

economic educational and health initiatives. Many of the company's projects and programs are driven by active participation from the employees. GTL's commitment to address important societal needs led to the formation of GTL foundation. The group conducts its philanthropic outreach programs driven by GTL foundation.

A committee of trustees, drawn from various fields runs the foundation. The committee ensures that the objectives of the trust. Independent trustees govern the foundation with the help of an advisory committee. The trustees are experienced professionals with a passion to make, this world a better place to live in. The trustees are from diverse backgrounds, qualifications, and age, thus bringing in due thought, care, and concern in selection of projects bearing the needs of the targeted beneficiaries. At the grass-roots level, GTL's staff and volunteers – known as Positrons (people radiating positive energy) – extend their valuable time towards social causes.

The foundation helps the group to channelize its CSR activities and is registered with Bombay Charity Commissioner under Bombay Public Trust Act on 18 October 2004. Every year, the GTL management provides upto 1% of its profit for continuing the CSR programme.

The company under its CSR activities supports over 18 causes, which focuses on: bridging the digital divide (GYAN IT, KNOW VKC); helping the cause of visually challenged (Project Netra, Talk 64); financially support the education of poor children (GyanJyot Scholarship Program); helping the community at the time of natural disaster (Project Tsunami, Flood Relief in Orissa); training, workshop, and field experience to GTL's volunteers under a project 'world changers program,' conducted in association with the NGO, Family India. The company supports and has partnership with other NGO such as REAP (For Tribal and Slum Children's Education), Stree Mukti Sanghatana, AASRA (Support to Street Children), Hellen Keller Institute for Deaf and Deaf Blind, All India Chess Federation for the Blind, Rajiv Gandhi Foundation, and NASSCOM Foundation.

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PROJECT KNOW (KNOWLEDGE ON WHEELS)

The company has launched 'Project Know' with the objective of bridging the digital divide between computer literates and illiterates. Through this project, the company wants to bring computers to the doorstep and solve the accessibility issue and train the trainers, so that the trainers then can teach many more students and multiply the effect and help people living in the rural areas to compete on equal footing with their counterparts in the city. With this objective in mind, a state-of-the-art bus was conceptualized having a generator set, air conditioners, and eight computers.

This mobile computer lab known as 'knowledge on wheels' moves from one school to another in the identified rural areas and imparts computer training programmes.

Motivating the children and convincing them of the benefits of IT was a major hurdle, which has been overcome through continuous counselling. Being a mobile classroom, earthing to the power supply was a major technological obstacle, which has been taken care of after a sustained six months research programme. Maintaining technology in the rural areas without technological support was a major obstacle, but this problem was tackled by deploying company's engineers and



Project Know (Knowledge on Wheels)

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by installing an inventory of spares and PCs for smooth functioning of the programme.

There is a regular monitoring process followed, where in a written test is conducted among the students after they have completed 20 days of training and successful students are given a certificate. A periodic feedback and assessment from primary and secondary schools is also covered under the project.

GTL foundation's human resource and community people, trustees of GTL foundation, employee volunteers or Positrons at various levels are involved in this project.

The impact of the programme

This programme has a direct bearing on the society in terms of updating the students with latest technology and prepare them to take up better and challenging employment, make them self confident. The project tries to prepare one breadwinner per family so that in the long run, poverty is eradicated from the roots. The whole society gets benefited and ICT reaches to rural children as quickly as possible.

