

Press Release

Wardha, April 16, 2021

‘Jaadu Ginni Ka’ - Vi CSR’s financial literacy program, to reach ‘Gali-Gali Gaon-Gaon’ in Wardha with CSC Van flag off

- **Shri Ramdas Chandrabhanji Tadas, Member of Parliament - Wardha, flagged off the van to promote financial literacy in the region**

Over the past three years, the program has reached out to over 10 million Indians - almost half of them women

Shri Ramdas Chandrabhanji Tadas, Hon’ble Member of Parliament from Wardha, flagged off the PMGDISHA ‘Gali-Gali Gaon-Gaon’ van in Wardha to promote financial literacy under Vi CSR’s ‘Jaadu Ginni Ka’ program. Smt. Prerna Deshbhratar, District Collector, Wardha, Shri Mukesh Sharma, Divisional Manager, CSC Academy, Maharashtra and Shri Chandrakant Ahire, Learning Links Foundation were present at the flag off ceremony.

As part of the Government of India’s larger ‘Financial Inclusion’ vision, leading telecom operator, Vi has been driving the Jaadu Ginni Ka program through its CSR arm - Vodafone Idea Foundation, in association with Learning Links Foundation, and supported by CSC. The flagship program on financial literacy ‘Jaadu Ginni Ka’ is being undertaken in 21 districts of 16 states in the country. The program has already touched 10 million Indians enabling them with basic financial literacy skills.





Shri Ramdas Chandrabhanji Tadas, Hon'ble Member of Parliament - Wardha, flagged off the PMGDISHA 'Gali-Gali Gaon-Gaon' van in Wardha on Monday, under the **Jaadu Ginni Ka – Vi CSR's financial literacy programme**. **Smt. Prerna Deshbhatar, District Collector, Wardha**, was also in attendance with **Shri Mukesh Sharma, Divisional Manager, CSC Academy, Maharashtra** and **Shri Chandrakant Ahire, Learning Links Foundation**.

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.

Today's event is an outcome of a collaboration between Learning Links Foundation and the CSC Academy to support Vodafone-Idea's CSR initiative. With the national launch of Gali-Gali, Gaon-Gaon, the 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. The company offers products and services to its customers in India under the TM Brand name "Vi".



For more information, please visit: www.MyVi.in and www.vodafoneidea.com

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