



## **MEDIA RELEASE**

# **JIO LAUNCHES A DIGITAL LITERACY PROGRAM “DIGITAL UDAAN” FOR FIRST TIME INTERNET USERS**

## **HAS WORKED WITH FACEBOOK TO CREATE THE LARGEST EVER DIGITAL LITERACY PROGRAM THAT INCLUDES AUDIO-VISUAL TRAINING IN 10 REGIONAL LANGUAGES**

**MUMBAI, 3<sup>rd</sup> July 2019:** Jio today announced a digital literacy initiative in India. This new initiative named ‘**Digital Udaan**’, will empower first-time internet users with digital literacy and understanding of the Internet. Thanks to Jio, over 300 million users are riding the digital wave, many of whom are first time internet users.

As a part of the Digital Udaan initiative, Jio will engage with its users every Saturday to help them learn about the JioPhone features, use of various apps and internet safety including use of Facebook on JioPhone to connect with friends and family in a simple, safe and secure way. This will be achieved via audio-visual training in 10 regional languages. Jio has worked with Facebook, to ensure that modules developed for Digital Udaan, are relevant for people in these cities and localities, and will provide train-the-trainer sessions and training videos and information brochures.

To begin with, this program is being launched in nearly 200 different locations across 13 states. The initiative is soon expected to reach over 7,000 locations empowering millions of JioPhone users and other first-time internet users.

“Jio is always looking to work with key global partners to enhance the digital life experience of the Indian consumer. The Digital Udaan initiative is one such example, which will help eradicate barriers of information asymmetry and provide accessibility in real time. It is a program for inclusive information, education and entertainment, where no Indian will be left out of this digital drive. Jio envisions to take this to every town and village of India, achieving 100% digital literacy in the country,” said **Mr. Akash Ambani, Director, Reliance Jio**.

Speaking about the initiative **Mr. Ajit Mohan, VP and MD Facebook India**, said “Jio is playing a vital role in driving India’s digital revolution by empowering millions of Indians and expanding access to the Internet. Facebook is an ally in this mission, and we are delighted to partner with Jio in attracting new Internet users and creating mechanisms for them to unleash the power of that access.”

This unique initiative will connect the participants digitally to the nation and the world. They will have world of knowledge, government benefits and programs, access to essential services and entertainment on their phones through Facebook and the gamut of Jio apps.

### **About Facebook**

Founded in 2004, Facebook’s mission is to give people the power to build community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what’s going on in the world, and to share and express what matters to them.

### **About Reliance Jio Infocomm Limited**

Reliance Jio Infocomm Limited (“Jio”), a subsidiary of Reliance Industries Limited (“RIL”), has built a world-class all-IP data strong future proof network with latest 4G LTE technology. It is the only network conceived and born as a Mobile Video Network from the ground up and supporting Voice over LTE technology. It is future ready and can be easily upgraded to support even more data, as technologies advance on to 5G, 6G and beyond.

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Jio will bring transformational changes in the Indian digital services space to enable the vision of Digital India for 1.2 billion Indians and propel India into global leadership in digital economy. It has created an eco-system comprising network, devices, applications and content, service experience and affordable tariffs for everyone to live the Jio Digital Life. As part of its customer offers, Jio has revolutionised the Indian telecom landscape by making voice calls for Jio customers absolutely free, across India, to any network, and always. Jio makes India the highest quality, most affordable data market in the world so that every Indian can do Datagiri.

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