

# MYA: Nationwide Telecommunications Project

## *“Bridging the Digital Gender Divide”*

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9 December | 2:00 to 3:00 p.m. | 41018NW

# Myanmar Telecom

## Myanmar

Decades of isolation

Reforms, liberalizing economy

Second largest country in Southeast Asia

50-60 million people

Low income, young, high literacy, rural

## Telecom Sector

“Asia’s Last Frontier”

Lowest teledensity in world

Most competitive international telecom bid

Ooredoo and Telenor awarded licenses

From less than 10% to over 85% coverage

## Ooredoo

Telecom operator headquartered in Qatar

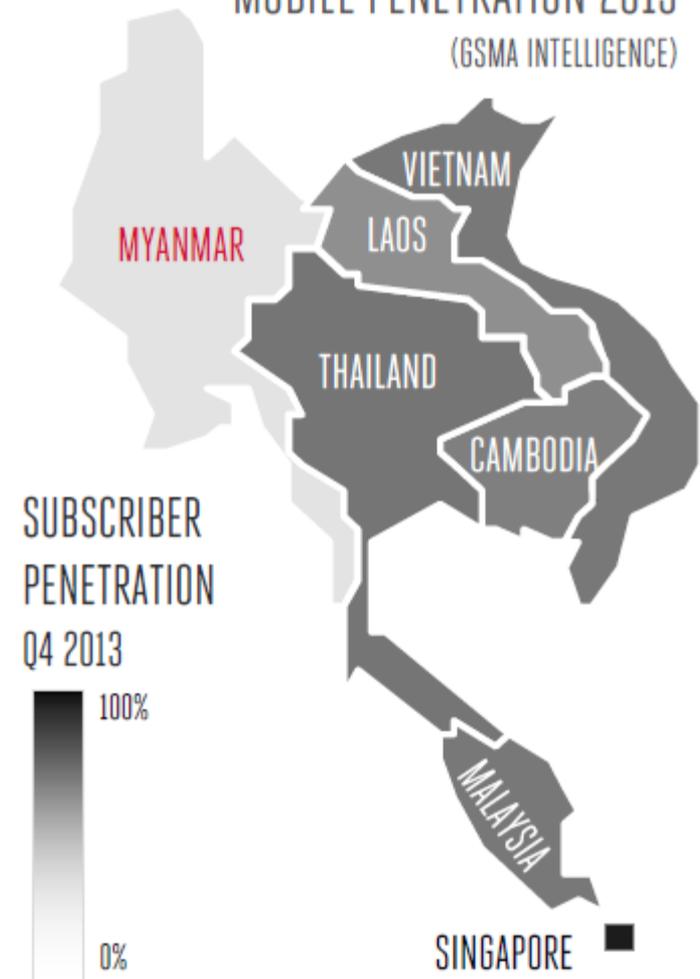
Middle East, North Africa and Southeast Asia

114 million customers worldwide

Gender equity core part of corporate DNA

## MOBILE PENETRATION 2013

(GSMA INTELLIGENCE)



# Ooredoo: Achieve Gender Equity and Empower Women



WOMEN IN THE  
WORKFORCE

World Bank partner in the “She Works” initiative, which has pledged to enhance women’s employment opportunities



DEEPENING OUR  
UNDERSTANDING

Part of Connected Women Program with GSMA to conduct studies to understand the socio-economic benefits of greater inclusion of women in the ICT sector.



UNDERSTANDING  
CULTURAL NORMS  
AND WORKING  
TO BREAK  
BARRIERS DOWN

Overcome the cultural norms which can limit female mobile use and employment opportunities



# Ooredoo: Achieve Gender Equity and Empower Women



CHALLENGING  
WOMEN TO  
DO MORE

Help women across global footprint to optimize their use of ICT and become financially independent by becoming womenpreneurs or sale agents



ADVANCING  
THE ROLE OF  
WOMEN AND  
BUILDING AWARENESS  
ON A GLOBAL STAGE

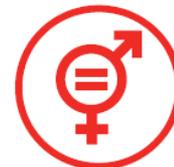
Ooredoo's Chairman member of the World Bank's Advisory Council on Gender and Development (a major global body dedicated to promoting gender equality around the world) as well as member of the Advisory Board for the World Economic Forum's Gender Parity Programme



PROVIDING  
FINANCIAL,  
EDUCATIONAL AND  
OTHER SUPPORT

Offer women functional training, financial support, working capital and guidance for how to become more independent and financially resourceful

**ooredoo**



# Barriers to Women's Adoption of Mobile in Myanmar



# Women Conferences

Inspirational speakers and business leaders speak to the role of women in Myanmar's ICT sector

Explore how Myanmar's technological revolution could be leveraged to empower women in Myanmar

Empowerment of women through mobile technology an important driver economic and social development

Encourage women to participate in Myanmar's vibrant, young ICT community

Accelerate the female digital economy to bring significant socio-economic benefits to women whether they are consumers of mobile services or employed in the telecommunications industry



## BRINGING WOMEN ONLINE

Over 1.7 billion females don't own a mobile phone in low- and middle-income countries



A community group of female technology professionals, students and enthusiasts, which seek to encourage greater engagement and female participation within the technology sector as a whole

60 percent of Myanmar computer university's students are female but their number dwindles in the field after graduation

Hub of networking, professional development, and support for women in Myanmar's nascent tech community

Holds regular workshops on programming languages, seminars on empowering rural women through tech, and professional development sessions on public speaking and crafting one's online image

## BOOSTING NATIONAL GDP

It has been found that bringing 600 million additional women and girls online could boost global GDP by up to US\$13-18 billion.

# Airtime Agents



Partnership with Cherie Blair Foundation for Women to empower 30,000 women to become entrepreneurs by selling prepaid airtime to their local rural communities

In addition to selling airtime, these women will act to promote Ooredoo apps (such as maymay) and explain the benefits of a smartphone and 3G connection for women

Each woman will be equipped with a business kit containing a mobile phone, promotional materials, and an operating manual

Participants will also receive hands-on training on how to run a businesses

## FAIR AND EQUAL ACCESS

In low- and middle- income countries women are 14% less likely to own a mobile phone than men, which translates into 200 million fewer women owning mobile phones.

# Maymay App



Named Maymay, meaning ‘mother’ in Myanmar language, the app is designed to provide maternal and child health advice to women during pregnancy and for 3 years post-birth

A simple and easy-to-use maternal and child health smartphone app with content tailored to Myanmar women



## Some of the features:

Users receive 3 maternal health advice alerts per week, tailored to the user’s stage of pregnancy

Users can call a dedicated hotline, operated by PSI staff, from 9am to 5pm 5 days a week to seek advice

Users can search for their nearest health workers and see their location, schedules and contact details

Due to strong interest from male users, a ‘father’ version of the app was developed, named Phayphay (“father”)

## Other Gender Action Plan

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Enable access to mobile/internet services to five million women in Myanmar, mostly first time users of accessing mobile / internet, by 2020

Prioritize and enhance women employment in Ooredoo workforce, and target women for at least 50% of its workforce throughout the license period

Carry out a study / assessment of the socio-economic benefits of greater inclusion of women in telecommunications sector, and utilize the study findings to help guide development and rollout of services to women

Develop and roll out at least one additional application benefitting female users by 2020 to support women empowerment

Document 8-12 testimonials on how Ooredoo's operations have changed the lives of women through a structured questionnaire or Focus Group Discussion near project completion

# Challenges and Lessons Learned



## **Challenges:**

Private sector driven by commercial incentives and may not fully understand the benefits of gender inclusion as part of their business plan and strategy

Benefits: competitive advantage, differentiation, higher productivity, wider talent pool, improve corporate image, etc.

Lack of: awareness, DMC corporate leaders, successful case studies

Some sectors more amenable where borrower can reach out directly to beneficiaries

## **Lessons Learned:**

Gender Action Plan flexibility

Buy-in from management and working level

Incentives: TA resources, concessional funds, awards and recognition, programs, speaking engagements, etc.



**“ We have come to the point where we have opportunity to establish the society we want....”**

**“Our Women, in many ways, suffered more than the men.....”**

**“Women are the unknown of the revolution.....”**

**Ms. Aung San Suu Kyi**