



Press Release

New Delhi, 27th October, 2023

Hon'ble Prime Minister Shri Narendra Modi Experiences Vi's Community Development Programs in Varanasi via live network at IMC 2023

- Hon'ble PM learnt more on Vi Foundation's programs and its impact on the community at large
- Vi Foundation's Jaadu Gini Ka, SmartAgri and Gurushala, and programs has positively impacted over 1.4 lakh people in Varanasi and 13.5 lakh people in UP

Leading telecom operator, Vi, demonstrated 'Innovation in Technology for Public Good', its marquee tech-based community development solutions to the Hon'ble Prime Minister Shri Narendra Modi at the India Mobile Congress (IMC) 2023, being held from October 27-29, 2023 at the Pragati Maidan in New Delhi.

Accompanied by Shri Ashwini Vaishnaw, Electronics & Information Technology, Government of India, the Hon'ble PM learnt more on the community people from Araziline and Sewapuri block, Varanasi, who have been benefitted from Vi Foundation's programs – Jaadu Ginni Ka, Gurushala and SmartAgri. These three solutions across digital-financial literacy, education and livelihood has impacted over 1.4 lakh people in Varanasi and over 13.5 lakh people in Uttar Pradesh.

The Hon'ble PM also took keen interest in the 'Jaadu Gini Ka' financial literacy van which was displayed at the Vi experience booth. The customized van equipped with laptops, TV and portable generator etc. travel across the country to various townships and communities imparting knowledge and training on basic digital and financial literacy skills. As part of the Government of India's flagship programme for digital inclusion – PMGDISHA (Pradhan Mantri Gramin Digital Saksharta Abhiyaan) and Azadi Ka Amrit Mahotsav, Vi Foundation in partnership with CSC Academy has been driving the Jaadu Ginni Ka programme to spread awareness on financial literacy. Operated by Village Level Entrepreneurs, this financial literacy van is aimed to take the Government of India's digital literacy movement another step forward to the underserved community across the country.

Vi Foundation strongly believes in leveraging technology to tackle some of the most compelling challenges in our society. Vi Foundation's programs have improved the overall quality of life for lakhs of rural families via simple tech-based interventions.

Expressing his gratitude to the Hon'ble Prime Minister for his valuable time and support, **P. Balaji, Director of Vi Foundation and Chief Regulatory & Corporate Affairs Officer, Vodafone Idea Limited**, said "We thank the Honorable Prime Minister Shri Narendra Modi for his gracious presence and taking time to understand and learn more about our work. Vi Foundation is committed to support Government of India's vision to empower rural communities across India via tech. Vi Foundation programs are a reflection of our deep



commitment to make a positive social impact. Through our initiatives, we are not only addressing the immediate needs of communities but also creating sustainable and meaningful change for a better tomorrow. We believe in making a difference that truly matters.”

Vi demonstrated three initiatives of Vi Foundation that has impacted the community of Varanasi people at large.

Vi's '**Jaadu Ginni Ka**' initiative is rooted in the Hon'ble Prime Minister's vision of promoting financial literacy and inclusion. This program delivers digital and financial literacy training to people aged 15 to 60 in rural households across India. Through vans and partnerships with civil society organisations, this initiative has already benefited more than 1.5 crore citizens, half of whom are women. Developed in consultation with leading financial experts, 'Jaadu Ginni Ka' is designed to create awareness on key financial concepts, such as borrowings, investments, financial planning, and digital financial tools, enabling people to make informed financial decisions that positively impact their lives.

Vi's Smart Agri programme is dedicated to the betterment of farmers' livelihoods by providing them with advanced technology interventions and enabling them to adopt sustainable farming methods. With the use of the Internet of Things (IoT), Artificial Intelligence (AI), and real-time technology solutions, SmartAgri provides farmers with information on critical elements to farming – like soil and air quality, wind, presence of insects and pests, and crop growth. Farmers also receive real-time and localised advisories on critical agri inputs for their crops and agricultural news on markets, government policies and schemes etc. They receive this in their regional languages via their mobile phones, with audio options, in case reading is a challenge. With expansion of the programme this year, the initiative will positively impact over 8.6 lakh farmers across multiple states, leading to increased income and reduced cost by 15-20%.

Subsequently, **Gurushala**, Vi's digital knowledge-sharing platform designed for educators and students, offers self-paced learning, access to a rich array of digital resources, and a platform for collaboration and learning. Close to 6.4 lakh users, including both students and educators, access Gurushala through a user-friendly website and mobile application, making it accessible to rural village schools and homes using just a smartphone. The platform boasts an extensive online library of over 89,000 content assets aligned with the New Education Policy 2020 (NEP), covering classes 6 to 10. Vi collaborates closely with 4 lakh teachers to create hyper-localized and tailored learning materials, ensuring that children in rural India and underprivileged communities have access to high-quality education.

Vi stands resolute in its dedication to empower rural India and firmly believes in integrating technology and pioneering solutions.

About Vodafone Idea Foundation

Vodafone Idea Foundation, the CSR arm of Vodafone Idea Limited, believes that our mobile communications technologies can address some of the most pressing humanitarian challenges and our responsibility is to utilize our innovative mobile technology in mobilizing social change and improving people's lives. The Foundation focuses on addressing challenges relating to agriculture,



education, health, equality and access. We are committed to enable people and technology to drive innovation, disseminate knowledge, and create shared value to improve lives. We work in partnership with key charities, development agencies and the community to drive social change on a large scale in India.