

Mobile for Development



of 3.3 billion people who have access to mobile broadband coverage, only 1.2 billion use it.

It is well known that low levels of basic digital literacy are one of the main barriers to mobile internet use. To address this, the GSMA Connected Society programme has developed the Mobile Internet Skills Training Toolkit (MISTT).

The toolkit provides a comprehensive curriculum that helps trainers demonstrate the functionality and

abled mobile phones. With modules that can be adapted to local
es a “train the trainer” approach to build a rich body of knowledge

ikipedia, Facebook, WhatsApp, YouTube and Google, as well as an
e basics of the internet, including internet safety and costs.

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1. Driving digital inclusion in Bangladesh

In Bangladesh, 87% of the population use mobile. Yet, only 25% of them use mobile internet. A key reason for this is a lack of basic digital skills.

By using a force of 3,200 sales agents, Banglalink trained over 117,000 customers over three months and has already delivered positive results. After just three months, amongst customers who were trained, there was:

- A 228% increase in mobile internet usage
- A 143% growth in data revenue
- A 83% total revenue growth
- Increased traffic to Banglalink's self-care app

[Read the Banglalink case study](#)



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