



# Vodafone India

## *Creating Shared Value*



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# Creating Shared Value

Competitiveness of a **company** and the health of the **communities** around it are **mutually dependent**



\*i-propeller based on M. Porter & M. Kramer, 'Creating Shared Value', Harvard Business Review, Jan-Feb 2011; M. Porter & M. Kramer, 'Strategy and Society: The Link Between Competitive Advantage and CSR', Harvard Business Review, Dec 2006

Strong **co-relation** between societal and economic progress

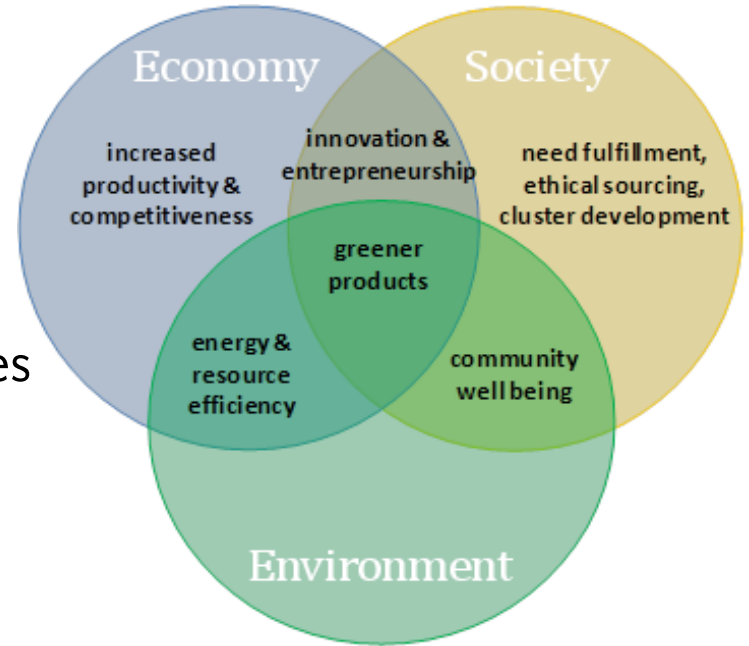
Integral to organisation's **ways of working**

***Good for Society is Good for Business***



# Our Corporate Responsibility

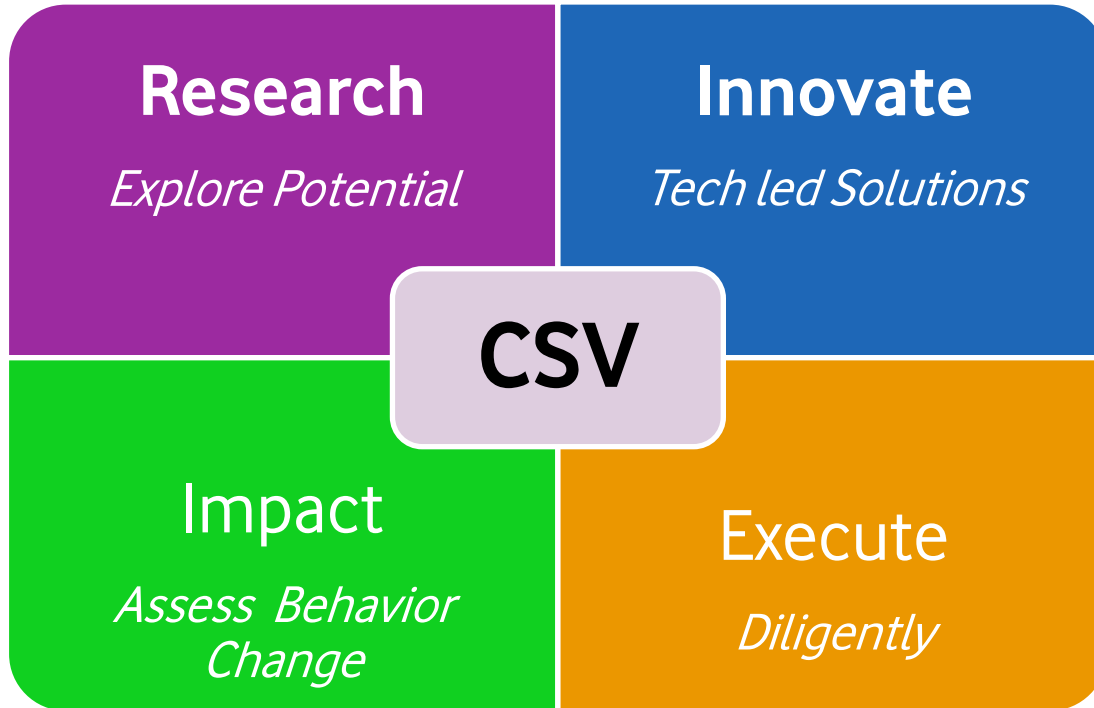
- **Partner** to address India's most pressing challenges - education, equality and access
- **Technology** to drive innovation, disseminate knowledge - create shared value to improve lives
- **Ethical, Fair & Compliant** ways of working
- **Products and Services** in addition to Sustainability & CSR initiatives



*Build a Socially Empowered Digital India*



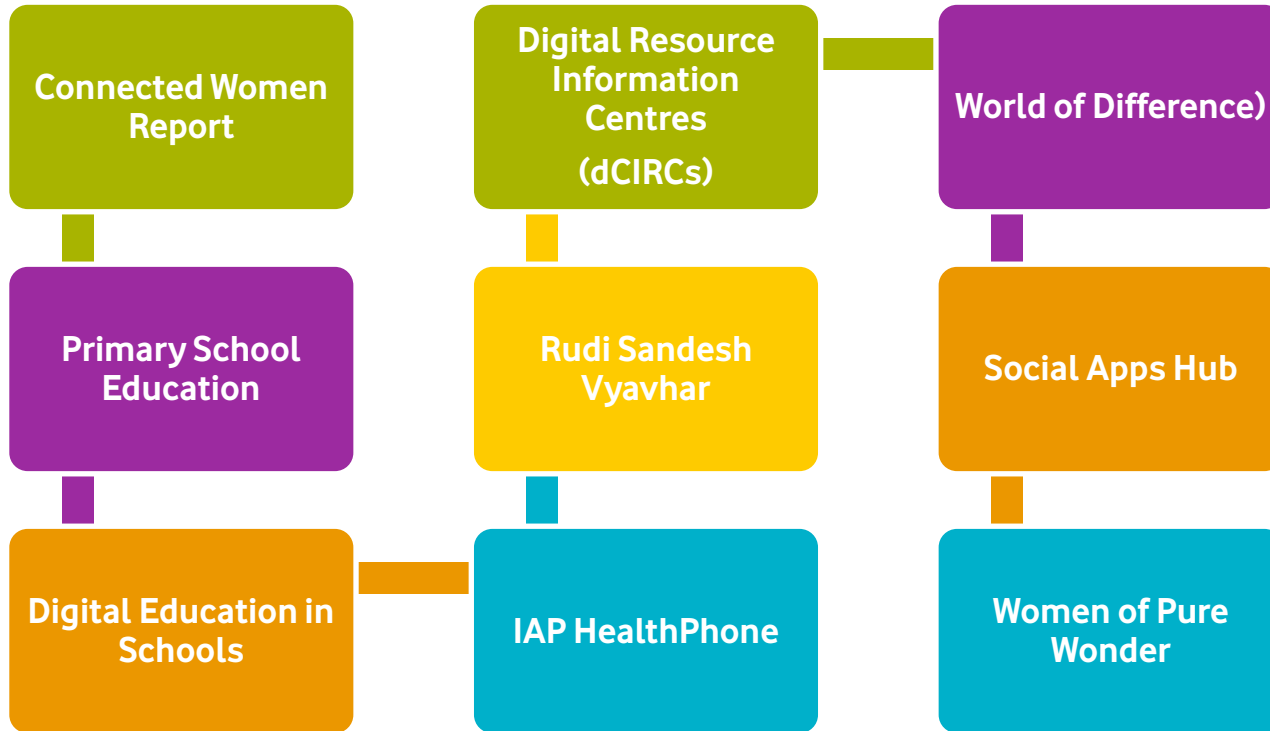
# Our Approach



**Connecting for Good**



# Our Focus: Hands that Shape the Future



*Empowered Woman = Empowered Society*



# Business Creates Value: Financial Inclusion



- JAM – critical to **nation development**
- **Safe & Secure** way to transfer money & make payments
- **Direct transfer of benefits** from Government
- **Building efficiencies** in Social Enterprises & MFIs
- **Enabling Digital** economy



*Social Business Model*



# Our Learning

- CSV – An ongoing journey
- Participation and engagement with all stakeholders
- Initiatives must be self sustaining
- Mobile technology has a vital role



***CSV needs Holistic Engagement***





**Thank you**