

# Jeevan

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OFFICIAL NEWSLETTER OF THE VODAFONE ATH FIJI FOUNDATION

Jeevan is the Hindi word for Life

## A healthy dose of mobility

### Dr SMS service to add new dimension to health care in Fiji

More than 6000 subscribers are now using the newly launched mHealth service under the Foundation's Mobile for Good strategy. The service, which is free, allows subscribers to access health tips on a daily basis on their mobile phones. mHealth content partner ACATA Trust said the aim was to provide subscribers topical health information that they could use in their daily lives as a preventative measure towards individual health care.

Given the popularity of the mHealth SMS service, the Foundation is now getting onto its innovative Dr SMS project. Dr SMS will allow subscribers to quickly communicate with the doctors regarding their

health and medical needs. Dr SMS lead developer Praneel Singh said the service will allow simple and convenient consultation process saving time and money. He said the service is for general health problems rather than speciality cases.

However, during urgent and emergency situations, Dr SMS will have the capacity to facilitate communication between the doctor and the patient to exchange information such as ambulance and emergency medical contacts.

Dr SMS utilizes Vodafone's SMS technology so that it is available on all mobile phones. Dial \*979#, choose the Dr SMS option, and the service is available to you. As soon as you text your medical problem, a SMS-based



mHealth developers: Rajnesh Prasad, Nilesh Chand, Deepak Baran and Praneel Singh

chat session is prompted with an available doctor. Twenty volunteer doctors are available through charity partner ACATA Trust who will be responding to subscriber requests.

The aim of Dr SMS is to reach out to the poor and the vulnerable who are not able to access doctors and medical personnel due to poverty and remoteness. Singh says their strategy is simple: "We use simple technology for speedy impact".

"Our SMS-based services have reached every level and every corner of the country in serving the needs of underprivileged communities. Dr SMS is another attempt to better people's lives," he said.

Dr SMS is a paid service and all customers participating must be registered with M-PAISA or have a normal registration with a photo ID. The service will be available from February 2012. >> Page 2

## \$100,000 for community water projects

The foundation recently donated \$100,000 for projects that would see communities getting potable water to their homes.

The donation was made to Rotary Pacific Water for Life Foundation, a non-profit organisation which carries out water projects in various communities in Fiji.

The projects are run in collaboration with corporate donors of which Vodafone Fiji is a part.

RPWFL director Bruce Sutton said, "the foundation has been very effective and efficient over the years and the numbers speak for itself."

"I have been very proud to be associated with the foundation and I hope that more sponsors will follow the example of Vodafone ATH Fiji Foundation in supporting the RPWFL Foundation in the near future," said Sutton.

The RPWFL Foundation has carried out 174 projects to date, investing over \$1.8 million.

The projects have benefited 50,000 people.



Vodafone's Elenoa Bivkoto presents the cheque to RPWFL Foundation

# West schools get \$19k for DEAP

Seven secondary schools in the Western Division received more than \$19,000 from the Foundation.

This was under their West Focus Project towards the Duke of Edinburgh Awards Programme (DEAP).

The handover also marked the 20th Anniversary of the Global Vodafone Foundation.

The Duke of Edinburgh's Award is a self-directed development programme for youths aged 14 to 25 with the vision to empower them to explore their potential and achieve success through access and participation.

The income generation, team building and leadership programme fits well with Foundation strategy ensuring health and well being of youths in Fiji.

The Foundation has assisted 40 secondary schools in Fiji through the



Children listening to a presentation by the Foundation

Duke Awards Program, injecting more than \$150,000.

This programme inspires youths to think outside the box and do projects that complement their school work. The Duke students can in turn support their school through income generation projects

and assisting poor children with school fees. The programme also gives youth the competitive edge in career advancement. Over a period of 3 years, more than 1500 youths have gone through the programme. Twelve schools will be receiving DEAP funding in February 2012.

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## Your mHealth Donations

The Foundation is partnering with ACATA Trust Fiji, a World of Difference Charity Partner. ACATA Donation is a WoD initiative that seeks to raise funds to address health problems. The donation will go towards taking proactive measures in addressing humanitarian crisis and unmet medical needs in high risk communities. All money raised will be used to attend to these identified needs and causes one is passionate about, such as heart, liver, kidney, cancer, mental health, NCDs and others.

The funds will be used for mHealth upscaling which cannot be otherwise addressed by mHealth applications, for example, innovative and holistic/integrated medical outreach – (Diagnostic and treatment support), buying appropriate portable equipment to do tests e.g. cholesterol, liver function, Kidney/Renal function, HIV, pap smear and prostate cancer tests/checks etc. The contributions will also be used to mobilize health care workers and training them to conduct tests & providing in-community care.

The funds raised will be channelled towards identifying health problems through conducting community health surveys and running series of PLA (Participatory Learning Assessment/ root cause analysis) workshops on Liver Health, Heart, Cancer, Kidney, NCDs, Mental Health, Children's growth problem analysis, Health Management Plan and other symposiums. The workshops will also see development of manuals for Innovative Community Health and Medical training of trainers programme.

The training of trainers will assist the community nurses and caregivers to replicate the programmes at various levels. Development of health management plans will be done to steer citizens away from NCDs and other prevalent diseases.

ACATA will continue engaging professional medical personnel to provide advisory services to communities, facilitate better health care, monitor treatment plans and be active in bringing about a positive change in the health of the children, the aged, and the community we live in.

## Promoting Foundation values in the West

The Foundation made a special tour of the Western Division in November to promote Foundation values.

A team including representatives from charity partners Save the Children Fiji, Nature Fiji, Homes of Hope, ACATA Trust Fiji, National Volunteer Centre, and St Christopher's Home visited communities in the west to promote health, well-being and capabilities of young people with a focus on building social leadership in communities.

The team visited Natadola, Nalele and Malomalo. Villagers and farmers also had the opportunity for free medical consultation and free check-ups that included blood and pressure tests by volunteer doctors from of the ACATA Trust Fiji.

Vodafone Fiji Sponsorship and public relations manager Liga Gukisuva said the objective was to create an impact and make a world of difference through Sustainable Funding, Mobile for Good, Beyond Funder and Employee Engagement programmes.

"Our programme strategies are also unique in nature, which aim for developing community solutions and



Community participants listening during the session at Natadola

unleashing the creativity and potential of our people," Gukisuva said.

The purpose of the visit is to help villagers enhance capabilities of youth through innovative, charitable paid volunteer initiatives. Also, mobilise both local and virtual communities, bringing people together to resolve mutual problems and make real change, in turn delivering social change," he said.

Nalele village headmen Maleli Maravu said the villagers were grateful

to Vodafone ATH Fiji Foundation for caring for his people. He said some old people in the village hardly visited health centres for check-ups and the visit was an opportune time with health services brought to their doorsteps.

"We are thankful to Vodafone for this great service, which enables the villagers to know their health status," Maravu said. The Natadola community will also be receiving sustainable funding for youth project.

## West Focus in pictures



# Vodafone expands engagement programme

## Employees reach out to make a difference to those in need

Informed and engaged employees are essential for any business to operate effectively. And it's equally important that corporate values are effectively passed to the employees so that they can utilise the same to make a difference in the communities they live in. For Vodafone Fiji, employee engagement is not only a business practice but also part of its corporate social responsibility strategy. The Employee Engagement Programme which has been running for several years now, has been lifted to another level whereby employees are encouraged to take ownership of efforts to help communities. Vodafone communicates its CSR strategy and new developments to employees and motivates them to apply personal initiative to help people in need, thereby making our socio-economic environment much better.

Recent employee initiatives under the Employee Engagement Programme include the following:

### Staff buy Christmas gifts

Vodafone's Support and Finance team completed their first project whereby they bought 138 gifts for Harland's hostel and Father Law Home.

Vodafone's Manorama Singh said that it was a very emotional time and she was grateful for the contribution from everyone who made Christmas a joyful one for these children.

"Staff who went to the hostel were very touched upon seeing the kids," she said. Staff, Wati Duri who was very touched said this experience had made a great impact in her life.

"God has been kind to me and my family, yet at times I appreciate little that the Lord has given - ears to hear, eyes to see, mouth to praise, its a totally different experience to be around these lovely kids," she said.

She said this is something she would treasure for the rest of her life.

### Team Labasa visits children

Staff of Vodafone Labasa visited the Children's Ward at Labasa Hospital with snacks and gifts for Christmas. The staff decorated the ward to create a festive atmosphere for the children.

"We, at Vodafone, are so happy that we care for the people and community around us. We're very passionate for our vanua and our people and this has been our second and final project for this year. But there are lots of projects coming next year to help the needy and the unfortunate," said Vodafone's Arunesh Vishwa.

Sister-in-charge Mariam Sheromani said this was the first time the hospital staff had come up with a party for the children and approaching Vodafone was part of the Christmas plan.

"Vodafone Fiji has been doing a



Vodafone staff with children of Harland's hostel

lot of things to support sick children and when we approached them about this little party they were very welcoming," Sheromani said.

### West go special

On Friday 30th September 2011, five Vodafone staff in the West visited the Ba School for Special Education.

Each team member contributed \$20 and hosted morning tea for 40 students. The 40 students who have different disabilities were very pleased to have the team over.

The West staff also contributed \$10 each towards Lautoka Special School's Christmas party, collecting a total of \$200. Some staff also donated pizza and snacks for the children.

### Radio Techs help KG

The Radio Technicians in the West visited Namosau Methodist Kindergarten School in Ba and donated prizes for their prize giving day. The team of 10 techies charged in to help the institution when they came to know that the school was struggling to buy prizes for 35 students due to financial difficulties.

### Painting at Ba Mission

Staff from the west also went out to create a better atmosphere for patients by painting the post natal ward at Ba Mission Hospital. They purchased paint and other materials for this project.



Namosau Methodist Kindergarten school



Ba School for Special Education



Bijay Kumar presenting gifts



Eileen with children

## Staff raise \$6000 under Double Your Dollar programme

## Mobile for Good has more to come



Kumar

Under the Double Your Dollar Programme the following staff contributed to various causes:

Akash Kumar raised \$350 for Quota International Ba for activities geared towards empowering and educating women in rural areas.

Divik Deo raised \$1100 for Nilesch Chand's daughter, Neha Nishika Chand, a class 6 student of Rishikul Primary School for her medical treatment.

Shiu Nandan raised \$350 through walk-a-thon for construction of Vuci Methodist School walkway.



Deo



Nandan

Ronald Prasad collected \$1050 through a fundraising dinner in aid of Abdul Rahman's heart operation to India.

Deepak Baran raised \$2231.35 through walk-a-thon together with old scholars for the construction of Drasa Primary School computer lab.

Neelu Nand collected \$1000 to help Avinesh Deo's mother, Maya Wati, who is suffering from Cancer, to get urgent treatment overseas.

The money collected was doubled by the Foundation.



Prasad



Baran



Nand

Mobile for Good is all about making technology available and accessible to serve the needs of the community that we do business in, says Vodafone's Manager Consumer Applications, Rajnesh Prasad. He said Vodafone was continuously investing in new technology to provide additional services like data to be accessible everywhere in Fiji.

"Consumers today want to do more with their mobile and we want those services to be made available to them at their palm," said Prasad. Currently services like M-PAiSA and mHealth are serving some basic requirements.

The Mobile for Good strategy will see more applications being available to consumers soon.



Prasad

## SightFirst Ba reaches 1000 people

The Lions Club of Ba has completed six outreach programmes under the SightFirst project.

To date, 1000 people have been screened in Ba Rakiraki and Tavua.

SightFirst coordinator Nitya Terence Prakash said 32 people were treated for cataract cases while 500 reading glasses were given out.

The Foundation had donated \$20,000 for the project out of which only \$6452.93 has been used to see the 1000 patients.

The SightFirst project was initially started by Lions Club of Labasa six years ago whereby the Foundation contributed some \$114,000, enabling the club to screen more than 20,000 people.

Foundation Director Arunesh Vishwa said "this six years of partnership has seen some 500 cataract and laser operations being



Dr Pradeep Ram screens a patient in Ba

done, more than 8000 eyeglasses being distributed to restore vision, \$300,000 worth of medication given out to patients and more than 20,000 awareness pamphlets distributed through the school network."

The project has reached out

to more than 50 schools and 200 communities in Vanualevu.

"We are proud to be associated with the SightFirst project in light of the magnificent impact it has been making in the lives of the people," said Vishwa.

## Taveuni eye project

The eye project on Taveuni has successfully carried out 213 eye surgeries in 2011.

The surgeries were carried out by Dr. Jeff Rutgard and two ophthalmologists, a theatre team from NZ, and volunteers from Rotary Club of Taveuni Island.

A new equipment, the Nidek YC 1800 Yag Laser, was purchased with assistance from the Rotary Club of Hicksville, Ohio and the Rotary Foundation. The equipment, costing close to \$40,000, was cleared from Customs with the help of Ministry of Health.

Apart from being used on a number of patients, this equipment proved miracles for one special case - an 84 year old Labasa resident who was blind due to a previous surgery mishap. After treatment with the YC 1800 Laser his sight was restored, he was overjoyed and could not believe this miracle.

Geoffrey Amos of Rotary Club of Taveuni Island said that for 2012 programme they would focus on patients in need of ophthalmic surgery in rural and remote areas.

The team also needs to purchase new equipment worth over \$40,000 to cater for increased number of patients.

"We would like to apply for another grant from Vodafone ATH Fiji Foundation for the November 2012 programme. I think we will be looking at 250 plus patients, an increase of 20% over 2011," said Amos.

## Building capacity at St. Christopher's

Children of St Christopher's Home in Nakasi are being empowered so that they have a brighter future.

The Foundation helped the children plant trees and conducted cooking lessons.

"This exercise will help the children learn basic cooking skills so that when they step out of the home they can cater for themselves," said Hemen Narayan of St Christopher's Home.

The cooking classes will be held on a bi-monthly basis at the home where the children will learn to cook Indian and iTaukei cuisine.

"We're mainly concerned for the girls and this will also help when they are married and have a family," Narayan said. Ten girls were part of the cooking lessons conducted by



Cooking session at St Christopher's

Foundation Executive, Ambalika.

Action for the Children and the Aged Trust Fiji (ACATA), supported by the Foundation, also held a health symposium at the home. ACATA executive director, Rosan Lal said the symposium was to teach the children

principles of healthy eating.

"There has been a rise in the number of non-communicable diseases (NCDs) in children," Lal said.

"We're trying to reduce the rate of NCDs through these sessions," he said.

## ACATA pushes corporate health programme

As part of its ongoing proactive health outreach, Action for Children and the Aged (ACATA) Trust is engaging corporate organizations in its Health and Wellness Programme.

A three-day symposium was held at Asco Motors to kick-off the programme and is showing positive results for 150 employees.

The symposium included presentations on lifestyle diseases and personal health mapping sessions.

ACATA executive director and a World of Difference candidate Rosan Lal said the symposium focussed on personal health mapping over a three-year period for individual employees. It highlighted on the importance of having blood

tests and had introductory discussions on heart, kidney, liver diseases and mental health.

Asco Motors Fiji key accounts executive Mohammed Kaiyum said the symposium was very informative and he had seen the change among the employees.

The symposium focused on proactive approaches to lifestyle diseases through eating right, exercising right and living right.

ACATA will engage more organisations to take advantage of this programme.

"Our aim is to give the individuals within an organisation a method of utilizing the skills and knowledge of professional health and wellness at a level that will be most beneficial to them," said



Asco staff after attending the symposium

Lal.

"We believe that this will become a very valuable to the employee and employer," he said.

# Six children go for Hawaii treatment

A little help from two charity organisations has changed the lives of six children with orthopaedic complications.

These children needed major corrective orthopaedic surgery in order to live normally. The surgery is not available in Fiji, their parents were unable to afford surgery outside the country, and because their condition was not "life threatening", they didn't have access to Government health funding.

The Wings of Morning Ministry with the help of the Vodafone ATH Fiji Foundation was able to send these children to Shriners Hospital in Hawaii for treatment.

Under the "Adopt a Kid" programme, Wings of Morning Ministry caters for return air tickets and pocket allowance for the child and a carer as they have access to free Hospital Treatment provided by Shriners Hospital, Hawaii.

Shriners Hospital provides the surgery and absorbs all medical costs for the patient as well as accommodation for both the patient and carer. Sometimes the treatment may require a stay of up to six months and in some cases more

than one visit may be required.

Seeing the plight of the children and the challenges faced by their family members, the Foundation stepped in to donate \$50,000 towards the programme

Eight-year-old Sereana Gloria Duyaileya Valuwaqa, who used to hop around on crutches, is now treated awaiting post-surgery period to be over.

Jone Malimali, a 17-year-old, had two major surgeries to straighten his leg and is coping well.

Sefanaia Turaga is awaiting surgery after pre-procedure evaluation. She has problems in her foot.

Luke Rokocakau had surgery to his legs correcting some severe deformities.

Sitiveni Konataci is missing a large piece of bone from the center of his lower leg. The "fix" will be complex. He is awaiting specialist surgery.

In the next issue of Jeevan we will cover individual stories of these children and the difference the project has made to them.



Wings of Morning Ministry signs agreement



Children heading for Hawaii

## Foundation funds ICT facility for disabled

Members of Western Disable People's Association (WDPA) were grateful for the computers they received to enhance their knowledge.

The Foundation invested \$7000 to buy three computers and a special software for the blind.

Foundation Director and Trustee Iliessa Volau said "the aim is to fulfill ICT needs of the association, to promote computer literacy and build the capacities of those who are blind."

"By definition, people with disabilities are often restricted in the extent to which they can take a full part in the society in which they live, but many of those restrictions can be reduced by them receiving good education," he said.

"When human resources are inadequate, it is often easier to procure and provide technological solutions and it is most fortunate that in special education, technology can play a highly beneficial role. Although economic restrictions can affect access to technology, it can represent a good investment," said Volau.



Vodafone's Volau at WDPA

"Our handover also marks the International celebration for people with disabilities. I am told that the theme is "Together for a Better World for All : including persons with disabilities in development."

"This is one other event that has given opportunity to prove the ability of the disable community in recognising the rights and responsibilities of people with different abilities," he added.

## NVC reaches out

### Foundation funded centre makes impact in the north

The Vodafone ATH Fiji Foundation funded National Volunteer Centre (NVC) is making a difference in the lives of communities in the northern division through its North Sustainable Volunteer Projects Scheme.

The scheme has established 24 projects in Labasa, Savusavu, Seaqqa, Bua, and Rabi Island where passionate volunteers from various community groups identified needs in their communities and are volunteering their skills to address those needs through a structured process. The groups are working in six thematic areas pursued by NVC: Environment, Income Generation, Youth Development, Education, Health and Farming. Each group comprises an average of 20 volunteers who were trained on

aspects of sustainability and project management before they ventured into field activity.

Range of projects include farming, screen printing, baking, piggery, nursery, embroidery, environment monitoring and equipment hire.

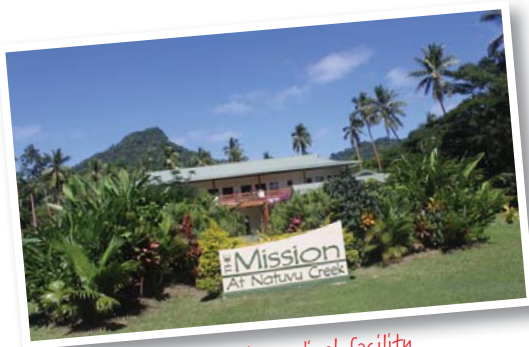
A common feature of all 24 projects is that they generate income which ensures sustainability.

"There are projects that will be reaping multiplier benefits for example goat farming, organic farming and pineapple farming has the potential to make profits in excess \$1600 from a \$400 investment," said NVC Projects Officer Neil Maharaj.

The National Volunteer Centre was established through a three-year grant of \$220,000 from the Foundation in 2010.



Project in Seaqqa, Labasa



Dr Anibals medical facility



Avneel Nair



Benjamin Narayan



Brian Vunibola, right, on his farm



Edwin Sharma



### Medical care

#### Dr Anibal Oscar Kalbermatter

Dr Anibal Oscar Kalbermatter's continued his project from last year. His Advanced Medical Care project has provided new hope to many people needing specialised medical attention. Dr Anibal and his team have attended to many patients, proving diagnosis in cardiovascular, dental, dematologic, scabies, ear-nose-throat, endocrine, gastrointestinal, genitourinary, hernia, musculoskeletal, neurologic, ophthalmology, and other medical conditions. People from Buca Bay, Taveuni, Rabi, Savusavu, Suva, Lautoka, Labasa, Kio and some other parts of Fiji have been seeking medical services at the Mission at Natuvu Creek. Dr Anibal has also purchased additional equipment to add to the existing facilities at the Mission. Other doctors on the team are Dr H. Farley, Dr R. Burns, Dr E. Linebarger.



### Save the children

**Avneel Nair** - Avneel Nair, attached to the Save the Children Fiji, has been working on a project to create a database of underprivileged children in the Central Eastern Division. His strategy was to work with schools to identify these children and then verify this via physical visits to families and recording the relevant data. Nair made house to house visits to collect the data, which is now helping Save the Children Fiji' execute targeted interventions to uplift the lives of these children. These would include raising funds for school fees, books and stationery; help establish backyard gardens to sustain the families, educating families about good hygiene practices and healthy living and the importance of having bank account for future education and other family matters. Many families did not know that help for education was available. This Project would help underprivileged children receive the much needed help to empower them to better their lives as well as raising the standard of living for families.



### Basic care

**Benjamin Narayan** - Benjamin is attached with charity partner 'Emmanuel AOG Church' in Navua. Narayan's aim was to respond to the social and basic needs of the people in his community. His project involved youth engagement in faith-based activities as a foundation to bring about changes. Benjamin has been empowering youths to realise their hidden talents and use the same to make positive changes. He has also been working with the Navua Hospital to assist

in providing basic care. His work has brought about changes in the lives of people he has been working with. He also involved himself in organising fundraising for community initiatives. His belief that they can make greater impact through collective efforts and creating network of common goals and interest has come to fruition.



### Farming

**Brian Vunibola** - Brian Vunibola championed a project that generated income for families and ensured food security. Naqai villagers in Labasa benefitted from this WoD project through various initiatives implemented by Vunibola. After studying and conducting survey on the common livelihood of the villagers, Vunibola started educating the villagers who were mostly unskilled. Farming is normally done manually taking up most of their time so Vunibola started changing this by implementing machinery to prepare the land for farming. Vegetables such as bean, tomatoes, cabbage, watermelon and root crops were planted on the farm. Vunibola made visits to various commercial entities and liaison agencies to establish market for the farm produce. His efforts has brought about a steady flow of income for the youths and the women involved in the project. Vunibola continues his efforts and targets to further raise the standard of living of these villagers.



### Basic education

**Edwin Nand Sharma** - Attached to the Foundation for Education of Needy Children (FENC), Edwin Nand Sharma has been working on a project to mentor and provide guidance to needy children and help build capacity at FENC. The aim of the project was to improve the status of the poorest children, thereby enabling them to become contributing members of our society. Sharma used \$231 of his seed money to organise a fundraising which generated an income of \$730.00. The surplus funds were allocated to FENC Fiji for assisting more needy students. Sharma also conducted research on the plight of underprivileged children to ascertain the level of intervention needed to get them to next level. Together with the executives of FENC he successfully designed and launched sponsor a child programme which had attracted various organisational and individual donors. Sharma's continues with his efforts at FENC in strengthening structures that will provide necessary support to the poorest children.



Girwar Khatry



Jessie O'Connor



John Kamea



Jone Sinavi



Litiana Tavaga



### Healing foods

**Girwar Khatry** - Girwar Khatry's project is "Healing Foods" with the intent of reversing over dependence on pharmaceutical products has brought about some significant changes in the attitudes of communities he has worked with. During his candidature he researched on nutrients of food available in Fiji and made presentations to various groups. He conducted workshops in 25 schools whereby 473 teachers participated in the healing foods awareness seminars. These 25 schools have total student population of 7543 children. Khatry also prepared information brochures and research notes and distributed to the 25 schools. Khatry also established a nursery to distribute healing food seedling to the needy communities of Labasa.



### Art & income

**Jessie O'Connor** - Jessie O'Connor has been working to help young unemployed women to hone their skills so that they could design products that would sell and generate income. She has been training various clubs together with the Young Women's Christian Association on mat weaving, basket making, purse making, tie and dye, screen printing, and flower arrangement. The 'Economic Empowerment of Young Women' project also included training these women on small business skills. The women took advantage of the Suva Hibiscus Festival to market their products. O'Connor continues her work with YWCA and hopes to see more young women join the group and learn how to improve their standard of living through utilising personal skills and readily available resources.



### Youth leadership

**John Kamea** - Transparency International's pilot project called Youth Leadership, Advocacy and Civic Education (LACE) run by WoD candidate John Kamea has been able to reach out to youth and youth groups in Fiji through knowledge enhancement and skills building. LACE intervention was through (1) training workshops, (2) community outreach and mentoring sessions and (3) media engagement aimed at bridging the gaps in knowledge and skills that had hindered our young citizens' active participation in development, democratic and decision-making processes, both at local and national level. With the knowledge disseminated, core messages imparted and information shared, it is envisaged that target audiences would now be appropriately and effectively equipped to taking targeted actions geared towards bringing about desired and lasting change in the families,

communities and the country. With support, passion and drive LACE initiatives can harness to bring about peace, unity and stability in Fiji.



### Think books

**Jone Sinavi** - Jone Sinavi's Thinking Big project is the talk of Wainikavula community in Tailevu. This young man, a volunteer from the charity partner Ecumenical Centre for Research, Education and Advocacy, has been working under ECREA's Youth Peace and Development Programme. He successfully managed to motivate Wainikavula youths to work towards building a library. After seeking blessings from village seniors, the youth went out to organise the materials for the library. In spite of several challenges, Sinavi brought various groups together to put up the building what now houses various books that the community can use. He was also able to work together with Live and Learn Foundation on 'Moving the Planet' programme to educate youth on deforestation. In the process the Wainikavula community went out to plant more trees. Sinavi is now compiling a research on issues that Wainikavula community are facing so that they can be addressed effectively.



### Young women

**Litiana Tavaga** - Litiana Tavaga had set out to achieve her primary goal of empowering young women in our society who are disadvantaged because of unwanted pregnancies, unemployment and sexual harassment and those who have been abused sexually and physically. Her project 'Empowering Young Women' was with charity partner Pacific Foundation for the Advancement of Women & National Council of Women Fiji. Tavaga executed the much needed intervention in the lives of some of these women through and mentoring and awareness sessions, highlighting the options and opportunities available and how they can live a life of dignity and prosperity.



### Special care

**Meena Lata Latchmi** - Latchmi had set out on a mission to better the services rendered to the disadvantaged children of Lautoka Special School. With her involvement she has helped empower the disadvantaged students. She has been running classes on sewing and screen printing to teach these students practical skills that they would be able to utilise in future. Latchmi's daughter Prasheeltha, who is special child, is her source of inspiration and believes that there are others like her who need our care and support.



Meena Latchmi



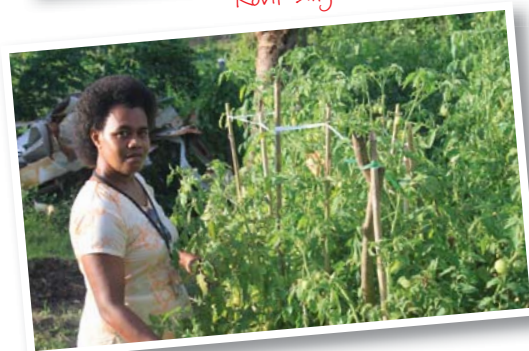
Mika Vosota



Pritika Ram



Rovil Singh



Salote Marama



### Gardening

**Mika Vosota** - Vosota started a 'Nourishing Children' project at Adi Cakobau School so that the school could have its own vegetable garden to supplement food needs of hostel students and resident staff. He utilised a piece of farm land allocated by ACS for this purpose. With his farming knowledge and experience Vosota was able to carry out this project efficiently, having created many gardens and planting the necessary crops that serves to supplement their needs. He also managed to successfully transfer some of his skills to students and teachers at ACS. The vegetables from the farm has helped students boarding at the school maintain a balanced diet. Mikas project harvest saw saving of \$400 per week on vegetable purchases at ACS.



### Community care

**Pritika Ram** - Pritika Ram's project deals with community care. Through this project she shares skills and trains people on herbal remedies on house to house basis. So far she has visited 200 people teaching them about the importance of good health and encouraging them to improve their health, life and mind through detox, massage, herbal juices and water therapy. Ram's aim is to create awareness in her community so that people can take preventative measures against common health issues such as heart problems, obesity, lung cancer, diabetes, stress and many others. She emphasizes on using natural herbal medicine as these are cost effective.



### Art & Craft

**Rovil Singh** - Rovil Singh chose to make a difference in the lives of underprivileged students by bringing out their hidden talents in the field of art and craft. His project involved working with school students and villagers, teaching them on the importance of art and craft, paintings and sports. He started his project with schools in Valley Road, Nokonoko District, Loma Primary, Kavanagasau Primary, Nadromai Primary and Ratu Ilaisa Memorial School. He also exhibited the work of his students and villagers at the Bula Carnival and Hibiscus Festival. Rovil's aim was to motivate all those involved in believing in the talent they have and realizing that this talent can turn into avenue for income generation.



### Skill building

**Salote Marama** - Salote embarked on Basic Skills Development project in Tavua. Her aim was to upskill women and youth and turn those skills into income generation avenues. During her

project phase she conducted various training workshops. She also started vegetable and poultry farming at Nilsen College. Five youths helped to train the students in the agricultural farming programme. This programme has benefitted more than 40 students and 30 parents who now realise the potential of domestic agriculture. Salote also visited schools raising awareness on issues concerning the roles of parents, hygiene, first aid, safety and emotional health. This initiative has helped parents better understand their roles on caring of their children; school children have more knowledge and understanding on the basic of first aid; and mobilizing the youths has given then a better understanding and appreciation of voluntary work. The efforts have brought about significant changes in the attitudes and foresight of people involved. Salote continues her mission to help fight poverty in her community.



### Micro finance

**Sharishma Lata** - Sharishma Lata has been working with the FCOSS Microfinance unit on a Financial Literacy Outreach Project. After successfully spreading the gospel of the importance of saving to rural communities and informal settlements on the outskirts of urban areas in 2010, Lata embarked on strengthening the outreach activities and services at MFU. Training has been an essential part of Lata's work, going out in communities with resource persons from the unit and educating people on the importance of savings and managing small business. The financial services rendered by the unit has over the years proved to be critical for many micro enterprises. Without this service, many of these under served individuals would not have access to financial services, thus, they are now able to build their financial assets and in return, their families have benefited.



### Micro enterprise

**Umesh Chand** - Umesh Chand, a entrepreneur on Rabi Island, spearheaded the Income Generation Through Fishing and Farming project. The aim was to help unemployed youths on the island to have a source of income. Rabi Island has a large number of school dropouts and engaging them in micro enterprising activities has proved to be a winner. Umesh conducted meetings with stakeholders such as the Rabi Council of Leaders and Youth Groups to start the project. He trained youths on sea safety and other aspects of fishing. The farming project was started with planting of 1000 dalo tops in four villages. The project has successfully engaged the unemployed youths on Rabi and village elders are also getting involved. Umesh believes his project is self-sustaining now since the youth are able to sell fish and farm produce.



**Anna Sahai** has been working with local conservation organisation, NatureFiji-MareqetiViti visiting land owning communities (mataqali) in Viti Levu, talking about the effects



of human land-use practices such as burning that degrade forests. Anna's objective is to educate and create awareness on how they can set aside land for conservation purposes called a Permanent Forest Estate (PFE), from which they can extract forest resources at a sustainable rate. She has so far been able to make a difference in the lives of over 300 people through her PFE awareness programmes in Serua, Rewa and Naitasiri provinces. Anna plans to expand the project by developing a roadmap to PFE establishment, working with government stakeholders and the Department of Forestry.

**Hemen Narayan,**

who feels strongly for the children at St Christopher's Home has been doing his best to cater for their needs by improving facilities there and helping students in their school work. Recently with his



networking the Home received new beds which will be used by 35 children and three sisters. With the help from sponsors the children's wash room has also been upgraded. Children are also fortunate to be helped with their home work and studies as well as learning computer skills. Hemen has also taken up the task of helping in office work and kitchen. He is imparting knowledge to the children on financial literacy and looking for sponsors to donate sewing machines as well as improving vegetable garden for food sustainability.

**Rosan Lal** has

been heading the Action for Children and the Aged Trust (ACATA) with a mission to educate communities on non communicable diseases and disseminating critical health



information so that individuals can take proactive action towards personal health care. Lal, together with the health and medical team of ACATA, has conducted various seminars and workshops on the importance of diet and physical exercise and how they are linked to critical organs like liver, kidney and heart. The team has also run workshops on home gardening and healthy cooking. In an effort to reach more people, ACATA partnered with Vodafone to launch the mHealth SMS service, which now has over 6000 subscribers. Lal's innovative health care project has so far reached to more than 10,000 individuals including three corporates, 20 schools and 40 communities. Lal plans to engage more organisations in coming months.

**Sunil Kumar**

has established a Women's Institute to up skill mothers at Homes of Hope. The institute is a social enterprise centre that includes: a business incubator,



micro-businesses, vocational skills training, life skills training, reintegration, sustainability, and scholarships for young single mothers. It was created to uplift women and children's lives. Any profit made at the institute is placed in a revolving loan fund (RLF) that is given back to the women for seed capital. The mothers who graduate will be the direct beneficiaries as they are either re-employed or they can successfully make their living off campus and be independent. Mothers, children and the greater community will all benefit from this initiative as it tackles issues of poverty, abuse, and financial dependence.

**Terikano Takesau's**

project focuses on establishing a Virgin Coconut Oil factory for the Banaban women. The Virgin Coconut Oil factory will bring income for these women and their families. The



dream will soon be a reality as Prime Minister has obligated and initiated a team to start working on this. She has also been able to establish a market with Organic Earth for the provision of 500 litres of VCO per month. Discussions are also underway with Ministry of Women on the provision of a market space in Suva where rural women could sell their products. Community outreach programmes with neighbouring women from Tikina Tunuloa, workshop on VCO and its by-product were also conducted.

**Vilimaina Wati Hunt** has

been providing counselling to individuals facing social problems due to stress or other issues. It was noted that financial constraints had been one of the



main contributing factors to emotional breakdown and stress. Also, many of such cases resulted in domestic violence, broken homes and mainly mental instabilities in individuals involved. Hunt worked very closely with these cases out of which many were women. So far she has made personal visitations to create awareness to over 1200 individuals including schools, settlements and villages in Lautoka, Ba, Tavua, Nadi and Sigatoka. She attended to 140 counselling cases. Wati is also assisting youth and women's group with income generation through handicraft, poultry, piggery and vegetable farming.

## End to 27 years of inconvenience

Batirilagi District School now has enough water to cater for 117 students and five teachers after a water project was commissioned in their school.

School Head teacher, Ms Tamanilolo, reflected that since establishment in 1984, the school which is located some 40 km away from Labasa Town, has been without a proper supply of clean and safe water.

"This had been continuous problem for children, teachers and other stakeholders of the school. It had been a norm in the school to shut off flush toilets and restrict to pit toilets during the dry season because there was not enough water to cater for the needs of the school. This was very unhygienic," Tamanilolo said.

"The teachers used to ration water and children had to bring water from home. The school also minimised recreation and education related programmes such as sports, toothbrush drills, community fundraising and gatherings at the school due to the fear of outbreak of diarrhoea and other water borne diseases," she said.

Speaking at the Commissioning function,



The new water facility Batirilagi District School

Foundation director and trustee, Arunesh Vishwa said that Rotary Water Pacific for Life together with its corporate donors Vodafone ATH Fiji Foundation, Fiji Water and Westpac aims to provide safe and clean drinking water to the needy communities in Fiji.

"The Vodafone ATH Fiji Foundation has been committed towards water projects for the past five years and this reflects our passion for the world around us as well as our commitment to making Fiji a better place for all."

"It is vital that education institutions have access to basic amenities such as water so that the teachers and the students can concentrate on the school curriculum," said Vishwa.

## 'My prayers have been answered'

Lives of 160 villagers changed when they were gifted with piped water supply through a Rotary Pacific Water Pacific for Life project.

Waikonadawa, which is located in Nabouwalu, Vanualevu, now has an upgraded dam, piping and provision of water reservoir valued at \$16,000 which supplies water to more than 40 households.

Speaking at the commissioning function, Vodafone's Arunesh Vishwa said that Rotary Pacific Water for Life together with its corporate donors Vodafone ATH Fiji Foundation, Fiji Water and Westpac aims to provide safe and clean drinking water to the needy communities in Fiji.

"In this modern life and polluted environment it is important to drink and use clean and safe water. But unfortunately in many parts of the world safe drinking water is not available for consumption and Fiji, being a developing country, is no exception"

"The Vodafone ATH Fiji Foundation has been committed towards water projects for the past five years and this reflects our passion for the world around us as well as our commitment to making Fiji a better place for all."

"Our Managing Director, Aslam Khan is very passionate about delivering safe water and clean



Potable water at last for Waikonadawa people

water to the disadvantaged communities of Fiji and this project is a result of his robust vision," he said.

Talatala Nabalabu Keavali, a 67 year villager said, "I am very excited today about the commissioning of this water project at our village. I have been praying night and day for donors and assistance to be provided to our villagers as we never got opportunity to drink safe water. Today my prayers for safe water have been answered. Our hardship is over. We now will be able to focus on other important things like farming and educating our children rather than on how to get clean water for our family every day."

### Towards a common good

From this edition, Jeevan will periodically feature Partner Synergy, a new column dedicated to Foundation partners including charity organisations, corporates, and communities, whereby we feature the Foundation's commitment to greater engagement with various stakeholders in an effort to build better communities.

A number of activities took place in 2011 that have shaped a renewed vision and direction of how we practice philanthropy in this part of the world.

We must give credit to the people of the northern division and our charity partners, the Lions Club, Rotary Club, and Festival of the Friendly North for their great foresight in creating the Northern Charity Alliance (NCA).

NCA is a business and social sector partnership that allows for effective execution of strategies that benefit the society that we live or do business in. For organisations in the North, non-profit ones and businesses, NCA provides a platform where businesses can merge their resources (donations and time) with charities and provide for a more holistic development of the community by tackling social issues.

The NCA model is already making impact in Labasa for families in extreme poverty.

This model is an outcome of Vodafone's Beyond Funder programme, the Corporate Philanthropy Seminar, whereby views, good practices, and ideas presented by various individuals and group were consolidated and evaluated to arrive at a philanthropy model that suited Fiji.

Foundation Executive, Ambalika Kutty, who took the lead role in getting this together, presented this model at the Philanthropy New Zealand Conference in Wellington last year. The model is also well captured in the UN's State of World Volunteerism report and was locally highlighted in the Fiji Sun.

Later in 2011, the model was taken to the west by a World of Difference Candidate under a project called West Focus.

Similar model was later adopted by the The Foundation for Development Corporation (FDC) and we are proud to have facilitated their efforts.

Such developments cannot be achieved without our partners. Such a model can only work if we all work towards a common interest for common good. And at the dawn of 2012 we are proud to acknowledge having worked with over 250 organisations since our inception in 2004. This partnership has created many better communities in Fiji where children are better educated, basic necessity like water is not a denial, critical heart ailments have been treated, destitute have decent homes, volunteers are into sustainable livelihoods, and the list goes on.

We will engage with more organisations and communities in 2012 to take our concept of philanthropy to the next level.

# Passion for the Vanua by Aslam Khan



## Mobilising social change

This year marks the 20th anniversary of the Vodafone Global Foundation and at this juncture we would like to reiterate that the Foundation will continue to focus the mission and goals of its programmes towards mobile for good.

At the heart of our foundation is the belief that mobile communications technology can address some of the world's most pressing humanitarian challenges and our responsibility is to utilise our innovative mobile technology in mobilising social change and in improving peoples' lives.

An estimated 3.5 billion mobile phones are now in use around the world—more people now have one than don't. This remarkable revolution—widespread access to the most ubiquitous communication device in human history—has changed the way societies and communities organise themselves and do business.

Our key Foundation partners - Vodafone UK, Vodafone Fiji and the ATH group continue to embrace and enhance existing and new technologies to better serve the people of Fiji. The Foundation, in recent years, has successfully utilised this asset to make a difference in the lives of people.

We have leveraged the flexibility and availability of the mobile phone network enabling it to facilitate a growing number of financial services, through M-PAiSA, for those in rural areas or the unbanked.

We have seen in the health field, through our mHealth service, that mobile technology is facilitating instant access to information and data.

Mobile technology plays an important role in communications efforts during the various phases of a humanitarian catastrophe—from the early warning phase through the immediate disaster response and longer-term reconstruction efforts. Our Vodafone Red Alert service during the height of Cyclone Tomas is an example of how mobile technology can be used for social good.

Mobile initiatives provide greater opportunities for social impact that other information and communications technology (ICT) projects do not necessarily share. For example, physical access to mobile phones is obviously much greater compared to computers and other less readily available technologies. With Vodafone's rapid mobile phone penetration in many areas of Fiji and growing mobile network coverage, access is increasingly assured.

Mobile and other emerging technologies play a big role in creating and facilitating community solutions. Our effort is to make mobile technology a tool that builds power at the grassroots community level and invigorates direct and participatory mechanisms of peoples participation in society.

'Social Investment'  
At the heart of  
our business'



Vodafone  
ATH Fiji  
Foundation

## \$8million social investment in Fiji

Since inception, the Foundation has disbursed direct grant of \$7m and indirect grant of \$1.8 million to 300 community based projects whilst partnering with more than 220 organizations.

In 2003 through support from Vodafone Group Foundation \$184,000 was disbursed to two charity organizations to help people affected by cyclone Ami. In 2004, the foundation made grant of \$472,000 to 24 partner charity organizations. With contribution of \$638,000 it endorsed grants to 30 community projects in 2005. Majority of contributions were being received from Vodafone Group Foundation. In 2006, 29 organizations received close to \$793,000 to execute activities in communities that would enrich lives. 2007 showed an increased need in the area of health and total of \$F1.3 million was given to 36 civil society organizations, including UNICEF, contributing to millennium development and strengthening partnership with UNDP on global space. Dominated by the need in education sector, \$931,000 worth of grants was made to 48 community-based organizations including schools. 2009 saw a significant increase in grant disbursements with total of \$1.31m given to over 70 charity organizations. As of April 2011, \$1.35m had been disbursed.

## Know your programmes

### World of Difference

Enhance capacities of youth through innovative charitable paid volunteer initiative.

### Mobiles for Good

Use our technology and network to empower people with the necessary tools to make a difference in the world. Programmes: **Vodafone Red Alert, mHealth**

### Sustainable Funding

Promote the health, well-being, & capabilities of young people in Fiji, with a focus on building social leadership capacities.

### Employee Engagement Programme

**Handsup Vodafone:** Engaging and Leveraging our employees and people to provide skills support to charitable partner organisations. **Double Your \$:** Enable employees to volunteer and raise funds for the cause or charity they are passionate about.

### Corporate Leadership & Beyond Funder

Establish beyond funder relations and partner solidarity with charitable partners and relevant stakeholders

## SMS Giving

Your opportunity to contribute towards social development in Fiji

The Vodafone ATH Fiji Foundation, under the Mobile for Good programme, gives power to the people to be able to effectively participate in society. This is done through our projects which utilise the SMS technology to facilitate communication for various purposes.

During the aftermath of Cyclone Tomas we raised \$75,000 through SMS-based Red Alert project for affected farmers in the north.

We invite everyone to join in our SMS Giving programme through our newly launched mHealth Project.

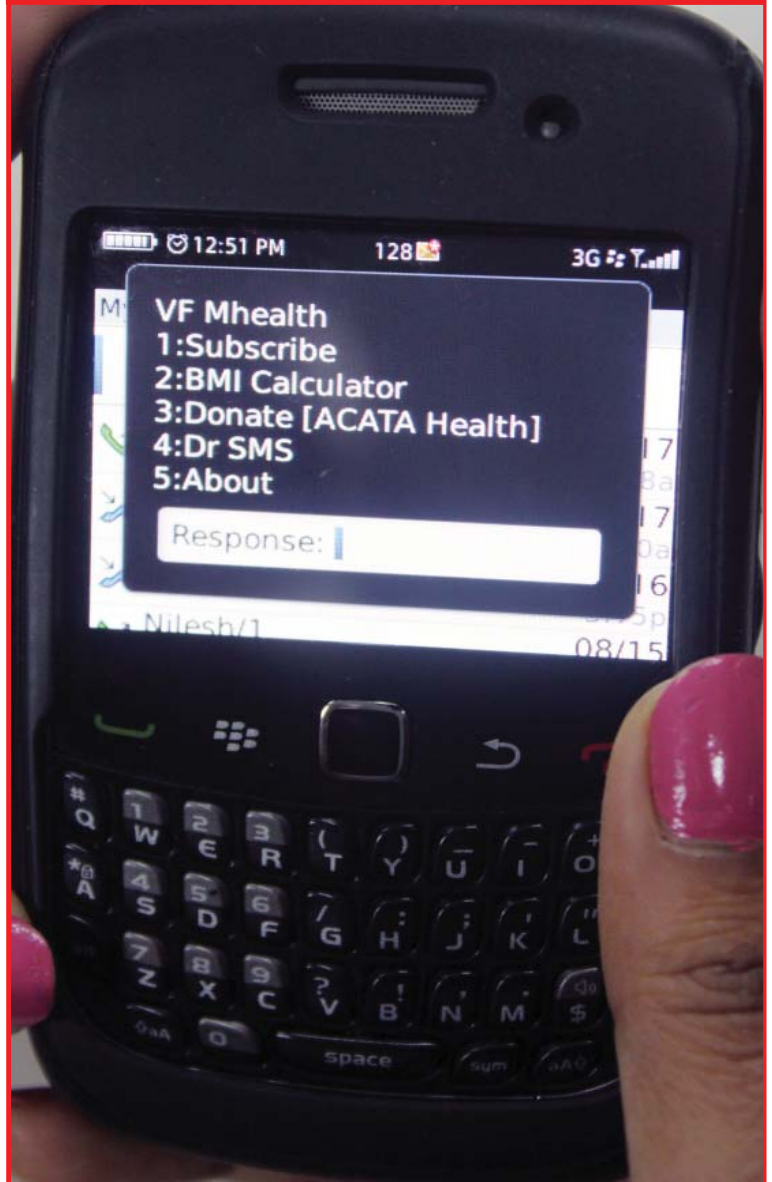
**Dial \*979# and choose option 3 to donate.**

All donation to the causes one is passionate about such as Heart, Liver, Kidney, Cancer, Mental Health and NCDs will go towards addressing humanitarian crisis and unmet medical needs. mHealth calls for the citizens to be champions for a better Fiji. Every act of compassion can make a difference.

*Your have the power to make a difference*



**FREE DIAL  
\*979#  
to access mHealth**



**mHealth is a Mobile for Good programme that uses the Vodafone technology platform and its network for social good**



## Know your Foundation

Vodafone ATH Fiji Foundation is a registered charity. The foundation was formed to bestow its philanthropic responsibilities towards the communities through innovative programmes that brings about social change, in turn contributing to the economy of Fiji. Through the 'passion for world around us' and 'commitment for making Fiji a better place' for all, the foundation ensures implementation of the social investment policy through annual contributions from Vodafone Group Foundation, Amalgamated Telecom Holdings and Vodafone Fiji Limited.

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