

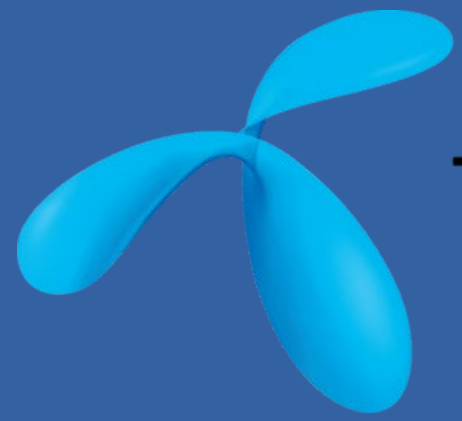
# THE ASP REGIONAL DIALOGUE ON DIGITAL TRANSFORMATION: GEARING UP FOR INCLUSIVE AND SUSTAINABLE DEVELOPMENT

**AFFORDABLE AND SUSTAINABLE  
CONNECTIVITY TO SUPPORT CONTINUOUS  
LEARNING**

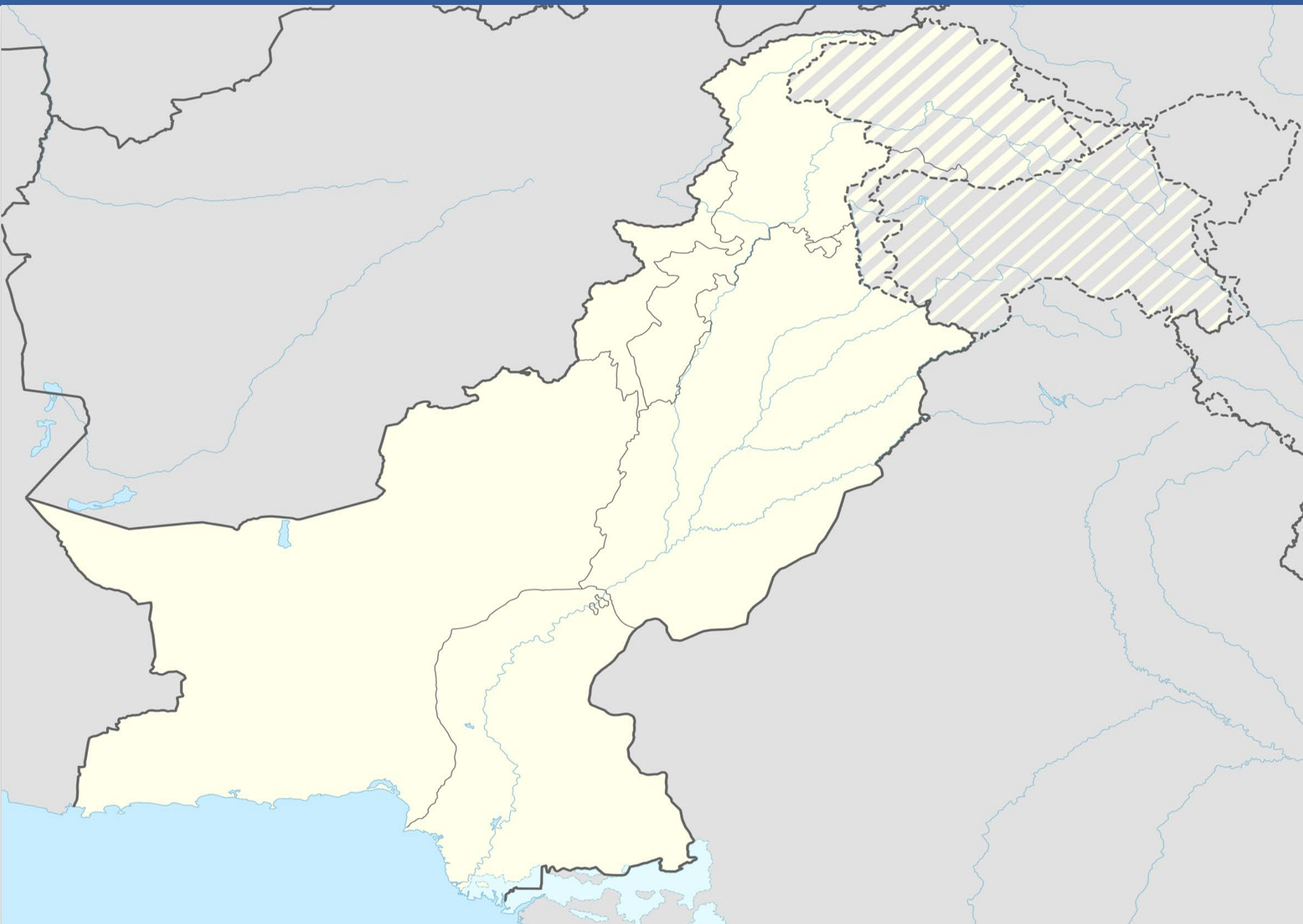


Madiha Parvez  
Head of Corporate  
Innovation

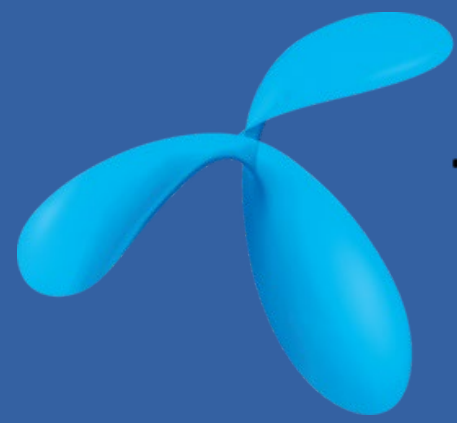




# The Challenge

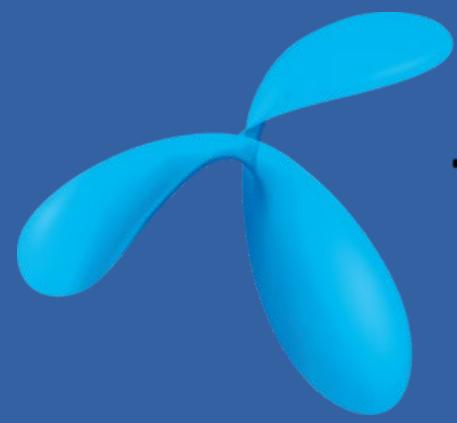


*“We have to travel for two to three hours on a daily basis just to attend class. Students are spending 500 rupees or even more just for petrol for their vehicle. If we estimate this amount it almost equals to our university fee,”*



# Can Digital Become a Reality?

- Telecom is a sector of sector
- This day & age is shaped by the global pandemic
- Connectivity is a necessity (not a luxury)
  - Telecom sector is most heavily taxed in Pakistan. Pakistan is considered to be among the highest taxed telecom markets. The cost of ownership of a basic handset and connection in Pakistan is above 30%.



# Connectivity Ecosystem in Pakistan



220 Million  
Population



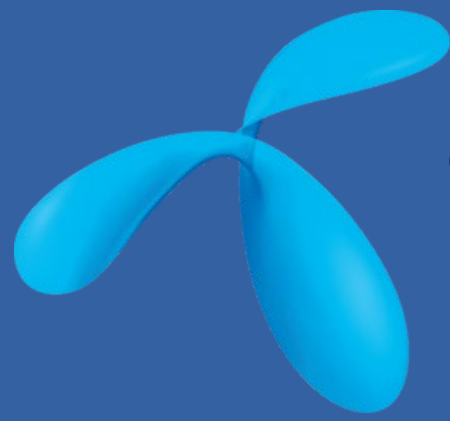
187 Million Cellular  
Subscribers  
(85.33% Teledensity)



106 Million 3G/4G  
Subscribers  
(48.19% Penetration)



15.9%  
Smartphone  
Penetration



# Education Landscape in Pakistan



64% Youth  
under the age  
of 30



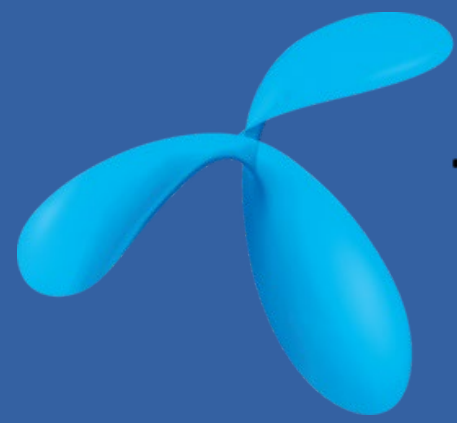
22.8 Million  
Out of School  
Children



48 million  
go to educational  
institutions

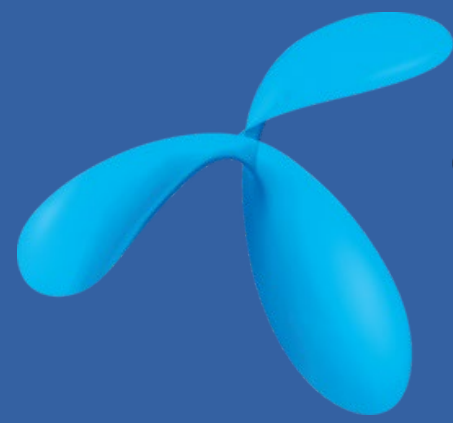


274k  
Educational  
Institutions



# Education Landscape in Pakistan

- Problems
  - Lack of access to schools/ unsafe commute
  - Low teacher capacity
  - Poor educational content
- Pakistan's education industry, which is slow to innovate has become highly volatile in the aftermath of COVID-19 and has therefore created a number of opportunities for digital and tech-based learning solutions
- Pakistan's national curriculum is taught in Urdu and English — the country's official languages. But most children grow up speaking a regional language at home and struggle to absorb information in the classroom. Lessons largely consist of rote memorization, with teachers reciting the content of textbooks to classes of 30 to 40 children. The students chant back what the teachers say.
- In the world's fifth most-populous country, where only a small fraction have access to the Internet, officials are using a fairly rudimentary tool for distance learning — the television.



# Telenor Initiatives for Education

## Covid-19 accelerated digital transformation



Safe Internet & School Outreach Program  
Promoting responsible and safe on-line behavior of children through capacity building



Taleemabad  
Providing high-quality digital educational services to underserved students and schools in Pakistan



Startup Initiatives  
Muse, Edkasa, Learnobots, Ed-tech Workx, Skills First



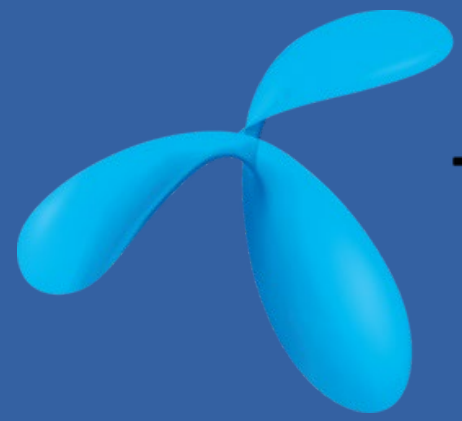
B2C Initiatives  
Noon Academy, Language Learning, E-Tutor, Smart Club.  
Telenor Taleem



B2B Initiative  
e-taleem



4G launched in AJK



# Connectivity & Affordable devices to underserved groups



Tax Relief

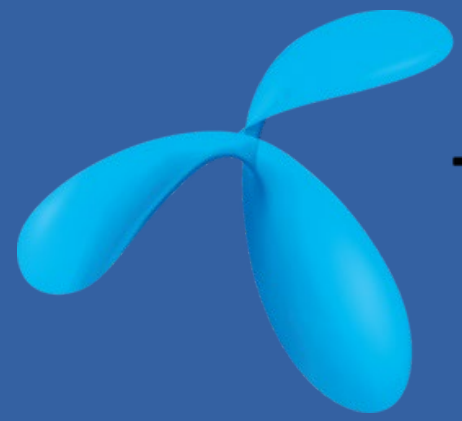


Universal Service Fund



Smartphone affordability





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Thank you

