



For Immediate Release
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SAP India Collaborates with ITC and L&T Public Charitable Trust to launch ‘code unnati’

India’s first ever C2C initiative to accelerate Digital India’s vision of enabling 60 million citizens on Digital Technologies by 2019

New Delhi, India — June 15, 2017 — Strengthening the Government of India’s Pradhan Mantri Gramin Digital Saksharta Abhiyaan (PMGDSA) to enable employability through digital literacy, [SAP SE](#) (NYSE: SAP) launches ‘code unnati’, a multi-year, collaborative digital literacy & software skills development initiative along with ITC and Larsen & Toubro Public Charitable Trust.

‘code unnati’ partners with 6 diverse non-profit organizations to impart digital literacy to children, adolescents, the differently-abled & other citizens and drive employment-led software skills development for the underprivileged. This initiative envisions to achieve the UN Sustainable Development Goals of - No Poverty, Quality Education, Decent Work & Economic Growth, and Partnership For the Goals.

SAP will provide technology infrastructure, expertise on course curriculum & pedagogy, delivery mechanisms and teachers. ITC and Larsen & Toubro Public Charitable Trust will

enable outreach in far flung, tribal and inaccessible regions with adequate monitoring and evaluation and governance support, to implement the program via NGO partners. ‘code unnati’ will significantly emphasize on advanced software skills relevant for Industry 4.0 and employment creation, with an intent to fill the gap of 3.5 million technologically skilled and educated citizens required for India to be known as a digitally literate nation.

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Only 10% of the India’s population is digitally literate. With technology at the core of everything that we do and deliver, it is our responsibility to join forces and collaborate with India Inc. to move the needle towards building a Digital India. With code unnati, we aim to equip people with the most relevant IT skills that will make them relevant to the job market and empower them to become future-ready.

Deb Deep Sengupta
President & Managing Director, SAP Indian Subcontinent.



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ITC’s Social Investments Programme spread over 84 districts in 20 States in India has enabled a multiplier impact on beneficiary communities enriching livelihoods in the present and future. ITC’s partnership with SAP will enable the ‘code unnati’ initiative to make a deeper contribution in spreading digital education amongst children in rural Andhra Pradesh, with special focus on the girl child.

Dr. Ashesh Ambasta, EVP and Head Social Investments, ITC Limited



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Our association with SAP CSR India goes back to 2014 for digital literacy mission in Talasari, Palghar district in Maharashtra, where we have been digitally empowering tribal youth and citizens. code unnati will further bring in United Nations Development Programme (UNDP) as knowledge partner for skilling & career counselling initiatives for the beneficiaries. With code unnati, we plan to expand to other states like Gujarat, Andhra Pradesh as well as other parts of Maharashtra, with the aim that technology can create social impact for the last mile and people at the bottom of the pyramid.

Ashok D Shahane, VP, Larsen and Toubro Limited & Trustee, Larsen Toubro Public Charitable Trust





For technology to reach the bottom of the pyramid, special focus has been put on creating an ICT environment at every Gram Panchayat, as also stated under the Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDSA). 100 code unnati Community Services Centers will be launched to provide training to the Sarpanches (Village Council administrators) and educate local citizens on effective utilization of various available e-services. Under PMGDSA, L&T Public Charitable Trust and SAP have already started 3 Community Services Centers in Maharashtra and 33 in Rajasthan.

Project Structure

- 1.** Employable Software (IT) Skills for Youth
- 2.** Digital Literacy for Children & Adolescents, citizens and differently-abled
- 3.** Provide employment opportunities to at least 50% of the youth trained under the initiative
- 4.** Digital enablement of Gram Panchayats

NGO Partners



In the pilot phase till next year, the initiative will focus on rural areas of Andhra Pradesh, Telangana, Maharashtra, Karnataka, Gujarat, Rajasthan as well as urban disadvantaged demographics in Bangalore, Mumbai, Delhi-NCR, Kolkata, Ahmedabad, Pune, Vizag and Hyderabad.

To know more visit codeunnati.org

About SAP

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 350,000 business and public sector customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

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