

Press Release
Bhubaneswar, April 17, 2021

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

- **Smt. Aparajita Sarangi, Member of Parliament - Bhubaneswar, flagged off the van to promote financial literacy in the region**
- **Over the past 3 years, the program has reached out to over 10 million Indians - almost half of them are women**

Smt. Aparajita Sarangi, Hon’ble Member of Parliament from Bhubaneswar, Orissa today, flagged off the PMGDISHA ‘Gali-Gali Gaon-Gaon’ van in Bhubaneswar to promote financial literacy under Vodafone Idea Foundation’s ‘Jaadu Ginni Ka’ program. Along with the Hon’ble Member of Parliament, **Mr. P. Balaji, Chief Regulatory and Corporate Affairs Officer, Vodafone Idea Ltd. and Director, Vodafone Idea Foundation, Dr. Nilay Ranjan, Head - CSR, Vodafone Idea Ltd, Smt. Swornaprabha Singh, State Head, Common Service Centres (CSC), Odisha, Ms. Nuriya Ansari, Managing Partner, Learning Links Foundation** attended the virtual event. CSC Village Level Entrepreneurs, Jaadu Ginni Ka beneficiaries and project team members were also present at the event.

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.

MP Smt Aparajita Sarangi said, “I would like to congratulate the Vodafone Idea Foundation and the team for this initiative taken; I am quiet delighted to know that women comprise of a larger part of this financial literacy program. I hope this program is extended to other parts of Orissa as well.”

Ms. Nuriya, Managing Partner, Learning Links Foundation said “In the journey of Jaadu Ginni Ka women beneficiaries have been the integral part and we’ve seen great impact in their lives with financial awareness. We are thankful to Smt. Aparajita Sarangi, Member of Parliament in Bhubaneswar for flagging off the initiative and our partners Vodafone Idea Foundation and CSC Academy for all their support

Talking at the event, **Mr. P Balaji, Chief Regulatory and Corporate Affairs Officer, Vodafone Idea Ltd.** spoke about Vi’s commitment towards the betterment of the society through the use of technology, and how this initiative would enable people to be aware and well-informed on financial literacy, financial management and financial well-being.

Mr. P. Balaji said, “In line with our objective to promote inclusivity in the society and to support Government’s endeavour to boost financial literacy, we are delighted to flag-off our CSR initiative ‘Jaadu Gini Ka’ in Bhubaneswar via Gali-Gali Gaon-Gaon mobile van. ‘Jaadu Gini Ka’ provides an innovative technology led learning which empowers people with basic financial skills to help them in their daily lives. The initiative has positively impacted over 10 million Indians across 16 states with half of them being women. We plan to further expand our Gali-Gali Gaon-Gaon project in many more districts and communities in our association with CSC Academy.”

About Jaadu Ginni Ka Program

Jaadu Ginni Ka program 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”.

Ookla® - the global leader in broadband testing and web-based network diagnostic applications, has verified Vi, based on analysis of Speedtest Intelligence® data as the fastest 4G network pan-India in Oct to Dec '20.

For more information, please visit: www.MyVi.in and www.vodafoneidea.com | Twitter @Vodaldea_NEWS

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.