



PAGE 3: B. ABOUT YOU

Q1: Respondent details

Name	-
Organization	Telenor India
Email Address	-
Phone Number	-

Q2: Country or Customs territory	INDIA
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Q3: Organization	Private sector
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PAGE 4: C. ABOUT YOUR CASE STORY

Q4: Title of case story

Project Prayaas

Q5: Case story focus

E-commerce development and efforts to bridge the "digital divide".

Q6: Case story abstract

Project Prayaas

Aiming at spreading Digital Literacy, Telenor India is reaching out to the rural and semi urban areas to educate the youth, women and children about the usage and benefits of Internet in their daily lives.

Lack of education is at the root of several problems afflicting the society. It is a serious impediment to development and improvement in quality of life. Project Prayaas is an endeavor to build a bridge by creating a lasting impact in this area. The program includes multiple workshops modules to build awareness of the Internet, creating a window to the world which can help the farmers to produce better crops, youth to find jobs, women to benefit from safety and healthcare applications and children access to knowledge.

Watch the video here: <https://www.youtube.com/watch?v=KDTfHAhZ5JY>

Q7: Who provided funding?	Private sector
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Q8: Project/Programme type	Single country
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Q9: Your text case story	<i>Respondent skipped this question</i>
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Q10: Lessons learnt

Respondent skipped this question
