

Jokko Initiative — Mobile-Phone Literacy for Rural Women

Digital Inclusion · Good practice · Senegal

Quality score: 76/100

Evidence strength: Observational / pre–post

Summary

Tostan and UNICEF taught SMS literacy to women in 25 villages in Vélingara, Senegal. A UC Berkeley (CEGA) evaluation found women scoring in the top literacy/numeracy band rose from 12% to 29%, and text-message writing ability jumped from 8% to 62%.

Key dimensions

Dimension	Score
Innovation level	4/5
Sustainability (ongoing)	0/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-07-09

[Tostan, with UNICEF Senegal](#) — accessed 2026-07-09

[Tostan - Study Shows Promise for Text Messaging for Literacy](#) — accessed 2026-07-09

[EduTech Debate - From Illiteracy to mCommunity](#) — accessed 2026-07-09

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