM and CS skills, design thinking, entrepreneurship, communication, civic engagement, improved confidence among marginalized students, access to quality content & industry mentors			
Program Impact	Quality STEM education, Industry exposure, Equity of representation			
Long term Outcome	Students become innovators, solving India's problems using digital technologies			

go Innovate Together (goIT): K-12 Digital innovation and Career Readiness Program

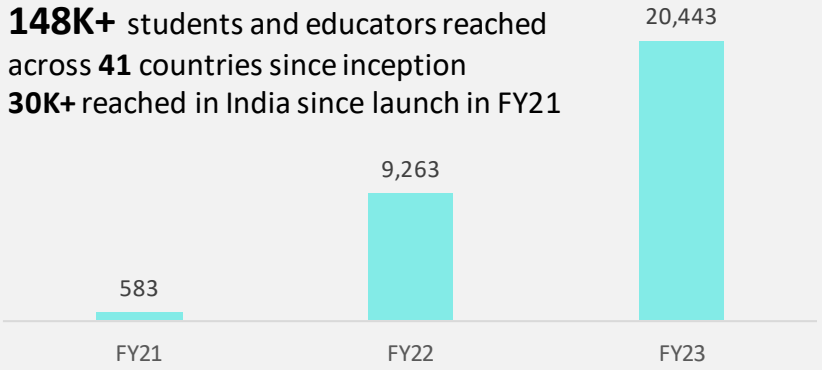
PROGRAM PLATFORM

- Digital enablement of goIT Online and goIT Monthly Challenge
- For goIT Online, it facilitates creation of classrooms, progress tracking of training, access to online modules and content repository, survey management
- For Monthly Challenge, it facilitates creation of challenges, registration of students, submission of ideas, assigning of judges and publishing of results.
- Students can learn online modules, submit ideas and register for events
- Teachers can create classrooms, track progress and access content repository
- Program team can conduct surveys, manage content repository, create challenges, view submission dashboard, assign judges, publish results and notify planned events
- Volunteers can judge monthly challenge submissions

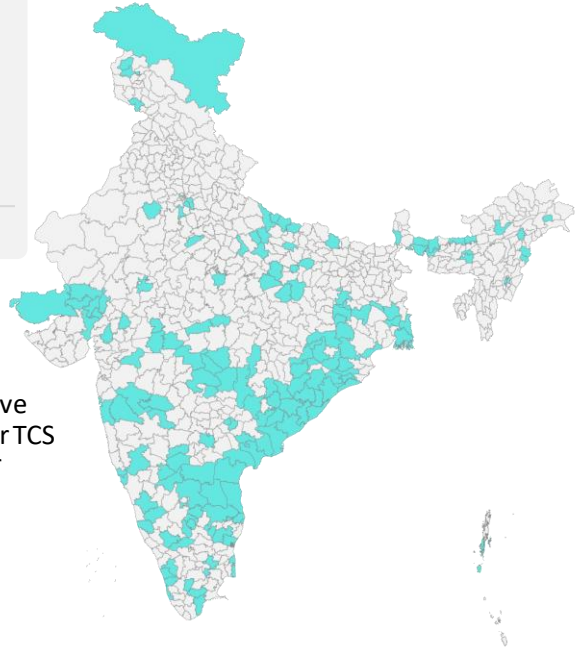


go Innovate Together (goIT): K-12 Digital innovation and Career Readiness Program

148K+ students and educators reached across **41** countries since inception
30K+ reached in India since launch in FY21



Coverage across **13** States and **77** Districts in FY23



PROGRAM IMPACT

96% demonstrated an understanding of how technology can be used to improve their community

99% gained positive insights from their TCS volunteer mentor

89% felt they could be computer scientists after their goIT experience

Key Partners

NGOs/ Schools

- Ek Kadam Aur
- Parivar
- Katalyst
- Bahujan Hitlay
- Edunet
- BGS (75 schools)
- Army Public Schools
- Kendriya Vidyalaya
- Chinmaya Mission Schools
- Ramakrishna Mission School
- Meghe Schools
- ASVVS

Govt. Institutions

- AP Social Welfare (189 schools)
- UP Samaj Kalyan Vibhag (105 schools)
- Manipur Government
- Gujarat SSA (14,486 schools)

Corporates

- Tata Motors

Ignite My Future (IMF)

Introducing the concept of computational thinking and infusing it into core subjects like language arts, math, science, and history:

Empowering educators and creating skills of the future

Ignite My Future (IMF): Empowering educators to create skills of the future

THE NEED

- Computational thinking (CT) is a foundational skill, tied to higher order critical thinking abilities
- NEP has prioritized CT, but it will be years till it is taught in schools
- Transdisciplinary approach to integrate in all core subjects

WHOM WE SERVE

- Primary and secondary school teachers and students
- 6-8th grade focus, but can serve all K-12 grades
- Schools with students from SC/ST, PWD, Low-income families, Girls

WHERE WE SERVE

- Poorest districts
- Urban slums
- Government & aided schools

OUR NOVELTY

INNOVATIVE PEDAGOGY

Teachers engage students and introduce new CT concepts.

PIONEERING RESOURCES

100+ lesson plans and activities that integrate computational thinking into core subjects.

PROFESSIONAL COMMUNITY

Build teacher network to foster collaboration, best practices and access to industry experts

PROVIDE A SANDBOX

Create opportunities for application and repetition of CT skills for students and teachers

CONNECT TO REAL WORLD

Create immersive experiences of real-world applications of CT

IMF Program Offerings

Teacher Training (In-person / Virtual)

CT Challenges (Bebras, Sudoku)

Global Innovation Project

Career Days (Tech Trend Talks, Ask an Expert)

Family Nights

Behind the Scenes (Real world experiences)

** Content Development in progress, will launch in 2024*

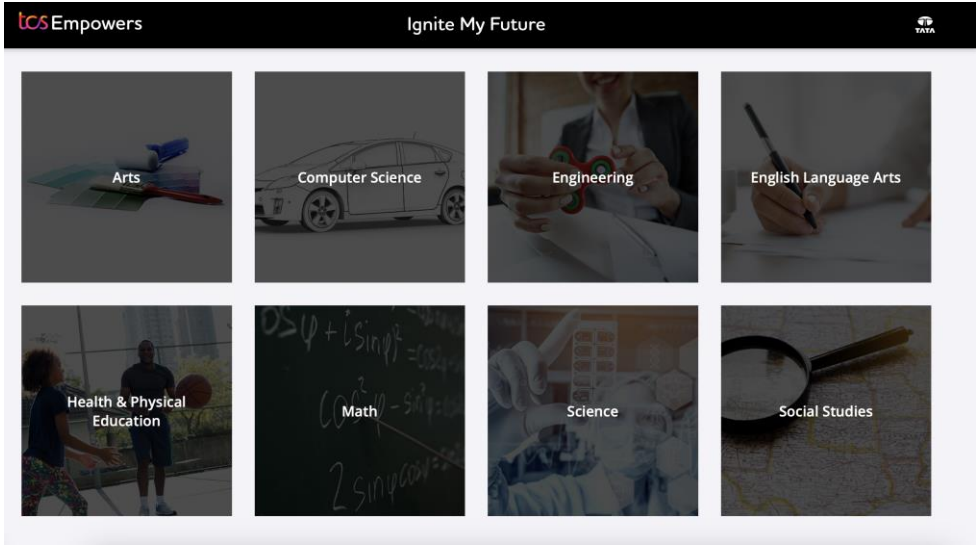
Ignite My Future (IMF): Empowering educators to create skills of the future

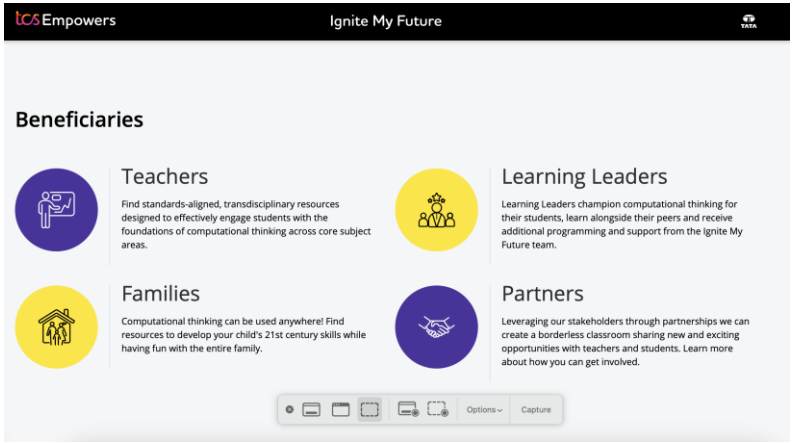
	IMF Teacher Training	CT Challenges & Global Innovation Project	Career Sessions & Family Nights	Behind the Scenes
Duration	1-2 days, plus weekly	30 minutes/week, 20 hours total	1-2 hours	2-4 hours
Languages	English, Canadian French, Spanish, Hindi		English, Spanish	English
Coverage	• Learn the importance of computational thinking • Understand CT concepts such as Collecting Data, Analyzing Data, Finding Patterns, Decomposing Problems, Abstraction, Building Models, Developing Algorithms • Supplemental resources including lesson plans, PPTs, and curriculum connector content aligned to national and state standards • Role play approach on teaching in a classroom • Learning leaders' community to build affinity network and foster collaboration between teachers		• Introduce students to a variety of careers that use computational thinking • Volunteers are industry experts and professionals from both STEM and non-STEM backgrounds • Interactive challenge or a short series of strategy games to engage family members	• Custom-made curriculum for real world experience, E.g.: Formula E Racing • Lesson plans that can be used in classroom settings • Videos to showcase real world relevance
Mode	In-person, virtual, train the teacher, CT resources, lesson plans, curriculum connectors, plugged or unplugged activities, volunteer engagement, schools, Govt. NGO partners			
Intermediate Outcomes	Develop 21st century skills like critical thinking, problem solving, managing data, algorithms, improvement in fluency & student engagement, improved teacher readiness			
Program Impact	Quality CT education, Improving Teacher Capacity, Strengthening Education Systems			
Long term Outcome	Every student is proficient in computational skills akin to FLN (Foundational Literacy & Numeracy)			

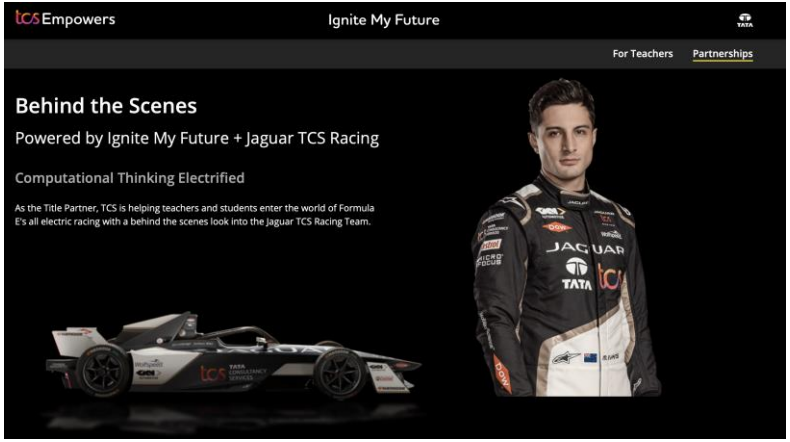
Ignite My Future (IMF): Empowering educators to create skills of the future

PROGRAM PLATFORM

- Digital enablement of IMF
- Facilitates access to learning plan based on pathways around all core subjects
- Behind the Scenes offering provides lesson plans on Formula E racing

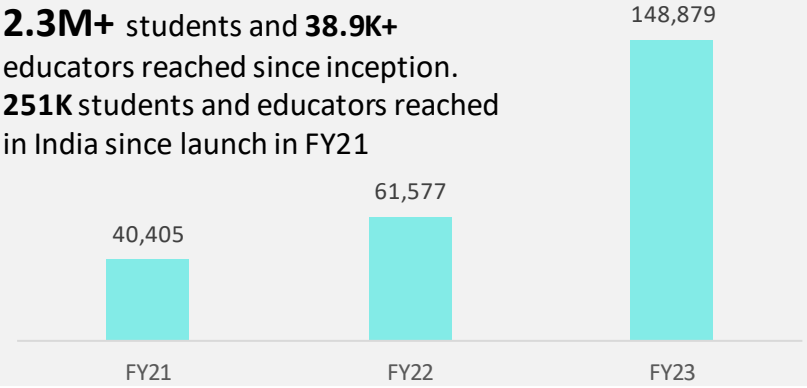




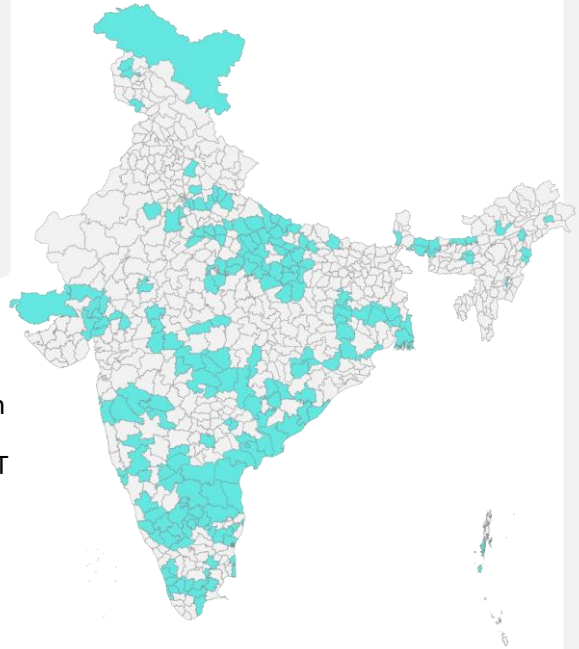


Ignite My Future (IMF): Empowering educators to create skills of the future

2.3M+ students and **38.9K+** educators reached since inception.
251K students and educators reached in India since launch in FY21



Coverage across **17** States and **126** Districts in FY23



PROGRAM IMPACT

98% believe that Computational thinking is a future ready skill for the students.

83% say the program is the first to introduce them to CT and its concepts.

65% could clearly understand the concepts of CT and are ready to teach their own lesson plans using the concepts

Key Partners

NGOs/ Schools

- BGS (75 schools)
- SSKV
- Vidyodaya
- Ek Kadam Aur
- Parivar
- Aroner Alo
- M.S Chellamuthu Trust & Foundation
- Chinmaya Mission
- ACM India
- Bebras India

Govt. Institutions

- AP Social Welfare (189 schools)
- UP Samaj Kalyan Vibhag (105 schools)
- Manipur Government
- South 24 Parganas District
- South 24 Parganas District
- Gujarat SSA (14,486 schools)

Corporates

- Tata Steel Foundation
- Tata Motors

K-12 Education Team: goIT & Ignite my Future

Vipul Shah
Head, Education & Skilling

Sanu Khan
Innovations – School Programs

Smitha Balakrishnan
Curriculum & Content

TBD
Assessments

John Dichiara
Program Director, goIT

Serene Gallegos
Program Director, IMF

Vimal Narayanamurthy
Director, K-12 Education
India Delivery

Mayank Tyagi
Operations & MEL

Ankita Kulshreshtha
IMF – India

Aarthi Ravishankar
goIT – India

K-12 Education: goIT & Ignite my Future

PATH TO 2030 GOAL: NEXT 3 Years

- National Education Policy has highlighted the importance of digital skills & computational thinking.
- We have already contributed to the National Curriculum Framework, as well as ongoing efforts to create CT lesson plans with NCERT/SCERTs.
- Working with state governments & renowned NGOs, we can massively scale the adoption of goIT & IMF within school systems.
- Concurrently working on pre-service & in-service teachers, we can prepare the next generation of educators to be prepared to teach these skills.
- We may need to tackle value chain issues such as migratory population, infrastructure gaps, connectivity, devices etc in chosen districts & showcase as model examples for national replication.

WHAT WILL IT TAKE

K-12 Education	Lifetime till FY22	FY23	Next 3 Years Goal
goIT Beneficiaries	100K (Global) 10K (India)	42K (Global) 21K (India)	2M (India)
Cost/Beneficiary Estimate	$ 250 Rs. 500	Rs. 400	Rs. 350
IMF Beneficiaries	2M (Global) 102K (India)	295K (Global) 149K (India)	7M (India)
Cost/Beneficiary Estimate	$10 Rs. 500	$5 Rs. 250	Rs. 150

Youth Employment Program (YEP)

Help marginalized youth transition from college to careers in digital economy:

Teach, Coach, Mentor and Place enabling equitable access to good jobs

Youth Employment Program (YEP): Transitioning marginalized youth from college to careers

THE NEED

- 41 million College students
- 42% grads under 25 unemployed
- Gap in 21st century skills, industry readiness and access to good jobs
- Biggest gaps are felt by rural students, women and from low-income families <$8/day income

WHOM WE SERVE

- 18 to 25-year-old youth
- Enrolled in college or unemployed recent graduates
- SC/ST, PwD, low-income families, women

WHERE WE SERVE

- Colleges in Tier 3 and Tier 4 cities
- Institutions with concentration of marginalized students

OUR NOVELTY

Diagnostic to assess & understand learning gaps

Training to enhance industry readiness & in-demand skills

Industry recognized digital skill certifications

Mentoring & Coaching for employment and entrepreneurship

Exposure to industry leaders & emerging technologies

Faculty Development Programs to build college capacity

Regional/Local partnerships for impact sourcing

Build career pathways to new sectors (like Green Economy, Clean Energy)

YEP Program Offerings

Business Communication

Numerical Ability

Reasoning Ability

Programming, Computer Skills

Domain Skills (Retail, BFSI, Hospitality, Entrepreneurship etc.)

Technical Skills (AI, SAP ABAP, Cloud Computing, AWS, IT Automation etc.)

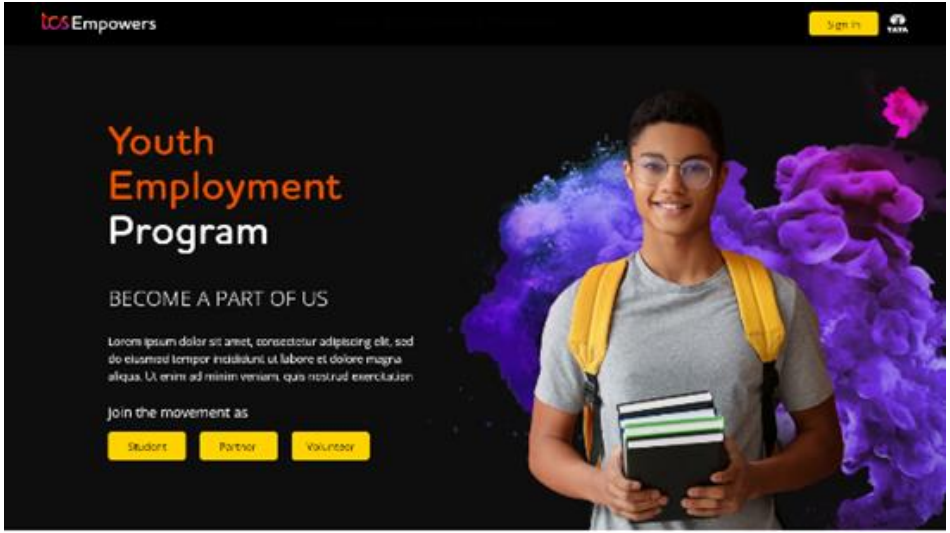
Youth Employment Program (YEP): Transitioning marginalized youth from college to careers

	Engineering	Non-Engineering
Duration	169 Hours across 8-9 months	131 hours across 2-3 months
Intervention	5th semester till 7th semester	During final year
Coverage	• Business Communication Skills, Communicative English, Numerical Ability, Logical Reasoning, • MS Office, Python, Network Essential, Cyber Security Essential • Data Analytics, UX Design, IT Support, Digital Marketing & eCommerce • Domain training (BFSI, Hospitality, Robotics, EV, Green Jobs, Sales etc.) • Career guidance, Resume Writing, Building Social Media Profiles, Mock Interviews • Extended alumni engagement & 2-year placement assistance	
	• AWS Academy, Cisco NetAcad, Google, Microsoft, SAP, Salesforce • AI/ Cloud Computing/ Full stack web development	• Accounting Fundamentals • Hospitality, Front office • Retail, Stores, Sales, Logistics
Mode	In-person, virtual, curriculum based, mentoring, coaching, industry talks, master classes, placement support	
Intermediate Outcomes	Strong communication and articulation skills, gain technical and industry know-how, improve networking skills, and access to market-facing certifications, develops confidence	
Program Impact	Quality education, Equal opportunities, Industry relevant skills	
Long term Outcome	Youth build skills & access to current work opportunities, develop strong connections to future work streams, we foster an inclusive workforce, increased family income, become India's talent model for the world	

Youth Employment Program (YEP): Transitioning marginalized youth from college to careers

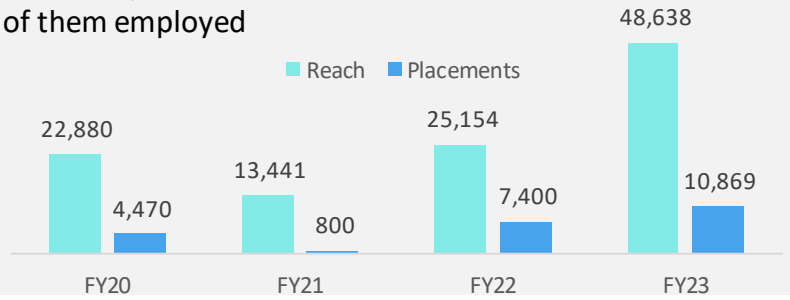
PROGRAM PLATFORM

- End-to-end digital enablement of YEP
- Facilitates partner institute onboarding, student onboarding, access to content, batch management, session management, assessments, tracking of attendance, issuing certificates, feedback
- Partner can self-register, onboard students, view ongoing and completed batches, track session progress for ongoing batches and update student placement status
- Students can manage their profile, view course materials, go through self-paced courses, get session and other event notifications, register for recruitment events, download certificate, update placement status and attempt different assessments.
- Program team can onboard partners and students, create batches, add courses, schedule sessions, set up assessments, collect feedback, track attendance, issue digital certificate, manage recruitment events, update student placement status, generate impact reports and view dashboards

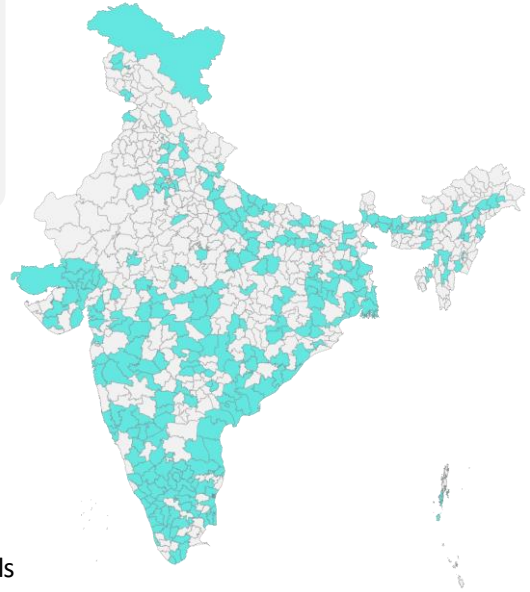


Youth Employment Program (YEP): Transitioning marginalized youth from college to careers

Empowered **165K** graduates since inception with **39,800+** of them employed



- Coverage across **35** States and UTs
- **100%** Tribal batches in Ladakh & Lakshadweep
- **100** All-women batches



PROGRAM IMPACT

97% YEP helped us in getting better job opportunities

92% improved engagement within peer groups

64% resulted in change of role as an earning member in family

97% enhanced communication skills

Key Partners

NGOs

- Vikasa
- Sony Computer Education Society
- University of Allahabad
- Sujana foundation
- JMIT Group of Institutions
- Gondwana University
- Kashi Vidyapith
- BITSAA Trust, Pilani (PARC)

Govt. Institutions

- District Employment Offices
- Goa DHE
- Puducherry, DHE (17 colleges)
- Gujarat Government

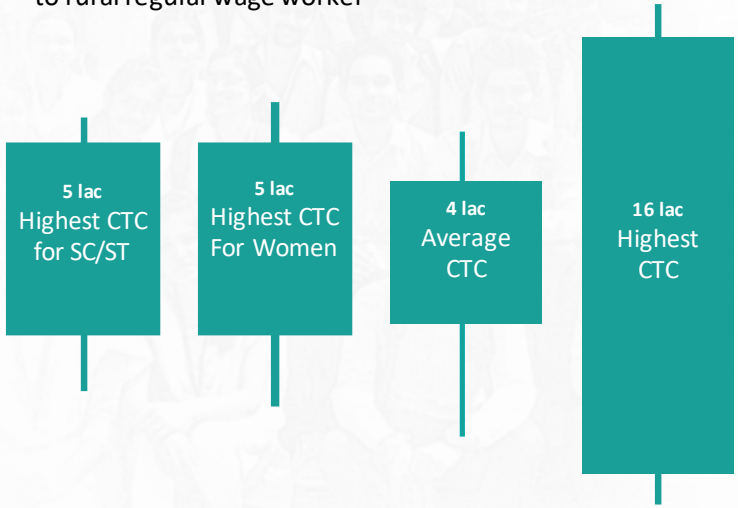
Corporates

- Tata Chemicals Society for Rural Development
- Tata Power NODL & Tata Power DDL
- Tata Metaliks
- Tata Steel Foundation

Youth Employment Program (YEP): Transitioning marginalized youth from college to careers

Engineering

- **2.25x** Enhancement in income in comparison to rural regular wage worker
- **3.42x** Enhancement in income in comparison to rural female regular wage worker
- **3.48x** Enhancement in income for SC/ST/OBC in comparison to rural regular wage worker



Non-Engineering

- **1.7x** Enhancement in income in comparison to rural regular wage worker
- **2.6x** Enhancement in income in comparison to rural female regular wage worker
- **2.53x** Enhancement in income for SC/ST/OBC in comparison to rural regular wage worker

Youth Employment Program (YEP): Transitioning marginalized youth from college to careers

Vipul Shah

Head, Education & Skilling

Srishti Gupta

Program Director, Youth Employment Program

Anupam Baruah
Delivery

Bidisha Sinha Roy
Content

Ishwarya L Y
Framework, Research & Compliance

Surya Ganguly
AAA and Platform

Kala Sadasivam
Placements

Youth Employment Program (YEP): Transitioning youth from college to careers

PATH TO 2030 GOAL: NEXT 3 Years

- As per the G20 Youth Roadmap 2025, structural changes in quality education & increased investments with potential for youth employment creation, such as in the green, digital and care economies are critical.
- Based on our experience of running YEP, we can partner with state and regional systems to help India prepare its youth for entry level opportunities in booming sectors.
- Personalizing the learning journey to cater to the specific industry clusters is key in conversion to job placements.
- Creating collaboratives with government, trade associations & corporates, we can build the foundation of an Indian model of transition from college to career for marginalized youth.

State	MPI %	# of College Youth
Bihar	26.60%	9,367,620
Jharkhand	21.65%	3,908,965
Madhya Pradesh	18.77%	6,955,806
Uttar Pradesh	18.41%	16,867,525
Meghalaya	16.30%	343,649
Chhattisgarh	15.66%	2,645,566
Assam	15.24%	5,659,169
Rajasthan	15.08%	6,646,765
Odisha	14.59%	1,637,519
Nagaland	11.67%	74,088

** Indicative summary of high need states*

WHAT WILL IT TAKE

LaaS	Lifetime till FY22	FY23	Next 3 Years Goal
Beneficiaries	135K	48K	700K
Cost/Beneficiary Estimate	Rs. 5,000	Rs. 3,000	Rs. 2,500

BridgeIT

Enable delivery of world class front-line services in India's hardest-to-reach areas :

Empowering marginalized youth to be digital entrepreneurs and serve needs of rural India

BridgeIT : Empowering youth to be digital entrepreneurs and serve needs of rural India

THE NEED

- 68% of India's youth are in rural villages and for ~325Mn marginalized individuals and ~60Mn youth, participation in the formal economy is non-existent
- INR 3,000 is the avg. monthly income for a daily wage earner in rural India and 86.2% young women in villages have no access to livelihood
- Only 15% of rural India has internet access and only 4% owns a computer

WHOM WE SERVE

- Marginalized youth in rural India
- Women, SC/ST, PWD, Low-income families

WHERE WE SERVE

- Rural districts, especially those that are multidimensionally poor

OUR NOVELTY

- Identify unmet societal needs
- Identify Bridgital services to meet those needs
- Work with village leaders to create self-employment for local youth
- Build capacity to grow services while creating local employment

BridgeIT Program Offerings

Access to Knowledge

Access to Capital

Access to Mentors

Access to Markets

Access to Digital Infrastructure

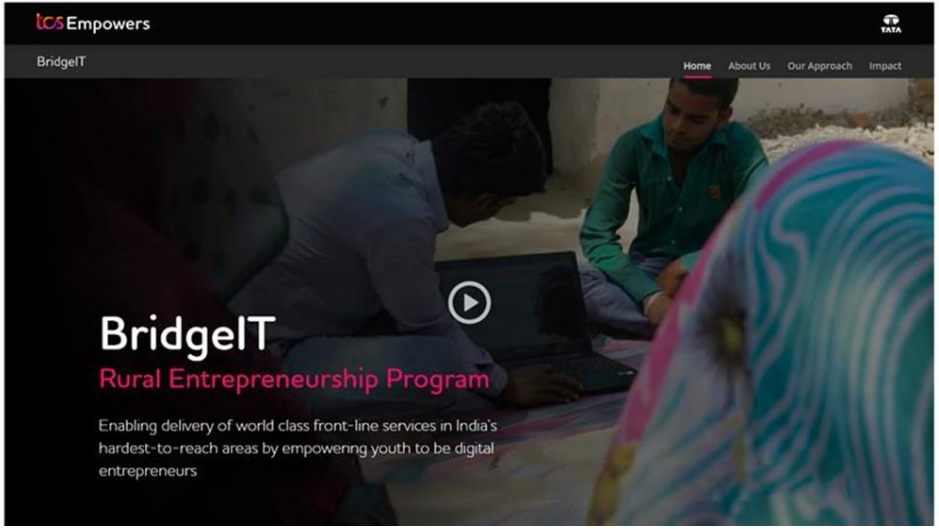
BridgeIT : Empowering youth to be digital entrepreneurs and serve needs of rural India

	BridgeIT
Duration	3 Years - Y1: Build trust locally through digital literacy, create access to market for citizen services, financial inclusion, e-commerce, logistics. Expand to higher order services in Y2 & Y3
Intervention | Language	12th Pass/Graduates. | Run in Vernacular Languages
Coverage	• To provide essential last-mile digital services in rural districts by building capacity of marginalized youth as digital entrepreneurs, creating sustainable livelihood & local jobs. • Select and train youth with entrepreneurship, business and behavioral skills to run a successful digital services business • Provide initial infrastructure including laptop and UPS, support with monthly stipend for a year • Lifelong support (Training on new services, mentor support from academia & industry, leveraging digital ecosystem)
Mode	In-person training, mentoring & monitoring, virtual engagement, District/Village stakeholder engagement
Intermediate Outcomes	Access to essential digital services like banking, medicine, law and other citizen entitlements for the village, creating employment opportunities,, 20 to 30% Y-on-Y income growth, improved confidence and self-esteem
Program Impact	Economic, Social, Cultural, Emotional, Mental
Long term Outcome	Marginalized youth provide Bridgital services to rural India, drive economic growth & bridge digital divide

BridgeIT : Empowering youth to be digital entrepreneurs and serve needs of rural India

PROGRAM PLATFORM*

- End-to-end digital enablement of BridgeIT
- Facilitates partner onboarding, field team and entrepreneur onboarding, Project planning and management, cohort management
- Partner can self-register, onboard field staff, plan the project, onboard program participants,
- Program team can onboard partners and participants, view and track project plan and progress



*Work in progress. Launch planned for Q3FY24

BridgeIT : Empowering youth to be digital entrepreneurs and serve needs of rural India

Created **466** entrepreneurs since inception

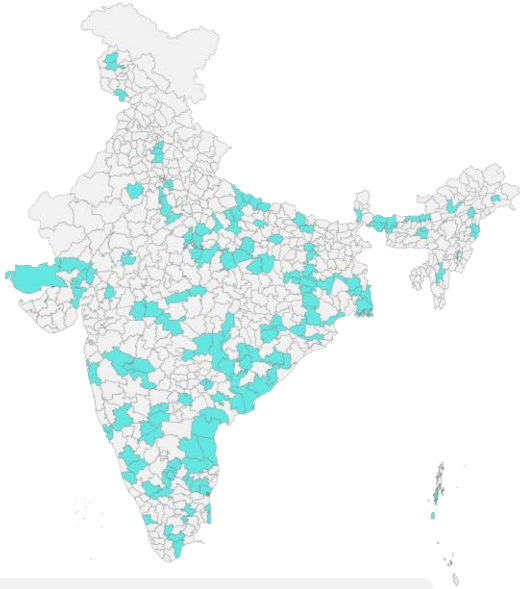
- Coverage across **10** States and UTs in **30** districts serving **1735** villages

PROGRAM IMPACT

92% increase in self esteem

95% increase in income and standard of living

60% able to break social and gender barriers



Key Partners

NGOs

- Humana People to People India
- Development Focus
- NACDOR
- CADAM

2x

Enhancement in income in comparison to rural self-employed worker

2.8x

Enhancement in income for SC/ST/OBC in comparison to rural self-employed worker

4.6x

Enhancement in income in comparison to a rural female self-employed worker

22K

Average Monthly Income

1.4 lac

Highest Monthly Income

28K

Average Monthly Income after 3 years

tcs Empowers

Building on belief

BridgeIT : Empowering youth to be digital entrepreneurs and serve needs of rural India

Joseph 'Sunil' Nallapalli

Head, India CSR

Biswajit Dutta

Program Director, BridgeIT

- **Cyrus Umrigar**
  Delivery
- **Aravind Unnikrishnan**
  Operations
- **Nazneen Engineer**
  Contracts and Finance
- **TBD**
  Content & Training
- **Anurag Kumar**
  MEL

BridgeIT : Empowering youth to be digital entrepreneurs and serve needs of rural India

PATH TO 2030 GOAL: NEXT 3 Years

- Based on the CSR Committee's direction, we have already begun the first of a series of new projects to scale BridgeIT.
- While the 1,400-entrepreneur cohort will strengthen our theory of change & impact model, the time is prime to make a bigger bet.
- An aspirational goal of 100,000 entrepreneurs in 3-years will catalyse this space with all stakeholders including Govt., Public/Private institutions, social sector agencies, NGO partners & the public at large.
- Choosing for example 100 of the 300 TCS priority districts will help us create critical mass for certain regions to achieve a tipping point where microeconomic progress will be highly visible & measurable.
- This sort of growth can attract other organizations across sectors to join hands in setting up a last-mile digital services ecosystem / platform for rural India.

State	MPI %	# of Potential Entrepreneurs
Bihar	26.60%	3,308,053
Jharkhand	21.65%	885,285
Madhya Pradesh	18.77%	465,409
Uttar Pradesh	18.41%	1,505,212
Meghalaya	16.30%	17,975
Chhattisgarh	15.66%	33,605
Assam	15.24%	361,718
Rajasthan	15.08%	431,234
Odisha	14.59%	103,598
Nagaland	11.67%	11,700

** Indicative summary of high need states*

WHAT WILL IT TAKE

BridgeIT	Lifetime till FY22	FY23	Next 3 Years Goal
Beneficiaries	466	-	100K
Cost/Beneficiary Estimate	Rs. 4.5 lac	-	Rs. 1 lac

India Geo: Connecting people & communities to opportunities via Strategic CSR Programs

Joseph 'Sunil' Nallapalli
Head, India CSR

Chandasekaran Natarajan
Zonal Head, South & East

- **Eapen Abraham** – Region Head – South
  - **Sheena Mathew** – State Impact Leader – KL, AN, LD
  - **Keerthan N** – State Impact Leader – KA
  - **Solomon Reddy** – State Impact Leader – AP & TL
- **Sagar Dutta** – Region Head - East
  - **Krithika Sa** – State Impact Leader – WB
  - **Gaurav Kumar** – State Impact Leader – BH, JK
  - **Priyabrata Ray** – State Impact Leader – OD

Tarun Kumar Nehra
Zonal Head, North & West

- **Vaibhav Mangal** – Region Head – North & Central
  - **Ajai Kumar Singh** – State Impact Leader – UP &UK
  - **Saksham Sharma** – State Impact Leader – MP & CG
- **Satish Kalidindi** – Region Head - West
  - **TBD** – State Impact Leader – MH & Goa
  - **TBD** – State Impact Leader – GJ & RJ

Program Delivery Leads

HOW CAN TCS CSR SOLVE INDIA'S BIGGEST CHALLENGES?

Strategic CSR Program Deep Dives

WHAT WILL IT TAKE

Strategic CSR Program	Lifetime till FY22	FY23	Next 3 Years Goal
Literacy as a Service	135K	48K	700K
goIT	10K	21K	2M
Ignite my Future	102K	149K	7M
Youth Employment Program	135K	48K	700K
BridgeIT	466	-	100K
Grand Total			

Thank you

Know more at https://on.tcs.com/csr