# Workshop Summary
## Empowering Societies: Roadmap to Digital Education

On October 17th 2018, Jazz hosted a workshop on **"Empowering Societies: Roadmap to Digital Education"**. The participants present included multilaterals, government entities, startups, companies focusing on education technology, and leading universities. The purpose of the session was to identify the role of technology based interventions in digitalizing the education value chain.

The 1:15 hour session was broken down into four concrete parts to facilitate the discussion to produce concrete outcomes: **1) Introduction & Jazz Commitment** – a quick introduction about Jazz and its commitment towards the Sustainable Development Goals, particularly in the field of Education, **2) Education & Challenges** – an interactive session on identifying the key challenges in the Education Sector and how technology can intervene to overcome those challenges, **3) Around the World** – a look at the initiatives that have taken place around the world and the role of different stakeholders in those initiatives, and **4) Brainstorming Solutions** – an interactive solution based session focused on identifying solutions in Digital Education.

# 1. Introduction & Jazz Commitment

The session began by highlighting Jazz's potential reach in Pakistan. With over 55 million customers, Jazz provides customers with complete end to end mobile connectivity and value added services in the financial and digital ecosystem across Pakistan. While the Government has committed to achieve the targets set forth by the UN's Sustainable Development Goals (SDGs), Jazz has also undertaken several efforts to achieve the SDG targets – particularly in the realm of education.

### SMS Based Adult Female Literacy Programme (2009-2016)

In collaboration with UNESCO, the Programme educated adult females to read the newspaper, write in Urdu, perform everyday calculations and gain necessary life skills via mobile phones. Besides the provision of uninterrupted cellular connectivity, Jazz also developed a mLiteracy platform to help teachers disseminate basic literacy curriculum via SMS. Learners responded to MCQs sent by SMS; the results of which are logged by the platform to monitor learners' progress in learning and usage behavior. UNESCO provided the curriculum suited to the regional socio-cultural sensitivities.

- 160+ Adult Literacy Centers (ALCs) established
- 25-35 female learners enrolled at each ALC
- **10,000+** Females Beneficiaries between age 15 - 35

### Jazz Smart Schools Programme (2017- Ongoing)

The Jazz Smart School Project aims to help improve learning outcomes and teaching methodology through a digitally-interactive learning solution. The Programme introduces a smart learning solution to the traditional schooling system through a digital learning platform and is aligned with the Government's educational reform programme and the United Nations Sustainable Development Goals 2030.

- 75 Female High schools of Islamabad
- 600+ Teachers Trained
- **20,000+** Female Students

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## 2. Education & Challenges

The second part of the session included a focus on the potential challenges that exist in the education sector followed by the benefits of using of technology in education. As far as the challenges are concerned, participants identified and highlighted several issues with the existing system. These challenges included 1) loopholes and ineffective policies which have been unable to curtail key issues such as the surge of out of school children, 2) a lack of prioritization by the government which have led to a poor quality of education provided, and 3) the geographic and cultural barriers to accessing education which include urban-rural disparities and gender based sensitivities.

Participants also highlighted potential barriers to adopting and integrating technology in education. This included the lack of awareness in the society, the prevalence of poverty, and distorted efforts by different stakeholders in the education sector.

As far as the benefits or using technology is concerned, three broad areas were identified:

**1 Improved Learning Outcomes**

- Learning made fun – interactive illustrations, assessments
- Improved teaching methodologies through data driven research
- Insights
- Improved communication & engagement between students, teachers, parents

**2 Reduction in Cultural & Geographical Barriers**

- Learning on the go – students can learn at their own pace
- After school online portals, e-books, assessments
- More outreach

**3 Cost Effective Solutions**

- Real time data & information
- Improved planning & decision making
- Prioritization of budgets

## 3. Around the World: JAAGO & Grameenphone

The third part of the session included a look at a digital education initiative that has taken place around the world. The JAAGO & Grameenphone programme introduced online schooling in Bangladesh designed to bridge the **quality gap** in education through modern technology. A rural classroom is connected to a teacher (JAAGO Foundation's Teaching Centre) in Dhaka via video conferencing.

**Impact**
- Online School started in 2011 in Gazipur as a pilot project with 80 students
- Operating 10 online schools - 2,200 under-privileged children
- Won UNESCO's ICT in Education award 2017

**Sources of Information**
* For more information on the statistics used, please download the **Accelerate to the Digital State: d-Education** report.

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# 4. Brainstorming Solutions

The final part of the session was focused upon the identifying how technology can help solve the existing challenges. Participants highlighted four major areas where technology can play a role - content digitization, content delivery, monitoring & evaluation, and data analytics. In order to encapsulate the entire spectrum of how the education sector can be digitalized, the role of Mobile Network Operators (MNOs) in the education chain, can be broken down into five distinct parts.

Hardware & Network Services  •  Content Digitization  •  Software Tools  •  Learning Services  •  MFS/Insurance

- **Hardware & Network Services:** Hardware and connectivity is a crucial component for many digital initiatives and can be used in overcoming challenges such as geographic distances. By providing hardware and offering their network services, this is the immediate opportunity for MNOs and where they have the most natural right to play. Connectivity itself, will be worth approximately USD 4 billion in annual revenue by 2020.*
- **Content Digitization:** Digitizing content is another area that is required for many digital initiatives. MNOs can lead as an end-to-end d-Education provider by investing upfront and enter the market on their own, providing the entire range of services that include in-house content and/or devices. This throws open the entire m-Education opportunity, worth approximately USD 70 billion.*
- **Software Tools:** The right platforms and software must be developed in order to effectively deliver the content. d-Education providers will require a broad range of technical support and enablers such as IT, network, content, and hosting and data management services. MNOs can develop their capabilities to offer this support, looking into a revenue pool of approximately USD 20 billion.*
- **Learning Services:** Digital analytics can be utilized to monitor & evaluate the progress of students, teachers, and institutions over time. Provincial governments can use this information as a learning tool to base off crucial decisions with regards to monitoring the success of information uptake by the students.
- **MFS and Insurance:** Mobile Financial Services (MFS) and insurance provision can be key in digitalizing existing processes and furthermore eliminating existing inefficiencies in the system. With initiatives such as the disbursement of stipends to female students in Sindh, Jazz is already working with different provinces to help expedite the digitalization of their education value chain.

Participants identified that public-private partnerships were critical in digitalizing the value chain of the education sector. Without a united effort by all stakeholders, progress will be limited.

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