

THE RUMIE INITIATIVE

A Books to Bytes Revolution for Education in Afghanistan



PROJECT LOCATION: AFGHANISTAN



OUR PARTNERS



In 2017, Rumie developed and launched the Rumie App, a new innovative alternative for Rumie partners to deliver high quality, offline educational content. The Rumie App is designed to revolutionize access to education globally by enabling anyone with a low cost, Android device to access the best learning materials available on the Internet, even when the Internet is not available.

Upon initial launch, the Rumie App was used in Afghanistan where less than 20% of the population has access to the Internet. Mobile technology however, is much more accessible with mobile phone penetration currently at 80% and that number expecting to rise to 95% within the next 3 years¹. The Rumie App takes advantage of this trend by enabling learners to access digital learning materials that have been selected by an educator, or that they chose themselves, anytime and from anywhere regardless of Internet connectivity, through their own low-cost Android devices. Students can continue their learning, even if they are unable to make it to a classroom.

Working in collaboration with Roshan, Afghanistan's leading telecommunications provider, Rumie engaged Kabul-based individuals who are familiar with local education and skills requirements. Roshan's Director of Public Relations & Corporate Affairs, Shafi Sharifi, discussed the uniqueness of the Rumie solution and its ability to positively impact access

to education. He states: *"It can enable an Afghan girl sitting in a remote village in Afghanistan who doesn't have regular access to electricity or Internet but whose family may have a shared smartphone, to obtain information and knowledge about women's health and girl's education - some of the things that may not be available to her otherwise."*

Keeping scalability top of mind, the Rumie App has been tested across numerous devices within multiple learning contexts to ensure a seamless learning experience for end users in a wide spectrum of environments - from intermittent Internet connection to no Internet connection. This means that partners like Roshan, along with Rumie's other international partners, can reduce hardware, bandwidth, and logistical costs while continuing to increase their impact across all learners, regardless of age, gender, or learning environment.

Due to its ability to scale, the future potential impact of the Rumie App is limitless. Sharifi sums up the power of this solution and Roshan's commitment to an ongoing partnership stating, *"We have over 6.5 million subscribers. We believe that education is incredibly important to the Afghan economy and we are committed to enhancing access for Afghans across the country. The Rumie App has the potential to scale across our country through both educational programs and our Roshan subscriber base."*

¹ Afghanistan in 2017 - A Survey of the Afghan People, The Asia Foundation, 2017