

Vodafone Idea and NASSCOM Foundation jointly launch ‘The Managr’ – a new program management solution for Social Sector

The Managr (www.themanagr.in) is a digital platform developed by Vodafone India Foundation – the CSR arm of Vodafone Idea Limited, along with NASSCOM Foundation, to help NGOs improve operational efficiencies.

Mumbai, 4th December 2019: Vodafone Idea Limited, India’s leading telecom service provider today announced the launch of The Managr (www.managr.in) – a multi-channel, dynamic portal and mobile app based solution to manage and enhance social impact. The solution was jointly launched by Vodafone Idea and NASSCOM Foundation at India’s first ‘Tech for Good’ Summit in Bengaluru.

NASSCOM Foundation’s largest conference till date, the two-day summit brought together over 600 delegates consisting of CEOs, Tech leaders, CSR leaders, Social Entrepreneurs, Non-Profit heads, Universal Design Experts, Design Thinkers, Technology Thought leaders and consultants, AI, ML, BigData, IoT, 3D printing, nano-tech experts, mobile app developers and program leaders, Diversity and Inclusion Champions and all people who align with the cause of Tech for Good.

The Managr has been developed by Vodafone India Foundation - the CSR arm of Vodafone Idea Limited, under its, ‘Connecting for Good’ programme, along with NASSCOM Foundation as the principal partner. It is a one stop solution for NGOs to effortlessly manage social programs, streamline processes, align resources and enhance collaboration while ensuring data security. The solution created with a primary focus on Social development based Program management, can also be used by regular business and industry users for their work with as much ease.



Speaking at the launch, **P. Balaji, Chief Regulatory and Corporate Affairs Officer, Vodafone Idea Limited**, said, *“The pace of digital adoption enabled by deep mobile penetration offers an unprecedented opportunity to leverage the power of mobile technology to address India’s most pressing socio-developmental challenges. Technology can help social sector improve operational efficiencies, access real time information, upscale the outreach and impact. TheManagr platform, developed under our ‘Solutions for Good’ CSR initiative, in association with the Nasscom Foundation, has been designed to simplify program and fund management processes for NGOs. This will help them focus on creating impact on-ground while conveniently managing the operations using the digital platform.”*

Speaking at the occasion, **Ashok Pamidi, CEO, NASSCOM Foundation**, said, *“The Tech for Good Summit is a celebration of the collective conscience of the technology industry that is helping foster social innovation at scale. The Tech for Good summit goes beyond CSR to define a larger role and responsibility of the tech industry to use its knowledge, processes, innovations and solutions for social good. We are happy to partner with Vodafone Idea to support the social sector and NGOs by offering a technology based solution that can help them manage their funds and processes on a real-time basis while allowing them to focus on delivering good to the society.”*

The Managr is a free service available for NGOs and organisations in the social sector. Users can log on to www.themanaqr.in or download it from Playstore. The app will soon be available on iOS.

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.

For more information, please visit: www.vodafoneidea.com

Contact: Genesis-BCW | natasha.gerald@genesis-bcw.com; 9711023283 | shruti.singh@genesis-bcw.com; 96544497747