Fostering Diversity and Inclusion: Leveraging Technology for Gender Equality

In the past year, Jazz has taken monumental strides in championing gender initiatives across various sectors, cementing their commitment to fostering an inclusive and diverse society. In the realm of digital entrepreneurship, Jazz under its sustainability strategy has launched pioneering programs that empower women entrepreneurs, providing them with access to capital, mentorship, and a supportive ecosystem to turn their innovative ideas into successful ventures. Emphasizing the crucial role of technology in bridging gender gaps, Jazz has initiated extensive training and mentorship programs, equipping women with the necessary digital skills and knowledge to excel in the tech industry.

Notably, in the sphere of health, Jazz under the livelihood support program has launched comprehensive project aimed at breaking barriers in healthcare access for women, including reproductive health awareness, maternal care support, and preventative healthcare services. Moreover, Jazz's digital fellowship programs have served as catalysts for women's in the sphere of corporate communication and narrative building, facilitating mentorship and networking opportunities, empowering women to lead and influence transformative change. Jazz's relentless commitment to advancing gender equality in entrepreneurship, technology, health, and fellowship programs has set a precedent for positive change in Pakistan and serves as an inspiring example for other organizations seeking to create an equitable and inclusive world.

Further details on our key initiatives towards reducing gender gap in ICT's are following:

JAZZ UNDP Women In Social Entrepreneurship (WISE)

At Jazz, we firmly believe that technology should be an enabler of progress for all, transcending barriers and creating a world of equal opportunities. Our unwavering commitment to reducing the gender gap in Information and Communication Technologies (ICTs) drives us to empower women across the spectrum through the transformative power of technology. By fostering inclusive digital ecosystems, providing tailored training and mentorship, and championing women-led initiatives, we strive to create an environment where every woman can thrive, break boundaries, and unlock her full potential in the digital age. Together, we build a future that empowers, uplifts, and celebrates the contributions of women in shaping a more equitable and connected society.

Jazz, Pakistan's largest digital operator, and the United Nations Development Programme (UNDP) have launched the Women Initiative in Social Entrepreneurship (WISE) to promote women-led social innovation in Pakistan. The WISE Bootcamps were organized in 13 cities

across Pakisan that empowered 400 with essential business knowledge and skills to manage sustainable social enterprises.

To strengthen the start-up ecosystem in Pakistan, in 2020, Jazz and UNDP partnered to launch SDG Bootcamps to promote social innovation and entrepreneurship by youth in Pakistan. The SDG Bootcamps engaged 401 participants, 40% of them being women entrepreneurs. The solutions addressed by these enterprises included climate action, health, and digital transformation.

Continuing the partnership – and with implementation through the School of Leadership Foundation (SoLF) – the WISE Bootcamps will focus on strengthening Pakistan's women social entrepreneurs.

https://www.undp.org/pakistan/press-releases/jazz-undp-extend-collaboration-promote-women-led-social-innovation-pakistan

Digital Pakistan Tech Fellowship Program: Creating opportunities for success

Jazz is committed to enable the lives and livelihood of the people of Pakistan, especially youth and women. We launched the Digital Pakistan Fellowship program in November 2022 to engage youth in generating positive discourse around tech. We're teaming up with academia including universities like NUST in Islamabad and Fatima Jinnah Women University in Rawalpindi and Beaconhouse National University in Lahore. We're also bringing in Habib University in Karachi to connect students to the change that is being driven through tech.

Right now, we're choosing our fourth group of fellows for the program. So far more than 85% of the fellows in our program have been female students. We want to teach young people in Pakistan how to use technology to tell stories and succeed. We're giving these young people real experiences in the working world, letting them see what it's like to work in a newsroom with the help of partners like HUM Network.

In collaboration with HUM we initiated a part of the program, Digital Pakistan Citizen Journalism Program, where regular people can learn to be journalists. More than a thousand people signed up for this in the first recruitment drive. This part of the program will upskill these new journalists, and they'll get to share their stories on Digital Pakistan and HUM Network, which will give them the opportunity to showcase their work.

By working together with universities and other partners, we're making a big difference with the Digital Pakistan Fellowship program. We're helping young people in Pakistan have better opportunities and learn important skills for the future.

https://propakistani.pk/2022/08/12/jazz-nust-sign-mou-for-innovation-and-contribution-to-the-creative-economy-of-pakistan/

JAZZ-GSMA Connected Women Partnership:

Jazz's collaboration with GSMA is aimed at informing this research, increasing smartphone ownership and access to the internet among female micro-entrepreneurs, and providing

regular updates and feedback on their initiatives. To increase 4G penetration and smartphone ownership under its "4G for All" vision, Jazz was previously recognized by GSMA for successfully rolling out the Jazz Digit 4G smart features phones globally. The digital operator also offers Shariah-compliant easy installment payment plans on these 4G-enabled handsets to encourage everyone to become part of the digital ecosystem.

Funded by the Bill and Melinda Gates Foundation, the GSMA Connected Women Initiative's primary objective is to increase women empowerment by facilitating their access to financial independence by cultivating and supporting micro-entrepreneurship avenues for them. Under this LOI, GSMA will provide advisory support to Jazz to research how female micro-entrepreneurs use smartphones for their businesses; identify the barriers hindering their growth; and devise new digital and business strategies to address these issues to scale their profitability.

https://www.brecorder.com/news/40230784#:~:text=Under%20this%20LOI%2C%20GSMA%20will,order%20to%20scale%20their%20profitability.

Report link: https://www.gsma.com/mobilefordevelopment/resources/empowering-women-micro-entrepreneurs-through-mobile/

JAZZ TCF Learning For management Ed-Tech Program:

In a resolute stride towards transformative education and gender equality, Jazz Pakistan is revolutionizing the landscape of education by investing in cutting-edge Ed-Tech programs. With a visionary commitment to empower female educators, Jazz is spearheading a groundbreaking initiative, equipping the teacher force with essential Information and Communication Technology (ICT) skills. By bridging the digital divide and fostering an inclusive learning environment, Jazz is paving the way for a future where students and women educators emerge as empowered tech pioneers, shaping young minds with innovation and inspiration.

Jazz is digitally enabling The Citizens Foundation (TCF) to implement tech-enabled learning across 1,600 TCF schools and ensuring an advanced learning experience for over 250,000 students nationwide. As part of this initiative, 23 computer labs have already been revamped, and a school management app has been introduced in all TCF schools, offering efficiency, transparency, and accuracy of data collection and management for all students, faculty, and non-faculty employees.

The digitization initiative also facilitated the translation of books and learning materials for grades 6 and 7 into Urdu, creating a bilingual curriculum, along with a scripted bilingual lesson plan. In addition, 700 Android phones were delivered to schools across the entire TCF network, which aided in implementation of blended learning program. Unleashing the limitless potential of education, the program has empowered 7300+ female teachers through transformative training, igniting a spark that illuminates countless futures.

https://www.technologytimes.pk/2023/02/18/jazz-enables-tcf-to-implement-technology-enabled-learning/

Jazz Rural Data Education Program:

Amidst the rolling landscapes and untamed beauty of rural communities, a pioneering data education program emerges, radiating hope and transformation. This groundbreaking initiative, with an unwavering commitment to empowering women, sets forth on a journey to bridge the digital divide and unlock the infinite possibilities of knowledge. Through the power of data and digital literacy, a new era dawns for these remarkable women, as they embrace newfound skills that not only uplift their lives but also ignite a flame of progress that burns bright across the entire commun

This year, targeting Rural Areas, in a bid to ensure that our 4G PENETRATION is increased and our objective this year was tied in with our broader strategy of 3G sunset (migrating non-4G data users to 4G). Further, we aimed to target and digitally empower WOMEN dedicatedly during this campaign by using Mobile Internet Skills Toolkit (MIST) developed by GSMA.

The multi cities education program also included data education session (separate for M/Fs) called 'Jazz Data University' which included proper lectures covering topics such as learning via mobile internet, e-commerce, content generation, entertainment, etc. along with mockup sessions and the entire activity was conducted by professional trainers.
Some of the key stats are provided below:

- Total Villages: 47Total
- Duration: 1.5 Months
- Total Interceptions: 42K+
- Total Engagements: 18K+
- Total Eyeballs: 6.2M+
- Total Men Educated:10.8K
- Total Women Educated: 7.4K

Mobile Health Unit for flood affected women:

Amidst the turbulent waters of natural calamity, Jazz Pakistan rises as a beacon of compassion and resilience, extending a lifeline to flood-affected women through an extraordinary health initiative. With unwavering determination, Jazz deploys a Mobile Health Unit, a symbol of hope navigating the inundated lands, offering solace and support to the vulnerable women in distress. In the aftermath of devastation, this remarkable endeavor stands as a testament to the profound impact of technology and empathy, transcending barriers to provide essential healthcare, empowering these resilient souls to reclaim their strength and rebuild their lives.

On average, over 1,000 women (per month) are treated and benefit from this initiative, receiving vital maternal care and supplies. As we approach the new monsoon season, these units continue their service to the women most in need. So far, 30,000+ women and children have been provided health care in the far flung areas.

This endeavor aligns with the United Nations' Sustainable Development Goals (SDG): 3 Good Health and Well-Being, 5 Gender Equality, 10 Reduced Inequalities, and 17 Partnerships.

https://www.linkedin.com/posts/jazzpk_mobilehealthunits-sindh-balochistan-activity-7090290523894079488-18d0?utm_source=share&utm_medium=member_desktop
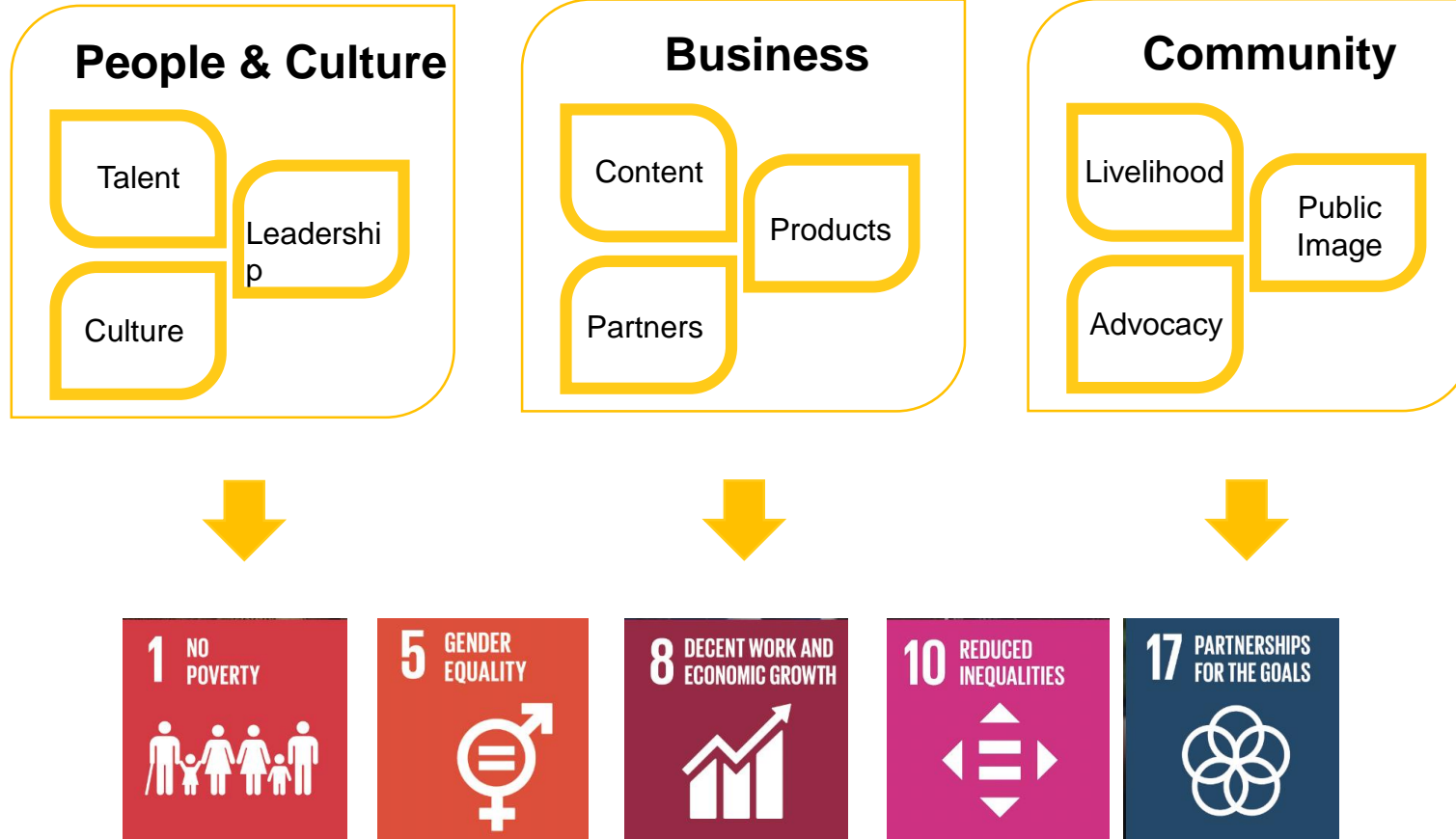
INCLUSIVE PRODUCTS, MESSAGING AND BUSINESS OPERATIONS

Maximizing Impact on Lives and Livelihood of Women across Pakistan

Enabling economic contribution by women through our business operations, products and marketing messaging

Content
Ensure that our content (including ads, website, public messages) across all communication channels is inclusive and accessible

Products
Create products which promote gender equality, help reduce inequalities and promote economic growth of women

Partners
Build an inclusive supply chain by supporting SMEs, and SOHO (preferably women-led businesses)

EMPOWERING WOMEN THROUGH INCLUSIVE WORKPLACE PRACTICES

Signature Program for Career Development and Support Under DE&I
Creating opportunities for talent whether they are young professionals, moms or women who have taken a break in their career

She's Back – Women Returnship Program

MOMentum – Phase back program for new moms

Phoenix – Women Development Program

Spectrum – Internship Program for Differently abled

"**Jazz sustainability focus is on digitally enabling youth, especially women**"
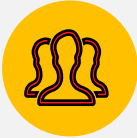
Gender Inclusion
Bridging the digital divide by reducing the gender gap and introducing women economic empowerment initiatives

JAZZ-TCF ED-TECH INITIATIVE

JAZZ-UNDP SDG BOOTCAMPS

Helping young people shape their future
Developing a network of tech-hubs across Jazz's footprint to foster the local entrepreneurial ecosystem

JAZZ-UNDP SDG BOOTCAMPS

JAZZ-NIC STARTUP INCUBATION

Digital Skills & Literacy
Improving digital skills & literacy through educational initiatives

JAZZ-TCF ED-TECH INITIATIVE

JAZZ SMART SCHOOLS

JAZZ SMART SCHOOLS
BLENDED DIGITAL LEARNING FOR THE FUTURE
28,000+ STUDENTS 900+ TEACHERS 75 SCHOOLS

1. JAZZ SMART SCHOOLS

Program Sponsor	Program Manager	Program Partner

Federal Directorate of Education

|			
Planned Beneficiaries	75 Female High Schools	500 Female Teachers	20,000 Female Students
Actual Beneficiaries	75 Female High Schools	1,046 Female Teachers & Principals	38,453 Female Students

The Citizens Foundation and **Jazz** have come together to digitally transform TCF schools across Pakistan.

The collaboration will introduce a blended learning curriculum, revamp of computer labs and digital school management system in TCF schools - enabling TCF to complete its digital transformation in the future and provide a robust learning experience for its students.
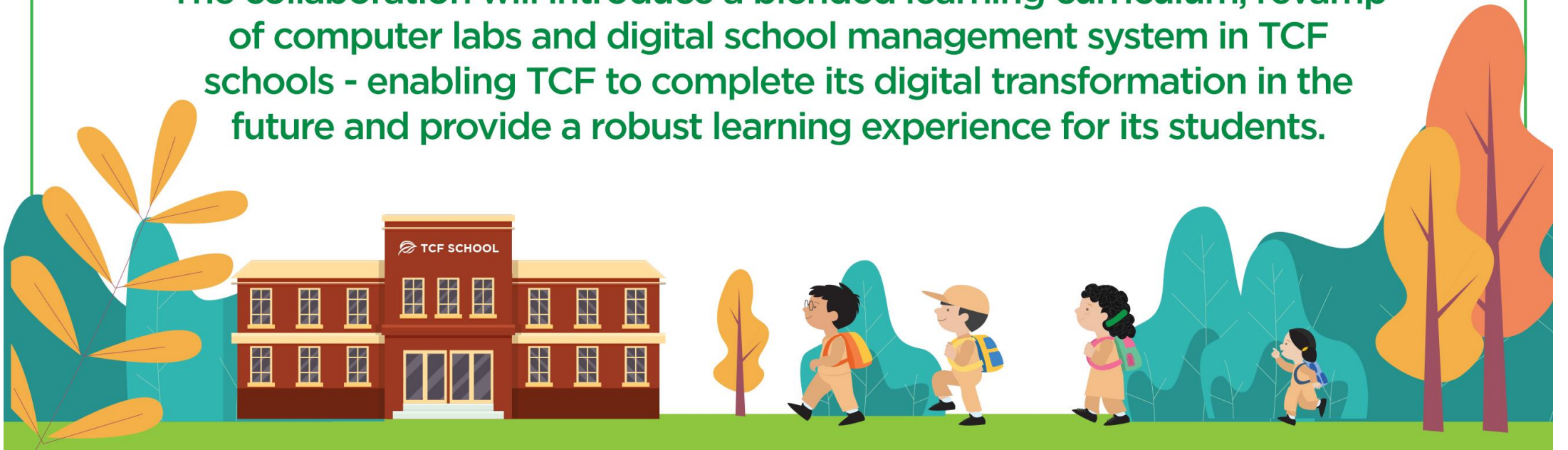
Creating Agents of Positive Change

274,841
Students across Pakistan

1,687
Purpose-built school units

1,200
All-female faculty

3. STRENGTHENING DIGITAL ECO-SYSTEM IN KP

Program Sponsor

Program Manager

Technology Partner/Sponsor

4. JAZZ-UNDP SDG BOOTCAMPS

Program Sponsor

Program Manager

Technology Partner/Sponsor

GOALS

20 Bootcamps

5 Regional (Sindh, Baluchistan, Punjab, KP, ICT/AJK/GB)

4 Thematic (Climate action, quality education, good health and well being, digital transformation)

Train **800** entrepreneurs

1 National Bootcamp mega event
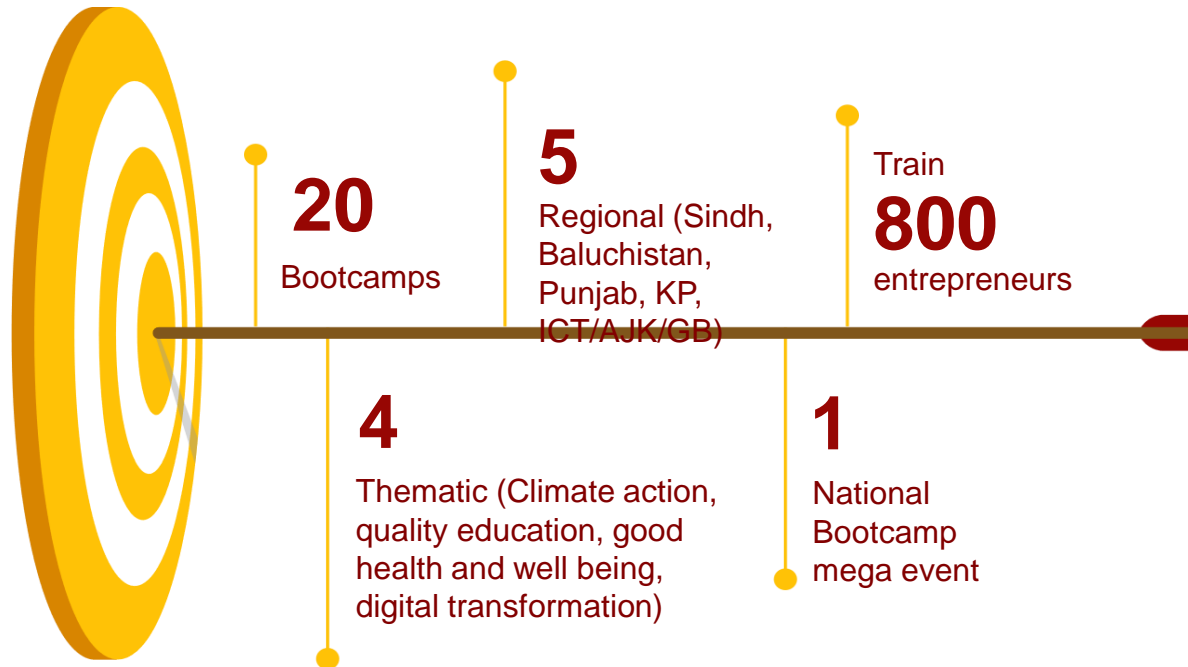
3 STAGE PROCESS

1

Capacity building of Social Entrepreneurs

Assist participants in progressing to the next stage through a well-rounded learning experience covering all aspects of their enterprise.

2

Mentoring Sessions

Build on the learning from the first stage to provide specific mentoring on real issues faced by the enterprises to prepare them for incubation.

3

Funding

Provide opportunities to pitch at different forums, linkages with potential investors and grants.

PTA
Pakistan Telecommunication Authority

SDG Bootcamp
FOR CHANGEMAKERS

JAZZ-UNDP SDG BOOTCAMPS' ACHIEVEMENTS

KPK

35% Female participants

65% Male participants

12 SDGs Targeted

19 Social Enterprises Engaged

Punjab

60% Female participants

40% Male participants

11 SDGs Targeted

21 Social Enterprises Engaged

Baluchistan

43% Female participants

57% Male participants

09 SDGs Targeted

13 Social Enterprises Engaged

Sindh

55% Female participants

45% Male participants

14 SDGs Targeted

17 Social Enterprises Engaged

SDG Bootcamp
FOR CHANGEMAKERS

5. NIC - INCUBATION CENTRE FOR STARTUPS

Program Sponsor	Program Manager	Implementing Partner

Ministry of Information Technology & Telecom

Jazz

Teamup

112 Women Entrepreneurs

17% of Total Incubated Startups

264 Incubated Startups	173 Graduated Startups	647 Total Founders	112 Women Entrepreneurs	2,015 Hours of Curriculumn	3,060 Hours of Mentoring

15,196 Jobs Created	1,842 Direct Jobs Created	13,354 Indirect Jobs Created	2.47B+ Investment Committed	2.34B+ Revenue Earned

- Global Good Award 2019 for Jazz Smart School

- GDEIB Award 2021 for best practice in Community, Government Relations and Philanthropy

- OICCI Women Empowerment Awards 2021 for Driving Change Beyond Workplace

2022 COMITMENTS WITH PTA

- Female teachers training on digital skills from 1,200 to 6,000

- Dedicated SDG Bootcamp for female social enterprises in collaboration with PTA

- Women4Tech summit in collaboration with GSMA and PTA

- Awareness campaigns for gender inclusion in ICTs

- Female focused prodcuts, sim sale activity and handsets on installments for females during events

- Female specific support through dedicated experience centers/booths

- An enabling workplace that is inclusive, accessible and empowering for female employees

Gender Inclusion at Jazz

22, February 2022