



Lucknow, India, June 9, 2026:

Uttar Pradesh Chief Minister Shri. Yogi Adityanath flags off Project GANGA initiative in association with HGS's broadband vertical to connect 20 lakh households

- The launch of Project GANGA follows signing of an MOU in March 2026 between the State Transformation Commission of the Government of Uttar Pradesh & OneOTT Intertainment Limited (OIL), HGS's broadband vertical and part of the Hinduja Group.
- Project GANGA, a state-wide digital inclusion and social upliftment initiative, is tasked with developing up to 10,000 local entrepreneurs at the Nyaya Panchayat level into Digital Service Providers (DSPs), creating sustainable livelihoods in the emerging digital economy.
- The project is expected to generate over 100,000 employment opportunities across the state in the digital ecosystem with a strong focus on women.
- Project GANGA to connect over 20 lakh homes with high-speed broadband across Uttar Pradesh in next 2–3 years.
- Broadband services under the initiative to be offered as “Ganga Fiber”.

Building on the Memorandum of Understanding (MoU) signed in March 2026 between the State Transformation Commission (STC), Government of Uttar Pradesh, and OneOTT Intertainment Ltd. (OIL), the broadband vertical of Hinduja Global Solutions Ltd. (HGS), the Honourable Chief Minister of Uttar Pradesh, Sh. Yogi Adityanath today announced the formal launch of Project GANGA.

Project GANGA or ‘Government Assisted Network for Growth & Advancement’ is a large-scale digital inclusion and social upliftment initiative for the state. The launch event in Lucknow was attended by Shri. Suresh Kumar Khanna, Minister for Finance and Parliamentary affairs, UP, Shri. Sunil Kumar Sharma, Minister for IT & Electronics, UP, the CEO of STC, Sh. Manoj Kumar Singh and a host of leading dignitaries from the Government of Uttar Pradesh, HGS, and the Hinduja Group.

Marking a key milestone in the rollout, the Project GANGA portal (www.projectganga.in) is now live, enabling citizens, especially women across Uttar Pradesh, to apply and participate in the initiative to become Digital Service Providers (DSPs) and build sustainable livelihoods in the emerging digital economy. The initiative will onboard 8,000 to 10,000 DSPs at the Nyaya Panchayat level, empowering entrepreneurs to deliver last-mile connectivity and digital services in their respective regions. The initiative is expected to generate over 100,000 direct and indirect employment opportunities, with a strong emphasis on youth empowerment and participation of women entrepreneurs. DSP partners will be supported through structured onboarding, training, financing assistance under the CM-YUVA scheme, and technology enablement.

The initiative is in line with the Honourable Chief Minister’s digital vision to ensure access to quality digital education, healthcare, remote work opportunities, and other services to citizens, especially in poorly connected communities.

Marking the launch, Hon’ble CM Shri Yogi Adityanath said “In the budget of 2026-27, we had announced that the State Government will create 8,000-10,000 digital entrepreneurs, with the aim of digital empowerment, of which 50% will be women. I believe that Project GANGA will be the medium for that digital revolution.”

Project GANGA aims to build a robust, scalable digital backbone across Uttar Pradesh, extending high-speed broadband connectivity to over 20 lakh households over the next 2–3 years. Broadband services to

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customers will be offered under the brand name “Ganga Fiber”, delivering reliable, high-speed broadband connectivity designed to meet the needs of households, businesses, and public institutions across the state.

Speaking on the launch, **Sh. Manoj Kumar Singh, CEO, STC**, said: *“The launch of Project GANGA marks a significant step toward strengthening Uttar Pradesh’s digital infrastructure. We are enabling citizens across the state, especially women, to actively participate in this transformation as entrepreneurs and build a sustainable and growth-oriented digital livelihood in the emerging economy. The initiative will improve access to digital services, support economic growth, and ensure inclusive connectivity across urban and rural areas.”*

Vynsley Fernandes, Whole-Time Director, HGS and MD & CEO, OIL, said: *“Project GANGA represents a defining moment for Uttar Pradesh's digital future. Our resolve is driven by the Government’s vision - every village, every town, every home connected, and no citizen left behind. The launch of Project GANGA is a critical step in making that a reality, opening the door for thousands of local entrepreneurs to take ownership of their area's digital growth. We are honoured to be part of Chief Minister Yogi Adityanathji's vision and committed to building a digital ecosystem that creates opportunity, drives livelihoods, and powers the state's progress for years to come.”*

Project GANGA is aligned with the Government of Uttar Pradesh’s broader digital vision to expand access to education, healthcare, governance, and enterprise services through reliable broadband infrastructure. By leveraging a decentralized DSP-led model, the initiative seeks to create a sustainable and scalable ecosystem for digital service delivery across the state.

OIL brings strong execution capabilities to Project GANGA, supported by HGS and NXTDIGITAL’s national digital infrastructure footprint. Together, they connect more than 5 million homes across India and operate in over 4,500 pin codes spanning 1,500 cities and towns, working with 15,000+ franchise partners and leveraging over 2 lakh kilometres of fibre infrastructure. OIL will extend its expertise to Project GANGA through several workstreams right from structured onboarding, exhaustive training and technology enablement.

About ONEOTT INTERENTAINMENT LIMITED (www.onebroadband.in)

ONEOTT INTERENTAINMENT Limited ("OIL"); is one of India's top private Internet Service Providers with over 1 million retail customers. OIL is a subsidiary of Hinduja Global Solutions (HGS) and has a strong presence in Broadband and Internet services in 350+ cities and towns, with a growing presence in Tier-II and Tier-III towns. Its services under "ONE Broadband" provide converged services of Video, Data and Voice to consumers by delivering high-speed internet and services at speeds up to 1,000 Mbps.

CelerityX, the Enterprise Business Unit of OIL, offers customers access to a national-level digital mesh – providing secure and mission-critical connectivity through a mesh of terrestrial platforms, broadband-over-satellite, and Wi-Fi, layered with SDWAN capabilities.

HGS is a global provider of technology, AI, and business services that helps organizations transform with confidence. Rooted in decades of operational excellence, HGS combines automation, analytics, artificial intelligence, and deep domain expertise to deliver Intelligent Experiences across the customer lifecycle, from digital customer care to back-office operations, human resources outsourcing, and advanced contact center solutions.

Building on our strong foundation in CX and business process management, we are expanding into new related areas by integrating technology, data, and operational insight to deliver real business results. Our Realized AI methodology brings discipline, speed, and certainty to transformation, delivering right-sized, practical solutions that work here and now, including a 90-day Proof of Value commitment that validates

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measurable impact in live environments before scaling. Part of the multi-billion-dollar Hinduja Group, HGS takes a “globally local” approach with 17,110 employees across 10 countries and 23 delivery centers, supporting some of the world’s most recognized brands. For the year ended March 31, 2026, HGS reported total income of Rs. 4,857.0 crore (US\$ \$547.3 million). HGS. Experience Intelligence.

About Hinduja Group

The Hinduja Group is a 111-year-old transnational conglomerate with over 250,000 employees across 100 countries. Founded in 1914 by Late Shri Parmanand Deepchand Hinduja, the Group has evolved into one of India’s most respected diversified business houses, with a leadership in automotive and mobility, banking and financial services, IT and digital solutions, energy and healthcare. Through its enterprises, the Group has contributed to India’s industrial evolution and economic progress while building strong global partnerships and market presence worldwide. Anchored in robust governance, disciplined risk management and long-term value creation, the Hinduja Group is guided by its enduring credo, “My Dharma is to work so that I can give,” reflecting a legacy that combines global enterprise with nation-building and community commitment. Website: <https://www.hindujagroup.com>

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