



Changing woman's lives through mobile

Woman's empowerment

Enabling Financial Inclusion

- More than 2.5 billion people have no access to conventional banking – mostly woman
- 2007- Vodafone and Safaricom launched M-Pesa – 1st mobile money service
- Highly secure platform, cheap and easy to use
- Today more than 4,5 billion transactions worldwide
- Micro finance also now being offered via M-Pesa – savings and insurance
- Woman now run households using M-Pesa and are empowered

Pre and post natal support in Turkey

- Vodafone Turkey has developed a free mobile information service
- In partnership with local NGO (maternal and infant health care)
- Women receive up to 6 free sms messages a week addressing health care topics directly relevant to pregnancy
- Also post birth and for first 18 months of baby's life
- Local Foundation also supports free health care information for all women
- Service has more than 160 000 active subscribers



Woman's empowerment

Connecting Business Women

- Addressing access to land, equipment and assets for women in rural areas in Tanzania
- Aimed at enhancing their capacity to grow their business
- Partnership between Vodacom, Technoserve, World Bank and Centre for Global Development
- Partnership designed to increase business income, economically empower female micro business by introducing them to mobile savings and offering them business training
- 5000 women on programme
- Goal- save, invest in business, increase earnings and break cycle of poverty

Connecting refugees with education

- Education for the girl child remains challenge in Sub Saharan Africa
- Many girls enter adulthood without even basic literacy and numeracy skills
- Vodafone Foundation is a pioneer in developing innovative digital learning technologies for deployment in remote areas in Africa
- Children in refugee camps in Kenya are given opportunity to continue education through series of leadership lessons run by Vodafone Foundation using Instant Network Solution
- Series of inspirational speakers like Malala Yousafzai has shared her life story and emphasised the importance of education





Thank you