# DIGITAL EDUCATION ON YOUR DOORSTEP

Pakistan faces significant gender disparities in education and digital access, particularly among women and girls. The GSMA's Mobile Gender Gap Report 2024 reveals that women in Pakistan are 38% less likely than men to own a mobile phone and 37.7% less likely to use mobile Internet. Currently, only 47% of women are literate, which means more than half of the country's women lack access to education. In addition, social and cultural restrictions limit women's access to digital technology, further widening the gender divide.

Geographical Coverage

Village Maag
Qamber Shahdadkot
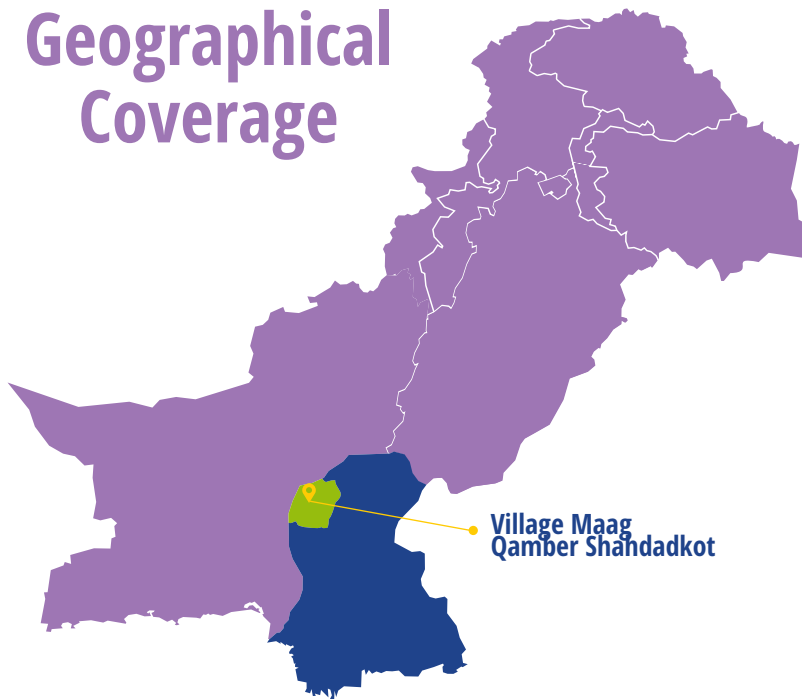
Project Duration

NOVEMBER 1, 2024

to

July 31, 2025

Digital Inclusion Hub

Free internet access to 3000 community members

Digital education to 5000 individuals
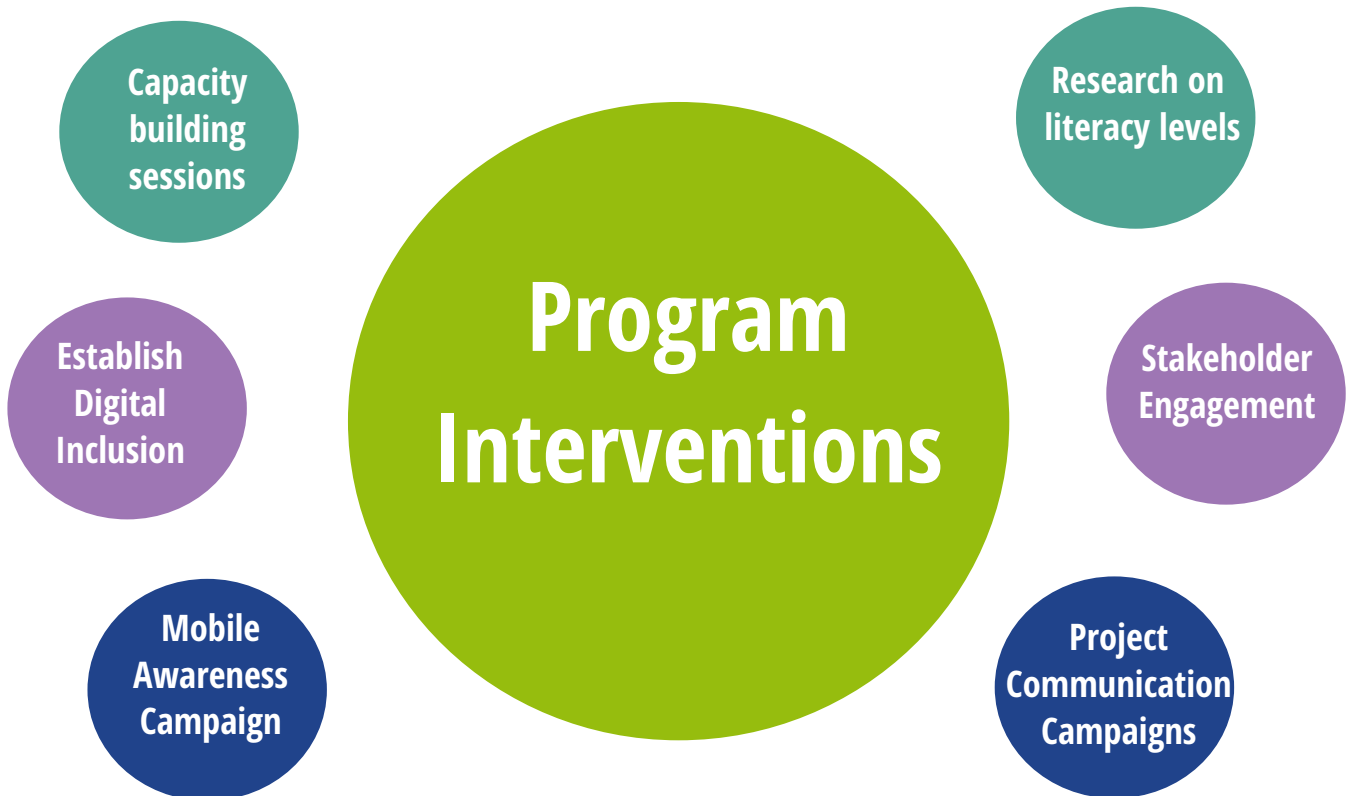
Project Components

Inclusion

Launch a Mobile Awareness Campaign to educate **5000 individuals** on safe internet practices and effective parenting, using the GSMA Mobile Internet Skills Training Toolkit (MISTT).

Foster **digital inclusion**, empower women, and bridge the digital gender gap in Pakistan's underserved communities.

01

02

03

04

Establish a Digital Inclusion Hub to provide free internet access to over **3000 users**, with a focus on achieving **60% female participation.**

Leverage solar power systems to **ensure sustainability** in delivering digital literacy and safe internet usage sessions.

Capacity building sessions

Research on literacy levels

Program Interventions

Establish Digital Inclusion

Stakeholder Engagement

Mobile Awareness Campaign

Project Communication Campaigns

Initiatives (Future Focused)

Inclusion

- Digital Inclusion Hub will be powered by renewable energy (solar power) to ensure sustainability and reduce dependency on conventional power resources.
- A mobile campaign will be launched to educate communities about safe internet practices and effective parenting strategies, utilizing globally recognized toolkits (GSMA MISTT and GPI resources).
- The initiative will prioritize reducing the digital gender gap by ensuring 60% female participation in all activities and incorporating tailored sessions for women and girls.
- A Knowledge, Attitudes, and Practices (KAP) survey will be conducted at the program's start to assess community needs and establish baseline data for targeted interventions.
- Provisions will be made for people with disabilities to ensure inclusive access to digital literacy resources and safe internet practices.
- High-powered dry batteries will be used in mobile vans during awareness campaigns, promoting environmental sustainability and reducing reliance on conventional power supplies.
- The project will adopt participatory approaches to involve local stakeholders in decisionmaking, implementation, and monitoring.
- Digital literacy will be integrated with parenting skills to empower families in creating a safe and supportive online environment.
- Partnerships with local and international stakeholders will be developed to ensure the longterm sustainability of the project.

Program Impact

Category	Information
Total number of students enrolled	Over 3000 community members will be reached, with 60% female participation.
Total number of teachers trained	Approximately 5,000 individuals will be trained through the Mobile Awareness Campaign.
Breakdown of gender	60% of the beneficiaries will be women and girls.
Students with disabilities included	Persons with disabilities (PWDs) will be included, with specific provisions for accessibility
Key outcomes	
Digital Literacy & Access to Information	Digital literacy and internet access will be increased for over 3000 community members, especially women and girls.
Safe Internet Awareness	Safe internet usage and parenting practices will be promoted, reaching 5000 individuals through the Mobile Awareness Campaign.
Digital Inclusion	The program will contribute to increased participation of women and girls in the digital economy and the technical community
Gender Equality	Female empowerment will be fostered, contributing to SDG 5 (Gender Equality).
Community Engagement	Community support for digital literacy initiatives will be enhanced through active engagement and awareness.

Future for 2025

Inclusion

PAGE plans to expand the program into new areas, reaching more underserved communities and further reducing the digital gender gap.

M&E (Future Focused)

M&E Tools Use

Tool/Process	Description
Pre-and-Post Tests	Digital literacy assessments will be administered before and after interventions to measure improvements accurately.
Event Documentation	Records of community engagement events, including attendance rates and participant feedback, will be maintained.
Digital Library Tracking	Software tools will monitor the usage statistics of the Digital Inclusion including visitor demographics and resource utilization.

Contribution to SDGs

4 QUALITY EDUCATION

5 GENDER EQUALITY

7 AFFORDABLE AND CLEAN ENERGY

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

17 PARTNERSHIPS FOR THE GOALS