

Jokko Initiative — Tostan's mobile-phone literacy program for rural Senegalese women

Digital Inclusion · Good practice · Senegal

Quality score: 72/100

Evidence strength: Observational / pre–post

Summary

Tostan's Jokko Initiative paired basic literacy classes with mobile-phone and SMS training for rural Senegalese women. A UNICEF/UC Berkeley evaluation of the 2007–08 pilot found large gains in literacy, numeracy and text-messaging ability, though continuity since the 2008 scale-u

Key dimensions

Dimension	Score
Innovation level	3/5
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 2026-09-13

[Tostan](#) — accessed 2026-09-13

[edutechdebate.org](#) — From Illiteracy to mCommunity: Jokko Initiative Empowers Women with mLearning — accessed 2026-09-13

[Tostan](#) — Study Shows Promise for Text Messaging for Literacy Approach in Africa — accessed 2026-09-13

[UNESCO UIL LitBase](#) — Jokko Initiative, Senegal — accessed 2026-09-13

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