

Microsoft India Citizenship Report 2017



Microsoft India | Empowering Entrepreneurs | Empowering Students and Educators | Innovation for Societal Welfare
Philanthropies | Our People | Working Responsibly

From the President's desk



We are living in a time when technology permeates every sphere of our lives and is transforming it at breathtaking speed. The world is witnessing the Fourth Industrial Revolution where the fusion of the digital world with the physical one is transforming nearly every aspect of the way the world works and lives. And cloud computing is at the heart of this massive transformation. So how do we ensure that the benefits are universally accessible?

As India migrates to the cloud, it opens new possibilities in e-governance, financial inclusion, healthcare, agriculture, and education to positively impact the lives of a billion people. To realize the full potential of cloud computing, to create economic opportunity, and address the country's most difficult challenges—its power must be available to nonprofit organizations and researchers, and to individuals who lack access to affordable technology.

At Microsoft, we believe in the power of technology improving people's lives. Through our

various programs and citizenship efforts, we aim to empower people through concerted efforts in skill building and education, better governance through robust technology infrastructure, and creating a digital economy. This is implemented through our network of partners including academia, governments and non-profits. In addition to strategic interventions, our citizenship activities include employee volunteerism, funding for education and other community projects, and software grants to organizations focused on the education and employability of youth.

For India's economy to develop and remain competitive, it is essential to build a strong workforce of skilled professionals. Our skill development efforts work towards providing the underprivileged with the right kind of skills to explore sustainable livelihood options in a technology driven world. One of the stories that inspires me is of Ashweetha Shetty, CEO and Founder of Bodhi Tree Skills. Ashweetha, a beneficiary of the YouthSpark program is a first-generation computer learner. After being trained on entrepreneurial skills, she set up her social-business initiative, Bodhi Tree Skills, that trains, mentors and supports rural college graduates to empower them to explore and choose the best career option, giving them access to new opportunities.

India is also home to more traditional, skill-based handloom artisans who are unable to sustain their livelihoods owing to the unorganized nature of business, inadequate infrastructure,

and disassociation from modern technologies. Through the DigiKala project, in partnership with the Digital Empowerment Foundation, we are aiming for the inclusive and decentralized use of ICT and digital tools to scale up and create sustainable livelihood options for traditional artisans.

In this report, you will read more about these projects as well as our efforts to empower entrepreneurs, students, and educators, innovating for societal welfare, developing communities through our philanthropic programs, our dynamic work culture that fosters collaboration and inclusion, and what we are doing to achieve a more sustainable, socially responsible world.

We remain steadfast in our commitment to fostering India's inclusive growth and support the Government's vision of bridging the digital divide through technology. We aim to make technology inclusive, ubiquitous, and accessible to all.

Anant Maheshwari
President, Microsoft India



Microsoft India

- **Our business**
- **Citizenship at Microsoft India**
- **Stakeholder engagement**
- **Topics for the report**
- **Community development**



Our business

At Microsoft, we are on a mission to empower every person and every organization on the planet to achieve more. It is our endeavor to build best-in-class platforms and productivity services for a intelligent cloud, intelligent edge world. We seek to reinvent productivity and business processes, build intelligent cloud platforms, and create more personal computing solutions.



Microsoft began its journey in India in 1990. We are an active partner in India's growth as the country takes its place amongst leaders in the global knowledge economy. We believe that innovation in technology forms the crux for sustainable economic growth and social development, and we seek to enable inclusive development with our software and technology platforms.

Microsoft India is committed to using technology to assist people and communities realize their fullest potential, enable businesses to grow, and help citizen-facing organizations be more efficient. We partner with the commercial enterprises, government and non-profit organizations to build an inclusive society by enhancing education and skill development, and enabling technology access. We have extended

support to 4,200 start-ups, skilled 30,000 youth, trained 24,500+ teachers and worked with all the state governments in the year 2016-17.



4,200 Start-ups



30,000 Youth



24,500+ Teachers



8,000+ Employees



3 Data Centers

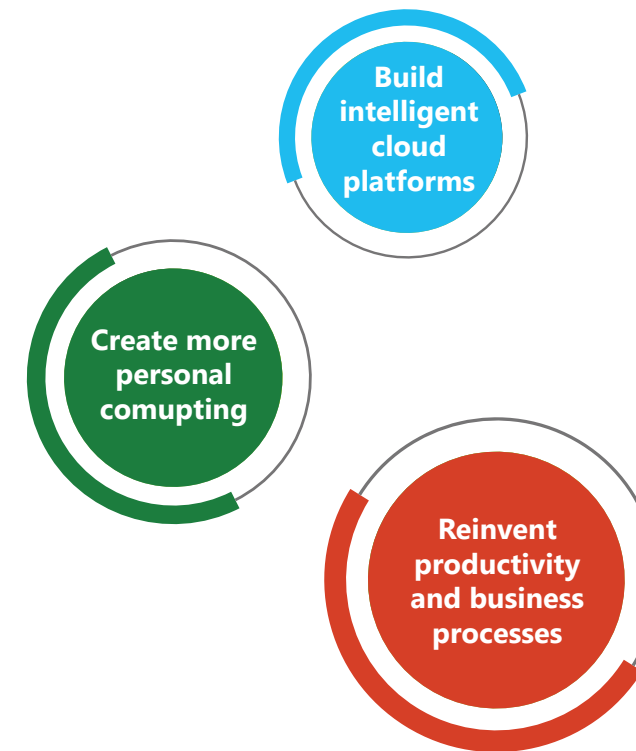


9,000+ Partners

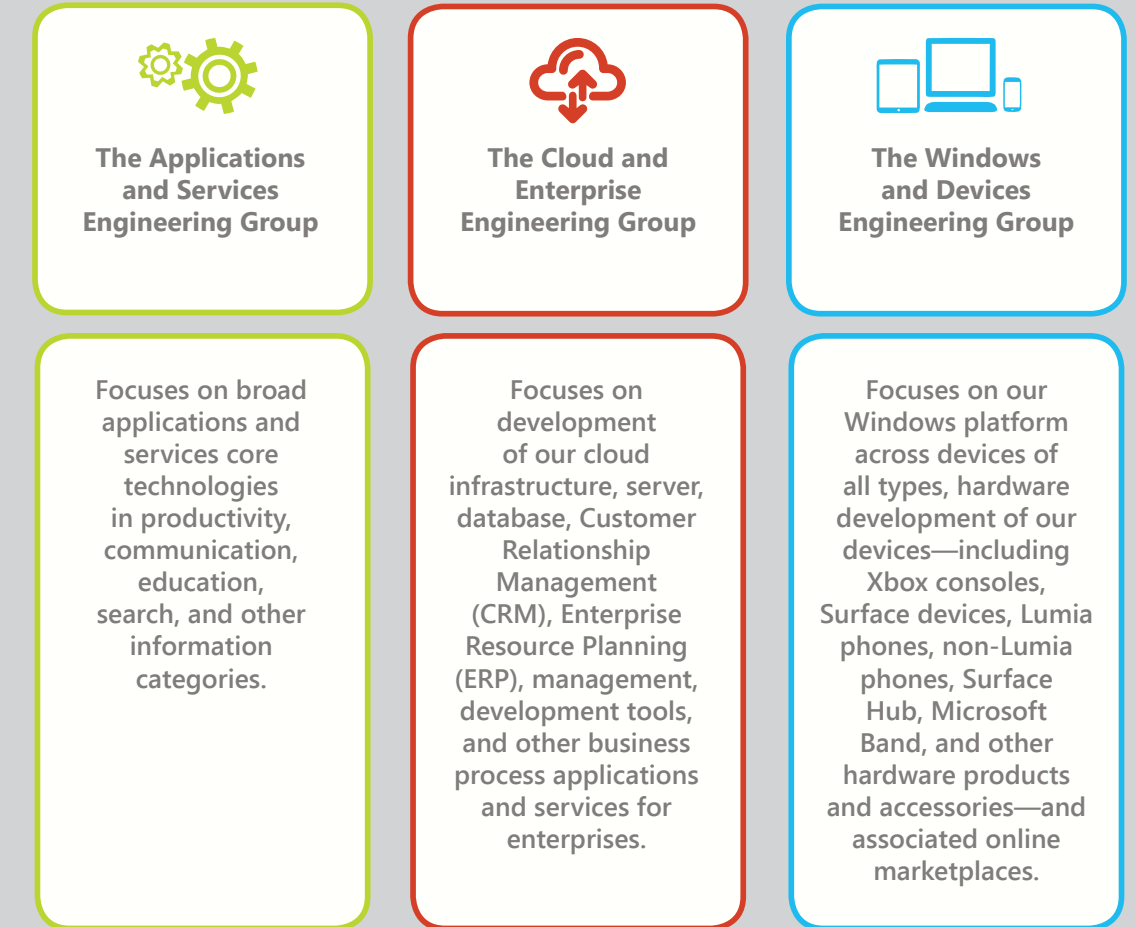


Microsoft India at a glance

At Microsoft, we realize our mission and strategy by investing in three interconnected ambitions:

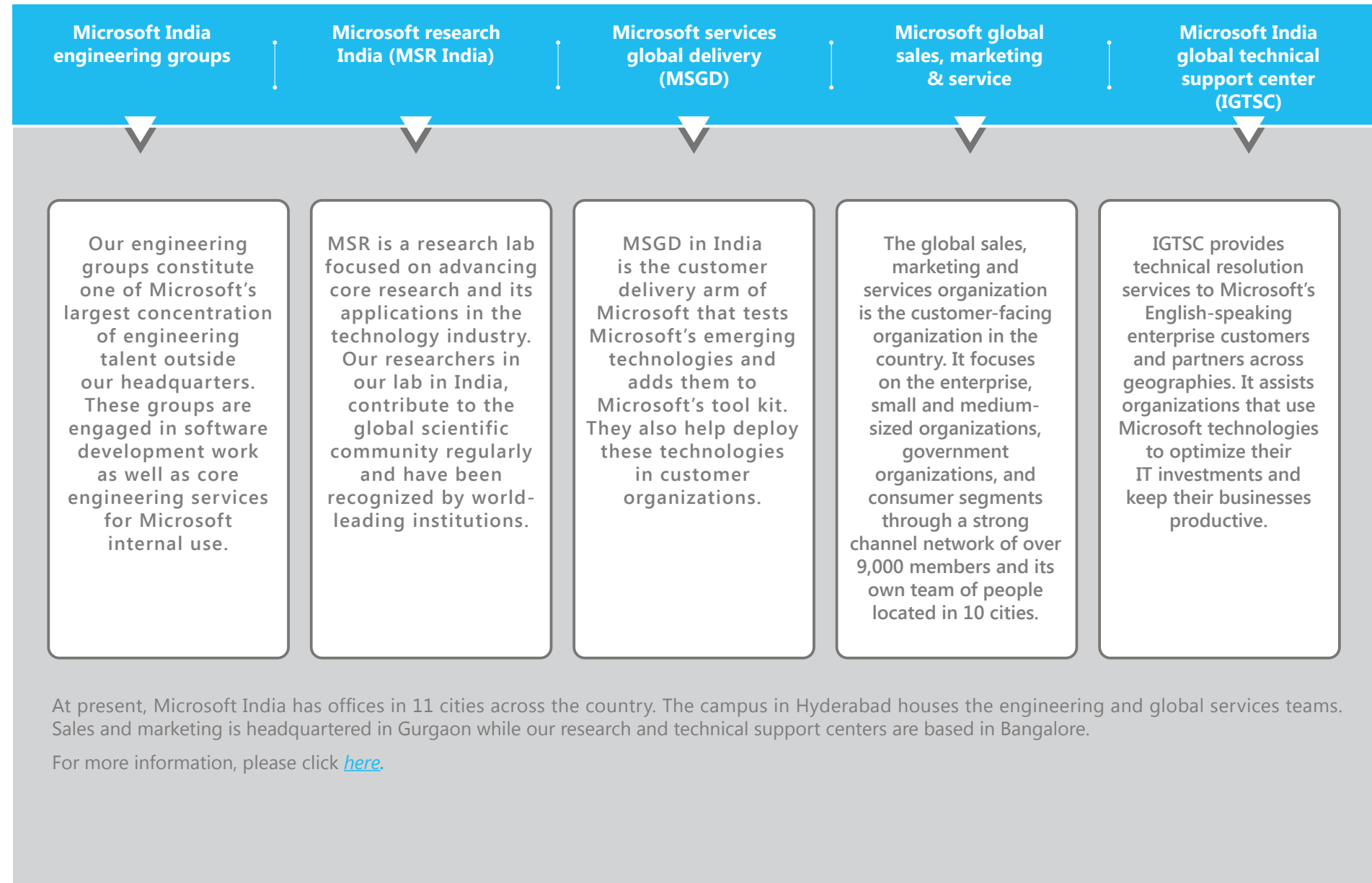


We strive to build the best platforms and productivity services for the mobile-first, cloud-first world. At Microsoft, we develop most of our products and services internally through three engineering groups.



We offer hyper-scale, public cloud services from our local datacenters in India. This has enabled us to open new business opportunities for our entire ecosystem of system integrators, independent software vendors and

partners, developers and start-ups, in addition to helping the digital transformation of commercial and government organizations. In India, our business is organized around five major units.



Citizenship at Microsoft India

Citizenship at Microsoft India is aimed at empowering people through technology and resources. Our effort is concentrated in skill building and education, providing better governance through robust technology infrastructure, and in creating a digital economy. This is implemented through our network of partners including academia, governments and non-profits. In addition to strategic interventions, our citizenship activities include employee volunteerism, funding for education and other community projects, and software grants to organizations focused on the education and employability of youth.

Our dedicated citizenship team in India comprises of personnel who drive community affairs, employee volunteerism, and communications. Strategic direction is provided by the India Leadership Team that comprises the President, the heads of business units in India, the heads of Finance, HR and the Corporate, External, & Legal Affairs (CELA) team. The global Microsoft Philanthropies team, which is based at our headquarters in Redmond, USA, works closely with us to ensure alignment of our end objectives.

For more information, please click [here](#).



Stakeholder engagement

At Microsoft India, we engage with both internal and external stakeholders regularly through various channels such as meetings, newsletters, and onsite activities. We also engage with peers and CSR professionals through CSR-specific forums such as WEF, NASSCOM, FICCI, CII, and others. We manage stakeholder relationships and ongoing dialogues to inform and guide our strategies. Our key stakeholders, in the context of citizenship, are as follows:

External stakeholders

- Local Governments
- Customers
- Academia
- Non-Profit Organizations
- Industry Coalitions

Internal stakeholders

- Board of Directors
- Employees
- Microsoft Corporation



In order to have an enhanced framework for reporting on our citizenship efforts, we have adopted national and international standards such as the Global Reporting Initiative's (GRI) Sustainability Reporting Guidelines, the National Voluntary Guidelines, and the Business Responsibility Reports Guidelines, for the preparation of this report.

Topics for the report

Our citizenship report aligns with Microsoft's global [CSR](#) approach, the company's National Empowerment Plan, and the Indian government's vision of creating a better, digitally inclusive society. It is also a product of active engagement with internal stakeholders, as described in this section.



Microsoft global citizenship approach	To meet our responsibilities as a global corporate citizen, we reinforce the power of technology to ensure corporate responsibility, safeguard human rights, and protect our planet.
National Empowerment Plan	We have a National Empowerment Plan that aligns to the core agenda of inclusive growth in India.
Government of India's vision	All the legal entities of Microsoft India are committed to carrying out citizenship activities that align well with the Government's vision of inclusive growth for the country.
Stakeholder engagement	We actively reached out to the CSR and philanthropies leads of all our business units in India and engaged with our key stakeholders for this reporting exercise. The comprehensive assessment of the responses that we received helped define the topics for this report.



Community development

Microsoft is committed to serving communities worldwide by empowering youth, working with non-profits, and through disaster and humanitarian relief. We

work with a network of partners, including governments and non-profits, to use our skills and technology to help people.

Using technology to empower India and partnering in the inclusive growth of the nation are key drivers of all our citizenship initiatives in India. These themes are an underlying feature of all topics identified for the Microsoft India Citizenship Report 2016-17. It is important to recognize that these topics and their relative importance are dynamic and likely to change with time, forming key inputs to our evolving citizenship strategy. The topics identified for this year are as follows:

- **Empowering entrepreneurs:** We are committed to promoting entrepreneurship and giving a boost to the innovative processes and cultures that foster start-ups.

- **Empowering students and educators:** This is the key to a better India. We provide technology and tools to enrich the learning experience.
- **Innovation for societal welfare:** We are committed to improving the delivery of public services through innovative tools.
- **Philanthropies:** We are committed to the development of the communities we work with by applying our talent, financial resources, and technology expertise.
- **Our people:** Our world-class work environment and dynamic work culture drives collaboration and inclusion among employees, leading to exceptional personal and professional growth.
- **Working responsibly:** By collaborating with other organizations, we can make a great difference to achieving a more sustainable, socially responsible world.

Our last Microsoft India Citizenship Report was released in the year 2016, and it captures our citizenship activities undertaken by us in the financial year 2015-16.



Empowering entrepreneurs

- BizSpark
- Microsoft Accelerator
- Cloud Accelerator Program

India is one of the world's fastest growing economies. The emerging entrepreneurship culture in the country is benefiting from easier access to venture capital and government support. Microsoft India recognizes that this entrepreneurial landscape will aid robust economic growth in the years to come and we are committed to contributing to this growth story by enabling start-ups with the necessary support and guidance to build, scale up, and grow. We partner with start-ups at different stages in multiple ways to help them realize their vision of creating technology-driven, innovative solutions.

BizSpark

BizSpark, a Microsoft flagship initiative, is aimed at supporting early stage start-ups. It is a one-year program for privately held start-ups that are less than five-years-old and have an annual revenue of USD 1 million or less. BizSpark helps these start-ups succeed by giving them free access to Microsoft Azure cloud services, software services and other support. Some of the services include:

- Up to USD 750 per month of free Azure cloud services for 1 year (USD 150 per month each for up to 5 developers per start-up)
- A full suite of development and test software and tools such as Visual Studio, Windows and Office
- Access to hundreds of free training classes, technical content plus 4 break-fix phone support incidents

Through the BizSpark program, we aim to:

- Help young and innovative software companies gain experience and expertise in Microsoft technologies, with no upfront costs
- Help start-ups establish connections with the local and global start-up ecosystems of VCs, angel investors, incubators, accelerators, entrepreneur associations, etc.
- Stimulate vibrant local software ecosystems and promote innovation and interoperability

Early stage start-ups having a working prototype that meet certain criteria are supported by Microsoft under the BizSpark Plus program to accelerate innovation and get their products and services to customers as quickly as possible. The program provides start-ups with access to:

- Microsoft Azure credits worth USD 120,000 for one year
- Microsoft's platform services such as Intelligent Analytics, Machine Learning, Media and Hub Notification

More than 100 start-ups were selected under the BizSpark Plus program during this financial year.



Smarter Biz Technologies is a Bengaluru-based technology start-up focused on developing mobile business process automation platforms and solutions for small and medium-sized businesses. Smarter Biz is a next-generation mobile CRM that works seamlessly with Microsoft Excel and is designed to help business owners automate their sales network. Hosted in the Azure

cloud network, Smarter Biz employs machine learning and predictive analytics to identify customer trends, and Power BI to analyze and monitor business transactions.



Rootalpha, a BizSpark member, connects employers with college students and graduates through its campus hiring solution 'MyCampusing', which relies on Microsoft Azure to streamline the recruitment process. RootAlpha uses Microsoft Azure for most of its offerings and other Microsoft tools such as Machine Learning to improve its products and increase its customer base.



ZingHR, a cloud-based Human Capital Management (HCM) software solution company, gives customers the ease of social media on an HCM automation app. Under the Accelerator program, ZingHR worked on the Microsoft Cloud platform and received support from Microsoft in the form of mentorship and technology. This enabled ZingHR to focus on creating applications that were flexible, scalable, mobile, and economical. Working with Microsoft helped ZingHR to grow its customer base five-fold in one year. To read more about the ZingHR story, click [here](#).

Microsoft Accelerator

[Microsoft Accelerator](#) is a global program built to empower start-ups on their journey to build great companies. We work with market-ready start-ups and provide the tools, resources, connections, knowledge, and expertise that they need to become successful companies. The goal is



to help start-ups mature into enterprise-ready companies by scaling every aspect of their business.

In the course of a 14-week program, we provide all necessary elements including CEO coaching, team culture development, recruiting talent, creating distribution channels with global Fortune 500 companies, learning how to work with big corporates, and developing new markets. We also provide top-of-the-line technology expertise and support for marketing, finance, and go-to-market strategy.

Throughout the program, and after graduation, we serve as a strategic partner for start-ups, and provide unparalleled routes to market by connecting them with our global network of customers, partners, VCs, business mentors, and technical experts.

Our market-ready start-up accelerators are located in several cities around the world, including Bangalore, Beijing, Shanghai, Berlin, London, Seattle, and Tel Aviv.



150+ Mentor Network



27 Start-Ups accelerated in 2 cohorts in 2017



USD 2.6 million average post program funding raised

The Microsoft Accelerator program has several success stories to its credit—Active, Acebot, Cloudcherry, to name a few.

Vymo is the world's first personalized, hands-free enterprise digital assistant for your sales, Customer Relationship Management, training and lead management teams. They onboarded the Microsoft Accelerator program when they started facing challenges in the process of aligning all stakeholders at the client's end for the B2B / SaaS model. While Vymo's existing client impact and case studies convinced clients of the value add, having Microsoft as a partner helped accelerate the process and bring more stability to their solution in the market. The company gained strong support and access to large enterprises, which was out of their target segment especially in the Banking Financial Services and Insurance (BFSI) sector. The program helped Vymo initiate their phase of growth, stabilize their product and better their go-to-market strategies. An amplification of Vymo's impact and credibility through events, pitch sessions, marketing collaterals, and the like was observed post their engagement with Microsoft Accelerator. Vymo is a part of the ISV program at Microsoft.

Watch [this video](#) to see what some of the other start-ups have to say about the Microsoft Accelerator experience.

#CoInnovate

Microsoft India launched #CoInnovate in December 2015 to empower entrepreneurs by connecting mature start-ups with corporates. The program enables corporates to access

innovative solutions for their business needs, while at the same time benefiting start-ups with greater market access than before. #CoInnovate comprises the following three programs:

Market Access Program: This program connects corporates and start-ups that have mutual interest in specific business verticals.

High Potential Program (Hi-Po): Under this program, corporates nominate the start-ups they want to work with. These start-ups are then accelerated at Microsoft Accelerator to speed up their business potential.

Microsoft Partner Accelerator Program: Here, Microsoft Accelerator shares its know-how with organizations to help them set up their own accelerator or incubator programs.

New initiatives under #CoInnovate this year include:

Microsoft Accelerator and TCS Co-Innovation Network (COIN)

- The collaboration aims to create an open innovation framework to mentor and engage with start-ups to bring innovative solutions to the market.
- It will provide start-ups with access to the depth of Microsoft's and TCS's relationships and networks across customers, investors, academia and industry, thus creating a strong value proposition in the enterprise marketplace.



Microsoft Accelerator and Wipro Limited

- The partnership will provide start-ups with more go-to-market (GTM) opportunities by working with enterprise businesses.
- Start-ups referred by Wipro will gain access to Wipro Open Innovation initiatives such as:
- Global GTM reach to rapidly build scale
- Opportunity to integrate the solutions with select Wipro solutions
- Exposure to Wipro's global customer base
- Targeted Wipro marketing support for proactive business opportunities

Partner Accelerator

The Partner Accelerator model has been established to help us curate better quality start-ups and create a pipeline of solutions. Leveraging our Accelerator framework and making use of best practices from across the industry, we partner with several organizations to provide technology and curriculum guidance for start-up acceleration. These organizations are spread across diverse fields such as telecom, retail, energy, urban planning, social impact, and real estate. Our partner accelerators provide start-ups with the necessary acceleration support, co-working space, mentorship, access to funding, and market connections for a sustainable growth. Listed below are the

significant partnerships we forged in 2016–17.

GenNext Hub



Our partnership with Reliance Industries through GenNext Hub continues to help start-ups in the telecom, retail and energy sectors. The hub hosts a four-month immersive program where start-ups gain access to funding, business mentors, technical and design experts, plug-and-play office space and other resources. To date, GenNext Hub has successfully graduated four cohorts with more than 52 start-ups, including [Dattus](#), and [Codemojo](#). Click [here](#) for the Codemojo story.

AIM Smart City



As India progresses on its ambitious Smart Cities program, a lot of start-ups are emerging in this space. To mentor and support such start-ups, DLabs at ISB and the Centre for Entrepreneurship at Ashoka University jointly launched the Dalmia Bharat AIM Smart City Accelerator Program, supported by Microsoft India. The accelerator focuses on four broad verticals: healthcare, education, transportation, and infrastructure. The first cohort from the Accelerator successfully graduated in February 2017 and included start-ups such as [Gudgudee](#), [Ajeevi](#) and [Khetify](#). The Accelerator is currently working with its second cohort of start-ups.

Brigade Group



Microsoft India partnered with Intel and the Brigade Group for Real Estate Accelerator Program (REAP), a first-of-its-kind initiative, with the aim of creating high-impact solutions in the real estate space. The program is intended to give much-needed impetus to technology adoption in real estate. To date, Brigade has successfully enabled five start-ups,

including [Snaptrude](#) and [Qwikspec](#).

Sandbox Startups



We have a partnership with Deshpande Foundation India for the latter's Sandbox Startups incubator to accelerate Tier 2 and Tier 3 cities of the country. Based in Hubballi in Karnataka, Sandbox Startups focuses on building an ecosystem to nurture innovative social entrepreneurs. Sandbox Startups is credited with incubating more than 70 start-ups, supporting more than 200 ideas and training more than 4000 micro-entrepreneurs to date. One of their many success stories is [Nanopix](#).

ISDI ACE



We have partnered with the Indian School of Design and Innovation (ISDI) for ISDI ACE, India's first Accelerator for creative entrepreneurs and design founders. ISDI ACE offers co-working and collaboration spaces to entrepreneurs as well as open and private incubator zones. Start-ups can also utilize maker labs and rapid prototyping arenas as a part of the Accelerator.

Cloud Accelerator Program

The Microsoft Cloud Accelerator Program is designed to help Indian enterprises and government organizations take full advantage of the cloud. The program serves to accelerate the adoption of services such as Microsoft Azure, and transform business and governance in a mobile-first, cloud-first world. As part of Cloud Accelerator, we have launched two cloud training programs—Azure Vidyapeeth and GuruVarta—to upskill our partners and enable them to help over 10,000 SMBs across 250 cities in moving to the cloud.



Empowering students & educators

- Project Shiksha
- Project Saksham
- Microsoft Innovative Educator
- Showcase Schools
- Microsoft Student Partners
- Microsoft Academia Accelerator
- Imagine Cup
- Microsoft Research (MSR) academic outreach program



Education is the key drivers for the growth and prosperity of a nation. At Microsoft India, we believe that technology can empower both teachers and students, and transform the educational landscape in India through a combination of quality content, enduring partnerships, world-class training, and access to technology. It is our mission to create immersive and inclusive experiences that inspire lifelong learning, and stimulate development of essential life skills.

We are enthused by the Government's recognition of the role technology plays in bridging the digital divide, as it presents a tremendous opportunity for us to contribute to India's growth story in an even more meaningful manner. Our priorities at Microsoft India include transforming the education ecosystem by empowering policy makers with analytics to make sustainable education investments; preparing teachers to transform learning by using technology to collaborate, innovate, and become life-long learners. We are committed to building integrated cloud solutions with our education partners. We have been accelerating STEM (Science, Technology, Engineering & Maths) education and student employability; and making students more productive, and helping them innovate.

The following sub-sections provide details of some of our initiatives in the field of education.

Project Shiksha

At Microsoft, we believe that in order to improve the learning experience for students, it is imperative to impart technology skills to teachers. Project Shiksha was launched in 2003 with a view to empowering government teachers to integrate computing into their teaching, thereby creating a fun and interactive learning atmosphere for their students.

Under this project, each teacher undergoes a comprehensive six-day, face-to-face training, imparted in a classroom setup. The curriculum is specific to the needs of teachers and enables them to use information technology in academics and school administration.

Project Shiksha: Impact in FY 17

- 8,124 teachers trained under Project Shiksha.
- 3,638 teachers in Tamil Nadu, 1,103 in Rajasthan and 2,493 in Madhya Pradesh.
- 889 teachers across all KVS schools.
- 361,000 students impacted.

Project Saksham

Microsoft believes that effective professional development is critical for teachers to be able to integrate technology into their teaching and improve the learning experience for students. We have been working with institutes of higher education in the country through Project Saksham since May 2011 to equip faculty with 21st century skills and develop ICT Champions. Saksham equips them to digitize their institutions, build technology-enabled content repositories and schedule online sessions. To date, Microsoft has conducted trainings for over 3,307 educators across 123 universities. These faculty members have, in turn, trained 1,126 of their peers.

The post-training assessment of our training

sessions across cities and universities shows that:

- Educators now feel acquainted and more comfortable with Office 365 and associated tools, specifically OneNote Class Notebook, Sway, and Office Mix.
- They understand how to share and collaborate with peer educators using Word Online.

Activities like formulating question papers, group programs, workshops on academics have become more organized with reduced time to deliver.



Institutes covered under project Saksham:

• Andhra University	• Xavier University	• Don Bosco Tech Society
• KIIT University	• Techno India group	• Graphic Era University
• Calicut University	• NMIMS	• Parul University
• VIT University	• GITAM University	... And More

Saksham Impact in FY 17

Teachers: 661

Universities: 21



Microsoft Innovative Educator

We believe that it is important for educators to

have access to the best technology platforms. However, technology alone is not enough. Technology in the hands of educators can transform our education system.

The Microsoft Innovative Educator (MIE) programs recognize global visionaries among educators, who use technology to inspire their peers and enhance learning outcomes.

MIEs work closely with Microsoft to lead innovation in education. They advocate the effective use of technology in education with peers and policymakers, provide insights on new products and tools for education, and share and exchange best practices to promote innovation in teaching and learning with their peers from across the world.

Microsoft created a community of 238 educators from India for the Microsoft Innovative Educator program in FY 2016–17.

Teacher Ambassador program

The Teacher Ambassadors are a worldwide group of passionate educators committed to introducing a range of education apps and tools into schools in their respective countries. They combine their knowledge of Microsoft tools with their classroom experience to provide trainings that are relevant and customizable.

As of now, we mentor 17,000+ Teacher Ambassadors across the country who can visit schools to showcase the latest in education technologies and conduct free professional development sessions for their peers. All Teacher Ambassadors are qualified teachers who are passionate about teaching, and love teaching with technology.



Teacher Ambassadors

17,316 teachers

in FY
2017

4,632 institutes



CASE STUDY - 1

Defining Digital: Quotient QR Coded Textbook

QR Coded Textbook is an innovative use of the Microsoft Educator Community resources. Thanks to **MIE Expert Ranjitsinh Disale of Z.P. Primary School, Solapur, Maharashtra**, educators can easily search relevant content, lesson plans and

other resources available on Microsoft Educator Community. Now they can just scan the QR code present in the textbook and receive the related resources on their mobile phones.

Ranjitsinh created this repository by tabulating resources for relevant data corresponding to the chapters/contents in the text books. Next, he used Augmented Reality (AR) technology to create QR codes for all the lessons/chapters. He mapped all the lessons to the learning activities published on [Microsoft Educator Community](#), printed these QR codes on a sticker page and



The State government of Maharashtra has unanimously accepted this idea and now more than **1,800,000 students** of Maharashtra are using these books. The state government has started printing QR coded textbooks from June 16, 2016. Below are a few instances of QR coded textbook experiences:

- **Lesson** published on Microsoft's community
- **Video** showing innovative use of Microsoft's community
- **Students using QR coded textbooks**

pasted them on the corresponding lesson pages. QR code textbook includes links of lessons, resources published on the website, videos related to the content on that page and online assessments. Thus, if an educator or a student wants to teach or learn a specific concept/chapter or lesson, they don't need to search any resources, all they need to do is to scan that QR code and all the matching resources are available on mobile. View the [Sway](#)



In Disale's words, "Education makes us capable of interpreting things, among others. It is not just about lessons in textbooks. It is about the lessons of life. One thing I wish I can do is, provide education for all; no child left behind and change the world for good!! It is said that technology in the hands of teachers is transformational, and Microsoft has been a great support in this respect. A small village from Maharashtra is now connected to 82 schools from different countries. We are very thankful to Microsoft India for empowering the teachers who empower our students."



CASE STUDY - 2

OneNote: An enabler in the special needs classroom

"OneNote has provided us an integral way of teaching and learning that we've been trying to figure out for a long time for children with special needs", says Gunjan Tomar, Special Education Needs HOD and Middle School Mentor at Ridge Valley School, Gurgaon.

She has students with varied needs in her school and OneNote has helped her in many ways in meeting those. She has been experimenting with several personalized solutions over the years to bring learning closer to her students.

One common problem her students face is organizing their learning material in one place. OneNote has come to their aide as a digital binder that can be accessed anywhere, anytime eliminating chances of forgotten work or lost notebooks/worksheets.

Rupa, a 16-year-old student, with Autism Spectrum Disorder (ASD) has the academic ability of an 8-year-old. Tomar has very effectively used the Immersive Reader feature in OneNote to empower the student's vocational/functional and communicative abilities. Additionally, Bing's speech recognition and simultaneous audio text playback has helped another student improve his reading and writing abilities. Through listening assignments, the student refined his auditory processing skills, i.e., the ability to hear, process and implement the instruction/read text. This not only helped him deal with the given assignment at his pace and his choice

of time but also gave him exposure to adapt to a variety of voices rather than getting used to only his educator's voice and instructions. He has also

been perusing MS Word along with OneNote to check spellings and punctuation and improve the writing quality.





Showcase Schools

The Microsoft Showcase Schools program is a leadership-focused initiative to highlight innovative learning and teaching across globally recognized schools. Microsoft Showcase Schools are a global community of schools engaged in digital transformation to improve teaching and learning. Showcase Schools create immersive and inclusive experiences that inspire lifelong learning and stimulate development of essential life skills so that students are equipped to achieve more.

106 Microsoft and showcase schools

Impacting 4,389 educators through tours and training

Microsoft India, in collaboration with The Aga Khan Academy, hosted the Microsoft Showcase School Leaders Forum on 'Innovation in Education' in May 2016, bringing together Showcase School leaders to facilitate collaboration, create a confluence of ideas and collaborative experimentation, and chart out new milestones for collective achievement. It was attended by 26 Microsoft Showcase School principals and other delegates from the field of education across India.

Microsoft Showcase Schools emphasize personalized learning for students through the use of 1:1 learning devices and tools such as Office 365 Education, Office Mix, OneNote,

Skype and Minecraft.

At present, there are 106 Showcase Schools in India impacting over 4,000 students.

The Titan School in Tamil Nadu conducted a Microsoft tour, reaching out to 20 other schools in the state and sharing the benefits of Microsoft tools in education.

Delhi Public School in Ghaziabad partnered Microsoft India to organize a two-day INFINITUS Fest, where 17 schools participated. There was a presentation on technology-based learning programs, with tablets provided to meritorious students as part of Microsoft Showcase School's Digital Literacy Program.

The Ashok Leyland School in Tamil Nadu conducted a computer literacy program on Microsoft tools and applications. 46 students from the Government High School in Mornapalli benefited from the program. The eager learners were taught about Touch develop basics, Webpage creation, Microsoft Minecraft, Office Mix, Sway, OneNote, Yammer, Microsoft Office 365, MOS Championship, Imagine Cup, Dream Spark, Virtual Academy and Activity Academy.

CASE STUDY

Enhancing education through technology

The **Dayawati Modi Academy (DMA)**, teaching and learning process at par with modern

standards. It has kick-started various initiatives such as high-speed Internet backbone, WiFi campus, smart classes, laptops, project based teaching, etc., to achieve this vision. The school is the only one in the vicinity to have all **70 classrooms digitized** and teach through laptops. It aims to be the first school with **1:1 tablet based learning** from the new session (2017–18). Their partnership with the Microsoft team has proved to be very effective and beneficial.

Equipped with structured criteria for learning and a chance to evolve within the comfort of their workplace and home, the DMA teachers are now more engaged. They are exploring new tools for teaching and connecting with their students while discovering new dimensions of innovative teaching-learning process. The Microsoft workshops provided them a unique platform where they not only learnt but also shared their innovations with the global community of teachers. The sessions provided by Chandee Marwah, Teacher Ambassador, Microsoft were refreshing and informative. So much so that each of them have now registered with the Microsoft Education Portal and enrolled themselves for various courses.

The school has also deployed Office365 and the teachers have started using MS PowerPoint and OneNote in their classrooms. It looks forward to transforming the education model to provide future ready education for students and believes that having access to the right tools from Microsoft will be a game changer.

Microsoft Student Partners

The Microsoft Student Partners program recognizes the achievements of student leaders from Showcase Schools. We offer them additional leadership opportunities and skills, and work with them to drive innovation and support integration of technology in their classrooms and with peers, educators, and staff.

The Student Partners are nominated by their respective schools and collaborate with a global community of student leaders from other Showcase Schools to share best practices. These students get access to exclusive Microsoft products, and opportunities to interact with professionals and attend global conferences. They work closely with the MIE and Microsoft to host events and workshops, and assist them with trainings.

Microsoft Academia Accelerator

We launched the Microsoft Academia Accelerator program in 2014 with the objective of building a deep, long-term association with the academia. Under this program, we collaborate with leading engineering colleges and business schools in India to foster the spirit of innovation and entrepreneurship among students, and help the faculty with curriculum development and delivery.

The Microsoft Academia Accelerator program has grown its partner base to 18 of India's finest technology and business institutes, and is receiving extremely positive response from students and faculty alike.

Code.Fun.Do

Our annual hackathon series, Code.Fun.Do, has been particularly successful. Held exclusively for the students of each of our partner campuses, it is open to students from all streams. It gives them an opportunity to learn how to build modern, real-world applications that leverage the latest technology platforms including Mobile, Cloud, IOT, and Cognitive Services.

The hackathons are preceded by fast-paced, hands-on talks and demos that orient students to key concepts needed to build apps for modern platforms such as smartphones, tablets, gaming consoles and the cloud. A 20-hour overnight coding competition follows under the proctorship and guidance of experts from Microsoft or Microsoft-appointed training partners. Top teams from the college-level hackathons join a 3-month long online Code.Fun.Do Finalists Forum, where India's best student developers get the opportunity to refine their winning ideas and take them to the next level, supported by Microsoft mentors.

Imagine Cup

Now in its 15th year, the Imagine Cup is an annual global competition sponsored and hosted by Microsoft to bring together young technologists worldwide to help resolve some of the world's toughest challenges. It encourages the next generation of computer science students to team up and use their creativity, passion and knowledge of technology to create innovative

applications, and has seen many success stories emerge from it. Sanket Ghorpade, winner of the Imagine Cup India 2015 under the World Citizenship Category, launched his project into a company, [Manage Code Cultivate](#). Based in Mumbai, the company provides a solution called "Brain Board" a Windows desktop application that helps users to communicate even if he is not able to physically move and verbally challenged.

The competition features three categories:

- **World citizenship-** It seeks ideas focused on solving global problems in areas such as health, environment, and human rights.
- **Innovation-** It seeks ideas that appeal to consumer audiences, as well as inspire and delight a wider audience.
- **Games-** It challenges teams to develop innovations that raise the bar in the global game revolution.

The Imagine Cup continues to witness strong participation from India. This year, more than 15,000 students registered from 1,600 schools and colleges across the country. The top three teams in India from amongst 27 finalist teams will represent India at the upcoming worldwide finals in July in Seattle, USA, to compete with global teams for a prize of USD 100,000.





The Top 3 entries from Imagine Cup India 2017

- Content Holmes from BITS Pilani: A one-click AI based online parenting solution that will help keep children secure from cyber bullying and adult content online.
- Mi-amigos from Chameli Group of Institutes: An app that assists and diagnoses Alzheimer's and other degenerative diseases in a quick and easy way. The app hopes to reduce medical expenses and man hours involved.
- PocketConfident AI from IIT Hyderabad: the first ever AI powered virtual life coach that guides users on self-development, needs, goals and aspirations. It is available across all messaging platforms (web, Skype, slack, Facebook, Microsoft teams) in real time.

Microsoft Research (MSR) academic outreach program

In order to foster innovation through research, MSR offers several programs and grants to university students and researchers.

The MSR India summer school series, held in collaboration with the Indian Institute of Science (IISc), consists of lectures

in a chosen area by leading experts from around the world. It aims to introduce students and researchers to important new areas and the latest results and to provide a forum for researchers to interact. The 2016 Summer School, co-organized by Microsoft Research and the Department of Computational & Data Sciences at the Indian Institute of Science, Bangalore, focussed on the area of Internet of Things (IOT) It addressed both theoretical as well as practical aspects of the chosen area and is targeted at faculty members, research scholars, masters and senior undergraduate students. A by-invite only event, it was attended by over 100 students and faculty members from 22 institutions.

RX Labs

Most undergraduates are often unaware about what a career in research entails and Microsoft feels it is important to highlight the path of research to students. The RX lab program aims to give students exposure to a research environment at premier institutes such as IITs and IITS. MSR works with faculty members and enables them to take students from nearby non-PHD granting institutes as summer interns for up to 12 weeks. The program has received enthusiastic response over the years and produced several entrepreneurs. 175 students received internships in FY17 across five institutes and the total funds disbursed amounted to INR 12,00,000.

Travel grant for students

Grant for students: MSR offers sponsorship for eligible research students to present their work to institutes outside India, with them minimum grant amount being INR 75,000 per student. A total of 60 students received the grant in FY17.



Innovation for societal welfare

- **Connected Eyes and Microsoft Intelligent Network for Eyecare citizenship at Microsoft India**
- **Enabling**
- **Cybersecurity engagement center – commitment to the 'Digital India' vision**
- **Accessibility and inclusion**

Microsoft India is committed to addressing societal challenges in the country through innovative use of technology and cloud computing. Today, more and more people are using the transformative power of the cloud to improve their lives and businesses.

Advanced analytics, mobile devices, artificial intelligence, machine learning, robotics, and genomics are transforming every aspect of how we live, communicate, work, and learn. We are bringing Predictive Analysis and Machine Learning technologies to education, healthcare, and agriculture in partnership with several state governments. Our integrated cloud-first, mobile-first solutions improve processes, productivity, mobility, and accelerate India's digital transformation.

As part of our efforts to build a cloud for global good, we also offer our Microsoft Azure suite of cloud services to non-profit organizations to enable them to achieve more through increased insights, efficiency, and impact. It integrates seamlessly with the existing IT infrastructure and scales as the non-profit grows, giving them the ability to harness the power of Microsoft's datacenters for a wide range of capabilities and scenarios. Non-profits can use Azure credits to purchase all Azure workloads created by Microsoft.

Connected Eyes and Microsoft Intelligent Network for Eyecare

There are 285 million visually impaired people in the world, of which 55 million reside in India. Almost 80 percent of these cases could have been prevented with early intervention and correct treatment.

Microsoft India announced the Microsoft Intelligent Network for Eyecare (MINE) in December 2016 in partnership with five global eyecare partners. MINE is a mission-driven global consortium of like-minded commercial, research, and academic institutions that collectively work on diverse datasets, including the rate of change of myopia in children, conditions that impact children's eyesight, predictive outcomes of refractive surgery, optimal surgery parameters, as well as ways to personalize a surgery. By applying advanced analytics with Microsoft machine learning technology to derive insights, MINE drives strategies to prevent avoidable blindness and increase efficiency in the delivery of eyecare worldwide. MINE is based on Microsoft's Cortana Intelligence Suite.

Enabling

Project Mélange

Microsoft India recognizes the cultural and linguistic diversity in the country and aims to foster a more pluralistic, equitable, and inclusive society. In a multilingual society like ours, people rarely use a single language while communicating with each other; instead they tend to use a mix of several languages – a phenomenon known as code-switching or code-mixing. Project Mélange endeavors to improve the performance of systems such as Machine Translation to reveal the true meaning of code-mixed sentences by analyzing and understanding code-switching behavior at the formal structural level as well as the functional level. This allows us to process mixed language, and to model conversations and dialogues in a multilingual setting better than before. With Mélange, we aim to use artificial intelligence to enable a multilingual user to converse naturally

in the mixed language, while speaking through applications such as Cortana or Skype translator. By building computational techniques and Natural Language Interfaces for mixed-script, mixed-code text and speech, Project Mélange enables us to design end-user applications and experiences that cater to the linguistic behavior of multilinguals. To know more about Project Melange, click [here](#).

Digital Village – Harisal

The 'Digital Village' project in Harisal is a partnership between the government of Maharashtra and Microsoft India to create a technology-enabled village with a provision for Internet and digital literacy. Harisal, a tribal village with a population of two thousand, was chosen due to its nodal location for over 50 villages in the Melghat region, which face challenges such as malnutrition, poor quality of education and unemployment.



The project began in May 2016 and the residents of Harisal now have access to the Internet, which was set up first via TV White Spaces and now through broadband. Connectivity has also facilitated the launch of other digitally-enabled facilities such as a common services centre, computer and technology-enabled education, telemedicine and eyecare, and agricultural and banking services in the village.. Watch the Harisal story [here](#).

Connectedness is the key			
Government citizen centre <ul style="list-style-type: none">• Providing over 40 services to 10 villages• Over 1400 users of Setu services• Over 300 Aadhaar registrations		Computer aided education <ul style="list-style-type: none">• Digital enablement of schools and anganwadis• 501 students benefiting through e-learning	
Telemedicine and Eyecare <ul style="list-style-type: none">• 16 telemedicine sessions• Groundbreaking interventions for 77 critical patients• Eyecare OPD for 521 villagers• 3,636 students (29 schools) screened for eyecare		Skilling through Digital Classrooms <ul style="list-style-type: none">• 15 youth trained for ICT• 57 youth digitally literate• Over 30 women participating in tailoring training	
Agriculture (m-Krishi intervention and Virtual Agri Services - VAS) <ul style="list-style-type: none">• 68 farmers registered on VAS app• Organic farming groups of 23 farmers• m-Krishi project to reach 52 villages		Banking <ul style="list-style-type: none">• 5,100 JAM account holders• ATM set up with support from Bank of Maharashtra, 1,975 ATM users• 400 users of Internet banking	

Sangam Foundation

Sangam Foundation started as Massively Empowered Classroom (MEC) at Microsoft Research to understand the online education ecosystem in India. It follows a blended-learning model to engage with students, teachers, and institutions simultaneously, and enables a self-sustained ecosystem of community learning, teaching, and evaluation. Sangam Foundation is available for testing.



Cybersecurity Engagement Center – commitment to the ‘Digital India’ vision

A data-driven economy can flourish only when governments, businesses, and individuals access cloud computing with the confidence that their data is secure. In line with our commitment to the ‘Digital India’ program, Microsoft India launched a CyberSecurity Engagement Centre (CSEC) in September 2016. Located in Delhi, the center is aims to foster deeper cybersecurity collaborations with public and private sector organizations, governments, and academic institutions, and to build a trusted and secure computing environment in the country. The CSEC provides a robust security layer for critical information infrastructure, and helps to reduce digital risk in the country. The CSEC also enables customers to tap into a pool of resources such as security specialists and technologies at Microsoft. This is Microsoft’s eighth CyberSecurity Center in the world and will serve as a dedicated hub for Microsoft in India.

Accessibility and inclusion

Accessibility is at the core of Microsoft’s mission of empowering every person and organization on the planet to realize their full potential. Applications such as Windows and Office have been developed in such a way as to be accessible to everyone – regardless of age or ability. Features such as the narrator, magnifier, and on-screen keyboard make computing possible for

people with impairments. We collaborate with governments, industry, academia, and NGOs to develop innovative solutions that remove barriers to accessibility. Our accessibility initiatives are focused on four key areas:

- Accessibility in Products: Microsoft creates technologies that are accessible by design, that enable everyone to personalize their PCs to make them more comfortable and easier to use.
- Leadership and Awareness: Microsoft is a global leader in the sphere of accessibility. We continually raise awareness of accessible technology by publishing in-depth information about accessible technology, and empowering accessibility trainers and experts.
- Innovation: Our concept of ‘Inclusive Innovation’ combines the principles of user-centered design, accessibility, and usability with forward-looking design trends to reinforce the value of creating products and services that are designed to accommodate a variety of users and environments.
- Collaboration: Microsoft works in close collaboration with state government bodies and nodal IT agencies to create glossaries, which are used to create local language interface. We conduct Accessibility Learning Sessions aimed at building awareness amongst special educators and non-profits, who work with students with disabilities, so that they may optimize the use of technology in their teaching. We also actively engage with student and developer communities to ensure that accessibility is a key feature of applications.

Watch this [video](#) for an overview of Microsoft’s accessibility initiatives.

Accessibility features are factored into the early stages of product planning, research and development at Microsoft, making us the industry leader in building products that are safe and easy for anyone to use. Our commitment to accessibility began over two decades ago, and continues with each new product we develop.

Product localization

Microsoft Windows and Office has been localized to include 14 Indian languages. We have introduced proofing tools as an added feature in the Microsoft Office Suite for Hindi and several other Indian languages, to deliver an improved customer experience.

Tech4Inclusion

To ensure that accessibility is integrated into all aspects of Microsoft’s community work in India, we launched the Tech4Inclusion program in partnership with Charities Aid Foundation to implement integrated skill-building and employability initiatives for organizations, and people with disabilities. The program covers regions in Karnataka, Telangana, and Delhi NCR and our collaborative partners include FAME India, Sarthak Education Trust and Ashray Akruti. The four legs of the pillar are:

Direct skilling initiatives for 250 youth with disabilities

- Training courses and mentoring on IT sector skills
- 80 percent of the trained youth will be placed in jobs

Capacity-building of 20 NGOs engaged in skill-building programs for PWDs

- Enhance their capacities to maximize impact of trainings
- Ensure quality in their training programs and modules

Scale up and manage employability portal

- Knowledge platform for resources on employability and livelihoods for PWDs
- Interactive communication channel between stakeholders

Networking and policy advocacy for PWDs

- Stakeholder engagement for resources-sharing and for mainstreaming learnings
- Formation of a consortium, and policy advocacy

Coding for students with learning disabilities

As part of Hour of Code 2017, Microsoft commemorated the Computer Science Week and the Week of Empowerment of People with Disabilities together by hosting a YouthSpark Live event promoting coding and computational thinking for children with developmental disabilities and autism.

We partnered with Tamana, a non-profit organization, to host 85 students with developmental disabilities and autism enrolled in special wings of 19 mainstream schools in the national capital region and 40 special educators, parents and experts to introduce coding and computational thinking promoting inclusive IT-based opportunities.

Tamana also launched the HOPE Application—a Kinect based therapeutic-educational application to enhance cognition, fine motor & joint attention in children with autism and special needs.

Microsoft aims to follow this event with the development and launch of a substantive program to promote coding, computational thinking and technology skills for youth with development disabilities, autism and special needs.



Skilling of people with disabilities

We are in partnered with Bangalore based Samarathanam Trust to facilitate basic livelihood skill training and accessible employment opportunities to people with disabilities. We have two active skilling centres in Anantpur and Guntur, Andhra Pradesh to provide holistic technology driven training for improving communication skills, accent training, customer service, soft skills, client relations and conflict management.



Mobile vision rehabilitation unit

Microsoft has collaborated with Sankara Eye Hospital in Bengaluru to launch Maitri, a customized rehabilitation bus that visits remote villages in Karnataka to identify citizens suffering from vision problems and provide comprehensive rehabilitation services. Maitri provides these services to visually impaired patients at their doorstep. Microsoft has contributed by way of funds to build and launch the bus. The program intends to serve 50 villages, with a population of almost 50,000, in the Hoskote taluk of Bangalore Rural district.



PHILANTHROPIES

- **Skilling for livelihoods**
- **ICT enablement of weavers and artisan clusters**
- **Tech4Good**
- **Employee giving**
- **Water Sanitation & Hygiene (WASH)**

Microsoft India has been committed to serving the local communities since the company's inception. Community development is an integral part of the activities of all Microsoft entities in the country. We believe that technology is a powerful force for improving people's lives and overcoming India's socio-economic challenges. Building on over 25 years of giving, Microsoft Philanthropies was created as a separate unit in December 2015 to bring the benefits of technology to people who need them the most, and to non-profit organizations that work to address society's most pressing issues. Over a year, Microsoft Philanthropies has invested over 10 million USD in cash and technology to transform the way non-profits deliver impact in India, offer educational opportunities to the next generation, and extend support during humanitarian crises. Our community development initiatives also cover skilling, employability, entrepreneurship, women empowerment, employee giving, sanitation drives, and opportunities for the disabled.

Skilling for livelihoods

We recognize that a majority of India's population will qualify under the 'working age' category by the year 2022. For India's economy to develop and remain competitive in the world markets, it is imperative to bridge the widening gaps in the required and available skill levels. We are committed to the government's Skill India vision and work towards providing the underprivileged with the right kind of skills to explore sustainable livelihood options in a technology driven world. Our skill development efforts therefore focus on:

- 01 Education and skilling of underserved youth, children, and women
- 02 Coding and computer science skilling for employment
- 03 Technology-enabled learning for inclusion of youth with disabilities

YouthSpark

Microsoft YouthSpark goes beyond philanthropy and brings together a range of global programs that empower young people with access to technology and better education, and inspire them to imagine the opportunities to realize their potential. YouthSpark is an important pillar of Microsoft's corporate citizenship efforts, and has been on the forefront in achieving Microsoft's vision of helping India realize its potential since 2004. Initially launched as Project Jyoti in India, with dedicated centers to support training in vocational and digital literacy skills for youth from underserved communities, the program has grown in scope over the years. It now seeks to create opportunities for youth to learn not only information communications technology, but also computer science. It teaches them about the world around them, empowering them to become well-informed citizens and imaginative creators.

In the last one year alone, Microsoft has provided training to more than 30,000 youngsters, of which about 18,000 have been placed in jobs; about 1000 have started their own entrepreneurial ventures; and 2,600 were inspired to continue education and training in computer sciences. Microsoft has also provided cash grant support to NASSCOM Foundation and QUEST Alliance for investing in the development of coding and computer science training modules for youth.

Impact so far

4,22,000 youth placed

5 Youth Spark grantees

8 partner NGOs

98 Youth Spark centers

1,425 CTLCs

2,800 entrepreneurial ventures



DigiGirلز

Microsoft launched DigiGirلز with the aim of introducing young women to computer science, and inspiring them to break down any barriers they may face while pursuing studies in Science, Technology, Engineering, and Math. The program provides middle- and high-school girls opportunities to learn about careers in technology, benefit from mentorship of Microsoft employees, and participate in hands-on computer and technology workshops in the course of a day-long event organized by Microsoft employees on our campuses. During the event, the students interact with Microsoft employees and managers to learn about careers in technology, and to get an inside look at what it's like to work at Microsoft. The event includes career planning assistance, an overview of technology and business-related roles, thought-provoking exercises, and Microsoft product demonstrations.

CASE STUDY

Ashweetha Shetty – reaching the unreachable

A YouthSpark Beneficiary - CEO and Founder of Bodhi Tree Skills: An endeavor to equip rural college graduates with professional skills self-development, allowing them to explore and choose career opportunities.

Ashweetha, a first generation computer learner from her family, was 20 years old when she first used a computer. She is an alumna of the YouthSpark Live Program, where she was trained on entrepreneurial skills using the Build Your Business Entrepreneurship Curriculum. She made her

first pitch for Bodhi Tree Skills at a YouthSpark Live event, where she met some amazing people who inspired her to think of using technology to reach a lot of people.

Soon, Bodhi Tree Skills was set up. A social business initiative, Bodhi Tree Skills is trains, mentors and supports rural college graduates to empower them to explore and choose the best career option-either by joining the workforce or pursuing higher education. She has also launched a website and is working towards developing an app specifically designed for rural college graduates to access opportunities.

Ashweetha - the inspirer and mentor that she is, was also a Youth Panelist at our YouthSpark Live event this year which brought together 300 young girls for coding, she laid emphasis on the importance of knowledge of Computer Science in this world and how it impacted her life, making her from a "First Time User to Becoming and Enabler".

Build your business: An entrepreneurship curriculum

Developed by Microsoft in partnership with the International Youth Foundation, and localized by QUEST Alliance for an Indian context, the Build Your Business Curriculum is designed to introduce young entrepreneurs to the basic ideas, activities, and skills needed to successfully launch and grow a small enterprise. It covers essential steps such as market research, developing an effective sales pitch, and ways to obtaining start-up capital. The curriculum is designed as a series of modules, and features several case studies in India, to provide students with insights into local business

practices. It is available online, hosted on an [Azure supported platform](#) with an integrated assessment component. Participants get free certification upon completion of the course.



Supporting education for a better tomorrow

Microsoft also supports projects that work on a holistic development model not just addressing the educational needs of underserved people, but also in providing development support in the communities. Three such projects are currently being implemented in Telangana, Andhra Pradesh and Karnataka.

Project BOSCO - Bangalore Oniyavara Seva Coota

Microsoft India, in partnership with Bangalore Oniyavara Seva Coota, has launched a project to rescue and rehabilitate street children in Bengaluru. Under this project, children rescued from the streets are provided with vocational

training on trade and computer skills, academic material, and financial support to pursue college-level education.



Growth Gene project – CHORD

The Growth Gene Project is a community development initiative by CHORD (Child Welfare and Holistic Organisation for Rural Development) in collaboration with Microsoft India. The project focuses on bringing intrinsic growth and development in Yellamabanda, the largest urban slum in Hyderabad, between 2015 and 2018, through a three-pronged approach:

- Provision of employable skill training in tailoring, and computer applications, to 450 women, (150 women every year)
- Rescue, rehabilitation, and education of 450 children including child laborers and school dropouts (150 children every year)
- Sensitization and awareness - building through community awareness programs, plus orientation and counseling for women

Through this project, we hope to set up an education-employment cycle that will enable future generations to step out of child labor.

So far, 300 children have been enrolled in the bridge school and 220 women have received skill training. Thirty of these women are now employed in the training-cum-production unit that has been set up under the project, and are earning an income for their families. Some have found jobs in local businesses, while some others have set up businesses of their own.

Knowledge lab project - Vidyanikethan

Microsoft India has embarked on a project to build digitally-enabled knowledge labs in schools,





with a view to contribute to the educational infrastructure in the country. To begin with, we have established computer laboratories in four government schools in the south of Bengaluru with a combined strength of almost 1,026 students. The project also focuses on creation and maintenance of library spaces, and the provision of science kits for students in addition to the upgradation and maintenance of sanitation facilities. The underlying objective of the project is to instill a sense of pride amongst students and enrich their learning experience, resulting in improved attendance. The enhanced facilities will encourage conceptual learning among students and improve their learning outcomes, while the libraries will serve as a source of reference on a variety of topics, both within and outside the curriculum.

ICT enablement of weavers and artisan clusters

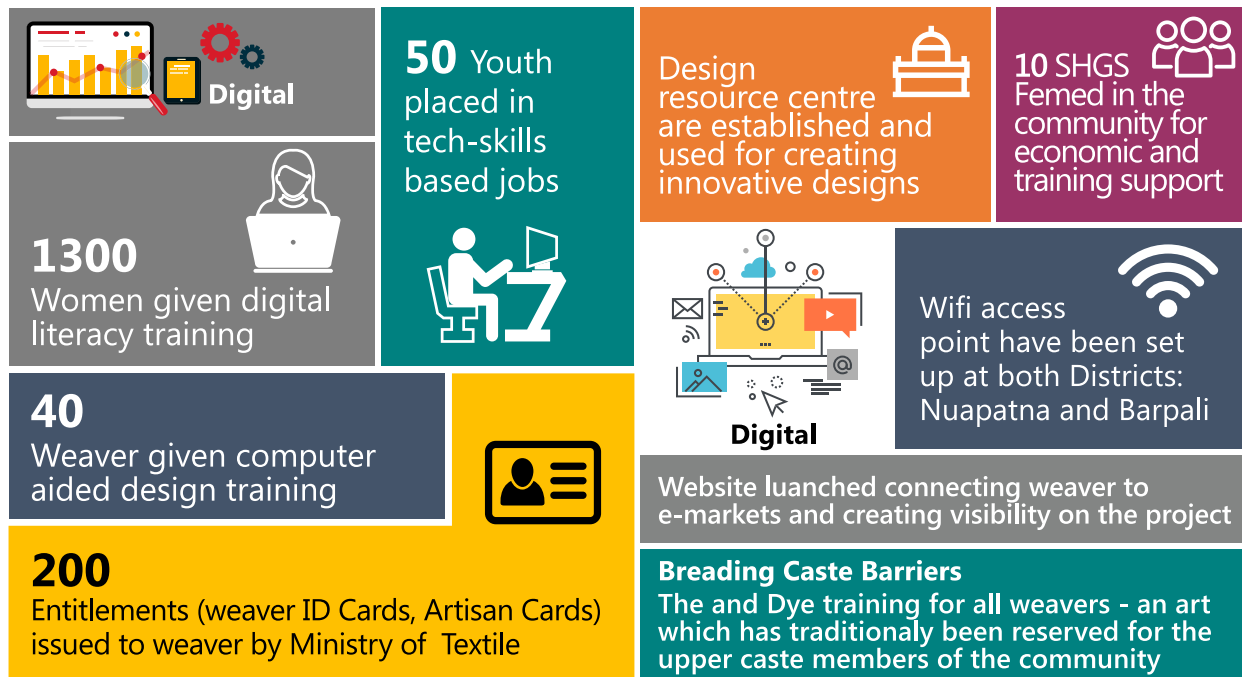
India is home to more than 470 traditional, skill-based handloom clusters that offer the second largest employment opportunity in the country, after agriculture. However, these clusters are unable to sustain their livelihoods due to their unorganized nature, dispersed structure, inadequate working capital, inadequate infrastructure, poor institutional framework, lack of education among workers, and disassociation from modern technologies. Under Microsoft Philanthropies, we also try to revive of some of India's fading and forgotten indigenous handloom forms.

Digikala: Integrated digital development in Odisha

Recognizing these challenges, Microsoft India, in partnership with the Digital Empowerment Foundation, launched DigiKala - a project aimed at the inclusive and decentralized use of ICT and digital tools in critical aspects of cluster development such as scaling up weaving skills, design, marketing, and entrepreneurship, besides creating sustainable livelihood options for the youth in these clusters.

The model is replicable and the project is currently being implemented in the Nuapatna and Barpali districts of Odisha. The weaver communities in these regions have been trained to use the mobile applications 'Sprightly' and 'Kaizala', developed by Microsoft to help businesses create marketing and promotional content, and keep track of inventory and team members. The apps not only simplify business operations, but also help the weavers

communicate and connect with markets and customers online. So far, the project has touched more than 22,000 weavers and 9,000 handloom stations in these regions. For more information, visit the [DigiKala Web Portal](#).



Project ReWeave: Reviving traditional handloom art forms in Telangana

We started in April 2016 with five weaving clusters in the State of Telangana. Each cluster represents a distinct style or variation in the process of weaving. We looked at the weavers' lives and livelihoods, and identified problems that needed to be resolved.

We have partnered with Chaitanya Bharati, a Vishakhapatnam-based non-profit organization, to work towards building sustainable handloom-based livelihoods for the weavers in these clusters. The scope of intervention includes counseling the weavers, conducting training workshops, securing customer orders for them, repairing their looms, sourcing yarn and other raw material for them, and supporting them throughout the process. We have participated in four national exhibitions during the year, showcasing and selling their products.

Microsoft India is now setting up a technology training center, where weavers can use design software to create motifs and have an online sales presence. Microsoft is providing the funding and machines for the center, while the Government of Telangana is providing 2,500 square feet of space to set it up.

The impact of the project, so far, has been as follows:

- Worked with 25 weaving families, each representing three generations of weavers
- Conducted two workshops on natural dyeing with participation from more than 50 artisans

- Established connections with NHDC depots to source hank yarn, and with Veda Agrofarms for indigo dyes
- Convinced 10 cotton farmers to produce organic cotton for organic handloom weaving
- Secured bulk orders and orders for corporate gifting and event giveaways, in addition to traditional products
- Provided quality assurance
- Trained 10 banjara craftswomen and 125 women from slums in garment-making
- Connected weavers with end customers; ensured they receive a fair price

We seek to collaborate with the Government in scaling up the program further and implementing it in other clusters. We also intend to leverage technology platforms for marketing the products, and expand the distribution reach to international markets.



The inspiring story of Saroja, a craftswoman

Saroja, 34, was born and brought up in a traditional Banjara tribal family. As a young girl, Saroja started picking up craft skills, and later, developed her needlework skills as well. Under the DigiKala project, Saroja received training in design development and insights on colour combinations. Saroja also trained in soft skills at the National Institute of Micro, Small and Medium Enterprises, Hyderabad. The trainings brought about a remarkable improvement in Saroja's skills and business abilities. Today, Saroja is a seasoned craftswoman, selling beautiful needlework blouses and kurtas, and earning INR 12,000 a month. She is now gearing up to try and impart her skills to 10 other women.



Tech4Good

The Tech4Good program is in line with Microsoft India's commitment to working towards a digitally inclusive society and ensuring that the benefits of technology reach the underserved sections. Under this program, Microsoft works with non-profits to provide them with greater access to Microsoft Cloud. It offers a single window for their technology requirements: training, understand and advice on IT requirements, software donations, and mapping future technology needs right up to adaption of advanced technologies and trends. Since 2006, we have donated over INR 4.35 billion in software products to non-profits to aid their community development initiatives. This includes access to Microsoft offerings and volume discounts through Microsoft licensing for non-profits. The program is managed by Microsoft India in partnership with NASSCOM Foundation. There are mainly three parts to the program:

Software Donation: Help NGOs create maximum impact through optimal implementation with a robust set of technology offerings:

- Cloud for non-profits
- Hardware discounts/donations
- Strategic donations and grants

Curriculum Donation: Microsoft provides its Digital Literacy Curriculum to NGOs interested in imparting basic computer literacy to disadvantaged sections. Microsoft has invested towards localization of the curriculum into Hindi, Tamil, Gujarati and Malayalam in order to maximize reach and impact.

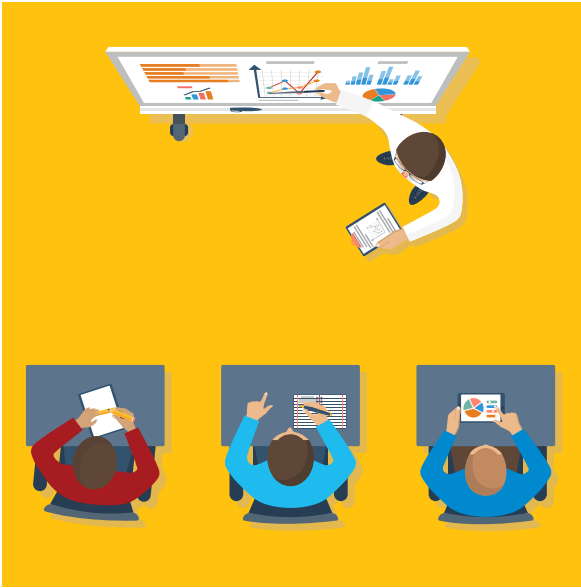
Community and Capacity-building: Facilitate

continued engagement between technologists, social innovators, and the NGO community, for greater efficiency in the use of technology through:

- Trainings and webinars
- Toolkits
- O365 Deployment Centre
- NGO Connection Days 2.0

Solutions: Support non-profits to create technology that improves their communities through:

- Generators, hackathons, and other events
- Technology for Social Good' competitions



Trained through workshops – 2800 from 1600 NGOs



Number of NGOs supported: 600



Worth of s/w donated: 450 crore

Technology for Social Good

CASE STUDY - 1

Child MISS

Child MISS (Management Information System and Services) is a comprehensive child tracking system, developed with the intention of creating a network that contributes to speed, process, structure, knowledge, and services for the care, protection, and development of vulnerable children through the intervention of NGOs and government bodies. It is the result of a collaboration between Don Bosco National Forum for the Young at Risk and App Point Software Solutions. The solution has been hosted on the Microsoft Azure public cloud platform and granted USD 30,000 in Azure credits to be used over three years. This helps with scalability and backup, and increases the efficiency and speed of access to critical data. The cloud-based infrastructure also makes it extremely reliable, especially in times of natural disasters, when incidences of missing children are generally higher.

Find video stories [here](#).



CASE STUDY - 2

Habitat for humanity

Habitat for Humanity works with low-income families to build homes, and to repair and rehabilitate houses, in the belief that everyone should have a healthy, affordable place they can call home. Microsoft India has provided Habitat for Humanity with a customized Office 365 package and a stabilized mail server, along with its OneDrive and SharePoint platforms. These products have enabled Habitat for Humanity to increase data storage, ensure website protection, and improve internal operations and communication.

Employee Giving

Microsoft employees are passionate about offering monetary help to address important issues facing our local communities, and the world at large. It is part of our culture, and how we live our mission of empowering every person and every organization to achieve more. Keeping this in mind, Microsoft India started the Employee Giving Campaign in 2000. It is, to date, the largest corporate giving program in the world. Our employees participate in the annual Giving Campaign, which is held every year during the month of October, and donate to a charity regularly. The funds raised through the Giving Campaign are equally matched by Microsoft before being handed over to trusted non-profits.

Our employees also have the opportunity to give back to the community by supporting a cause of their choice through a certain percentage of their pay. We recognize that even small contributions by employees can have a huge, positive impact on the lives of the underprivileged. There are three aspects to this program:

- Cash contributions by employees through payroll deduction
- Microsoft Match program with annual limit of INR 250,000 per employee in the Engineering team and 50,000 for all other employees.
- Employee Volunteering Policy of three working days

During 2016–17, employees donated INR 29.5 million towards the funding of 140 NGOs as compared to INR 23.1 million the previous year.





Employee Participation



INR 29.5 Million
in cash
contributions



140

NGOs
supported through
cash contribution



Over 50%
Employees
participated
in FY16



Employee Giving and Volunteering



Giving back to the community is not just an annual event at Microsoft. Microsoft's longstanding commitment to philanthropy is evident in the efforts to support education of young children from Lotus Petal Foundation School in Gurgaon. A BPO team has been volunteering every Wednesday since March 2016 to conduct support classes and weekly engagement sessions to enhance communication skills of students.

Furthermore, in a month-long engagement, the IT team volunteered at the Amar Jyothi Foundation in Delhi, training two students with disabilities to compete at an IT Challenge based on Microsoft's Office suite and MIT Scratch, hosted in China. Both participants, Nishtha and Punyat, bagged the 2nd position in the Scratch challenge and a gold and silver medal, respectively, in the individual office suite challenges.



Water Sanitation & Hygiene (WASH)

Sanitation4Education

Sanitation for Education' was launched in partnership with Charities Aid Foundation to ensure the functioning and maintenance of facilities for sanitation and hygiene in every school in India. Microsoft contributed INR 14 million to this program, which will benefit nearly 30,000 students from 42 schools across three states in India. The objective is to provide young children, especially girls, with access to sanitation facilities, and engage relevant stakeholders to build capacities for the sustainability of the program. Sanitation for Education is aligned with the government's 'Swachh Bharat Swachh Vidyalaya' initiative.

Water and sanitation project: Bhagavatula charitable trust

Microsoft has collaborated with the Bhagavatula Charitable Trust to address problems related to water disposal and sanitary practices in high schools in the tribal areas of Visakhapatnam district. The lack of sanitation facilities there is one of the main reason for girl children dropping out from school. Also, the water facility in cooking areas is also an issue in several places.

To help address these issues, we have extended support to 25 high schools in the district to provide access to clean water for drinking and cooking purposes, and water for toilets. The project aims to improve personal hygiene among students, and inspire them

to bring about a positive behavioral change in their families to lead a healthier lifestyle.

Bhagavatula Charitable Trust collected data such as school strength with gender bifurcation, existing water facilities, the condition of urinal and toilet facilities, and data related to personal and menstrual hygiene practices of girl students. Sanitation drives were conducted in all these schools with active participation of students, teachers, and community members. School-level trainings were conducted to increase awareness in

matters of hand-washing and menstrual hygiene, environmental hygiene, and open defecation. Microsoft is supporting the construction of separate latrine blocks in all the schools for girl students. Water tanks are being installed to provide clean, hygienic water for drinking and cooking purposes.

The project has impacted 8,461 students to date – 3,764 girls and 4,787 boys.





OUR PEOPLE

- **Compensation and benefits**
- **Programs for employees**
- **Employee wellness and safety**
- **Culture of appreciation**
- **Diversity and inclusion**

The Microsoft Culture

Our people are our biggest strength. We provide them opportunities to grow, both at a professional and a personal level, and help them realize their potential. We work to create a culture that inspires everyone to seek meaning and pride in their work, and give their best to their job and to their community. Our culture is centered around delighting our customers, experimenting with new ideas, failing fast and learning from our failures to build innovative products.

The Microsoft culture is manifested through three distinct areas:

- **Customer-obsession:** We are passionate about helping our customers achieve more. We listen to them, and learn from them. We deliver solutions that don't just meet business needs, but often surprise and delight our customers.
- **Diversity and Inclusion:** Microsoft is a place where employees can be who they are. We value diverse perspectives. As a result, we have better ideas, better products, and happier customers.
- **One Microsoft:** We are a family of individuals at a truly global company, united by a single mission. We work together, build on each other's ideas, and collaborate across boundaries to bring the best of Microsoft to our customers and to the world.

We believe in building and sustaining relationships with our people, and this reflects in everything we do, right from recruitment to professional and personal support. We go the extra mile to ensure the comfort and well-being of our employees while they scale new heights.

Compensation and benefits

Our compensation and benefits policy is instrumental in our efforts to attract and retain the best talent in the industry. The policy is based on the idea of 'Pay for Performance', which enables meaningful reward differentiation based on impact and team results.

Microsoft employees are eligible for a combination of rewards comprising base pay, performance bonus, stock awards, and benefits. We offer several benefits such as child care, tuition assistance, vehicle lease and relocation, which an employee can opt for, should the need arise.

Our policy covers not just monetary aspects, but is designed to support our employees non-monetary needs. We believe that happy employees are productive employees. By offering flexible work timings, teleworking, and the option of working from home, we encourage employees to find a healthy work-life balance.

We have doubled the maternity leave for women employees to six months in February 2016 prior to legislation. Additionally, they can opt for unpaid leave of up to three months, and enjoy flexible work hours for up to two years. We also appreciate the fact that fathers need to spend time with their newly born babies and all male employees can avail six weeks of paternity leave. The same leave entitlements apply to those who adopt a child or who choose to have a child via surrogacy. In April 2017, we announced a new Family Caregiver Leave which entitles every employee to 4 weeks of paid leave every year at full pay to take care of an immediate family member with a serious health condition.

Programs for employees

Mindful of the holistic well-being of everyone at Microsoft India, we organize events and activities round the year to keep up the levels of vitality and excitement in our offices. Some of these are listed below:

- **Confluence:** Started in 2008, Confluence is Microsoft India's signature diversity and inclusion conference that brings together employees on a single platform to listen and learn from company's leadership and external inspirational personalities, and participate in collaborative learning events. Focused on the three pillars of diversity – abilities, gender and generational, the forum focuses on expanding inclusive practices, and the opportunities and challenges faced by different employee groups.
- **Bring Your Child to Work:** welcome our employees' children into our office for a day of fun and learning
- **Management Excellence Community:** a peer-driven community of managers who learn and share best management practices from each other
- **Garage:** an initiative to encourage employees to hone their creative side
- **The 'Guardian' app:** aimed at promoting women safety

We also support Employee Resource Groups and Employee Networks, which provide cultural awareness and social networking opportunities, and are linked to the overall business goals of the organization. One of the largest employee

resource groups is Women@Microsoft, which strives to develop and support female employees at Microsoft through opportunities such as global conferences, networking events, and mentoring. These members voluntarily serve as internal resources to ensure that diverse perspectives are included in business operations, marketing, and product development activities.

Employee wellness and safety

We believe in inculcating a culture of wellness among our employees. Our comprehensive insurance policy offers nine different options that cover employees and their families – employees can choose the plan that suits them best. Not only does our Benefits Policy include insurance cover but we also encourage our employees to proactively care for their health and stay fit.

We cover OPD, dental and vision expenses as well as executive health checks for every employee and their dependents. In addition to this, we sponsor and organize on-site diagnostic and doctor consultations camps at our offices.

Through our wellness brand—LiveWell365—we focus on building awareness. From webinars on different health aspects to quarterly newsletters and programs. Employees can access the LiveWell365 wellness portal serves as a single-point destination for everything related to wellness. In 2016, we moved from broad-based programs and general awareness, to targeted wellness initiatives establishing programs specifically for diabetes management, weight loss and cholesterol management.

Microsoft CARES, a confidential counselling

service, equips our employees to meet life's challenges in a mature and balanced manner. Professional counselors from Microsoft CARES assist them with developing coping skills to help them maintain an emotional balance.

Culture of appreciation

We understand that even small acts of appreciation help in keeping employees motivated and letting them know that their hard work is truly valued. We have initiatives like Wall of Fame and Send a Kudos, which help to maintain a healthy culture of appreciation.

Diversity and inclusion

We seek to be open to recognizing our own biases and changing our behaviors so that we can tap into the collective power of everyone. We don't just value differences; we seek them out, and invite them in. Our diversity emerges from our unique experiences and skill sets.



Springboard

Our Springboard program helps women make an easy transition back into the corporate world, post a sabbatical, with the flexibility to choose the duration and even the work hours, giving ensuring an easy return to work

Codess

Through Codess, we engage with our local communities to promote gender diversity in the field of engineering. The program focuses on empowering, educating, and celebrating a community of women coders, who are interested in shaping the technology innovations of the future. It offers them a platform to network with each other, share personal and professional experiences, and learn from their shared knowledge. Young women coders in India were introduced to this initiative in 2016 through Microsoft India. This year, Codess has received more than 1200 applications from over 40 colleges across the country.

Elevate

Elevate is a reverse mentoring program at Microsoft that leverages the power of generational diversity amongst our teams. It aims to connect leaders with millennials, enabling learning for our current as well as our future leaders. The millennial mentors share their perspectives, thoughts and ideas in 1:1 sessions with the leader mentees. The leaders gain from an objective view of ground realities and fresh perspectives, while our mentors get the opportunity to also learn from the experiences of these senior leaders. In FY 2017 Elevate was conducted across 4 cities during Confluence week, it received encouraging feedback. 16 senior One India LT members had 1:1 reverse mentoring sessions with 16 diverse employees, on skills of leader's choice (such as how millennials view careers).





WORKING RESPONSIBLY

- Human rights
- Ethics and standard of business conduct
- Privacy and data security
- Sourcing from indirect suppliers
- Environmental sustainability

Our long-standing commitment to being responsible in everything we do reflects in our respect for our stakeholders in the ecosystem we operate in. We have a wide range of policies, practices, and programs pertaining to human rights, ethical business conduct, data privacy and security, and environmental sustainability. We adhere not only to our global policies, but to the laws of the land, and its anti-corruption policies.

Human rights

Microsoft respects human rights, and takes all necessary measures to protect them – a fact that is reflected in the way we do our business. We work with some of the world's leading human rights organizations to apply technology for the advancement of human rights, and we expect employees, partners, suppliers, customers, and governments to share our commitment in this regard.

We respect the rights of our employees in accordance with the ILO Declaration on Fundamental Principles and Rights at Work. Our policies, including the Equal Employment Opportunity Policy, the Anti-Discrimination and Harassment Policy, and our Standards of Business Conduct, incorporate this protection.

Ethics and standard of business conduct

Trust is paramount to realizing our mission of empowering every person and every organization to achieve more. We build trust by making ethical choices, and acting with integrity in our dealings with customers, partners, competitors, shareholders, suppliers, representatives, regulatory

agencies, and government officials. Microsoft's Standards of Business Conduct are the foundation of our commitment to engage with all these groups in a respectful, ethical manner, in compliance with all legal requirements. Click [here](#) to know more about our ethics and standards of business conduct.

Privacy and data security

We set stringent privacy standards and adhere to them. We have developed industry-leading privacy policies, compliance programs, and security measures, which we apply across our cloud computing ecosystem. We strive to be transparent in our privacy practices, offer meaningful privacy choices, and responsibly manage the data that we store and process.

It is extremely important for us to ensure data security for our customers. Our cybercrime experts focus on two areas: fighting malware and reducing risk, and protecting the vulnerable population - especially the young and the elderly. As part of this mission, we have set up a Cybersecurity Engagement Center in New Delhi, which is part of a global network of eight centers.

Sourcing from indirect suppliers

We screen our indirect suppliers on an ongoing basis against 23 different ethical, social, and environmental risks by country and by commodity category, and apply assurance requirements for suppliers that pose the highest risk. We strive to ensure that our suppliers uphold high standards

for responsible business practices, and for how they treat the people who work for them. Click [here](#) to know more about our sourcing practices.

Environmental sustainability

Commitment to environmental sustainability underlines every aspect of our company. We believe that technology can empower people and organizations to achieve a more sustainable future. We apply technology to minimize the environmental impact of our business operations and our products. Microsoft India's commitment to environmental sustainability is articulated in our environmental principles and climate change policy statement. We invest in programs – involving facilities, commuting, recycling waste, and more – that reduce environmental impact across our business operations. The entire company, including our data centers, has been carbon-neutral since 2013.

LEED gold certification

The Hyderabad Real Estate and Facilities (RE&F) team has achieved the Leadership in Energy and Environmental Design (LEED®) Gold certification for three buildings on our Hyderabad campus, after two years of working with the U.S. Green Building Council. The LEED Gold certification—a green building certification program that recognizes best-in-class building strategies and practices—is an example of the RE&F team's commitment to sustainability. The Hyderabad campus has also been recognized for its landscape, having bagged the first prize at the Garden Festival 2016 organized by the Department of Horticulture, Government of Telangana, twice in a row.

Water conservation and waste management

Our Real Estate and Facilities (RE&F) team implements waste minimization programs such as office supply reuse, recycling, and composting. Although our operations are not water-intensive, we promote water conservation measures at our facilities. The RE&F team has introduced several water conservation initiatives at our Hyderabad campus including rainwater harvesting, sensor-based taps, aerators for taps, effective recycling, reusing water to maintain our green cover, and storing water for contingency to avoid business impact.



Waste management

- Zero Waste discharge status
- 670 kg of plastic and 600 kg of thermocol recycled every quarter
- More than 14.7 tons of paper waste recycled every 90 days
- Approximately 4 tons of gypsum land filled every quarter
- 84 tons of metal waste recycled annually
- Construction waste recycled to build other facilities, such as a parking bay, within campus
- Reduced carbon footprint through usage of up to 66 percent of regionally sourced construction material - steel, cement, fly ash blocks, sand, granite, tiles, and aluminum



Water conservation

- Automated Centrifuge System that treats 20,000 liters of waste water in an hour
- 63,774 KL of waste water treated
- 30 million liter capacity reservoir to store rainwater for the irrigation of 20 acres of landscaped gardens
- Low-flow fixtures and sensor-based urinals installed in toilets save up to 20 percent of water consumption (approximately 2,000 KL/month)
- Dawn and dusk watering practices to reduce wastage by water evaporation



Energy efficiency measures

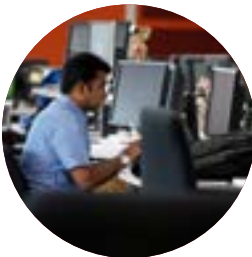
We have implemented several energy efficiency measures at our Hyderabad campus, which has resulted in power-saving of 17,52,270 units over a span of one year. These measures include:

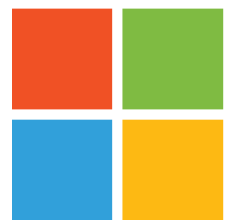
- Installation of efficient water-cooled chillers instead of air-cooled chillers, which reduce energy load by approximately 10 percent
- High-performance design envelops to reduce heat and light coming into the building (solar heat gain coefficient 0.25)
- Visible light transmittance of more than 30 percent, maximizing passage of natural light, by using double-glazed façade glass
- Installation of motion sensors in all conference rooms, boardrooms, and workspaces to reduce electricity wastage
- Installation of energy and water meters

Sustainability initiatives by employees

We believe that each one of us is responsible for sustainability. Our employees engage in planting saplings every year on World Environment Day. We also participate in Earth Hour by turning off non-essential lights for one hour. Our Hyderabad campus boasts of 40 percent landscape area with indigenous plant species, many of which are contributed by our employees. The Campus also actively participates in sustainability activities during the World Earth Day, wherein this year, approximately 100 kg of eWaste was collected from employee contributors, for onward disposal.

Contribution and collaboration are the cornerstones of Microsoft's sustainability initiatives, and we work with Governments, policymakers, and NGOs to address key environmental issues that affect our business, employees, and the communities we serve. We continue to drive policy development and research with a wide range of diverse groups to achieve a more sustainable future.





Microsoft