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**PAGE 3: B. ABOUT YOU**


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**Q1: Respondent details**

Name	-
Organization	Telenor
Email Address	-
Phone Number	-

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**Q2: Country or Customs territory**

INDIA

**Q3: Organization**

Private sector

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**PAGE 4: C. ABOUT YOUR CASE STORY**


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**Q4: Title of case story**

Telenor's mobile internet training project in India: raising awareness of the benefits from getting online

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**Q5: Case story focus**

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

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**Q6: Case story abstract**

In a market where mobile internet usage is at a nascent stage and only 35% of the population are online\*, offering digital skills training to consumers can be a key lever to accelerating mobile internet adoption and usage. In India, Telenor are focusing on customer education to raise awareness of the benefits from getting online via mobile.

To address the digital skills barrier the GSMA worked with partners in India to create the Mobile Internet Skills Training Toolkit (MISTT). The toolkit provides guidance and materials for conducting mobile internet training and was implemented by Telenor India as part of their customer education programme.

This 'snapshot' captures learnings from the pilot implementation of the MISTT in four of Telenor India's stores in Maharashtra State.

PDF Download:

[http://www.gsma.com/mobilefordevelopment/wp-content/uploads/2016/10/Telenor%E2%80%99s-mobile-internet-training-project-in-India\\_raising-awareness-of-the-benefits-from-getting-online.pdf](http://www.gsma.com/mobilefordevelopment/wp-content/uploads/2016/10/Telenor%E2%80%99s-mobile-internet-training-project-in-India_raising-awareness-of-the-benefits-from-getting-online.pdf)

Watch Introduction to Mobile Internet skills here:

<https://www.youtube.com/watch?v=LGPWe2ueFkc>

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**Q7: Who provided funding?**

Private sector

**Q8: Project/Programme type**

Single country

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**Q9: Your text case story**

*Respondent skipped this question*

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**Q10: Lessons learnt**

*Respondent skipped this question*

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