



EDUTE

way to success

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AGENDA

1.

Our solution to digital illiteracy

students can move beyond in their studies, adults can work efficiently ex. Pay bills online. By learning to do so with an app

2.

Why are people digitally illiterate ?

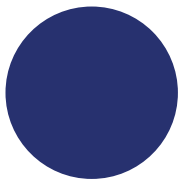
75% of the country has 3G coverage and as of now most urban centres have blanket 4G coverage; yet people don't use the internet as they don't know how or they don't know the benefits.



40%

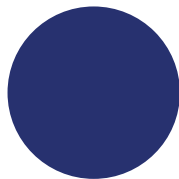
**mobile phone owners who do not
use the mobile internet had
difficulty understanding how to use
their mobile handset.**

Why is digital literacy important?



For everyday life

- Able to communicate to others;
- Can voice your opinion and speak out;
- Pay bills and transfer money safely;
- Use simple tools such as google maps to find your way;
- Buy items and grocery online.



For people working/students

- Able to find correct information;
- Can further explore ideas;
- Make use of the internet to participate in event.

What will the app be like?



- Provide content in local languages, Urdu, and english;
- Content both in video/audio form, and written to help disabled people and for convenience;
- Is for all ages, teaches how to be responsible on the internet, how to find reliable information and how to use tools to help with everyday life.

The background is a solid teal color. It features several decorative curved shapes: a white arc at the top left, a grey arc at the top right, and a yellow arc at the bottom right. The main content is centered on a white rounded rectangle.

THANKS

Presentation made by
Almira Haider