PAGE 3: B. ABOUT YOU

Q1: Respondent details

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Q2: Country or Customs territory   - INTERNATIONAL ORGANIZATION

Q3: Organization   Private sector

PAGE 4: C. ABOUT YOUR CASE STORY

Q4: Title of case story

Multiple:

1. Telenor's mobile internet training projects in India: raising awareness of the benefits of getting online
2. Unlocking Rural Coverage: Enablers for Commercially Sustainable Mobile Network Expansion
3. GSMA Case Study: Bindez – Connecting the people of Myanmar with information and content in their own language

Q5: Case story focus   E-commerce development and efforts to bridge the "digital divide".

Q6: **Case story abstract**

1. In a markets where mobile internet usage is at a nascent stage and large parts of the population remain offline, offering training to consumers could be a key lever to accelerating mobile broadband adoption and usage. In India, Telenor are focussing on customer education to raise awareness of the benefits from getting online via mobile, and have recently rolled out a country-wide training programme. This has included a pilot implementation of the GSMA's Mobile Internet Skills Training Toolkit (MISTT) in four of their stores as part of their training programme.

2. Despite huge progress in recent years, the majority of the world's population – a total of 4.2 billion people – remain offline. Closing this mobile coverage gap is not a technical challenge. It is primarily an economic challenge. Uncovered populations typically live in rural locations with low population densities, low per capita income levels and weak or non-existent enabling infrastructure such as electricity and high capacity fixed communications networks.This study considers the challenges and opportunities facing operators who seek to connected the remaining unconnected. It contains several examples of network infrastructure sharing from mobile operators.

3. Bindez is a start-up in Myanmar that has developed an information search engine and discovery platform that connects users to relevant and understandable information relating to local news (politics, business, sport and entertainment) and real-time information in range of areas. Their objective is to connect people in Myanmar with information and content in their own language. This matters, as the internet ecosystem in Myanmar is severely underdeveloped due to extremely low levels of access until the liberalisation reforms of recent years. As a result, many users struggle to find understandable, relevant content online.

Q7: **Who provided funding?**	Private sector
Q8: **Project/Programme type**	Single country

Q9: **Your text case story**

The GSMA is pleased to submit the following case studies through the link above for video and text:

Multiple:

1. Telenor's mobile internet training projects in India: raising awareness of the benefits of getting online
2. Unlocking Rural Coverage: Enablers for Commercially Sustainable Mobile Network Expansion
3. GSMA Case Study: Bindez – Connecting the people of Myanmar with information and content in their own language

Q10: **Lessons learnt**

Please see the above links.