



**Vodafone
ATH Fiji
Foundation**

*mobilising the communities,
mobilising social change*

A QUARTERLY PUBLICATION FROM THE VODAFONE ATH FIJI FOUNDATION

jeevan

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JEEVAN IS THE HINDI WORD FOR LIFE



'LIVING HEROS'

RECOGNISING OUR VOLUNTEERS

Vodafone's involvement in community work is underpinned a lot by volunteer work. It is not surprising then that we were a big part of the United Nations' International Volunteers Day celebrations on 5 December 2013.

In his key note address to guests at the celebrations, Vodafone's Chief Finance Officer Mr Pradeep Lal said: "As I look out into this crowd tonight, I see living heroes, men and women who have given selflessly and fully to those who are less fortunate, disadvantaged and vulnerable."

"We at Vodafone are passionate about promoting volunteerism and social good. Under Vodafone mChannels we reach over one hundred thousand people on daily basis. We have invested over 13 million dollars in community work and we will continue to support efforts that aspire to bring about social change. Vodafone mYouth continues to educate youths on issues and raising awareness on solutions."

The International Volunteers Day awards night

recognized outstanding individuals under four categories: an International and a national award, a youth volunteers award and the youth plus award.

"We hope that by recognizing your achievements and your sacrifices, your good work will inspire thousands more to join the army of volunteers making a difference in Fiji's communities," Mr Lal said.

"I would also like to commend the United National Volunteer programme and the National Steering Committee and all organizations for their efforts, respective roles in highlighting these achievements."

Vodafone's World of Difference candidate and chairperson of the National Volunteer Steering Committee, Neil Maharaj said volunteers were silent champions whose sacrifice and contribution are often not publicly recognized.

"Let us celebrate those who have formed the commitment to make things happen from these opportunities. We hope that others will be

inspired," said Maharaj

Volunteers in Fiji have worked hard contributing millions of dollars each year directly in community development and in the nation's economy as a whole, through human resource efforts, sharing of knowledge, contributing through special skills and providing direction through years of experience.

International Volunteers Day, held every December 5, is an international observance designated by the United Nations since 1985. It offers an opportunity for volunteer organizations and individual volunteers to make visible their contributions - at local, national and international levels - towards the achievement of the Millennium Development Goals (MDGs). It is a change for individual volunteers, communities and organizations to promote their contributions to development at the local, national and international levels.

mFARMACY FOR FIJI'S AGRARIAN POPULATION



Foundation Executive Ambalika Kutty in mFarmacy discussions at a farm in Sabeto, Nadi

mFarmacy is the latest agricultural mobile for development programme based on the highly effective Vodafone mChannels platform.

The new platform goes live in June and is designed to get Fiji's agrarian population to become more aware of the benefits of chemical-free production and to provide access to all the benefits of a connected group open to farmer services and information.

mFarmacy is a spin-off from the

mAgriculture strategy which will improve the productivity and income of smallholder farmers and benefit the farming sector in emerging markets.

mFarmacy also aims to improve and share information on basic and complex approaches to land based, sea, fresh water farming, agriculture, backyard, potting and innovative farming of medicinal and herbal health using mobile communications.

With global population heading

towards nine billion, agricultural production must increase by an estimated 70% by 2050 to feed everyone. mFarmacy aims to help achieve this huge increase in production by offering information on how to improve the efficiency of agricultural production – and distribution of food supplies.

Mobile technology can dramatically improve the efficiency of the agricultural value chain – increasing smallholder farmers'

income, minimising the costs for agribusiness and retailers, and maximising the proportion of food grown worldwide that ends up on consumers' plates.

Other benefits include offering special tariffs and services for farmers. In Turkey, for example, over 280,000 have signed up to the Vodafone Farmer's Club for features such as weather alerts and local market price information.

mFarmacy will use short message service (SMS) messages to offer a cost-effective, efficient, and scalable method of providing outreach services for raising awareness of farming and how this can contribute to increased life expectancy. The alerts can be also used to ensure farmer's adherence with reporting and addressing chemical and parasite issues while raising awareness on weak practices.

mFarmacy offers services such as subscription & tips (one-way) and SMS Farm Solutions (two-way interactive service with the experts). All donations to the causes one is passionate about, from subsistence farming, small-scale farming to that of feeding families and communities who cannot afford food, will go towards the needs of those struggling.

mFarmacy can be accessed through dialing *747# and following the options; 1. Subscription, 2. Farm Solutions, 3. Donate 4. Export Market 5. Seedling/plantlet 6. About. The Vodafone mFarmacy will be executed in partnership with Western Charity Alliance and Ministry Agriculture, Fisheries and Forestry

SYMPOSIUM HEARS FARMERS' CONCERNS

The Foundation hosted a mFarming symposium in Labasa to engage the farming community in discussions that would form the knowledge base for the mFarming channel strategy. The symposium noted view from various farmers and how a channel of this sort will assist them in overcoming hurdles in their farming business.

Farmer Seci Waqawai raised concern that yoqona farmers had little knowledge on how to conduct business. This, he said, created an unsustainable situation for them. He said it was important that these farmers were guided on marketing, management, and financial control aspects of business. Waqawai also said that farmers needed to be guided on innovative and appropriate farming methods for different crops.

Farmer Emenoni Limalevu told the

symposium about the network that mFarming channel could bring to the farmer.

"As farmers we can seek for advice from agriculture officers and organizations just through text messages, rather than travelling so far and waiting in the long lines just to seek advice on how to go about our farming," he said.

"This facility will help farmers and the youth of the Labasa to market their product locally and abroad, Llmalevu said.

Farmer Emori Loga talk about sustainable farming. He said some farmers were using chemicals to help their livestock farming. He said farmers should realize the effect these chemical have on the community. He said there was a need to create awareness on this.



Farmer Seci Waqawai speaking at the mFarmacy symposium in Labasa

SYMPOSIUM SHARES WAYS TO TACKLE WOMEN'S ISSUES

TALK ABOUT RESPECT

Shame, and a lack of information, have been deciding factors in the reporting of domestic violence, child abuse, sexual assault and rape.

The lack of information has been addressed by Vodafone's mWomen channel, says Maria Senijale of Bulileka Village, outside Labasa

Speaking at the seminar on mWomen services by the Vodafone Fiji Foundation in March, Ms Senijale said mWomen had given her the opportunity to seek counselling via mobile technology.

She now knows where to go to report domestic violence against women and children through the use of mobile phones.

"This allows me to seek information which otherwise may be difficult to access because of shame and lack of information," Ms Senijale said.

"I will also be able to go back to my community and share the experiences I have learnt in the seminar to make our community less susceptible to crime, abuse and assault."

It is not only women who benefit from mWomen services. Fifty percent



Participants at the mWomen symposium in Labasa

of all subscribers to the programme are males.

Vodafone Foundation's executive, Ambalika Kutty said the total number of subscriptions they had as of March this year was 25,776 and fifty per cent were males.

"This indicates that both men and women need information on domestic violence, sexual assault and rape and wish to learn issues pertaining to women and children," Ms Kutty said. "We are going to do evaluation after a year to inquire if people are actually benefitting from the information given to them."

The mWomen programme was set up to raise awareness of and share information about rights and remedies available to victims of domestic violence and child abuse.

Ms Kutty said the aim of the seminar was to raise awareness on domestic violence, child abuse, sexual assault and rape. She said: "It is important that we gather case studies so we can break the culture of silence which impedes the success of our society."

"The subscription is free and one can educate themselves through this channel."

Creating and practicing a culture of compassion, love and respect brings about good behaviours in individuals, says Police inspector Ms XXX.



"Building trust among family, friends and community allows for open discussion of problems and issues. Mostly people keep their problems within and end up doing wrong things. We should create positive relations based on respect and trust, relationships that allows individuals to discuss issues openly. Ms XX said the police station was the last resort: "In the police station, everyday, more than hundreds of cases reported on domestic violence. Once a report is received there is no reconciliation."

"We should be open enough to resolve basic problem within the household and community. If this happens, problems will not escalate into unlawful activities that need intervention of the police," she said.

RESPONSIBILITY STARTS AT HOME, SAYS LEGAL AID

Responsibility to curb violence against women and children starts from home, say the Legal Aid Commission. Speaking at the Vodafone Fiji Foundation mWomen symposium in Labasa, Legal Aid Commission representative Ms XXX said: "We should stop violence at family level. Even the crimes decree states we cannot assault a person, even our children. We need to work together as a community to combat the issue of domestic violence against women and children."

"Parents have a responsibility to teach children the right ways, particularly what is lawful and what is not."

"Legal Aid Commission together with the police and government agencies are there to assist people to address these issues. It's good to address them when at initial stage rather than getting it to escalate to a level when it gets worse. Suppressing issues does not help. If you allow a problem to continue, then any intervention at a later stage will take time to resolve."

Ms XXX said there was a drastic increase in crime rate level among youth in northern division.

"If our children are going to resort to unlawful activities, then how is our country going to progress? We need to contain this and it all starts at home. We see offences like defilement of young



Legal Aid Commission representative Ms XXX speaks at mWomen symposium in Labasa

children. These issues need to be discussed among families. It's a very serious offence, especially for young boys. If we are not careful it can lead to rape."

Ms XXX said such criminal behaviours were a result of the way people think and made their decisions.

"It all comes down to the family and

community," she said.

"Most people commit crime because they think differently from other people. The environment one lives in is an important factor. We have to have a family and community environment that thinks rationally and does not condone unlawful behaviour."

"Though we cannot get rid of crime altogether, we can reduce it. People, place and situation play important part in criminal activities. We have to be careful and responsible in not creating a situation that can foster crime, like leaving your homes open when unattended, not supervising children, and tolerating unpleasant behaviour by family members."

"We are grateful for the services provided by mWomen. More women are now better informed, particularly in the rural and remote areas through this service. Women are now more forthcoming and discuss issues."

"Ever since the domestic violence decree was passed most complaints have been taken by the police and the Legal Aid Commission."

Legal Aid Commission is government organisation which assists disadvantaged in the community. All information given to the commission is confidential.

DREKETI SCHOOL GOES HI-TECH



Mark Slimmer hands over laptops to Principal Education Officer Sumiran Pratap

Dreketi High School in Macuata was given 10 tablets on Tuesday by Vodafone Fiji Foundation.

The devices will help the students do research work via the Internet.

Given the school's remote location, principal Amelia Dunbar said they now had the opportunity to access learning materials and conduct research work with the new tablets.

"Students are fortunate that they can now access the latest technology," Ms Dunbar said.

"It will also create an interactive and innovative method of learning for our students."

She said they were indebted to the Foundation for the timely support.

Duke of Edinburgh Awards Scheme co-ordinator Nazeel Nixon Ali said the support from Vodafone Foundation had encouraged them to uphold the Awards' principles.

He said social services, leadership development, income generation and skills development were some

of the things they did under the programme.

Vodafone Fiji Foundation Executive, Ambalika Kutty said they had been supporting the school for years now and DEAP students have mooted various income-generation programmes.

Vodafone Fiji Foundation, which was established in March, 2004, has been supporting the Duke of Edinburgh Programme since 2009 and has reached more than 100 schools.



VODAFONE TAKES GLOBAL CONNECTION TO UCIWAI SANGAM

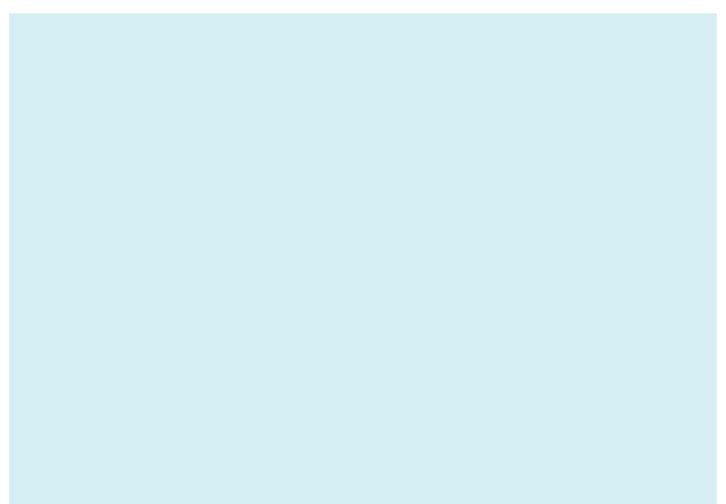
Vodafone Foundation Fiji has added another rural school to its list of those who are now connected under Vodafone's commitment to empower youth through technology.

Nadi's Uciwai Sangam School received 10 mini laptops and routers as well as an internet connection for a year through Vodafone's 50/50 policy. Under the policy, a school raises half the amount of funds needed for the package and Vodafone supplements the other half.

Over 200 laptops with internet connectivity have been set up in schools since June 2013 under the mEducation programme, says Foundation executive Ambalika Devi.

"Vodafone Fiji Foundation's aim is to catalyze real social change and empowering the youths of today through technology that will ensure a productive and effective society in the future," Ms Devi said.

She says there had been a marked in the number of schools registering for funding under the mEducation programme.



Mark Slimmer hands over laptops to Principal Education Officer Sumiran Pratap

Uciwai Sangam School is located away from the main business centres but are now able connect to anywhere in the world with their laptops.

"The students of Uciwai Sangam School are no longer deprived, when it comes to ICT and modern

technologies for teaching and learning," says the headteacher Navneet Kumar. "We thank Vodafone Fiji Foundation for providing schools with this mEducation which is fast becoming an imperative in the current technology era," he said.

JOINING FORCES TO TACKLE SOCIETY ILLS

Vodafone is tackling the shortfalls in the approaches to dealing with issues in society by engaging with those with the most hands-on experience in the area.

Vodafone hosted several stakeholders and non-governmental organisations in Labasa in December in a bid to bring about a greater understanding of the problems facing Fiji. The issues discussed ranged from health, youth issues, kidney failures, liver imbalances, and mal-nutritional to HPV viruses, sexually transmitted disease, lack of computers, internet technology in schools, women and children issues, and an increase in disability.

The aim of the meeting was to put together solutions that would help tackle some of the ills and shortfalls that plague our society, says Vodafone ATH Fiji Foundation trustee and director Arunesh Vishwa.

Delegates from Lions Club of Labasa, Rotary Club of Labasa, Northern Charity Alliance, Festival of the Friendly North Committee, Empower Pacific, Babasiga Ashram, schools and media partners as well as other stakeholders, worked to come up with solutions to address the ills and the shortfalls.

"Our society is depressed with so many problems ranging from health,



Stakeholder meeting in Labasa

youth issues, kidney failures, liver imbalances, and mal-nutritional to HPV viruses, sexually transmitted disease, lack of computers, internet technology in schools, women and children issues, increase in disability," says Mr Vishwa.

Vodafone Fiji Foundation has rolled out 21 m-channels and has over 110,000 customers subscribed to the helpful tips, counselling and expert advice that these channels offer.

"This means that we are able to reach this many people with

educational and awareness information at any one point in time on a daily basis," says Mr Vishwa.

"If corporations, the state and individuals all start to take their social responsibilities seriously, we will be able to nip society's problems in the bud. But this can only be achieved together."

He said the statistics were alarming and it was vital that stakeholders put their heads together before these escalating problems reach a stage where it would be difficult to control.



VODAFONE SUPPORTS CHILDREN'S CHARITY WITH \$1.13M FUNDING

The Vodafone Fiji Foundation's association with the Fiji College of General Practitioners Children's Heart Foundation continues to pay dividends, with 71 congenital heart disease cases in children successfully treated overseas.

The Vodafone Heart Foundation's has committed over \$1.13 million towards getting treatment for the children overseas. In December, Vodafone, along with other donors, was treated to a thanksgiving lunch by the Children's Heart Foundation and the parents of those children who have been treated.

Speaking at the lunch, Vodafone Fiji financial director and trustee Divik Deo said Vodafone had invested more than \$13 million into community projects around Fiji. "It matters greatly to us that we continue to support our children holistically," Mr Deo said.

"It can be a parent's nightmare when you find your child suffers from rheumatic heart and other heart ailments. This funding was approved with the hope to save lives, send them to schools and make them productive citizens, free of suffering.

"My plea to everyone is: let's save our children, make sacrifices and come together to bring a smile on their face. I am told there are so many cases of heart ailments in children, human care is what matters to us all. We know doctors are doing their part but we as parents and stakeholders also need to take responsibility," Mr Deo said.

It was very rewarding to enable children to live healthier lives, he said. "The Vodafone Fiji Foundation is catalyzing real social change by investing in innovative projects that aspires to solve Fiji's most pressing problems. Consequently, we continue to look for partners who can think big, reach larger population and address problems proactively where possible."



Mark Slimmer hands over laptops to Principal Education Officer Sumiran Pratap

"Vodafone has given back to the community and their families for the little bundles of joy in a big package," Children's Heart Foundation chairperson, Dr Shanita Sen said.

SIGHT FIRST BA GETS A FURTHER BOOST

GSMA INVITES FOUNDATION

The GSM Association (GSMA) (Groupe Speciale Mobile Association) invited the Vodafone Fiji Foundation to share its mWomen success story with Asia-Pacific countries at the mWomen Mobile Conference in Manila in December last year.

GSMA noted that the Foundation is the only organisation in the Pacific fostering interventions in women's lives through use of mobile technology.

Foundation Executive Ambalika Kutty told the conference that Vodafone Fiji's mWomen channel *727# was a platform created to address some of key pressing issues of domestic violence, sexual assault, abuse and rape. Kutty said that 44 percent of women using mobile phones on Fiji were registered on the mWomen channel.

She said mWomen is enhanced by the mCounselling channel whereby women can seek expert advice on issue via SMS.

The GSMA is an association of mobile operators and related companies devoted to supporting the standardising, deployment and promotion of the GSM mobile telephone system. The GSMA organises the largest annual event in the mobile industry, the GSMA Mobile World Congress, in addition to smaller, targeted events GSMA Mobile Asia Expo and the GSMA NFC & Mobile Money Summit.

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Vodafone Fiji Foundation's five-year support for the Sight First project by Lions Club of Ba was further boosted by a \$15,000 funding in March this year.

The Lions Club of Bas has successfully screened 4000 individuals from 2009 to 2013. Last year over 120 individuals were operated on by Pacific Eye Institute for corrective measures and 500 were issued corrective eye glasses.

"We are proud to be associated with the Sight First project in light of the positive impact it has been making in the lives of the people," said Ambalika Devi, Vodafone Fiji

Foundation Executive.

Club President Nitya Prakash said Lions Ba had conducted the Sight First project at Karavi Public School in Ba to start off the initiative for this year.

The initiative includes screening, providing eye glasses and cataract operations and the project is extended to communities in the Western Division covering Ba, Tavua and Rakiraki.

"We are indebted to Vodafone Fiji Foundation for their timely support through the grant of \$15,000 annually. The Foundation remains the sole funder of our Sight First initiative.

It is only because of their kind support that our club has managed to further our project in assisting the needy in avoiding possible blindness, said Mr. Prakash.

"Our partnership with the Foundation has seen some 300 cataracts and laser operations being successfully performed, more than 1000 eye glasses being distributed to restore vision and \$1,000 worth of medication given out to patients.

"Partnering with Vodafone Fiji Foundation, we will continue to conduct more screenings, operations and distribution of eyeglasses for Sight First projects throughout the

\$14K CERVICAL CANCER ASSISTANCE



Dr James Fong receives grant from the Foundation

The Vodafone ATH Fiji Foundation had donated \$14,645 towards reducing cervical cancer cases in Fiji.

Colonial War Memorial Hospital's Dr James Fong, who received the contribution on behalf of the Ministry of Health, said the timely contribution from the Foundation will assist in the purchase of specialist equipment to be used for the screening and treatment process.

Dr Fong said the Foundation showed the genuine desire to make a real difference in the lives of many people who were still unaware and

susceptible to such life-threatening diseases.

He said their team had developed a data management system to host the collation of data from screenings, treatment, and health check-ups to track and monitor progress on cases identified. Foundation Executive Ambalika Kutty said it was very important for people to be aware of health issues plaguing society.

"We have always been and continue to be at the forefront to assist in ways that promotes societal well-being," she said.





WOMEN'S EMPOWERMENT NETWORK LEVERAGES mWOMEN

Nancy Loaloa, a long-term Vodafone World of Difference candidate, says she is heartened by the many positive feedback on the work of WEN, especially through the mWomen platform.

WEN, which believes in addressing domestic violence, abuse and sexual offences through empowerment, is actively engaged in the administration of the mWomen channel on *727#.

"Ever since WEN has started with the daily messages and mCounselling, there has been many positive responses. Many have texted into the channel with comments such as "Thank You" and "I look forward for more messages," Ms Loaloa said.

"Apart from these, the WEN

Executive Director has personally received feedback from subscribers who have stated that they are particularly encouraged by the information regarding the laws in Fiji on these issues especially the sections where they can get some help or remedy from the Court," she said.

"Other feedbacks are from third parties (NGO) who have clients/patients who have been so encouraged by the messages to the extent that they have saved the messages and have kept them for daily reminders when facing difficult times," she said.

Ms Loaloa said she applied for the World of Difference Program because she wanted to do some community work, something that

she felt had been restricted in her previous position as a Prosecutor.

"I am fortunate to have been part of the Vodafone WOD because it has allowed me to do something I have been wanting to do for a long time and with additional financial and technical support from the Vodafone Fiji Foundation.

"This programme, and the mWomen Platform, has opened my eyes to the needs of society for empowerment and support through difficult times. A lot of people in our communities have many wants and needs and I now firmly believe that everyone, even the poorest of person can get themselves out of poverty, stress and burdens of life through empowerment and support.

"Therefore, I am pleased



that WEN can help give that empowerment and support through the mWomen platform from Vodafone and followed up with face to face seminars, financial literacy trainings and finally, linking people with institutions that can give them a further leverage to reach their goals," Ms Loaloa said.



EMPOWERING YOUTHS TO CREATE INNOVATIVE SOLUTIONS

Neil Maharaj, a long-term WoD candidate, is pursuing a project to empower youths through the use of mobile technology. The aim is to help youths create a better future for themselves. Neil's work is part of the National Volunteer Centre/Fiji Council of Social Services and Philanthropy Fiji.

Neil's major achievement has been the management of Vodafone's mYouth platform that has seen 15000 registered subscribers till now.

mYouth works towards a shared vision of stemming the youth crisis in the nation by developing the full potential of young people and inspiring and motivating them to embrace information & communication technology as a means to equip themselves and society.

The service includes capacity building of youths in areas that matter the most to them and offer a knowledge base to tap into for financial management and resource

utilization towards self-employment and improved livelihood. The programme seeks to instill behaviours that promote self-esteem.

Neil has been working and liaising with various agencies and organisations, local and abroad to take mYouth to the next level. Highlights of his engagement include:

- Attended Asia Pacific Regional Consultation Meeting organised by in Cambodia as FCOSS-Fiji representative contributing to Post 2015 Environment Agenda of UNEP and ADB.

- Presented in PIANGO Youth Forum Dialogue – Rethinking Agenda. Attended and made presentation on youth status from NVCs perspective. Also presented on mYouth to generate discussion amongst youth from various stakeholders for innovative youth solutions.

- Attended Asia Pacific Stakeholders Dialogue on European Development Cooperation's in

Denpasar Bali. Attended Policy Forum Dialogue (PFD) on EU agenda in Asia and Pacific region as PIANGO youth representative. Contributed from Fiji youth perspective in the forum.

- Appointed as the Chair of National Volunteer Steering Committee (NVSC) by the committee representing as FCOSS program coordinator and Vodafone mYouth Coordinator. Core responsibility is to give direction and lead the committee on its activities leading to annual event – International Volunteer Day (IVD).

- Presentation and meeting with Ministry of Youth on mYouth Program

- Txt Blast – SMS txt blast sent to Vodafone users with IVD message and myouth

- Meeting with Acting Director Secondary Mr Jai Narayan on seeking permission to conduct Student Leadership Seminar and sharing information about mYouth Program.

NAIDU WELCOMES mFARMACY

For World of Difference long-term candidate Jitendra Naidu, the new mFarmacy platform will offer him many and more ways of making a difference for the people he works with.

Jiten sees mFarmarchy, set to launch in June, as a platform designed to empower agriculture and aqua culture in Fiji.

"For the first time a call centre for the farmers will be established in the nation to provide assistance 24/7," he said.

"Wod has changed many lives since its inception in many forms and for me as an individual it has set a high profile and bench mark towards community development. mFarmacy illustrates very well how

the World of Difference keeps adding to and changing itself to ensure we candidates provide the best there is for those most in need," he said.

Jiten works with his current charity partner (Western Charity Alliance) to distribute vegetable seedlings to schools, facilitate youth and NCD Workshops, hold agricultural symposiums, promote agriculture in schools and communities and conduct community health surveys.

He works closely with communities to enhance and improve the livelihoods of the destitute. He is currently working on to:

- Introduce Health and Wellness Policy in all Sangam and

Health Promoting Schools.

- Recommend medicinal farming in schools and communities with agro culture.
- Select a ward in every hospital to be looked after by Sangam Fiji Foundation and Vodafone ATH Fiji Foundation.
- Set small nursery in one central school in every district and create jobs for unemployed youths/poor people in each district.
- Establish Agro-Training farm at Sangam Nawai farm in Nadi and help poor and venerable farmer's children attain qualification in agro training and help to start small income generating projects, like Bee farming, Fish Farming etc.



BEATING THE ODDS

Long Term WoD candidate Joshko Wakaniyasi's work in helping the disabled has made unprecedented success.

The service delivery program provided by Spinal Injury Association of Fiji (SIA) has in recent times become the backbone of services provided to persons living with spinal injury and physical impairment in Fiji.

This program provides appropriate mobility aid and assistive device to individuals and institutions without financial obligation to recipients. These products are donated by international agencies that have been providing assistance to the association since 2010. The number of support has grown over the years. The current forecast for 2014 is 4 confirmed shipments. These shipments differ in criteria from shipping and handling cost to assessment and distribution.

The sustainability of this program has been made possible through the assistance and support of the Vodafone Fiji Foundation. Since mid 2012 the Vodafone Fiji Foundation has supported this vital service with shipping and handling costs of the Physio Net shipment which is the largest annual consignment.

The partnership of Spinal Injury Association of Fiji and the Vodafone Fiji Foundation has grown and diversified from a product based approach to a human based approach taking each case as individuals identifying and focusing on the collective need of the individuals. These initiatives provide a more appropriate service component involving family members, carers and the community in promoting the capacity and ability of the individuals after we provide these assistances.

This partnership has greatly benefited the organisation with the inception of mobile technology reaching persons living with spinal injury and physical impairment from the urban centres right through to the rural areas. This platform not only identifies the need and data but also provides daily advice on disability issues on a dedicated mobile channel (*912#).



JOSHKO RECOGNISED FOR HIS EXEMPLARY WORK

The work of our World of Difference candidate Joshko Wakaniyasi has been recognised with a Pacific Human Rights Awards.

Mr Wakaniyasi has spent the past six years campaigning for the right to work for people with disabilities and was instrumental in initiating the programme Include Disability Employ this Ability (IDEA).

The award, given by the Secretariat of the Pacific Community and the Regional Rights Resource Team, recognises Pacific Island nationals who have demonstrated a high degree of commitment to social justice and human rights through an extended period of dedicated work, either paid or voluntary.

"The award only reflects that we are actually doing what really needs to be done," Mr Wakaniyasi said.

Mr Wakaniyasi lives with a disability that is classified as quadriplegia which affects him from the neck to his toes. He acquired the disability 10 years ago when he fell off a bench.

"It developed into muscle constraints, and then disability. I still have full body sensation and internal and external body control, but muscles have stiffened up.

"I'm one of the fortunate ones — it has not slurred my speech nor affected my mental capacity. I am still strong and I know there's still a lot of work that I can still do."

PARTNER SYNERGY CRITICAL FOR DRIVING SOCIAL CHANGE



Mark Slimmer hands over laptops to Principal Education Officer Sumiran Pratap

Vodafone's collaborative partnership with the Sangam organisation is seeing a great impact in the lives of especially children and women.

Opening the 2014 TISI Sangam Convention, Vodafone Foundation executive Ambalika Kutty said Vodafone had invested over \$15 million towards community projects and relied heavily on replicator and multiplier effects to sustain ongoing successes of these projects.

Working with powerful organizations like TISI Sangam meant the successes could be replicated and passed down throughout the network sustainably.

Praising the difference the Sangam organization was making through its network, Ms Kutty said the problems facing the nation were vast and "we may not be able to stop discussing this during this convention but if we come together and develop solutions that reflect sustainable development at all levels, we will be starting smart".

The Vodafone Foundation has supported several projects with the Sangam Fiji Foundation, including a professional development session for 26 school teachers from 13 schools in the West in partnership with the ACATA Trust Fiji.

The partnership is now looking at establishing mHealth councils and mHealth clubs in 20 Sangam schools with the firm aim of steering children away from disease by connecting them to healthy living through cooking right and sustainable food production.

"I am told that Then India Maathar Sangam (TIM Sangam) exists to empower women, alleviate poverty and engage in activities that brings about social change. The strategic vision of the TIM is very much linked to what we at Vodafone Foundation aspire to achieve," Ms Kutty said.

"Our mobile for good programme is an answer to problems and a lot of sustainability questions in terms of partnerships, projects, human resource,

capacity building, organization effectiveness and governance. The aim is to establish collaborative partnership at all levels with relevant stakeholders envisaging positive social change like TISI Sangam.

"At the heart of our Foundation is the belief that mobile communication technology can address some of Fiji's most pressing humanitarian challenges and our responsibility is to utilise our people and technology to multiply impacts that improves people's lives. The Vodafone programme focus areas includes; Red Alert, SMS Counselor, Dr SMS, mCancer, mDisability, mKidney, mCorp, World of Difference, Sustainable Funding, Employee Engagement and Beyond Funder programmes," Ms Kutty said.

She said the model employed by the Foundation offered opportunities to support key communities that Vodafone worked with.

"The level and breadth of our contributions aspires to benefit a large network of key stakeholders. Just like TISI and Maathar Sagam is making difference using their networks. Sustainability is about being about to multiply project benefits and generate income."

Ms Kutty also called on the Sangam organization to take up technology, especially to benefit children.

"Our chief guest mentioned how important technology is and youths and children are technology natives whilst we are immigrants. If we fear technology then we will be left far far behind as far as holistic development is concerned. We may say why do we create discussion forums online when our children can still sit in the ground and discuss with peers. However when technology is involved, we will know what our children are discussing and teachers can moderate and facilitate what is right. Technology helps foster learning and performance in school."

employee engagement

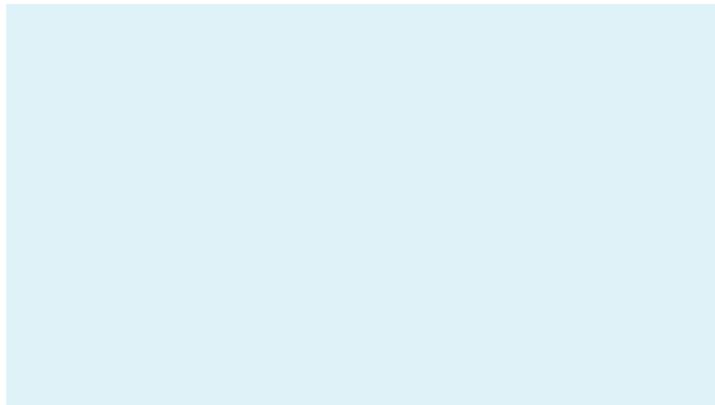
NIRAV ASSISTS THE KUMAR FAMILY

The plight of the Kumar family after their house burnt down motivated Vodafone employee Nirav to go out of his way to help them.

With the help of his colleagues and a door to door collection appeal, Nirav, an accountant with Vodafone, raised enough to kickstart a fund towards the rebuild of the house.

His efforts also earned him a direct contribution of \$1000 from the Vodafone Foundation, which he added to the amount that was finally handed to Ashok Kumar of Buiduna, Nausori.

Our staff are always in the forefront to assist the needy in the society through our employee engagement programmes and Vodafone Fiji Foundation ensures that we support their efforts, said Foundation Executive Ambalika Devi.



While the Kumar family needs more funding to rebuild their home, the help from Nirav and Vodafone was very much appreciated.

"I am thankful to God that all the members of the family were unharmed. However it is a sad time

for our family as all we has been destroyed in the fire, said Mr. Ashok Kumar.

The Kumar family is living out of a tent and is pleading to members of the public for assistance in either cash or kind.

GRATITUDE FOR MAKING LIFE EASIER

The Vodafone ATH Fiji Foundation has donated wheelchairs and assisted with medical care for disadvantaged Fijians as part of their continued corporate social responsibility strategy.

Below are some of the donations we made in 2013.

- Lila Shobagayum, who lost her left leg to diabetes in October 2013, received a wheelchair from the Vodafone ATH Fiji Foundation just three weeks after her surgery.

Lila, 60, from Vunika near Labasa, says the wheelchair has made a world of difference to her as she is now mobile and able to carry on her chores as a mother. She has two sons, both cane cutters.

I am thankful for the donation, she says.

- Adi Lusiana Vakayatuyatu of Naduri Village, Macuata, received a wheelchair from the Foundation to enable her to move around more freely. Ratu Tevita Tokalauvere of the Pacific Centre of Peacebuilding personally made the trip to Naduri to hand over the wheelchair. Adi thanked the Vodafone ATH Foundation for the gift. And says the wheelchair gave her a sense of real freedom.

- Struck by stroke, blind and at 85 years of age, Aisha Bi of Labasa was in tears when she received a wheelchair from the Vodafone Fiji Foundation at her home in Waidamudamu. Previously using a stick to get around, Aisha says the wheelchair enables her to now move around without any complications. Her daughter, Atabun Nisha, who is the only one looking after her mother, says the donation has brought smiles in the life of her mother. "Thank you, Vodafone."

And our commitment to the community continues as we engage several groups in outing together a plan to enhance their lives, and those around them.

More stories on next page

GIFTS OF EMPOWERMENT

It was a Christmas with a difference when Vodafone decided to offer a gift of connectivity to the disempowered.

Several organisations catering to orphans, abused women and children and the disabled across the country received tablets and free Wi-Fi connections from Vodafone last Christmas and New Year.

This was to drive social change and to bring about a more even playing field for the disadvantaged and the unfortunate, especially for children born into this technological era, says Vodafone Fiji Foundation

executive director, Ambalika Devi.

Mr Devi visited St Mina Home and the Loloma Home Care, both in Nadi just before Christmas and handed over the technology devices. The Foundation also provided the devices to the Labasa Handicap School, Dilkusha Home, Mahaffay Girls Home and Loloma Home Care over Christmas and New Year.

"The aim is to ensure that the unnoticed ones get the equal rights to adjust to the modern era," Ms Devi says.



Mark Slimmer hands over laptops to Principal Education Officer Sumiran Prasad

WHEELCHAIRS BRING RELIEF

RAJ'S TEARS OF HAPPINESS

58-year-old Dharam Raj of Valelevu was a tearful, but happy man when Vodafone Fiji Ltd employees Atish Lal and Ravendra Chand handed over to him a wheelchair at Tamavua Hospital's Physio and Spinal Injury Ward. Mr Raj, who is suffering from stroke on his right hand side and is unable to walk and talk properly, was identified as a beneficiary for the wheelchair under the Vodafone Employee Engagement programme.

The wheelchair given to Mr Raj was in partnership with our Vodafone World of Difference charity partner Spinal Injury Association, said Ambalika Devi, Vodafone ATH Fiji Foundation executive.

Vodafone Fiji Foundation's partnership with Spinal Injury Association and its associated charity networks goes a long way back since we first funded them in 2008, said Ms Devi.

Under Vodafone Employee engagement programme, we continue to address social issues especially for those people who suffering from disability and need mobility devices, she said.

Atish Lal, who is Finance Officer with Vodafone, nominated Mr Raj's name as he was aware of and involved in assisting the family in their time of need.

"I'm so passionate about it because it gives such satisfaction, when we are able to bring smile to people who are in such a situation. It makes a difference in someone's life, and not just the single person, but the family as a whole", said Mr Lal said.

"We have been visiting them at the hospital and its saddening to see a person who was once so active is now lying in bed waiting to get well", Mr Lal said. "I am so glad that am able to help the family in all possible ways. Such incidents don't only make



the individual disempowered but also challenges the entire family.

"From my point of view, we need to motivate him, and make him feel that he can get well. He can become what he was before this incident," said Lal.

It's important that we look after our health right from when we are young so we have the strength to handle any sickness, or rather steer sicknesses away from us, he said.

People can register for mobility devices and wheel chairs on mAbility mobile for good channel *912#

SAROJINI'S 6-YEAR ORDEAL COMES TO AN END

Another family has benefited from Vodafone Fiji Foundation's Employee Engagement Initiative.

Sarojini Devi's six-year ordeal dealing with a spinal disposition received a little relief when Iliesa Volau, a Territory Executive at Vodafone, facilitated the donation of a wheelchair for her through the employee initiative.

Before the wheelchair donation, the only way Ms Devi could move around was with the help of a cane, and assistance from her daughter.

"It gives immense satisfaction to be able to put a genuine smile on someone's face," said Volau, who assisted in both the request and the delivery of the wheelchair for Ms. Devi.

Thanking Volau for his help, Ms Devi said: "This wheelchair is a blessing for me. I thank Volau for the assistance and the Vodafone Foundation."

The only form of support Ms Devi had was daughter Sandika who is their sole breadwinner. The two member family survives on the social welfare assistance and by selling vegetables.

Foundation Executive, Ambalika Kutty said: "We are grateful to the Wheelchair Foundation in UK which donated the ability devices and we continuously partner with the Spinal Injury

Association for the dissemination of the devices.

"Our employees are always in the forefront to assist the needy in the society through our Employee Engagement programmes and the Foundation ensures that we support their efforts.

"We continue to welcome requests from the needy in terms of the ability devices and make arrangements for delivery directly to the needy."

More information is available on our mAbility channel by subscribing to*912#.

PUTTING THAT SMILE BACK ON SHIU

Seventy-nine year old Shiu Prasad had been bed-ridden for five year following a stroke and the family could not afford a wheelchair to make him mobile.

When Vodafone IT personnel Shaneel Kumar heard of Mr Kumar's predicament, he escalated the issue to Vodafone Fiji Foundation to get the family help. His initiative saw Mr Kumar become mobile through a wheelchair donation from the Wheelchair Foundation in UK.

"Seeing Shiu smile and moving around is priceless and I am glad that I could assist someone who was in need," says Shaneel.

The family is also very happy to see Mr. Shiu Kumar mobile on his own and step outside his house after such a long time.

"Our employees at Vodafone play a crucial role in assisting the needy through their initiatives and Vodafone Fiji Foundation always support the initiatives of the staff by contributing in cash and kind for the needy," Foundation Executive, Ambalika Kutty said.





passion for the vanua

BY ASLAM KHAN, CEO - VODAFONE FIJI

Our pursuit of social good continues

At Vodafone Fiji, corporate social responsibility is a journey, not an objective. We constantly strive to make philanthropic practices an intrinsic part of our business strategy, touching every project, process and person.

Advocating a comprehensive approach, most of our charity initiatives are designed to make our stakeholders, internal and external, an equal partner in the process; sensitising them to the socially responsible practices and encouraging them to make Fiji a better place.

We remain steadfast and committed to delivering to the people of Fiji, the most cutting edge information, communications and technological solutions for the benefit of all citizens. The Vodafone Fiji Foundation continues to set new standards with our corporate social responsibility and 'mobile for social good' initiatives." The programme will continuously engage the community with meaningful and sustainable ways of delivering social good programmes through mobile technology.

Our charitable pursuits reflect the extent to which social commitments have been embedded in the way we do things. Our employees attempt to conduct business responsibly and to give back to those who have supported us in all our endeavors.

As we enter into yet another year of social good, it is important to note the holistic social changes brought about through use of mobile technology in comparable communities in other parts of the world. Disadvantage and marginalised societies are now better off and are able to contribute toward economic and social development. While this is also happening in Fiji, there is need for more to do. While we lead the way, I call for more engagements and partnerships from various stakeholders, community and corporates so that we can make a greater impact in our pursuit of creating a better and more capable Fiji.

mEducation

55 schools have benefited from the programme.

mWomen

Launched in March 2013, this channel is impacting lives of 13,500 customers

mCancer, mKidney, mDisability and mCorp

There are over 10,000 subscribers receiving information on daily basis. Vodafone mCorp is sharing best practices and raising awareness on ways to sustainably engage with communities that we do business with a notion that "business cannot be successful in failed communities".

mHealth

Impacting over 47,000 customers on daily basis. From April 2012 - March 2013, there were 16million hits on this channel and hits between December 2012 and March 2013 were 192,083 on specific channels. 1500 customers are using Dr SMS facility.

Vodafone Red Alert

We partnered with 11 charity organizations during 2 disasters and disbursed some \$200k.

Vodafone World of Difference

Total of 9 passionate volunteers working for 9 charity organizations provided over \$6m worth of services.

Chairman's Vision



Lionel Yee

▶ To execute speedy responses during climatic emergency situations leveraging off our Mobile Technology platforms and reaches.

▶ To develop, enhance and promote our pioneering efforts in Mobile for Good initiatives to the old and the young, to the urban and the rural, to the sick and the healthy

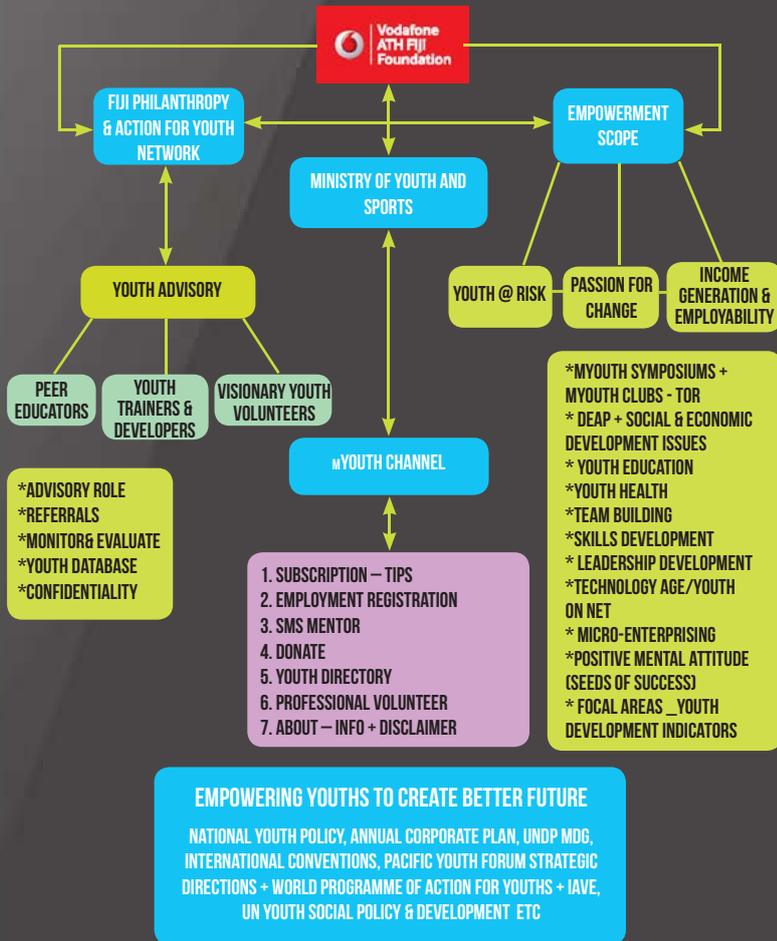
▶ To explore and propagate positively with our youth award programmes, disseminating empowerment and capacity building knowledge, skills and passion in collaboration with the Ministry of Education, to the future citizens of the country.

▶ To provide hope and relief to the less fortunate women and children in society through our technology roll-out.

▶ To be a laudable and responsible corporate citizen in the contemporary world of entrepreneurship and harnessing our desire to give back to the community we do business in.

EMPOWERING YOUTH THROUGH MOBILE

mYOUTH MODEL



DIAL *929# TO SUBSCRIBE & ACCESS mYOUTH

SEX EDUCATION LET'S TALK

DIAL *538# TO SUBSCRIBE TO mSEXEDU

Know your Foundation

Vodafone ATH Fiji Foundation is a registered charity. The foundation was formed with an aim to bestow and foster philanthropy giving through innovative programmes. At the heart of our foundation is the belief that mobile communication technology can address some of the Fiji's most pressing humanitarian challenges and our responsibility is to utilize our people and technology to multiply and replicate impact, in turn driving social change and improving people's lives. The programme focus areas include; Vodafone Mobile for Good, SMS Giving, Employee Engagement and Vodafone World of Difference. If you applying for grants please align your projects to our key focus areas.



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"driving social change through catalytic philanthropy"