



Vodafone
ATH Fiji
Foundation

A QUARTERLY PUBLICATION FROM THE VODAFONE ATH FIJI FOUNDATION

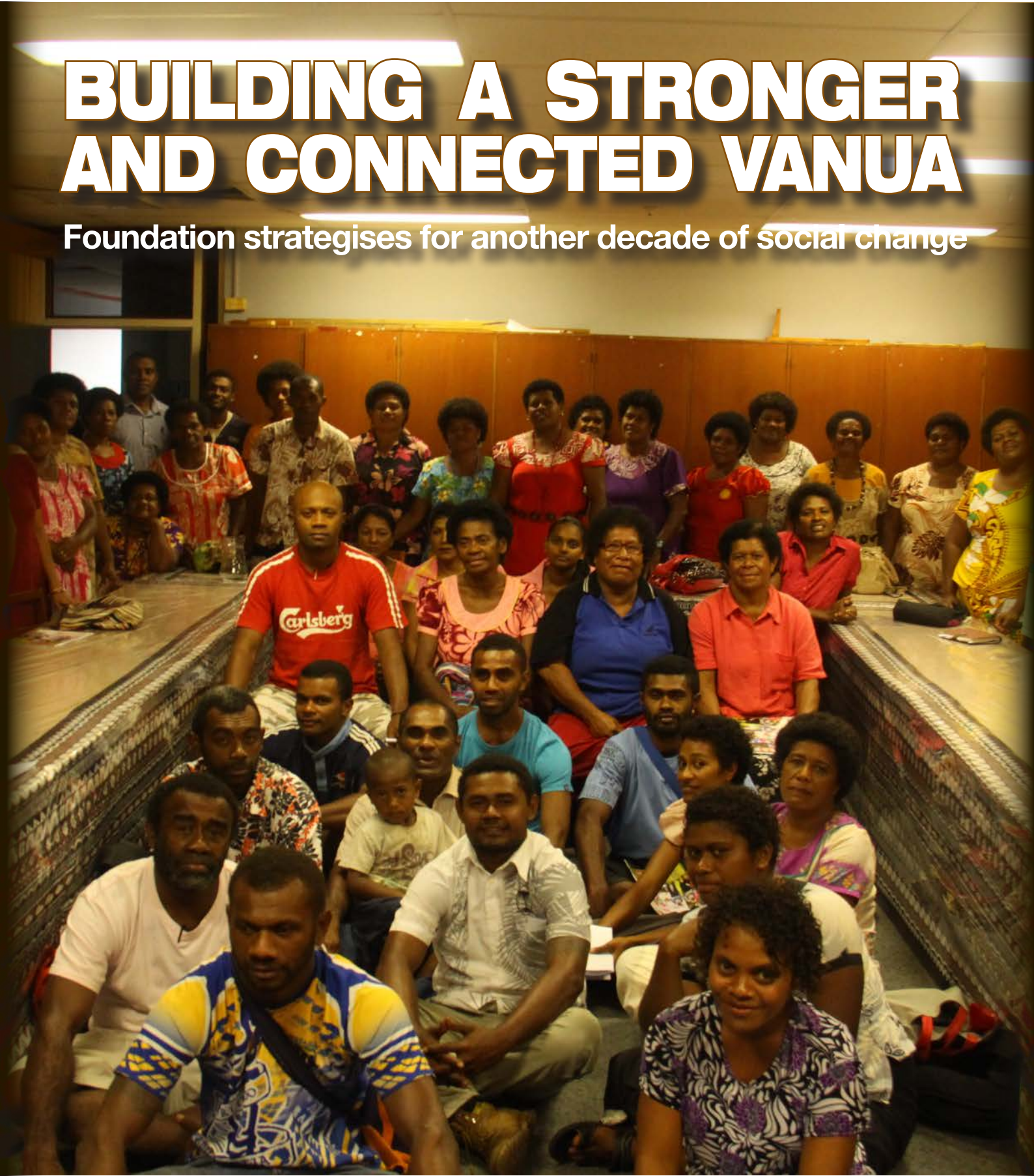
jeevan

ISSUE # 24: JUNE 2015

JEEVAN IS THE HINDI WORD FOR LIFE

BUILDING A STRONGER AND CONNECTED VANUA

Foundation strategises for another decade of social change





passion for the vanua

BY PRADEEP LAL, CHIEF EXECUTIVE OFFICER, VODAFONE FIJI

Innovation in Community Service

Innovation and continuous improvement in how we approach social issues is important if we are to continue to achieve the desired outcomes. We need to be innovative, be proactive and work together as a society to address social problems to ensure our efforts achieve the best possible results.

Recognising the above, Vodafone Fiji has embarked on an excellence agenda and a renewed vision for the Foundation. The next decade of social change is about connecting people and communities for social good. Our vision is "Building a stronger and connected Vanua" - a place where people and communities thrive and develop to their full potential.

This vision is underpinned by priority areas that need attention and intervention and the importance of innovation and the crucial role of partners and stakeholders in bringing about social change.

Our 2015/16 objectives are to:

- Bring about greater innovation and quality in the practice of philanthropy and community service;
- Deepen relationship with government, private sector, community services sector, and volunteers;
- To foster a culture of social entrepreneurship among people and communities to create sustainable livelihoods;

- Connect communities around Fiji to improve lives;
- Utilise Vodafone's people, technology, and network to bring about positive change; and
- Use a multi-disciplinary approach in engaging professional and organisations to build and share knowledge on tackling social problems.

Social innovation is crucial to ensuring that we create a society where all people thrive. We are keen to deepen our relationships with the community services sector, government agencies, and partners to build capacity and share our expertise to combat social issues.

Through a range of activities, we are working to engage the expertise of people and organisations that work directly with those in the community who are most in need - so that our interventions are designed, resourced, and delivered in ways that produce the best possible outcome.

Our approach calls for everyone, public sector, civil society, businesses, and community to work together to introduce the community's own ideas and solutions to the challenges we face.

Our mobile platform and technology is available for social good. Let's get connected and become more socially responsible! Together we can.

Jeevan

Jeevan is a quarterly publication of the Vodafone ATH Fiji Foundation

Vodafone ATH Fiji Foundation is a registered charity. The Foundation was formed to bestow its philanthropic responsibility towards the community it does business with and where its stakeholders, shareholders, suppliers, customers and employees live in. 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 Telecomm Holdings and Vodafone Fiji Limited.

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Vodafone
ATH Fiji
Foundation

2015 and beyond

a preview of what we aspire to do

Building a stronger and connected vanua

Our renewed vision of "Building a stronger and connected vanua" is build five strategic thrust areas: Innovation, Quality & operational excellence, Engagement & Partnerships, Social Entrepreneurship, Connected Community Solutions (M4G), and Information and knowledge sharing. The Foundation is committed to connecting communities around Fiji to improve lives. To achieve this objective the Foundation uses its charitable giving and its privileged access to Vodafone networks, technology, customers and employees to connect people with the necessary tools to make a difference in the world.

We achieve this through our innovative programme areas:

World of Difference: WoD is a paid volunteer programme. Focusing on individual candidature, empowering them, building their capacities in such a way that the projects they implement have multiplier and replicator effects. WoD specifically looks at supporting the human resources development which is the core and strength of any project and charity.

Sustainable Funding: To support programme that has the potential for holistic development, together with multiplier and replicator effects that benefits the population, whilst linking them to generation of social profits with an aim to reduce poverty

Beyond Funder: Business cannot succeed in the failed community is the punch line for Beyond Funder. The beyond fund strategy aimed to link corporate to other civil society organizations and also network for better results.

Double your \$: An employee engagement project that support cause the staff is passionate about. DY\$ also enables staff to raise funds and also volunteer with the customers to address the pain of the community.

Mobile for Good: M4G programme uses technology and its people to bring about social change in the community that we work with. The platform shares information pertaining to the face to face symposiums and training of trainers programme we run in community in partnership with the charity organizations. Our cross-cutting strategy for any M4G initiative is to develop, partner, or provide assistance for programmes/projects that promise or meet the essential needs of people in our communities. We work in collaboration with partners to identify opportunities and develop tailored mobile services and applications that meet these needs. These are 'lifeline' rather than 'lifestyle' services, because they help improve people's quality of life.

SMS Giving - powering our customers to be part of community building

Sustainable Funding, World of Difference, Double your \$, Beyond Funder will now be aligned to SMS giving through Mobile for Good programme, complementing establishment purpose of 'sharing the benefits of developments in the mobile communication technology as widely as possible. Mobile for Good currently reaches over 120,000 customers on daily basis in areas that matters most. Plans are to take Mobile for Good to next level whereby we can engage our customers to give via SMS/MPAISA for the cause that they are passionate about. SMS Giving has the potential to raise funds through Mobile for Good platform and enable corrective surgeries of disable children, save lives of children living with heart ailments, educate children who cannot otherwise afford to continue their studies due to financial constraints and poverty. SMS/MPAISA giving is not limited to reactive community solutions. Proactive solutions aims to see health screening that can see setup of health and fitness clubs in schools and youth groups. In addition, proactive approach also aims to prevent kidney and cancer problems in the youths together with preventing them from being victim of child abuse, sexual abuse and rape etc.

Consultations are currently underway to enable effective SMS/MPAISA giving which can also be doubled by the Foundation based on board resolution.

Mobile for Good is currently convening training of trainers which will enable aspired youths to take the role of a coach. SMS Giving has the strength to do community needs assessment, devise strategy to tackle painful community problems, and also devise solutions which cannot otherwise be fulfilled by Foundation funding alone.

Enabling customers to donate via Vodafone platform not only is seen effective but also enables our programme to be linked to our customers and their ability to see where their support is going through our quarterly publication in Jeevan.

Vodafone Global is raising millions of pounds to help in areas that are struggling to garner support from other donors and charity sector organisations. Strength of technology has the multi-legged potential to take corporate philanthropy to a level that is linked to our core business.

Vodafone ATH Fiji Foundation 2014-2015



In 2014/15 the Foundation's focus was on building capacities of charity partners and upscale programmes to generate social profit. Stakeholder synergies were on top of the agenda as we consolidated our efforts to reach more communities and make a difference.

All our technology rollout was aligned to social issues of health, education, youth, women, and economic development.

We implemented 140+ projects which included the Duke of Edinburgh International Award programme, youth farming, preventable blindness, diabetes screening, mobility device for the disable, creating entrepreneurial culture, wealth creation, water and mEducation project. Technology, capacity building, and human resource development was embedded as cross items to increase efficiency and effectiveness in charities and communities that we work with.

Our Mobile for Good initiative is helping in national health care and is also complementing the education sector in Fiji. Currently, in excess of 120,000 people are subscribed to our mChannels. Mobile for Good initiatives are assisting Government in achieving long-term goal 'ensuring a safer community for women and children through improved responses and access to justice and legal services' and 'improving the social and economic status' of Fiji. These services are working as a catalyst towards the Ministry's own initiatives and strategic development plans.

Ten Vodafone World of Difference continued to work for 10 charity organizations and 100 stakeholders with an aspiration to empower people to bring about real social change. The WoD candidates continued to increase efficiency

and value for resources by making contribution at various policy levels namely National Disaster committee, National Employment Centre and National, regional planning stakeholder boards, to mobilizing over 6000 volunteers and enhancing capacities through various forums. mWomen and mYouth channels are now creating synergies with Fiji Council of Social Services, International Labour Organisation, Fiji Commerce and Employees Federation, National Youth Council, National Employment Centre, Ministry of Women, Children and Poverty Alleviation, The Secretariat of Pacific Community and other relevant partners for 'Poverty Reduction: through the Promotion of High Impact Entrepreneurial thinking and Employment Creation through Strengthened CSO and Private Sector Partnership' project.

The Spinal Injury Association in 2014, saw inbound of \$7.2m worth of shipment with \$50,000 grant support from Foundation. These mobility devices, medical supplies and hospital equipment were distributed to individual, families, charities and Labasa Hospital, CWM Hospital and Ba Mission hospital.

mEducation continued to link schools to promote and mentor students and youth clubs via mobile technology and social media.

In another first for Fiji, a mFitness channel has been established to foster health consciousness and regular exercise to transform life. Vodafone mFitness aims to revolutionaries fitness in Fiji through use of mobile technology and social media.

Eighteen Vodafone staff helped raise funds for individuals and charities under our Employee Engagement programme.

Grant Disbursements 2014-2015 [unaudited]

Mobile for Good	230,108
Spinal Injury Association	35,000
Northern Charity Alliance	20,000
Fiji Council of Social Services	20,000
Western Charity Alliance	12,050
Women Empowerment Network	12,500
Fitness Inspiration Fiji	12,050
Rotary Club of Taveuni	10,000
Lions Club of Ba	10,000
Rotary Club of Labasa	10,000
Lions Club of Labasa	10,000
Mchannels Appstore	6,000
Lions Club of Lautoka	5,000
Lions Club of Suva	5,000
FNCDP	5,000
Rama Krishna Mission	5,000
Rotary Club of Ba	5,000
Fiji Nursing Association	4,467
National Volunteer Centre	4,467
Renal Dialysis Centre	4,467
Save Fiji Project	4,467
Bainivalu Primary School	3,885
Yasawa High School	3,870
Kama District School	3,870
Fiji Medical Association	3,016
NVC Ba Youth Club	2,500
NVC Rakiraki Youth Club	2,500
Natewa District School	2,500
Vuanisaiki District School	2,500
Naweni District School	2,500
Naduri District School	2,500
Namuka District School	2,500
Vunibau Youth Club	2,500
Korovuli Youth Club	2,500
Veivueti Youth Club	2,500
Tabualima Youth Club	2,500
Nabunikavula Womens Club	2,500
Delakado Co-Operative Ltd	2,500
NVC Tavua Youth Club	2,500
NVC Nausori Youth Club	2,500
NVC Sigatoka Youth Club	2,500
Viwawa Community Youth Club	2,500
Kalabu Secondary School	2,500
Naleba Multiracial Womens Club	2,500
Mataniwai Womens Club	2,500
Nakavisa Youth Club	2,497
Empower Pacific	2,272
Deuba Co-Operative Limited	2,000
Naqara Women's Co-Operative	2,000
Naule Co-Operative Limited	2,000
Vunibau Co-Operative	1,000
Natusara Primary School	905
Treasure Home	841
Veilomani Boys Home	841
St Christophers Home	841
Juvenile Boys Centre	841
Lomani Au Childrens Home	841
Labasa Special School	841
Double Your Dollar	11,831
Wavuvavu Primary School	1,000
Navai Primary School	1,000
Vuanisaiki Primary School	1,000
Ram Charit Ramayan Mandali	1000
AG Youth Group	1000
Fiji Muslim League	3831
Waindova Youth Club	1000
Makoi Navyuak Club	1000
Ramayan Bajal Mandali	1000
Parents and Teachers Association	1,000
Northern Charity Alliance	700
Youth Conquerors	597
St Christopher's Home	500
Fiji Cancer Society	360
Home of Compassion	300
Sustainable Funding	158,500
Rotary Pacific Water for Life	50,000
Spinal Injury Association	50,000
Rotary Club of Taveuni	28,500
Fiji Crippled Childrens Society	20,000
Fiji Council of Social Services	10,000
Lions Club of Nadi	5,000
Colonial War Memorial Hospital	5,000
Fiji Table Tennis Association	5,000
DEAP - FNCDP	10,000
World of Difference	258,666
Grand Total	\$740,282

Mobile for Education

Enhancing learning through mobile technology

Learning outcomes in many schools located in remote and rural areas can be enhanced. Often these schools lack access to additional educational resources.

The first phase of the Foundation's mEducation project was to provide the technology and equipment to these schools so that they are able to access free educational content available on the world wide web.

In 2014/15 the Foundation funded 102 schools throughout Fiji, with over \$250,000 worth of equipment and over \$60,000 worth of internet data.

In 2013, the Foundation came up with the mLearning package for schools. The package includes 10 Getek net books, one Huawei B660 3G router and internet connection for one year. The package, with a cost of \$4,589, is rolled out on a 50/50 cost-share between the Foundation and the school.

The package can be used to surf through the internet, broadcast You Tube learning videos, and Google tutorial searches for students to learn.

The Foundation's aim is to make education and learning accessible to every corner of Fiji through the use of mobile technology.

Access to learning materials that would otherwise be difficult in remote areas is possible through mEducation.

mEducation is an ongoing project. Priority is given to schools which come up with their \$2294.50 contribution. The reason for this partial funding is to help more schools with our available funds for this project.

Apart from the technology donation, the Foundation has also donated books to schools and has held seminars on educating students and school management on effective use of mobile technology for teaching and learning.



102 schools connected | **\$60k+ worth of free internet** | **\$250k worth of equipment**

"The gadget donation was to provide technology to the rural school so they stay connected and not left behind in this modern age. It will be easier for students to use the gadgets at school because they can easily connect to the internet through Vodafone network. Vodafone ATH Fiji Foundation is taking technology down to them rather than them travelling to Labasa town to have access to technology and conduct research on relevant education topics. Most students don't have access to technology gadgets nor even seen a tablet so we are thankful that this donation will help the 70 students in their school curriculum."

Vika Vodosese, Administrator - Naduri District School

"We now have the opportunity to access learning materials and conduct research work with the new tablets. Students are fortunate that they can now access the latest technology. It will create an interactive and innovative method of learning for our students."

Amelia Dunbar, Principal - Dreketi High School

"The students of Uciwai Sangam School are no longer deprived, when it comes to ICT and modern technologies for teaching and learning."

Navneet Kumar, Head teacher - Uciwai Sangam School



"The rural setting of our school is a major obstacle for students to access modern learning facilities and get access to internet for education and research. Inability to access latest information of various topics taught at schools had also been a challenge to the teachers as well. Now, all of this will change as destiny smiled on the school through the mEducation kit grant by the Foundation."

Praveen Chand, Principal - Nausori High School

Mobile for Health

Driving social change through health awareness

The Foundation continued with its health and wellness programme by partnering with organisations already working towards addressing NCDs and health related issues.

More resources were mobilised to scale-up the mAbility project geared towards addressing the needs of people with special abilities. This saw the strengthening of our partnership with the Spinal Injury Association and Fiji National Council of People with Disabilities.

World of Difference (WoD) candidate and Spinal Injury Association executive Joshko Wakaniasi' worked with the PhysioNet of UK to bring in \$2.7m worth of mobility devices for use by people with special abilities.

Some 1000 wheel chairs were distributed in 2014.

Apart from funding children's heart surgeries, the Foundation contributed towards sending orthopaedic, burns and spinal injury cases for treatment at the Shriners Hospital in Hawaii.

The Sight First project by Lions Club received a boost in funding to care for eye care needs of the disadvantaged. The initiative includes screening, providing eye glasses, and cataract operations.

The Foundation also donated funds towards reducing cervical cancer cases in Fiji. The funding to CWM Hospital / Ministry of Health was to assist in the purchase of specialist equipment to be used for the screening and treatment process.

Support was also provided to Diabetes Fiji for its peer-to-peer outreach programme. The programme has benefitted many diabetics.

The mHealth and its sub-channels have now reached a total of 87,105 subscribers. The mHealth channels were launched in 2010, through the Mobile for Good programme. It is a SMS-based information service that aspires to better the health and living style of the people of Fiji.



\$7.2m worth of mobility devices

87,105 subscribers on mHealth

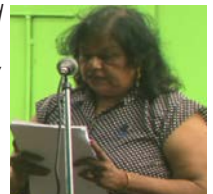
"During a Community Peer Group meeting at Naimalavau, I was challenged to change my lifestyle. I am Type 2 diabetic. Realizing that changing my lifestyle won't be easy, especially in a village setting, I took support from my other peer group members. Changing my diet and doing physical exercise as instructed by the physiotherapist has improved my weight and blood glucose readings. My blood glucose readings were anywhere from 18-22. Now in our fortnightly meeting my blood glucose lies within 8-11 bracket.

The Peer Group provides the needed support anyone who wants take action to improve their health condition. Not only has the above enriched me as a person but my family has also benefited; and it has changed habits within my household. Type 2 diabetes is no longer controlling me and thanks to what I have learned and practised through this group."

Prem Mala Pratap, Koronivia Diabetes Community Peer Group

"NCD crisis is a 'no brainer' as everyone is aware of it. What matters now are interventions and that is community solutions which Vodafone Foundation is doing. The solution lies in all stakeholders and not just Ministry of Health (MOH). The interventions like mHealth and mChannels is speaking the lingo of current and next generation. The mobilization of communities that Vodafone and its charities are doing in terms of proactive approach and conducting health screening and providing holistic community solutions is critical. NCD crisis is 80% social issues and 20% clinical or medical. We here at MOH applaud the efforts of Vodafone Foundation in quickly raising awareness around this intervention. It's even inspirational to see you are walking what we talking about and we can see the difference at the outskirts. Together we can strike a balance in addressing social issues where charities take on social issues path for proactively saving our communities and we MOH will definitely step in to save the diseased. The bottom line of our crisis is lack of solutions and also lack of education on issues such as food intake, physical activity and also stress. We have so much moved from socio cultural to socio economic that cost benefit and impact of our action is questionable. And here when we see Vodafone Foundation, its charity partners and stakeholders are putting heads together to talk about underlying factors of diabetes, HBP, stress etc, and holistically igniting the passion to address the pain of community together is applaudable."

Dr Isimeli Tukana, Ministry of Health



Mobile for Women & Youth

Empowering women and youth

Women and youth work took centre stage in 2014 with increased focus on mWomen and mYouth. Nancy Loaloa, a legal practitioner, and Neil Maharaj of Fiji Council of Social Services were engaged under the World of Difference programme to lead the two projects.

mWomen symposiums were organised at various locations engaging the disciplined forces, legal fraternity, charity organisations, and individuals to create awareness and discuss matters pertaining to children and women, ranging from empowerment, capacity building, understanding the rights and responsibilities, and protecting our children and women.

mWomen channel *727# was further up scaled through strengthening partnership with Ministry of Women, the Women's Resource Centres, Women's Empowerment Network, and Empower Pacific.

Apart from being a platform for assisting the victims and communities on addressing violence, the mWomen expanded its service to promote the women in income generating skills and livelihood projects. The initiative has economically empowered the marginalised groups of women, who are victims of sexual assault and domestic violence, to earn an independent livelihood.

The mYouth programme was enhanced by adding SMS Mentor to its services. The SMS Mentor is a text-based mobile subscription service where youths can get guidance. Building capacity of volunteers was another focus in 2014. A number of trainings and workshops were rolled out by the National Volunteer Centre and FCOSS, our key partners in this project. mYouth is now trying to map mYouth, SMS Mentor, mEducation, and FCOSS Microfinance facility in order to device an integrated and collaborative approach to address youth problems like unemployment. (read more on mYouth on page 10)



17,819 subscribers on mWomen

11,028 subscribers on mYouth

"The lack of information has been addressed by Vodafone's mWomen channel. It allows me to seek information which otherwise was difficult to access. The mWomen symposium was also very helpful. I will be able to go back to my community and share the experiences I have learnt in the seminar to make our community less susceptible to crime, abuse and assault."

Maria Senijale, Bulileka Village, Labasa

"The WoD programme and the mWomen platform has opened my eyes to the needs of society for empowerment and support through difficult times. A lot of people in our communities have many needs and I now firmly believe that everyone, even the poorest of person can get themselves out of poverty, stress and burdens of life through empowerment and support. The daily messages and mCounselling has helped many individuals. Providing them with the basic advice has empowered them to take control of things that otherwise were very difficult to deal with."

Nancy Loaloa, Women's Empowerment Network



VIOLENCE IS LEARNED, TEACH A POSITIVE LESSON

FREE DIAL *727# to learn more



Capacity Building

Lifting the knowledge and skills of people we work with

The individuals and nonprofit organisations that we work with play increasingly important roles in realising the Foundation's aspirations to build a thriving society. It becomes critical that they perform effectively so that we can get better results and maximum impact.

The Foundation has been working to address the gaps in skills and knowledge of this group so that we are able to build capacity. While this is a slow process and requires patience, individuals and nonprofit managers have demonstrated a growing interest in training, management practices and principles that will help them build high-performing organizations.

In 2014/25 the Foundation put a greater emphasis on capacity building. A key activity was providing capacity-building training to individuals, and organisational effectiveness services and leadership coaching to partner organizations.

A needs assessment was conducted concerning all relevant stakeholders ranging from individuals, corporate, and state social responsibility. These were done through convening focus group meetings and analysing reports.

Specific trainings included social media, principles of World of Difference, marketing, awareness on national development indicators such as social services, health, education, and poverty alleviation; nonprofit management, budgeting, financial planning, micro-enterprise creation, report writing, communication skills etc.

Organisational effectiveness services included strategic planning assistance, streamlining of financial management processes and systems, and programme innovation and planning. These were achieved through 'hands up Vodafone' programme where Vodafone staff donate their personal time for charity work. Professionals from the business sector were also engaged to donate their skills in uplifting these organisations.

Leadership and coaching activities included symposiums, Corporate Philanthropy Seminars, financial assistance for leaders to attend conferences and seminars, and empowering leaders to make policy level contributions. Some 85 Mobile for Good Symposiums were held to educate nonprofits and community organisations on how they could use mobile technology for social good.



155 Stakeholder engagements

105 Corporate engagements

85 Mobile4Good Symposiums

15 Training of Trainers

It was fortunate to collaborate with Foundation and Western Charity Alliance to gain interest of youths in farming. The programme is very nicely designed as the youths are guided in stages of the programme, starting from backyard gardening. Once they gain interest in backyard gardening, they are guided into smart farming practice and then to commercial level with Ministry of Agriculture. These youths were hard to manage but now with the support from the Foundation, the youths are empowered and engaged in income-generating farming activities.

Valami Nima, Divisional Youth Officer, Western Division

Your passion about community work is really a learning experience for us. You have awakened us on the holistic needs of the community with Vodafone's grassroots work and now we are going to make plans to do work holistically instead of being reactive. We will work around nipping it in the bud which is more sustainable and impactful. Your work outside of grant making is more impactful than giving funds. It is really beyond being a funder. We feel honoured to work with an organisation like Vodafone to help the grassroots communities in the north.

**Ami Kohli, Rotary Club of Labasa
Subhash Chandra, Lions Club of Labasa**



Support for diabetes awareness

The Foundation continues with its commitment in assisting the needy communities in the country.

The Foundation handed over \$5,000 to the Lions Club of Fiji in their efforts to support the clubs Diabetes Awareness program. This is to assist in their health screening projects, administering each Lions Club in Lautoka, Tavua and Nadi to raise health screening awareness around Fiji.

Vodafone's Head of E-Commerce & Corporate Affairs, Shailendra Prasad whilst handing the cheque over to Mr. Carl Perrin, Zone Chairman for the Fiji Islands club, said "The Foundation shares the same goals as Lions Club of Fiji in assisting the needy in the communities.

"Our efforts are to continuously support organizations that initiate projects and put in every effort to multiply and replicate its effects," he said.

"Corporate Philanthropy is the Vodafone way of giving back to the society and will continue to support such efforts from individuals and our partner



FNCDP and SIA receive assistance from the Foundation

organizations to catalyze real social change that is collaborative, sustainable and has larger rate of return on societal benefits."

The successful partnership of five years with Vodafone Fiji ATH Foundation and Lions Club has resulted in health screenings around the country that has saved many lives, said Mr. Carl Perrin.

"Our people get quickly accustomed to unhealthy habits and this lead to many health issues. Health screenings are important. Creating awareness and conducting basic health screenings has become very

crucial as the tests can help detect symptoms or early stages of diseases that may lead to severe health conditions", said Prasad.

"On behalf of Lions club, I thank the Foundation for their support given for all these years that has worked in favour of the needy in the communities. The Clubs have been able to administer health screenings, donate eye glasses and medication to the needy," said Perrin.

Lions Club will provide free screenings in different locations around the country.

mFitness is official now



Vodafone's new social channel mFitness *797# is official now.

Launching the new service Foundation chairman Lionel Yee said it was important to be healthy and fit because it helped us live a good quality of life.

"NCDs are taking toll on us and our neighbouring nations. If this continues, the repercussions are many for the nation. It is alarming to note that our youth who are our future are becoming less energetic, less fit and less healthy by the day. The resulting obvious impact is a burden and severe strain on our healthcare system. If this trend is not reversed, the greater economic loss to the country would be a low-performing or nonperforming population with lower productivity levels," said Mr Yee.

"So, it is high time we did something about this collectively."

mFitness which can be accessed by dialing *797# is a SMS channel that promotes healthy lifestyle by disseminating tips on diet, exercise, and wellness. The ultimate goal of this new service is to bring about change in attitude and behaviour in our people. That change should be towards a healthy lifestyle, paying more attention to your diet, participating in sports and active lifestyle and having a disciplined exercise regime

"At Vodafone we pride ourselves of the corporate values we hold. We strongly believe that a healthy nation is a happy nation. We at Vodafone promote a work life balance to our staffs. We sponsor three major sports, Rugby Union, Rugby League and Soccer in the country as part of social responsibility to get our youth engaged in active lifestyle. Among everything else, mFitness is an extension of our values to you. Health and fitness are always the most precious assets that we should always treasure. Let us pay more attention to our health and fitness," said Yee.

mFitness calls all citizens to be champions for a better and healthy nation.



Vodafone's Monit Mani hands over \$5000 worth of technologies to Rotary Club of Ba.



Draladamu Primary School receive tablets from the Foundation.

Mobile for Good symposium in Labasa

A total of 75 representatives from the Macuata Provincial Youth Council and Macuata Development Committee members attended a one-day Vodafone Mobile for Good symposium at the Ministry of Youth and Sports conference room in Labasa. The representatives were from the 12 districts from Macuata province.

Participants were informed about the Foundation's activities and how mobile technology could assist individuals, communities, and aspiring social micro entrepreneurs to achieve greater levels of success.

Participants were also told about the Foundation's new 50/50 funding policy and the streamlined application process.

Vodafone Foundation executive Ambalika Kutty said: "We have asked these participants to apply by filling in the one page application form which used to a seven pages to make it easy for them."

"They have all the ideas on what is happening at the grass roots level so they can develop projects and also offer solutions themselves which is the best part in moving forward," she said.

The Mobile for Good symposium, she said, was about developing community solutions and the targeted audience are mostly women and youth groups.

Kutty said they do not want communities to rely on somebody else but for them to take responsibility of their own development so that they could grow.

Groups were encouraged to apply for the \$2,500 grant to start off their income generating project.

\$2500 worth of books for schools



Vodafone's sponsorship manager Adriu Vakarau hands over the books.

The Foundation donated \$2500 worth of books to Suva Muslim Primary School and Suva Muslim College.

Handing over the books Vodafone's sponsorship manager Adriu Vakarau said the donation will help students get more involved in reading and literature.

"We need books, just like we need food for our body, we need books to feed our mind with knowledge, cars cannot operate without gas, people cannot survive without food and our brains cannot go without books", said Vakarau .

"It is the Foundations belief that Educating and feeding the minds of our young generation will help enhance a great impact in the lives of many students and it is of vital importance and our responsibility to reach out to both primary and secondary schools to multiply impacts and in turn mobilise social change and improve people's lives," he said

Suva Muslim College Principal Bijen Singh said he was proud of the assistance by the Foundation and believes the books are a blessing.

Singh said the books would improve the children's communications skills.

Suva Muslim College now joins more than 300 schools the Foundation has assisted.

Towards an integrated model of social good

The Foundation is working with organisations in the north to refine the existing partnership model to address community issues. In 2010, the Foundation facilitated the formation of Northern Charity Alliance - a partnership of business, charity, and individuals to pool resources and work collectively on community projects.

The concept was revisited during a recent stakeholder consultation with Rotary Club Labasa, Lions Club Labasa and Northern Charity Alliance members at Hotel Northpole in Labasa.

"The discussions we had was around using an innovative, holistic model to address community issues and how charity organisations such as them can join hands to create bigger social impact," said foundation executive Ambalika Kutty .

She said the team agreed to have a training programme to instil positive behaviour and address the pains of the



Foundation Executive Ambalika Kutty with business representatives at Labasa consultation meeting

community.

"The movers and shakers of North have said that sustainability is the way forward through embedment of income-generation and social profit entrepreneurial activities.

"For example Rotary Club decides to do health screening

in the community for the poor. You can get it done for free but those who can afford can pay \$2 for the session."

"The money comes to the revolving account for the sustainability of the charity," she said.

Lions Club Labasa

secretary Navindra Pillay said the consultation was very informative and empowering and they were going to push for activities to eventuate. They also thanked the media for raising awareness and capturing stories for multiplier and replicator effects.

WoD CREATES A LEADER IN NEIL MAHARAJ

WoD candidate and mYouth Coordinator Neil Maharaj is no stranger in the non-profit sector. Starting as a volunteer and becoming the officer-in-charge of Fiji's oldest social services organisation, Maharaj has truly developed into a social leader. His story is an inspiring journey. Its about passion, drive, and WoD.

"Everyone dreams to join a profession where one is recognised for what they love doing, for me the Vodafone ATH Fiji Foundation World of Difference programme made it a reality," says Maharaj.

After working 10 years in the private sector, in 2008 Maharaj took a break from employment to re-evaluate his career.

"I wanted to revisit my purpose and find something meaningful to do," he said.

"I ended up volunteering for 18 months, little did I realise that this will be the turning point of my life."

These 18 months were spent with the Fiji Council of Social Services doing whatever work he was assigned to do. Here Maharaj found his passion.

"Through volunteering I finally found something meaningful and a sense of satisfaction at the end of each day. It was then when I became passionate about promoting volunteerism to the young."

Seven years on, Maharaj is the Officer-in-Charge of the Fiji Council of Social Services. He attributes much of his success to the Foundation's WoD programme.

"From 2009 to 2012, the Vodafone ATH Fiji Foundation supported my dream of establishment of the first ever National Volunteer Centre in Fiji. Through the National Volunteer Centre I inspired over 6,000 young people through volunteer community projects."

"During this period Vodafone ATH Fiji Foundation supported me through capacity building programmes and continuous training and development which led me to travel not only all over Fiji but different parts of the world to make presentations on success stories."

In 2013, Maharaj re-applied for WoD candidature in the WoD Long-term category. He was re-engaged, this time as the Coordinator for Vodafone's mYouth Programme.

By this time he had developed good knowledge of working with youth and the



**6000 registered
volunteers**

**5000 women using
mPaisa**

civil society groups - a young volunteer becoming a professional civil society worker.

"Through the Vodafone ATH Fiji Foundation World of Difference and Vodafone mYouth Program, I am now the Officer-In-Charge of Fiji Council of Social Services."

"As a young leader and being the Officer-in-Charge of a 57-year-old organisation, my role is to run FCOSS, strengthen its leadership and institutional reform process; reach out to CSO sector and young people in particular to resource them with key information and resources and create enabling environment for FCOSS service delivery."

Maharaj is also the Chairperson of the National Volunteer Steering Committee and Beyond 2015 Focal Person for Fiji. He sits on many government committees as NGO representative on behalf of FCOSS and the Foundation. These include the National Disaster Management Council, National

"Had Vodafone ATH Fiji Foundation and World of Difference not supported this initiative, it would have been impossible for me to become who I am today. The Foundation has bestowed unlimited amount of trust and resources upon me to freely work and make difference in what I am passionate about. It is unbelievable how power of technology and corporate giving can change an individual's destiny, such as mine, from a volunteer to a young CSO leader in Fiji. WOD programme is very unique and has really made me who I am today."

Financial Inclusion Taskforce, Secure Transaction Reform Taskforce, National Council of Older Persons, NDMO EDF 10 Steering Committee.

"We have been continuously influencing government policies for better welfare of people in Fiji and I have to thank Vodafone for providing me the launch pad to be able to do what I am passionate about."

"Had Vodafone ATH Fiji Foundation and World of Difference not supported this initiative, it would have been impossible for me to become who I am today. The Foundation has bestowed unlimited amount of trust and resources upon me to freely work and make difference in what I am passionate about. It is unbelievable how power of technology and corporate giving can change an individual's destiny, such as mine, from a volunteer to a young CSO leader in Fiji. WOD programme is very unique and has really made me who I am today," says Maharaj.

National Volunteer Centre features in UNV publication

Foundation-funded National Volunteer Centre (NVC) has been featured in the Youth Volunteerism in Fiji report.

Launched in June this year, the report recognised NVC as the volunteer infrastructure facilitating youth volunteerism in Fiji

A panel discussion was held to commemorate the launch of the report which was published by United Nations Volunteers and The National Youth Council of Fiji.

The programme was opened by two hosts who introduced the topic of volunteerism

and gave a brief outline of the day's event. Ms. Osnat Lubrani, the UNDP Resident Representative and UN resident coordinator gave a speech outlining the roles of young people, volunteerism and United Nations Volunteering.

This was followed by an interview of Ulla Gronlund of United Nations Volunteers and a studio discussion which consisted of four key youth participants in the panel. The panelist were Vodafone mYouth Coordinator Neil Maharaj, Laisani Tagilala of WWF, Harry James Olikwailafa of Pacific Youth

council and Honiara Youth Council and Luse Uluitavuki of United Nation Volunteers and UNICEF.

The panel discussion was around youth volunteerism and the challenges of volunteering in Fiji.

Vodafone mYouth Coordinator Neil Maharaj recommended that there was greater need for recognition of volunteerism by policy makers and putting economic value to the contribution of volunteers and voluntary organisations.

mYouth model shared at IAVE Conference

Neil Maharaj shared the mYouth programme model at the 23rd IAVE World Volunteer Conference in Gold Coast, Australia. Maharaj told the conference how an integrated approach to addressing youth issues created greater impact.

“Integrating mobile technology as a tool for social intervention has given us unprecedented reach. Our youth are more connected and informed now. We have registered more volunteers, many of whom have some form of employment now,” Maharaj told the conference.

The theme of the 2014 IAVE World Volunteer Conference was “Volunteering, Today’s Imperative”, which emphasized the critical role that volunteering plays in responding to urgent human, social and environmental needs. Volunteering helps

build strong societies and communities, and helps those who volunteer to lead healthier, more fulfilling and productive lives.

As well as focusing on the “feel good” aspects of volunteering, the theme of “Volunteering, Today’s Imperative” spotlights the more important issue of the future of volunteering. In an age where communication technology promotes global community interaction, volunteer effort is at the forefront of bringing about positive change.

The conference gave delegates the opportunity to learn from and network with distinguished international speakers and expert trainers, as well as leaders from the international volunteering community, governments and the corporate sector.

Research to address core youth issues



Neil Narayan, Neil Maharaj, and Dr Jacob Mati during a research planning meeting

A growing number of young people now identify mobile technology as one of their basic needs. With the use of mobile phones individuals and groups can make their messages heard far more swiftly and effectively than they could ever before.

The Foundation, through its mYouth programme (*929#), has convened a research titled “Youth and technology in Fiji.” The research intention is to discover the core issues that youths are faced with in the areas of education, health and economic empowerment. The study shall bring in

new data and statistics that will form the basis of appropriate social interventions via Foundation’s programmes and activities.

Vodafone’s mYouth programme aims to provide exclusive platform for youth engagement and development that seeks to develop solutions for basic youth problems in Fiji through the use of technology.

The Vodafone ATH Fiji Foundation and Fiji Council of Social Services partnership hopes to assess the implication of technology on youth development in Fiji.

FCOSS Microfinance Unit adopts mPaisa

The Fiji Council of Social Services [FCOSS] Microfinance Unit [MFU] is empowering its 5,000 active clients to start using mPaisa as means of money transfer.

The FCOSS MFU had started registering its clients to mPaisa since May 2015 and plans to fully provide mPaisa money transfer option to its client as at 1st July 2015 in order to efficiently facilitate loan disbursement and collections.

The move came as means of risk management to avoid handling cash directly in the office and by the staff themselves as it is more prone to theft and loss of money.

This change is also in line with FCOSS social mission of promoting financial inclusions within disadvantaged, therefore educating the clients to use digital/mobile money transfers.

Usually staff bank money on their return and sometimes have to rush as banks close early, now they will have option to deposit at the nearest mPaisa agent, hence not carrying cash with them.

Whilst FCOSS MFU empowers grassroots people who often are neglected from development, it continuous to find innovative ways to improve service delivery for the disadvantaged such as this mPaisa initiative.



A letter from FCOSS

It is with much pleasure that I write to you on behalf of the FCOSS Executive Committee to thank you for the support that Vodafone ATH Fiji Foundation and Vodafone Fiji Ltd has extended towards FCOSS in the past years.

We are immensely grateful for the support that we have received in the form of:

- WoD Candidate – Mr Neil Maharaj;
- Vodafone mYouth Platform
- Funding for the National Volunteer Centre
- Technological Support

This support has enabled FCOSS to continue to strive to meet its goal of serving and empowering the most vulnerable in Fiji. We commend Vodafone ATH Fiji Foundation for being so active in the development sector at a time when traditional donors are reducing resources.

Through the support you have provided FCOSS has been able to:

- strengthen its leadership and institutional reform process;
- reach out to CSO sector and young people in particular to resource them with key

information and resources;

- create enabling environment for FCOSS service delivery

By way of this letter, the FCOSS Executive Committee extends its gratitude to Vodafone ATH Fiji Foundation and its leadership for the continued creative thinking around using its strength to support those with needs. A job well done by the Vodafone ATH Fiji Foundation Board and the Foundation Executive Ms Ambalika Kutty, who have shown genuine concern and established genuine partnerships as a lead example of Corporate Social Responsibility in Fiji.

We hope that FCOSS’s relationship with the Vodafone ATH Fiji Foundation remains a strong one and we remain open to feedback from your team on ways we can improve this partnership and our performance as an agency.

Once again, we extend to you and your team a Warm Vinaka Vakalevu and Dhanyawaad.

Ms Archana Mani,
Secretary - FCOSS Executive Committee

mEnvironment

Dial
*679#,
option 9
and get
tips on
protecting
our
environment



85 registered for sober life

151 youth clubs engaged

TEVITA'S CANDIDATURE SCALES NEW HEIGHTS



“The WoD candidature is a blessing. As a WOD ambassador I am closely working with community interest groups in implementing income-generating projects to better the livelihoods of individuals.”

Born in the village of Naduri off the coast of Macuata, World of Difference candidate Tevita Tokalauvere counts himself a blessed person among people of his age.

“The WoD candidature is a blessing as I get to help people deal pressing issues affecting them.

Tokalauvere became a WoD ambassador in the North in 2014 and has been working with various Non-Governmental Organisations in addressing issues of violence against women and children, drug abuse, and communication and conflict resolution.

“It is an honour to work closely with people in my community including the countless others in the country to learn and see how people have dealt issues that affect them daily,” says Tokalauvere.

“As a WOD ambassador I am closely working with community interest groups in implementing income-generating projects to better the livelihoods of individuals.”

“As a youth worker I realise that the main problem facing communities, particularly youths, is the lack of information on where to get assistance when faced with an issue. Substance abuse continues to be a growing issue in the country because countless people do not know where to get help from.”

“Speaking from experience, I have seen families and lives of young people break to the point of utter

destruction because victims fail to be pointed to the right organisation for much needed help.”

“Through this program I am reaching out to the many youths in the country to tell them that there is hope and that there are organisations that can listen to their needs if they learn to voice their concerns.

“Through the SMS channels like mYouth and mWomen, we are able to effectively connect with the women and youth.”

“Mobile technology and Vodafone’s social channels have played a critical role in cascading information to the people. It is really empowering as people in rural and remote areas are now seeking information and advice via these channels.”

Tokalauvere’s WoD work candidature has excelled him to another level.

He was recently elected the new chairman of the Macuata Provincial Youth Council Development Committee. By virtue of this appointment Tokalauvere administers 151 registered youth groups within the province. He works closely with the Ministry of Youth and Sports in ensuring that concerns of the youths and issues affecting them directly are addressed.

Takalauvere is strategizing form and implement income generating projects for the 12 districts and organise structured sporting programmes to re-engage youth as a means to tackle youth issues.



“Becoming part of a support network of other women has provided me with the strength and the ability to stand up and speak out and address women issues at the grass root level. The greatest change in my life is the emotional relief I have received from the trainings offered. Being a member of Naleba Multiracial Women Group has helped me to build friendships with women of other religions and races . We support each other emotionally and financially when needed. I visit their homes and they also visit mine. I am so grateful for being a part of this programme and a big Vinaka Vakalevu to Vodafone Ath Fiji Foundation, for assisting our group in setting up our Poultry Farm Project . The poultry farm is doing very well, our groups rake in \$500 monthly The group is pleased with this early income. Being part of this group makes me feel very secure and successful in business and in life.”

Adi Makitalena – President – Naleba Multiracial Group



Alcoholics Anonymous

In an effort to address drug and alcohol abuse among youths in the North, the Foundation is using peer talk groups to leverage the experience of fellow youths and raise awareness on the two issues.

WoD Candidate Tevita Tokalauvere has established the Alcoholics Anonymous (A.A.) fellowship in the north. Alcoholics Anonymous is a fellowship of men and women who share their experience with each other with the hope that they may solve their common problem and help others to recover from

alcoholism.

The only requirement for membership is a desire to stop drinking and there are no dues or fees for A.A. membership.

The fellowship is self sustaining and members are self-supporting through their own contributions.

A.A. is not allied with any sect, denomination, politics, organization or institution; does not wish to engage in any controversy; neither endorses nor opposes any causes.

Its primary purpose is to stay sober and help other alcoholics to achieve

sobriety.

The group is currently developing an alcohol and drugs facts manual. They are using social media to connect with members and discuss critical issues that would be in the manual.

“We intend to work with rugby teams and other youth sporting teams to raise awareness on the existence of the A.A.,” said Tokalauvere.

The Foundation is exploring the feasibility of establishing a mDrug channel to scale-up the work of A.A. by providing daily information via SMS.

Community groups get project guide and training

The eight Foundation-funded income generating projects in the north were provided with a structured Community Project Guide and trainings on basic operations management.

The Community Project Guide is helping women and youths in setting up clubs to implement income generating activities for their communities. It provides basic procedures and knowhow on sustainable business practices at community level.

Trainings focussed on providing youths

with knowledge and skills in project planning, revenue management, report writing and other key components of managing income generating projects.

More than \$20,000 is expected to be generated from this eight project groups individually once they were fully operational.

Three women groups and five youth income generating projects are being funded by the Foundation.

They are assisted and monitored by the Northern Charity Alliance.

A note from ... Turaga na Tui Macuata, Taukei Bolatagane Ratu Wiliame Katonivere

I must commend the Vodafone ATH Fiji Foundation for its menial task in opening doors and improving the lives of many in the Northern Division especially in the Macuata Province.



It has not only improved life but livelihoods and the living conditions of individuals in the province irrespective of their age, colour and ethnicity in the last 10 years since it was established.

Notable changes in the development of Women's lives as they have participated in the foundations centred projects on women such as financial training and literacy likewise assistance to establishing of small micro enterprises that has brought about changes to their daily lives and their families. This is what I would say a “social and economic empowerment”

Our Youths have also benefitted from the foundation funded projects which was designed to developing their lives such as piggery farming, integrated agricultural farming programme, bee keeping projects and notable inclusion of other mobile channels subscription projects which is aimed at enhancing their wellbeing as well as other members of the province. Included in mobile subscriptions channels such as mFitness, mYouth, mSex, mWomen, mAbility and mCorp, something worth noticing.

I am humbled to note that out of the \$15 million worth of social investment funded by the Vodafone ATH Fiji Foundation, 22 per cent had been diverted to the Northern Division which meant that a total of close to \$6.6 million had been disbursed in the North by the foundation.

I also have to acknowledge the various NGO's supported by the foundation such as the Northern Charity Alliance, Lions Club, and Labasa Rotary Club who have also become a source of hope and inspiration to the people of Macuata.

These practices of community integrated projects are the things that will not only sustain our communities but change the lives especially in these varying times.

This Integrated approach and social networking such as the one currently supported here in Macuata by the Vodafone ATH Fiji Foundation is proof that “No Man is an Island” and that we essential need each other as a community to endure in this new era.



“I’m 30 and I’m recovering . You might think it would be impossible for someone as young as me to live a sober life. But I’m here to tell you that no matter what your age, a new life on the other side of alcohol and drugs is possible. At 30, I have my whole life in front of me. It’s a lot of work getting sober, and I don’t ever want to go through it again. I have too much pride to relapse. I have a full time job now and I pay my bills. I have money to spend on fun stuff instead of every dime going to alcohol. I never forget that I’m an alcoholic, but I don’t feel like a failure anymore. I’m back to being myself, the self I was before I started drinking.

Matt K, Labasa

CREATING AWARENESS ON ENVIRONMENT

Connecting passionate individuals and groups through mEnvironment

By Chris Cokanasiga
World of Difference candidate and mEnvironment Coordinator

Fiji is among one of the many island nations at the fore front of the major global environmental issues like climate change. So many environmental issues have become a normal part of everyday life and an accepted norm that people don't realize how it seriously impacts areas such as agriculture and health. Fiji is a fast growing island nation that is constantly trying to improve its infrastructure and upgrading the standard of living to meet the demands of the growing population. In any development there is always some form of pollution that is created and we all contribute to this issue.

Development is not necessarily a bad thing and it doesn't have to continue to be perceived as a negative activity. Its negative impacts can be minimized through proper management and sustainable practices. The underlying issue is the lack of awareness and education on the consequences of the harmful activities we do and its impact on the natural environment.

Vodafone's mEnvironment project is the ideal solution to highlighting Fiji's environmental issues through the use of mobile technology and the services it provides.

mEnvironment is focussed on using mobile technology to educate people about the dangers and consequences of Fiji's environmental issues and possible solutions. Yet to be officially launched, the mEnvironment channel can be accessed by dialing *679#, option 10. mEnvironment is also using popular social media sites like Facebook and Instagram to deliver news and informative articles about current environment issues in Fiji. These sites help paint a better picture of the seriousness of some of the issues we face.

The WoD mEnvironment Facebook page has a following of just over 600 and continues to gain interest.

Another crucial goal of mEnvironment is to create awareness and education to communities about Fiji's growing problems of plastic pollution and the importance of sustainable practices. We work in partnership with organizations like Ocean Ambassadors who focuses on plastic pollution reduction and the implementation of recycling practices to reduce this problem. A lot of emphasis has been placed on raising awareness with students and communities to get individuals informed about the issues that affect all of us and understanding that this is something we are responsible for as individuals. mEnvironment



Cokanasiga conducts information session at USP

has also had successful meetings and harbour and reef clean ups with the Kaiwai Outrigger Canoe Club, who have pledged support to any future clean ups and participation in upcoming projects

Additionally, mEnvironment has been engaged in tutorials and lectures with students at the University of the South Pacific, specifically students focussed in the field of Resource Management and Conservation. This engagement opened up partnership opportunities with a student environment group (WANTOK MOANA) that shared similar environmental goals. This was a reassuring sign that individuals were taking a keen interest in Fiji's environment and environmental issues within the region as well.

The support by the WoD program has provided the opportunity to not only target audiences in the central area but other parts of Fiji. mEnvironment has been able to engage with communities in Nadi through collaborative events with Vodafone's mFarmacy and mYouth projects. Speaking to the 30 plus members of the Saunaka village youth group mEnvironment was able to shed light on the

interconnected nature of the environment to agriculture and many other disciplines as well. A key point stressed by mEnvironment was the need for sustainable practices to not only ensure a sustainable farming practice but also to ensure that there is no negative or stress inflicted activity on the surrounding environment.

A key part of Vodafone's mEnvironment's work is the projects currently being undertaken with charity partners Ocean Ambassadors and the implementation of the Fast Track Fiji program. This program is designed as a call to action plan for the problem of plastic pollution in Fiji through the collaboration of stakeholders and supporting organizations to find innovative and alternative uses for waste plastic.

The Vodafone WoD program has provided the opportunity to allow mEnvironment to reach communities and individuals who are passionate about preserving Fiji's environment.

The linking of passionate individuals and organizations is creating a network that allows for a unified approach to educating and finding innovative solutions to minimizing the negative impacts on Fiji's environment.



Cokanasiga before boarding the Uto ni Yalo



mEnvironment community outreach

mFarmacy goes beyond providing information

The Foundation's mFarmacy project (*679#, option 4) has gone beyond just providing information via SMS. The project has been linked to the Duke of Edinburgh Awards Programme (DEAP) in schools and youth clubs to help these communities get into income generating micro-farming projects.

In 2014-2015 some 44 schools and youth clubs were provided seed funding to start their projects. The total funding of \$110,000 has seen these projects generate income through selling produce. All of the projects are geared to sustain themselves through community input and generating social profit.

mFarmacy World of Difference candidates Eminoni Limalevu and Jitendra Naidu have assisted in over 120 farming projects in various parts of Fiji. These are not limited to schools and youth clubs but individual farmers as well.

These farmers have been assisted and guided to improve their farming and boost their income. The farmers have been empowered to form groups and practice SMART farming rather than working in isolation. The farmers have also been trained on record keeping practice for accountability and assess their production performance on quarterly and yearly basis. Naidu is currently piloting the SMART farming practice with a 10-farmers group in Salovi, Nadi. Ministry of Agriculture has given their support in the program to boost agriculture in Salovi area. The project is targeting tourism market for its produce.

Part of the mFarmacy initiative also included several community development and mFarmacy symposiums, held in Nadi, Lautoka, Ba, Tavua and Rakiraki to empower communities on the importance of backyard gardening, youth empowerment to embrace farming for sustainable livelihood, and the role of farming and home gardening in bringing about lifestyle in diet and healthy living.



Jiten Naidu advising a farmer in Nadi.

Farming projects Facilitated by WoD candidate Eminoni Limalevu:

- 36 integrated farming – short & mid-term crop: (Macuata -8, Nadroga -28, Nadi-1.
- 32 dalo & yaqona farming: Bua -10, Macuata -16, Cakaudrove -3, Nadroga-3
- 3 cattle farming : Cakaudrove- 2, Naitasiri-1
- 8 piggery farming: Macuata-5, Nadroga-3
- 1 fish farming: Macuata
- 2 bee farming: Macuata- 1, Nadroga-1
- 3 poultry farming: Macuata-1, Nadroga-1



DEAP garden project in action.

mYouth & mFarmacy assistance 2014-2015

Wailevu Tiri Youth Club	\$2,500
Nubulevu Youth Club	\$2,500
Naurabuta Youth Club	\$2,500
Shamalay Youths	\$2,500
Wainikoro Young Farmers Club	\$2,500
Namara Womens Club	\$2,500
Nadogo Youth Club	\$2,500
Bulileka Solo-Mums	\$2,500
Dayala Youth Club	\$2,500
Nabs Young Farmers youth Club	\$2,500
CuvuBee Keepers Youth Club	\$2,500
Togovere Youth Club	\$2,500
Dreketi Youth Club	\$2,500
Ratu Levu Youth Club	\$2,500
VuniciucuMultiracial Womens Club	\$2,500
Malomalo Youth Club	\$2,500
Emuri Youth Club	\$2,500
Vunatoutou YoUth Club	\$2,500
Nauluvatu Youth Club	\$2,500
New Day Youth Club	\$2,500
St Johns College	\$2,500
Suva Muslim College	\$2,500
Tacirua Youth Club	\$2,500
Sabeto College	\$2,500
Maharishi Sanatan	\$2,500
Khalsa College	\$2,500
Nakauvadra High	\$2,500
Sangam SKM Nadi	\$2,500
Sigatoka Andhra College	\$2,500
Pdt Vishnu Deo Memorial	\$2,500
St. Thomas High School	\$2,500
Swami Vevekananda College	\$2,500
AD Patel College	\$2,500
Jasper Williams	\$2,500
Navosa Central college	\$2,500
Kamil College	\$2,500
Tilak High School	\$2,500
Nadarivatu High School	\$2,500
Xavier College	\$2,500
Balata High School	\$2,500
Nilsen College	\$2,500
Nadi Muslim College	\$2,500
Semo Youth Club	\$2,500
Nabau Youth Club	\$2,500
Total	\$110,000



Foundation hands over Farming equipment to Ratu Levu Youth Club in Tawake Village, Cakaudrove.

VODAFONE ATH FIJI FOUNDATION

Take control of your life
Dial *679#

- | | |
|----------|---------------------|
| 1 | mFitness |
| 2 | mPharmacy |
| 3 | mYouth |
| 4 | mWomen |
| 5 | mSex |
| 6 | mAbility |
| 7 | mHealth |
| 8 | mCorp |
| 9 | mEnvironment |

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