



Vodafone
ATH Fiji
Foundation

JEEVAN

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'MOBILE IS THE FUTURE OF SUSTAINABLE DEVELOPMENT'

Vodafone CCO Ronald Prasad
addresses civil society leaders at the
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Creating connected and smarter communities



PASSION FOR THE VANUA

TAKING THE CHARGE FOR ACTION ON CLIMATE CHANGE

BY PRADEEP LAL, CHIEF EXECUTIVE OFFICER, VODAFONE FIJI

As Fiji leads the global charge for action on climate change, we as corporates have to rethink our CSR agenda and how we can make climate our social responsibility.

The impacts of climate can destabilize our island way of life, particularly our vulnerable population who are already facing immense social, economic, and environmental challenges.

CSR is a social expectation, and that expectation now demands us to be active players in addressing climate change and make it our business.

Making climate our CSR will help us engage and deal with this global challenge in a more meaningful way.

Globally, people are starting to heed the warnings of climate scientists by harnessing technology to slow the rate of rising seas and warming temperatures. Big Data, Mobile Apps, and Internet of Things (IoT) are some of the innovative solutions that can be taken advantage of to address rising concerns on climate change.

The Vodafone ATH Fiji Foundation recently did a soft launch on mClimate in partnership with the Pacific Islands Development Forum. mClimate is free-

of-charge SMS channel that provides information on climate-related issues.

This is the beginning of Vodafone's effort to combat the impacts of climate change and help make a difference in the lives of the vulnerable communities affected by this inevitable global phenomenon.

We are an investor, employer, and contributor to the Fijian community. As such, we recognise our responsibility to help create a future where prosperity is harmonised with addressing the critical challenges of climate change. Growing our business profitably in a climate-conscious way will be an ongoing agenda for us.

In addition to the existing contributions to community projects and initiatives that incorporate the environment, for example mEnvironment and support to environmental NGOs, we will increase awareness and knowledge on climate change impacts and management by utilizing our network and technology.

As corporate leaders, it is our ethical obligation to address climate change, simply because it is a task that has to be performed.

life JEEVAN

Vodafone ATH Fiji Foundation is Fiji's leading corporate charity. The Foundation's overall goal is to create lasting social, economic, and environmental transformation for Fijian communities through annual contributions from Vodafone Fiji Limited and Amalgamated Telecom Holdings Limited (ATHL).

FUNDING

We provide grants for entrepreneurial projects by women and youth groups. These projects must be driven by registered women and youth groups, have appropriate administration structure, and a business plan that demonstrates its sustainability and benefit to the community. Application forms are available on Foundation website www.vodafone.com.fj/Foundation

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Foundation Programmes

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 programmes that have the potential for holistic development, together with multiplier and replicator effects that benefit 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 Funder programme aims to link corporates to other civil society organizations to achieve maximum social impact of charitable contributions.

Double Your Dollar: An employee engagement project that supports a cause the staff is passionate about. DYS also enables staff to raise funds and volunteer with the customers to address the pain of the community.

Mobile for Good: M4G programme uses Vodafone's 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 the 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.



EXCELLENCE IN INNOVATION

Vodafone Fiji was awarded the Excellence in Innovation Award at the 2017 Prime Ministers International Business Awards (IBA). IBA judges noted that "the company has strategically placed itself well amongst the ever evolving digital world and invests in capacity and capabilities that leads to innovative business solutions, transforming the business processes. Technologies such as M-Paisa, Internet of Things and Applications, website transactions, app based transactions, tap and go or mobile money, Vodafone has been at the forefront of innovation." Judges were impressed with Vodafone's continuous levels of product innovation in the telecommunications industry by introducing cutting edge technological products and services. In addition, judges were impressed with their responsibility towards the societal development and passion for the people and the vanua.

'MOBILE IS THE FUTURE OF SUSTAINABLE DEVELOPMENT'

Vodafone Chief Commercial Officer Ronald Prasad addresses civil society leaders at the International Civil Society Week

Mobile phones and communications technology are key to shaping sustainable solutions for the future of our people and planet. This was the message shared by Ronald Prasad, Vodafone's Chief Commercial Officer. He delivered a powerful and interesting presentation to civil society leaders at a workshop during the International Civil Society Week, held at the University of the South Pacific.

"Mobile phones are rapidly being adopted throughout the world, which means more and more people will access the Internet solely through mobile devices," said Prasad.

"The unprecedented growth of mobile phones and the use of social media also means that mobile technology can present solutions to some of our most challenging problems."

PRODUCTIVITY & BUSINESS SUSTAINABILITY

Prasad said that technology devices, particularly within the M2M space were already in use in Fiji to gather data.

He gave examples of how smart devices connected to their network are being used around Fiji.

"You have certain devices that are used in farms to measure the acidity of the soil."

"Parking meters have sim cards," said Prasad.

"The person who is tending to the finances should know exactly how much money a particular meter should provide." Vehicle tracking is yet another example of M2M technology in play.

"We have devices that are in the reservoirs measuring water levels."

Prasad also highlighted some use cases from abroad.

"In Europe, they have devices attached to cows, to measure milk

productivity," said Prasad. "You can also track where the cows are."

Prasad pointed out that meter reading operations in Fiji could be simplified with the use of smart devices.

"Today we have a lot of people that are walking up to individual homes and recording usage," said Prasad. "It's just a matter of changing mechanical meters to an electronic with one with a SIM slot."

Sensors are also being used to track the effects of climate change.

"There are devices that can measure wind pressure, temperature, rainfall, and transmit data back to a central server or cloud."

DISASTER COMMUNICATION

Smarter options must be adopted to ensure people can communicate effectively in disaster situations.

Prasad said the capacity of telecommunication providers was severely tested in disaster situations.

"The reality is, that if you look at any chaotic situation, in an instant everyone wants to get on the network and make a call," said Prasad. "This will consume all the capacity of a base station in that area."

"No single network in the world is designed to handle such spike or surge."

Prasad said there were smarter ways of communicating in disaster related situations.

"If we understand the technology, there are many options that we can look at to achieve the outcome," said Prasad. "It doesn't necessarily have to be voice or SMS only."

The Vodafone executive pointed Facebook's safety check feature

as a reliable option in disasters.

"We could go and use the safety checker function on Facebook, to say that you are safe," said Prasad.

"So if people know you are safe, they would not get in touch with you, and not use up resources on the network."

Prasad said some applications could be used over a data network, and these have been available for some ten years now.

"If you come within the vicinity of a certain base station, a certain message can appear on your phone."

"We already have a portal where people can log in and send different types of messages to different databases of users, and even schedule the messages."

THE POWER OF VIDEO:

Prasad revealed some surprising statistics on video usage and uptake on their network. He said that civil society organisations must start creating video content to connect and engage with their target audience.

"About 80% of the traffic on Vodafone's network is video," said Prasad. "This is an alarming statistic, and you can imagine how powerful things like Youtube, Netflix and other video applications and content has become."

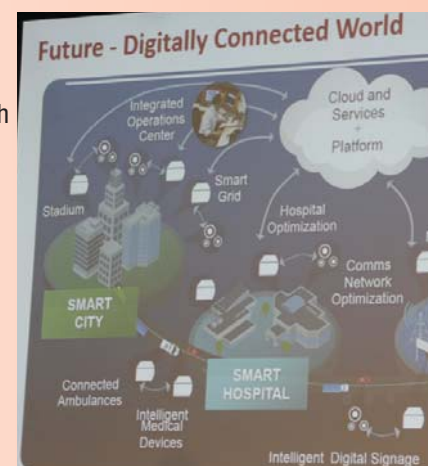
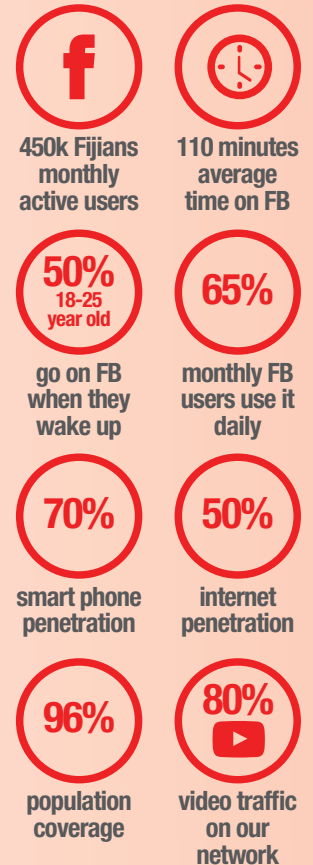
Prasad said there was a considerable shift from people browsing static content to videos on social media.

"You need to shoot videos; upload and share, as people connect and relate to videos much better than static content," said Prasad.

That means that if you want to connect with your target audience and have a free flow of information, you need to get into using the power of video."



FIJIAN DEMOGRAPHICS



FINANCIAL INCLUSION THROUGH TECHNOLOGY

At a workshop organised by the Foundation, during the International Civil Society Week, Vodafone Fiji's Manager E-Commerce Mr Shailendra Prasad shared some alarming statistics on access to financial services in Fiji.

"A recent survey by the Reserve Bank of Fiji shows that about 36% of our population still do not have access to regular financial services," said Prasad.

"People in remote areas still do not have access to regular or quality financial services and are unable to participate in the country's economic growth.

"Unless you give people economic empowerment, you deny them any empowerment," said Prasad.

"Money is so critical in everyone's lives regarding their basic needs."

The Vodafone executive presented a case study in the wake of Tropical Cyclone Winston last year that allowed the disbursement of Government grants through mobile technology.

"We were able to work with Government to distribute close to \$130 million for the Help for Home Initiative through MPaisa, which meant that

money was spent in the hardware shop as opposed to the grant being abused."

MPaisa is Vodafone Fiji's mobile payments system launched in 2010, developed with seed funding from Pacific Financial Inclusion, a project under UNCDF.

"Seven years on, we have been able to sustain the service, but we can now see that there is a real interest in the product."

Mr Prasad gave another example of South Pacific Business Development, an organisation that disbursed funds to their 7000 clients exclusively via MPaisa, with statistics showing that women were the lowest defaulters.

"SPBD's loans are disbursed, and repayment is received through MPaisa, and their default rate is less than 1%," said Prasad. "Women are better at taking loans and ensuring that the loans are repaid."

"That's remarkable, even larger financial institutions and banks struggle to achieve such low default rate."

Mr Prasad concluded that providing convenient financial services to people made them more responsive and responsible.



PARTNERSHIP IS THE KEY TO SUCCESS FOR THE MODERN CSO, SAYS WAKANIYASI

Partnership is vital to the success of public, private, and civil society, says WoD candidate and Spinal Injury Association Executive Director Joshko Wakaniyasi.

Delivering his address during the International Civil Society week Wakaniyasi emphasised that for the modern civil society organization, partnership was the key to success.

"The partnership of Spinal Injury Association of Fiji, Vodafone ATH Fiji Foundation and Physionet UK has an amplifier effect resulting in many Fijians living with disability to receive much needed mobility aids and appliances and medical consumable that are not readily available in Fiji," said Wakaniyasi.

"Without this partnership, the Spinal Injury Association would have great difficulty in providing some vital services to its members who rely on these services on a daily basis.

"The importance of partnership is also reflected in one of the 17 Sustainable Development Goals."

"There needs to be more partnerships between civil society, corporate, private and public sector, nationally and internationally.

"Only through partnership can we overcome barriers and achieve our goal as the theme of the week 'Our Planet Our Struggle Our Future'," said Wakaniyasi.



FCOSS THANKS PIANGO AND CIVICUS FOR ICSW

Vodafone World of Difference (WoD) candidate and Fiji Council of Social Services Executive Director Neil Maharaj acknowledged the efforts of PIANGO and CIVICUS to bring the International Civil Society Week 2017 to Fiji.

"It is a very proud moment for us today as we observe history in the making – the ICSW 2017, right here on our very own Fijian soil," said Maharaj while delivering his opening address on behalf of Fiji's civil society organisations.

"It is also very proud moment for Fiji Council of Social Services (FCOSS) as we stand tall today and proud being national member of both CIVICUS and PIANGO. We had the utmost privilege to be the co-chair of ICSW 2017 Local Host Committee (LHC) preparing for this meeting.

"Under the new FCOSS reform and strategic plan 2016 – 2020, our vision is to be "a vibrant national civil society platform working towards just, inclusive, resilient and sustainable Fiji." As co-chair of the ICSW 2017 local host committee we had the opportunity to demonstrate our vision, we had core responsibilities of coordinating Fiji CSO information sessions and ensuring that Fiji-based CSOs were able to register and be part of this prestigious and memorable event. We are also proud to have funded a small group of community based organisations as well as our commitment to 'Leave No One Behind.'"

"A history that will be remembered for decades to come and a story that we will tell to the next generation of civil society leaders that we witnessed and we all played a very active part making this happen," said Maharaj.





CIVIL SOCIETY LEADERS DISCUSS TECHNOLOGY

The Vodafone ATH Fiji Foundation workshop on “Technology our Future, Are we ready?” during the International Civil Society Week presented an exciting opportunity for civil society to discuss how technology could help solve some of our most pressing problems.

Representatives from Kenya, Vanuatu, Solomon Islands, Kiribati, Tonga and Samoa. Delegates from New Zealand, Nigeria, The United Kingdom and the United Arab

Emirates were in attendance together with representatives from Vodafone Fiji’s Senior Management Team.

Vodafone’s Chief Commercial Officer Ronald Prasad and Manager eCommerce Shailendra Prasad led an enlightening response to the discussions. The excitement saw to the wit and grips of fellow Islanders seeking more understanding on cryptocurrency exchanges.

Representative from The University of

the South Pacific Student Union also shared their experiential journey in using elearning technology.

Vodafone’s digital marketing specialist Sidharth Prakash took the audience to a journey into digital space, leveraging the power of Social Media and its excitement towards the future.

The Foundation is grateful to CIVICUS and PIANGO for such an opportunity.

‘UTILISE CORPORATE VOLUNTEERING’



Civil society can use corporate volunteering to do complex tasks that require special skills and money, says Foundation Executive Ambalika Prakash.

Speaking at the International Volunteer Day celebrations in Suva, Prakash said that corporate engagement had a very powerful supplementary role within the civil society.

“At Vodafone we have a programmes like ‘Hands up Vodafone’ and ‘Double Your Dollar’.

Hands Up Vodafone is where the company mobilises staff to do projects for charity organisations.

“Any civil society organisation that would like to do something that requires a professional and they don’t have the money for that, example financial audit, setting up a financial management system, or information technology projects, our staff volunteer to assist,” said Prakash.

“The Double Your Dollar programme matches the amount raised for charity by our staff to a maximum of \$1000.”

“Through employee volunteering and community engagement, we foster our relationship with communities by sharing expertise and know-how.”

“Vodafone takes its role as committed corporate citizen very seriously. We support communities and organisations, form strong partnerships and offer our skills, time and money,” said Prakash.

Prakash also echoed UN’s IVD campaign message that the 2017 celebration was is a ‘recognition of the positive solidarity of volunteers around the world who answer calls in times of crisis, helping save lives today and supporting those who want to continue living their lives with dignity tomorrow.’

mEDUCATION BOOST FOR NABUA SECONDARY



LAVENA STUDENTS GET CONNECTED

The dream to be connected to the world came true for the children at Lavena Primary School when Vodafone ATH Fiji Foundation donated one year of free internet, Wi-Fi and Tablets to the school.

"Now, the children of Lavena School will be equally connected to the world like most schools in Fiji," said the Vodafone's Manager North, Arunesh Vishwa.

"This is a proud moment for the school, children and the community as a whole as all will benefit from this package," he said.

School Head Teacher Ilaisa Deke said children of the school desperately needed to have hands on to internet and smart gadgets so that they were not left behind.

"This will give students access to educational resource materials and enhance learning and teaching," said Deke.

"We have reached over 100 schools through our mEducation technology rollout which consist of tablets, Wi-Fi devices and internet connection free for a year," said the Foundation Executive Ambalika Devi.

Over 750 students of Nabua Secondary School will benefit from the mEducation rollout by the Foundation.

Receiving the package school principal Manasa Lesuma highlighted the need for such donations as the school needed additional computers and a refurbishment of the school's computer lab.

Vice Principle Mr Sukul Deo highlighted the need for adequate resources to support learning and teaching

"Students need to be tech savvy, but we need updated and adequate resources to do just this," he said.

"Parents send their children to good schools that have good resources, quality education means students have access to quality resources," he added.

"This eEducation donations will allow us to better support our children given the limited resources we are provided," he said.

"Some students come from difficult family backgrounds and resources at their homes are limited. If schools provide for better laboratories and efficient technological equipment, we will be able help out these students," Deo added.

"Discussions over future projects for the school and potential projects for students are also underway," said Foundation Executive Ambalika Devi



KGs RECEIVE HELP

Children on Taveuni Island were happy to receive school materials donated by Vodafone ATH Fiji Foundation Charity partner the Rotary Club of Taveuni Island.

The donation was made to three schools - Solo's Kindergarten, Naselesele, and Taveuni Central.

The Rotary Club of Taveuni Island president Geoffrey Amos said students were delighted to receive the box of consumable as they were almost running out of supplies.

"You had arrived at the perfect time as our stock of coloured paper, building blocks and paints are very low," said Solo's Kindergarten teacher Merioni Maram.

The donation is part of the Foundation's mEducation initiative. Recently \$10,000 was given to the Rotary Club of Taveuni Island to help schools on the island.





VODAFONE STAFF CONTINUE THE FIGHT AGAINST CANCER

This year again Vodafone Fiji staff went into an overdrive during the month of October to reaffirm their commitment towards the fight against cancer.

Vodafone Fiji's Pinktober Campaign raised \$25,000 and handed it to the Fiji Cancer Society. The funds were collections from the various events that the staff of Vodafone carried out during the month.

Vodafone Fiji's Chief Financial Officer Elenoa Biukoto said Vodafone always has, and will continue to support such causes in order to give back to the community.

"Throughout the month, we had engaged in a number of initiatives. We kick-started our campaign with an official launch and awareness drive followed by a tea event. Our individual departments supported through "Bring and Buy" initiatives, magic show, raffles, and Design a

Bra Competition. We closed our campaign with a fun-filled walk," said Ms Biukoto.

"During the cause of this whole campaign, we ourselves have become more aware on the symptoms, consequences and the need for early detection and through Dr. Josese's insightful presentation and sessions, our corporate clients and partners have also shown their appreciation. We also got together to have screening done for ourselves as well."

Biukoto acknowledged the support from staff, management, partners, and clients for making the Pinktober campaign a grand success.

"As a responsible corporate citizen and the passion we have for our the Vanua, we will continue to play our part in making that difference in the lives of our people and those affected by breast cancer."



BOOK DRIVE FOR DAKU VILLAGE SCHOOL



Vodafone staff convened a book drive upon request from Daku Primary School. The drive was done under Vodafone ATH Fiji Foundation employee engagement programme. Receiving the books, Daku Primary School teachers thanked Vodafone staff for the effort saying that the books will benefit 57 students. Foundation Executive Ambalika Devi said corporate engagement had the power to address pressing needs of communities. "A small contribution has the potential to make a World of Difference," she said.

CORPORATE *Philanthropy* SEMINAR

Creating connected and smarter communities



Ten organisations from the private and nonprofit sectors shared stories, models, and strategies at Vodafone ATH Fiji

Foundation's 10th Corporate Philanthropy

Seminar, attended by over 90 participants at the Hilton Resort and Spa.

Keynote speaker and chairman of the Vodafone ATH Fiji Foundation Mr Lionel Yee gave an open invitation to all corporates to partner with the Foundation to work collectively towards common good in order to maximize social impact.

Yee informed the seminar that the need to be connected and smarter has become more crucial than ever.

"There comes a time when community leaders struggle to make their community more efficient and smarter. Forward-thinking

leaders and organisations implement strategies that enable them to make data-driven decisions, maintain constant awareness of community activities, and stay connected with all of their constituents," said Yee.

"Effective smart communities do so by applying approaches that connect people with the information and technology to drive improved quality of life, innovation, and better choices."

Speaking on Sustainable Tourism Mr Dixon Seeto of the Fiji Hotel and Tourism Association said that 119000 Fijians were employed by the tourism industry and as such "we need to rethink the way we operate to address issues of sustainability."

Damen Goundar from the Tourism Action Group (TAG) shared how the group successfully managed to put Fiji's image back on track after the various political events in Fiji.

Josefa Toganivalu from the Ministry

of iTaukei Affairs informed participants of the needs of the grassroots iTaukeu communities.

Sitiveni Kunaika from the Nadroga Navosa District Council of Social Services shared the success story of Navosa Farmers Cooperative Ltd and how capacity-building of farmers had led to a change in mindset from subsistence farming to semi-commercial and commercial farming.

Susan Naidu from Koroipita Model Town concept Charitable Trust suggested that their concept can be replicated, benefiting vulnerable Fijians.

The Corporate Philanthropy Seminar is part of Vodafone ATH Fiji Foundation's Beyond Funder programme where we invite the private sector, charity partners, and communities to share best practices in charitable giving and create maximum impact.

WE NEED TO EVOLVE, SAYS TOGANIVALU

iTaukei Affairs Board (iTAB) Deputy Secretary Josefa Toganivalu took seminar participants on a dramatic story-telling to illustrate what a smart and connected community used to be. He then ventured into why and how the iTaukei needed to keep pace with globalisation.

“We had clear waters, plantations, vegetables, roots crops, tall bures, and close community where people interacted meaningfully. Walking distances to fetch water and take a bath doubled as exercise. Fruit trees and flowers doubled as herbal medicine. Though the famous Fiji time was evident, things were seen as organised and peaceful. In the eyes of the beholder at that time that was a smart and connected community,” he said.

“This is a new age which has brought new dimensions and challenges to our beloved country and iTaukei communities.”

“We dream of a better Fiji for all, a Fiji for all Fijians where communities



are encouraged to be successful, live productive lives and establish our citizens on equal footings to that of other countries of the world. We need a Fiji that promotes good and just governance, and also common social and economic justice. This requires leaders and both individual and communities that are able to evolve to meet the demands of the global economy,” said Toganivalu.

Toganivalu said ‘globalisation has increased our roles and that of our

administration structures’.

“Our roles and functions have increased over the years.

He said the board has identified five pillars of change which will take the iTaukei people through this changing times.

The five pillars are good governance; wellbeing; economic empowerment; conservation and climate change; and vanua and traditional leadership.

Mr Toganivalu said economic empowerment was fundamental for the iTaukei people in order to ensure that they could face the changes brought about by the global economic conditions.

iTAB plays an intermediary role between the Government the communities and other stockholders. The board is a statutory body working to ensure that the Government develops, maintains and promotes policies that will provide for the continued good governance and welfare of the iTaukei now and into the future.

‘TELL YOUR STORIES USING SOCIAL MEDIA’

Businesses and civil society organisations must tell their stories using social media, says Vodafone’s Head of Digital Business and Service Innovation, Rizvi Amith.

“Fiji has a social media penetration which is about 48 percent or 430,000 users,” he said.

“Our active mobile social media users are 43 per cent or 390,000.

“We encourage the use of social media to push or promote the work that is happening on the ground. We have a lot of charity organisations that work with the Vodafone ATH Fiji Foundation but not a lot of people are aware of this.”

“The general reaction in social media is that 90 percent of social media users trust peer reviews while only 33 percent of online consumers trust advertising.

“Having that knowledge it is better to get our people working on the ground to tell their stories using social media platforms.”

Amith said the social media platforms used by Vodafone Fiji had an active audience that was engaging in various promotions by the company.

“For the Vodafone ATH Foundation, it already has the audience or the subscribers through Vodafone Fiji’s social media platforms.



RETHINKING SUSTAINABILITY IN THE TOURISM INDUSTRY

Over 119,000 Fijians are employed by the tourism industry both directly and indirectly, contributing to 40 percent of Fiji's GDP. There is a need to rethink the way we operate to address issues of sustainability.

This was emphasised by Fiji Islands Hotel and Tourism Association President, Dixon Seeto during the Foundation's 10th Corporate Philanthropy Seminar.

Mr Seeto said his main agenda during the seminar was revolved around tourism sustainability through which they aim to achieve maximum yield by the year 2021.

"This seminar is challenging us, corporate movers and shakers, together with community representatives, that we may be awake in our jobs but we need to be more creative innovative, resilient and susceptible to change," he said.

"Fiji's tourism industry is equally optimistic in trying to achieve through the Tourism Fiji development plan which hopes to earn \$2.2 billion by the year 2021 and we are on track for that."

He said: "The overarching focus for Fiji's tourism in 2021 is to maximise yield while achieving a sustainable growth rate also increases the value that tourism brings to Fiji."

Tourism is a catalyst for positive change, he said and is the best platform for economic development. He added that with the immense competition from other countries specifically Asia this requires more creative and inclusive approaches



from all corporate entities.

"Given the immense competition throughout the world especially Asia. Tourism by far is the best platform for economic development and can spread easily throughout Fiji," he said.

"Greater co-ordination and partnership is also encouraged as visitors arrival grow, tourism development will require greater development from stakeholders to ensure that the potential of this sector is optimised."



'MORE FUNDING NEEDED TO PROVIDE MEDICAL ASSISTANCE'

Civil society organisation Project Heaven is hoping to establish offices in the West and North but lacks the funds for plans to materialise.

During Vodafone Fiji's corporate philanthropy Seminar on Thursday evening, organisation director Dr Kitione Rawalai said there was an urgent need to ensure those in rural communities accessed the medical assistance they needed.

The Project Heaven team conducts ear and eye clinics for schools and nearby communities across the country.

But he adds, it took them five years to reach all schools.

"We're at a disadvantage because we don't have much funding," he said.

"A lot of people don't understand the nature of our work. We may sit down and discuss within our communities and ask about an elderly's hearing and if the answer is I can hear just a little bit the discussion stops there.

"We want to change the way people live by helping them with the vision and hearing. We work to empower people who cannot see or hear properly.

"We find that these two things are not really a priority for people in Fiji.

"People seem to accept impairments and learn to live it but that is why we are here. These people can be helped."

ACTIONS BY CORPORATES CRUCIAL IN TIMES OF CRISIS, SAYS TAG CHAIRPERSON

Actions by the private sector are crucial in times of crisis, says Tourism Action Group (TAG) chairperson Damend Gounder.

Speaking at the seminar Gounder reflected on the steps TAG took to put Fiji's tourism industry back on track after various disasters and political upheavals over the years. He cited the events of 2000, 2006 and 2016 as some of the years the country faced major crises.

"Interventions by corporates in times of need produce great results and when corporate get together to address some issue, it can be done," he said.

"TAG is not actually a profitable organisation nor is it registered as such. It is an industry committee set up by tourism industry with the support of stakeholders."

He has headed the organisation as chairman since 2000.

"After the 2000 coup, the tourism industry in Fiji came to a grinding

halt.

"There was the issue of a hostage situation, which went on into the traditional peak period for the tourism industry and there was heavy media coverage on it too.

"Overall, there were estimated losses of about \$100 million in cancelled bookings."

He said the 1300 tourist arrivals per day before the coup dwindled to less than 300 per day.

"The intervention by the private sector assisted the industry and the nation in terms of bringing in travel agents and stopping the downward spiral of the tourism industry.

"The most important thing was that we were able to save a lot of employment.

"The current Government is paying for school fees now and these were pressures the common employees faced more then."

According to Gounder, TAG did the same in the aftermath of Tropical



Cyclone Winston.

"The corporate sector got involved, we assisted victims and intervened as TAG with campaigns to actually stop the cancellations."

He also spoke about the Sangam Fiji Foundation which was founded in 2008.

The foundation spent about \$400,000 after last year's cyclone and helped about 6000 get back to school and provided lunches for 2000 students for two months.



KOROIPITA MODEL TOWN PLANS OWN HOME FOR RESIDENTS

Model Towns Charitable Trust has begun research into an initiative involving the development of small estate houses for eventual ownership by residents of Koroipita settlement in Lautoka.

The trust, who are developers of the settlement located just outside the Sugar City, is developing the initiative as an advancement strategy for their residents.

Trust assistant general manager strategies Susan Naidu shared this at the seminar.

She said they hoped to develop the plan to ensure families from the settlement could eventually buy their own homes in the future.

While still at research stages, the initiative proposes the development of 50 homes.

The development provides residents with a time frame to pay for their homes and can be assisted by a third party financier.

Ms Naidu said they held development programs with members of the Koroipita community on a regular

basis to help them eventually move out of the settlement and own their own homes.

"At the community, we say they are halfway home," she said.

"All residents go through active training on life skills."

"There are 17 youths from the settlement who are attending university and these are the ones we know who can take on the responsibility of ensuring better homes for their families in the future."



HELPING CHILDREN GET NORMAL

Robert Leacock of Wings of Morning Ministry says spending few thousand dollars to turn a child into a productive, active person rest of his/her life is a very good investment.

Speaking at the seminar, Leacock explained to participants how children with orthopaedic impairments could get treated at Shriners Hospital in Hawaii for a very low investment.

"The Ministry of Health typically pays their (children's) airfare which is around \$3000, the parents pay a \$1000 a month for food while they are there, they can be there anywhere from three to six months, and Shriners spends from half a million to a million dollars on each child," said Leacock.

"In the Last five years, we have helped send 87 children for no cost for broken arms, broken legs, and infected bones.

"They couldn't walk and they couldn't get around and that investment of a few hundred dollars typically turns a child into a productive, active person rest of his life."

"We met them at the airport and they could walk to their parents for the first time. It's very rewarding to see that," said Leacock.

Doctors from Shriners come every year and hold clinics in February at Colonial War Memorial Hospital, Lautoka Hospital, and Labasa Hospital. They are here for two weeks and they do clinics and screen around 500 children and help 150 of them who are put on a waiting list.



CHANGE YOUR MINDSET, THINK SMART

People need to change their mindset and think smart in order to lift their living standards," says Sitiveni Kunaika CEO of Nadroga Navosa Cooperation Limited.

Speaking at the seminar Kunaika shared how they were able to inject new thinking to eradicate poverty in the five tikinas of the province.

"Economic activities in the area is limited to subsistence farming. Poverty is high although numerous attempts have been made to grow the economy and raise the standard of living.

"In spite of all the efforts made by the government, NGO's, and civil society organisations, very little change is seen in terms of the mindset of people."

"Research was conducted and two organisations in the area the Andhra and the Nadroga Navosa Provincial Council, through its business arm, took up the challenge to eradicate poverty by changing the mindset of people to move away from subsistence to sub-commercial and commercial farming.

Changing the mindset of people is not difficult as long as you have a proper structure that is geared towards enabling farmers to access markets.

The cooperation established a farmers collection centre be in Keyasi in Nadroga where the farm produce is bought and stored and then marketed to potential buyers.



GIVING THE GIFT OF SIGHT IN THE WEST

"The Lions Club of Ba is committed to providing care to the visually impaired in our community," says Club president Pradeep Chandra.

"Through generous contributions from organisations like Vodafone, we provide eye exams, treatment, and surgery to adults and children who might otherwise go blind," he said.

"We go to communities in rural areas of Ba, Tavua, and Rakiraki and halfway to Lautoka to screen people."

"Whenever we go out we target 200 patients and do we six to eight outreaches in a year."

"Lions club of Ba also does cancer awareness programmes. Together with the Fiji Cancer Society we recently screened over 200 people in Ba and the results were posted to them."

The club also conducts NCD screening and diabetes awareness programmes in rural areas on a regular basis. The club has 40 wheelchairs in circulation.

"The need for NCD screening and mobility device continues to increase and we are in need of more support from the corporate sector organisations and donors all over Fiji," he said.

"We as the team will continue to identify the needs of the community and will endure to partner with as many associates to ensure that we are able to address the pain of the community," Mr Chandra said.



COMMUNITIES GET EDUCATED ON THE IMPORTANCE OF SEEKING HELP

A recent community awareness session at Tacirua Community Hall in Suva

Foundation charity partner Lifeline Fiji is holding outreach programmes in communities throughout Fiji to educate on the importance of seeking help in times of distress, emotional breakdown, and depression.

“It is estimated that every 36 hours a Fijian attempts to commit suicide. On average we lose 248 Fijians to suicide annually,” said Lifeline Fiji representative and Vodafone WoD candidate Jay Qalobula.

Qalobula said it was estimated that for every completed suicide there were twenty more attempts made.

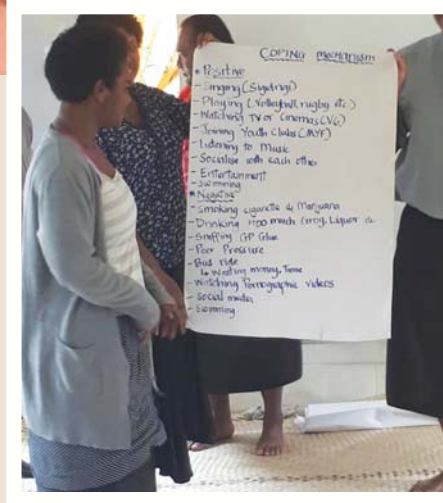
“Data shows that more men are completing suicide and the age of victims are getting younger

with those in the 16 - 25 years of age being more vulnerable.”

“With the above statistics, Lifeline Fiji and other mental health stakeholders are working in collaboration to reach out to communities and educate young people on the importance of seeking help,” said Qalobula.

Lifeline Fiji runs programmes on positive coping mechanisms where young people learn about personal coping mechanisms that are in-built within them and how they can use their inner self to cope when they are under a lot of pressure or stress.”

Lifeline Fiji works with the Ministry of Youth and Sports and Youth Champs 4 Mental Health to deliver the outreach programmes.



ASPIRING ORGANIC FARMERS OF THE NORTH GET FUNDING

Turiwailevu Youth group of Nakavika Village in the interior of Seqqaq in Labasa will now be able to realise their dream of going into organic farming.

The Foundation granted \$2500 funding to the aspiring young farmers who just finished an organic farming course.

“Our youth attended a three-month organic farming course at Naleba Youth Training Centre and now we want to use the same knowledge to practically do farming at our village which aims to

address other social issues facing our village said group representative and young women’s leader Ms Teresia Direre.

“We are very passionate about what we do already. We have already started with cash crop farming and will be using the funds to do long-term crops like yagona and dalo,” said Ms Direre.

“The prerequisite to access the funds has helped us open a bank account, register with Mpaia and also open email and Facebook account

for the club. This is something new and we want to use it to scale-up our projects,” said Ms Direre.

“We the people of Nakavika are indeed thankful for the support from Vodafone ATH Fiji Foundation as this will help us realise our dream of supporting our own village.

Nakavika village has 35 households and one has to cross the river barefoot to reach there.



ENGAGING TO BUILD CAPACITY

Foundation Executive Ambalika Devi was part of a LEAD Reference Group meeting on designing a leadership training of trainers programme. LEAD brings together the skills and experience of the Unitec Graduate Diploma in Not for Profit Management teaching team who have delivered programmes to leaders in not for profit organisations since 1996. Discussions focused on role models, go getters, and qualities and values of people who lead our community. Also discussed were workable approaches for creating conversations via use of Technology, sharing leadership ideas, and influencing the influencers.

PRASAD'S EXPERIENTIAL JOURNEY OF STORY TELLING

WoD candidate and Capacity Building & Story Telling (CBST) coordinator Roneet Prasad continued to connect with communities and community leaders, inspiring them to share stories that would inspire others, particularly youth.

CBST aims is to share as many community stories and build individual capacities so that people can prosper.

Prasad visited several communities in the last quarter to capture and share stories. This exercise itself was experiential for Prasad.

“Since I started few months ago as a WoD candidate, I have had the privilege of meeting and being in the presence of influential people and diverse communities, said Prasad.

“Recently I was invited to speak at a Foundation-organised workshop at the International Civil Society Week where civil society leaders from 109 countries shared their stories.”

“The workshop reconfirmed CBST strategy of reaching out and sharing using mobile technology is the best approach,” said Prasad.

“Our development must happen collectively, we cannot afford to be insular in our development and technology enables this to happen,” said Prasad.

“CBST exists because of the World of Difference support. It’s been the biggest enabler. It’s enabled me as an individual as well our organisation to grow and support youth in our community,” said Prasad.



‘BE DILIGENT IN CAPTURING THE BENEFITS OF NEW TECHNOLOGY’

Foundation Executive Ambalika Devi was invited to present at the three-day Roko Tui Workshop organised by the Ministry of Itaukei Affairs.

The workshop focused on the roles of the Roko Tui and the need to work together with other agencies to improve the delivery of service to the iTaukei community in the villages.

Ambalika spoke on the “Use of technology to improve service delivery”.

She told the workshop how mobile devices and digital applications enabled users to exchange information, make transactions, and how institutions could leverage such technologies to improve service delivery.

“Today people need high quality social interventions, delivered at speed that is easy to access and understand.” She said.

“People’s expectations have changed and technology has the potential to effectively address



these expectations.”

Devi said that mobile technology was the most productive means to deliver services to the remote and rural areas.

“Mobile applications such as MPAISA, Short Message Services (SMS), and Foundations mChannels have already set precedence on how we can improve people’s quality of live by embracing technology.”

“The quality of service is of utmost importance for organizations dealing with communities. Technology plays an important role in addressing community problems and as such, the human

services community must be diligent in capturing the benefits of new technology,” said Devi.

Devi said that improved technology should always be at the heart of service organizations, however, she stressed that “you must always keep in mind that the technology is not the end goal of your services.”

“Technology is a tool to help you improve your services, provide services more efficiently, and collect data more accurately. It will support the organization’s overall mission and goals, but by itself, technology can’t feed someone or make them self-sufficient,” she said.

LIONS CLUB OF BA DIABETES AWARENESS CAMPAIGN



The Lions Club of Ba conducted Diabetes Awareness Campaign at the Adam’s Triangle, Ba town under the sponsorship of Vodafone ATH Foundation and with the collaboration of the Ministry of Health – Ba Mission Hospital staff.

One hundred and fifty two (152) people were screened, most of whom were known diabetics, some had not attending special diabetes clinics for some time and had also ran out of medications. Some screened were nondiabetic

but had random blood glucose higher than normal and were advised to go for further testing and evaluation at the hospital.

Each person also had their blood pressure taken and their BMI determined from their weight and height.

A team of nutritionists also talked to the participants on the importance of their diet – the food and drinks with the aid of posters.



Family Unity Club canteen project of Tilivalevu Village in Nadroga funded by Vodafone ATH Fiji Foundation is helping club members with additional income from profit generated from the project.

‘TECHNOLOGY CAN HELP ADDRESS INEQUALITY’

The Foundation was invited by the Fiji Bible Society to be part of an ongoing discussion on ‘an inclusive and free society’, held at the Centre for Appropriate Technology & Development (CATD) in Nadave.

Foundation Executive Ambalika Devi told the meeting that embracing technology was crucial to ensure an inclusive society.

“The move towards technology is a move towards adaptability,” she said.

“Technologies like mobile phones and social media can help us build virtual communities and create the conversation on people’s issues and problems. These conversations will form the basis of developing solutions to the problems. It will also help us address inequality”

The Foundation extended its support and welcomed Bible Society on further mutual discussions.





SHARE YOUR STORY

... AND INSPIRE PEOPLE

Sharing your story is a simple, powerful way to inspire people. Whether you are an individual, club, or a community group, we want to hear from you.

Personal stories have the power to change how people think and feel, and they are one of the best ways to connect people to each other.

You have the power of your story to make a difference in someone else's life and enhance your own.

Send us writeups, photos, and videos either through email or Facebook.

Email: ath.foundation@vodafone.com.fj

Website: www.vodafone.com.fj/Foundation

Facebook: www.facebook.com/VodafonefjATH



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