

**Government of Pakistan  
Poverty Alleviation and Social Safety Division  
Press Release**

**Ehsaas has multiple initiatives that can utilize digital technologies to target neediest population effectively: Dr. Sania**



January 23, 2020 - Islamabad: To improve digital access, Jazz, Pakistan's leading digital company has launched Pakistan-ka-Smartphone (is this the official name?). While Pakistan boasts having some of the cheapest tariffs for voice and data the main barrier to internet has been the affordability of smartphones. To help address this barrier Jazz has partnered with KaiOS to release the JazzDigit4G smartphone at the most affordable price point, offering a suite of unique features. Access to the Internet is said to be the most effective driver of GDP for emerging economies.

JazzDigit4G, is an extremely affordable 4G handset which will be sold at a price of PKR 1,800. The customer is required to sign up for a one-year service with Jazz at an extremely affordable Rs. 300/month which gives the customer 1,000 minutes, 2GB data, free SMS and free calling to doctors etc. This is the most pro-poor initiative by any telecom company to help with the wellbeing of the lesser privileged and underserved segment of our society. Unfortunately, over 55% of Pakistan's 165m subscribers use non-Internet phones.

The launch event was attended by leading government and telecom leaders who lauded a private sector company for being invested in improving the country's digital and financial inclusion landscape. Speaking at the occasion, Dr. Sania Nishtar, Special Assistant to the Prime Minister on Social Protection and Poverty Alleviation and Chairperson BISP, stated, "The Ehsaas programme is the Government's signature programme dedicated

towards poverty alleviation in Pakistan through leveraging technology and promoting access of the vulnerable population to digital and financial inclusion.” She then continued, “Most of the digitally excluded segments are poor women, and initiatives like KaiOS which further digital inclusion can improve outcomes significantly. Ehsaas has multiple initiatives that can utilize digital technologies to target the neediest population effectively”.

CEO Jazz, Aamir Ibrahim, who has been championing #DigitalPakistan for the past two years, said, "We want 2020 to start with this new device setting the benchmark for a nationwide 4G revolution. Yes, we have successfully tested 5G, but our biggest challenge and opportunity is to take 2G customers to 4G and to offer good quality broadband to every Pakistani. We saw an inequality, and we went ahead and tried to fix it with this affordable phone."