

Press Release

New Delhi, May 12, 2020

VODAFONE FOUNDATION'S CSR INITIATIVE PROVIDES 10 DAYS WORTH OF RATION KITS TO 3000 UNDERPRIVILEGED FAMILIES ACROSS 6 STATES

- Endeavour is ensuring food stock for economically impacted families that across are a part of the ongoing Gali Gali Gaon Gaon financial literacy initiative under the Jaadu Ginni Ka programme
- Initiative has already covered 3000 families across 06 states

India is going through a nation-wide lockdown due to the Covid Pandemic, leading to an extended suspension of economic activities. Though saving lives, this halt has added to the woes of a major share of the population for whom survival is a daily battle. Vodafone Foundation, a CSR arm of Vodafone Idea Limited along with CSC Academy, Learning Links Foundation, has been extending much needed support to economically impacted families that are a part of the ongoing Gali Gali Gaon Gaon initiative under the Jaadu Ginni Ka program. Each family is being given a ration kit containing adequate provisions to fulfil the need of food for a family of four to five for at least 8-10 days. The initiative is being executed in Uttar Pradesh, Bihar, Rajasthan, Gujarat, Maharashtra & Karnataka where CSC has been ensuring delivery of the support material to the people in need.

P. Balaji, Director - Vodafone Foundation, said, "With over 64000 reported Covid 19 cases in India, the Government as well as Businesses have been employing various initiatives to comfort the lower stratum of the economy and invited collective support from development organizations like ours to enhance the efficiency and scale. This endeavor to provide 10 days' worth of ration kits to 3000 families each, is supporting the larger cause as well as taking care of the basic sustenance needs of some most impacted families that we have been working closely with under our ongoing Jaadu Ginni Ka financial literacy programme. I would like to thank the team's efforts and co-operation in facilitating the JGK infrastructure and network to help and support the people in need, during this crisis".

The Vodafone Foundation's association with CSC Academy was born out of the vision of Hon'ble Shri Ravi Shankar Prasad, Minister for Law and Justice, Communications and Electronics and Information Technology, which is to ensure digital and financial awareness reaches every Indian to help them improve their quality of life. To fulfil this vision, Learning Links Foundation with the support of Vodafone India Foundation has successfully implemented their flagship program on financial literacy 'Jaadu Ginni Ka' in 16 states across the country. The partnership has resulted in delivery and deployment of seven vans in seven states, that are engaging communities at the ground level and helping them come under the ambit of financial and digital inclusion, through the Jaadu Ginni Ka program. The program's objective is to empower 1.5 crore Indians with the basics of financial literacy.

Vodafone Idea has been supporting social causes across the country by leveraging mobile technology to offer solutions for the upliftment of weaker sections of society. The contribution of ration kits is one more effort along the same lines. The Vodafone Foundation has also been supporting medical facilities in Gujarat, Maharashtra and Karnataka".

About Jaadu Ginni Ka Programme

Jaadu Ginni Ka programme comprises of useful real-world topics such as basic financial concepts, borrowings, investments, financial planning, digital financial tools etc. that can significantly help underserved sections of the society. Developed in consultation with leading financial experts, Jaadu Ginni Ka content is published in 10 Indian languages and is been implemented in the 15 states of the country. The content of the program is also available as a free app 'SamVaad' for Android users. The Gali-Gali, Gaon-Gaon, program will promote digital

and financial literacy through mobile PMGDISHA vans in two Districts (mutually agreed by Vodafone and CSC) of Bihar, Gujarat, Karnataka, Maharashtra, Odisha, Rajasthan and Uttar Pradesh respectively.

About Vodafone Idea Limited

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G and 4G platform. With the large spectrum portfolio to support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow.

The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India.

About Learning Links Foundation

Learning Links Foundation is a non-profit organisation dedicated to enhancing the quality of education, promoting innovation and developing future ready citizens. We promote skill development, inspire innovation and build entrepreneurial acumen with a vision towards driving economic growth.

We believe in building a society that is responsive to encouraging personal empowerment through skill development initiative and training infrastructure for the innovation and growth of the country. Our Financial Literacy program provide need-aligned development of society with financial skills for self-reliance, personal empowerment and productive participation in society.

Our aim is to partner closely with a diverse range of institutions and organisations to develop and assist strategies that address effective low cost training and support on entrepreneurship and business development in vulnerable and under developed communities.

About CSC

CSC e-Governance Services India Limited, a Special Purpose Vehicle, has been set up by the Ministry of Electronics & IT under the Companies Act, 1956 to oversee implementation of the CSC scheme. CSC SPV provides a centralized collaborative framework for delivery of services to citizens through CSCs, besides ensuring systemic viability and sustainability of the Scheme.

The vision of CSC is to develop CSCs as a reliable and ubiquitous IT-enabled network of citizen service points connecting local population with government departments, business establishments, banks, insurance companies and educational institutions, with an impact on primary, secondary and tertiary sectors of the country's economy.

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