CASE STUDY

Eneza Education

Educating school children through SMS and mobile technology

FOUNDING YEAR
2018

GEOGRAPHY
Côte d'Ivoire

FOUNDING TEAM
Christelle Hien-Kouam | Country Manager

Charles Elioth Anon | Deputy Country Manager

TWEET PITCH
Eneza Education runs a subscription-based service providing SMS-based educational content (including lessons and assessments) for primary and secondary school students on any mobile phone.

WEBSITE
http://enezaeducation.com/ivory-coast/

With 49.5 per cent of the population aged 15 to 49 unable to read and write, Africa has the highest illiteracy rate in the world.[13] In Côte d'Ivoire, the illiteracy rate is 43.8 per cent, and according to UNICEF, the graduation rate is 63 per cent in primary school and 41 per cent in high school. Despite education reforms, such as a 2015 law that made school attendance compulsory for all children aged six to 16, and a significant increase in education spending (18.7 per cent of total government expenditure in 2017),[14] the quality of education in the country remains low, especially in rural areas.

Studies show low average national exam scores. The percentage of students with sufficient competencies in Mathematics is 26.9 per cent and 48 per cent for French,[16] indicating a learning lag in literacy and numeracy in the education system. Some of the key contributors to low literacy rates are low-quality education, lack of sufficient textbooks, extremely high pupil-to-teacher ratio, low teacher supervision and teaching methods that do not take children's specific needs into account.

Yet, according to GSMA Intelligence data, there are over 32.5 million mobile connections in Côte d'Ivoire. With a population of over 25.4 million, this translates into a 128 per cent mobile phone SIM penetration rate.[17] Drawing on operational lessons from Kenya and Ghana, Eneza Education launched a subscription service for educational content (e.g. French, English, History and Physics) in Côte d'Ivoire aimed at children in primary and secondary school.[18] In January 2019, Eneza launched the iEduk platform, a comprehensive virtual tutor that provides universal access to affordable and quality learning. Developed in-house by local teachers and aligned with the national curriculum, students can access lessons and quizzes on any mobile phone via SMS or USSD with a daily, weekly or monthly subscription. As of June 2019, there were over 13,700 learners on the platform.

13. Alain Mingat, Francis Ndem and Adeline Seurat (2013), "Questions about the Measurement of Illiteracy", *The Case of Sub-Saharan Africa*, pp. 25–47.

14. UNESCO: http://data.uis.unesco.org/

15. Universalia, Results for Development and ITAD (August 2018), *Summative Evaluation of GPE's Country-level Support to Education, Batch 2, Country: Côte d'Ivoire.*

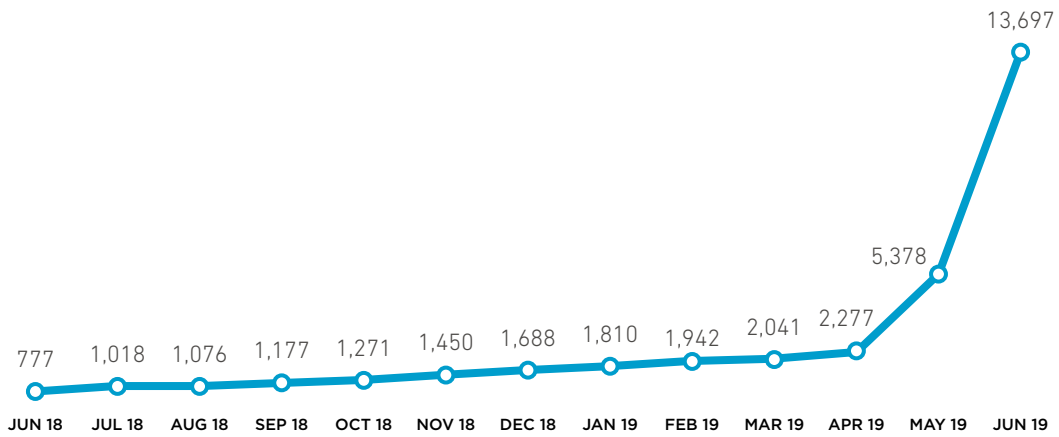16. UNICEF (2019), *Goal Area 2, Every child learns: Global Annual Results Report 2018.*

17. GSMAi database: https://www.gsmaintelligence.com/markets/580/dashboard/

18. Students are typically nine to 16 years old.

ENEZA EDUCATION
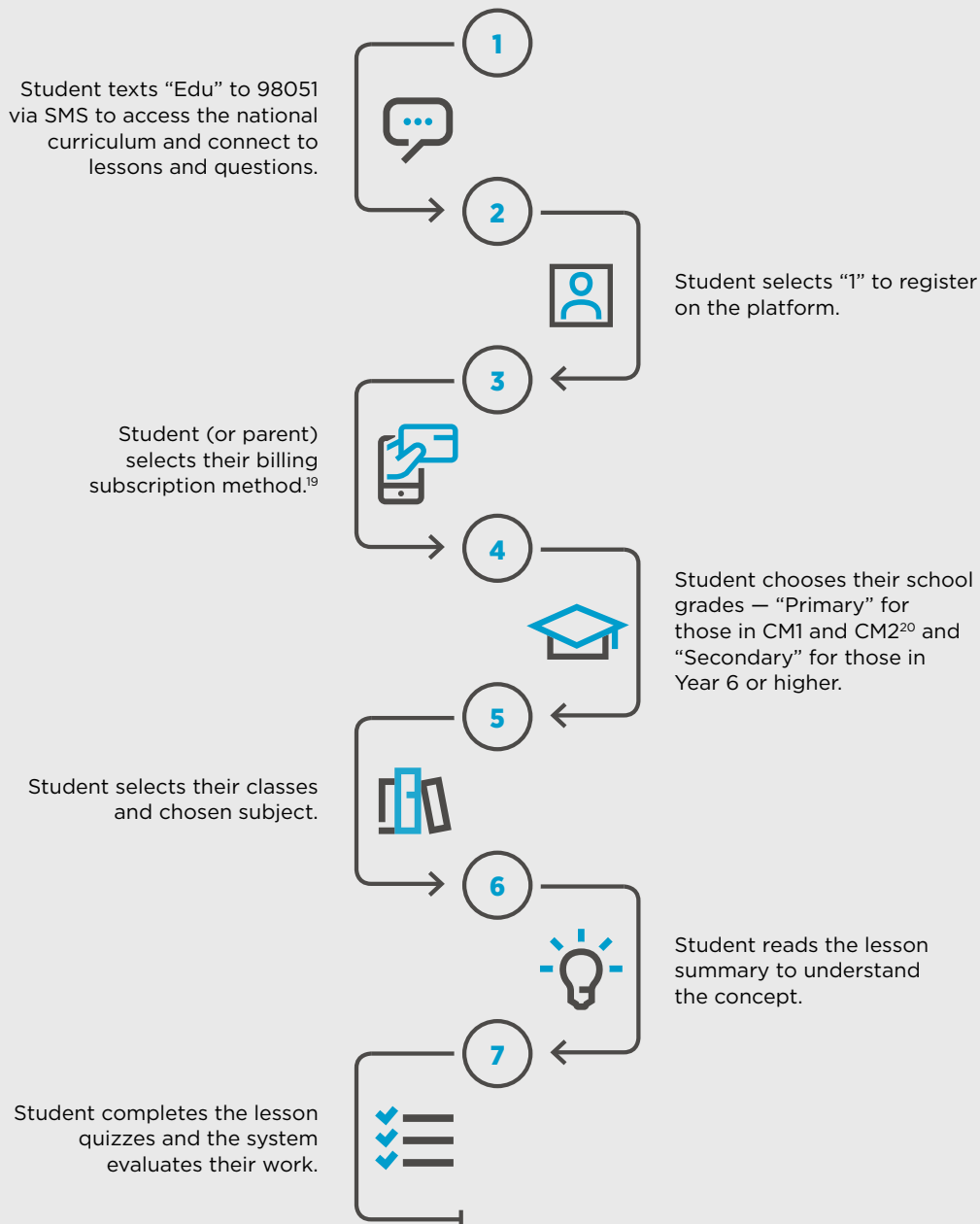NUMBER OF STUDENTS IN CÔTE D'IVOIRE
ON THE IEDUK PLATFORM

												13,697
777	1,018	1,076	1,177	1,271	1,450	1,688	1,810	1,942	2,041	2,277	5,378	
JUN 18	JUL 18	AUG 18	SEP 18	OCT 18	NOV 18	DEC 18	JAN 19	FEB 19	MAR 19	APR 19	MAY 19	JUN 19

ENEZA EDUCATION
NUMBER OF QUIZZES TAKEN BY
STUDENTS ON THE IEDUK PLATFORM

|											14,182	39,705
36	38	57	81	117	296	934	1,406	2,010	2,717	3,265		
JUN 18	JUL 18	AUG 18	SEP 18	OCT 18	NOV 18	DEC 18	JAN 19	FEB 19	MAR 19	APR 19	MAY 19	JUN 19
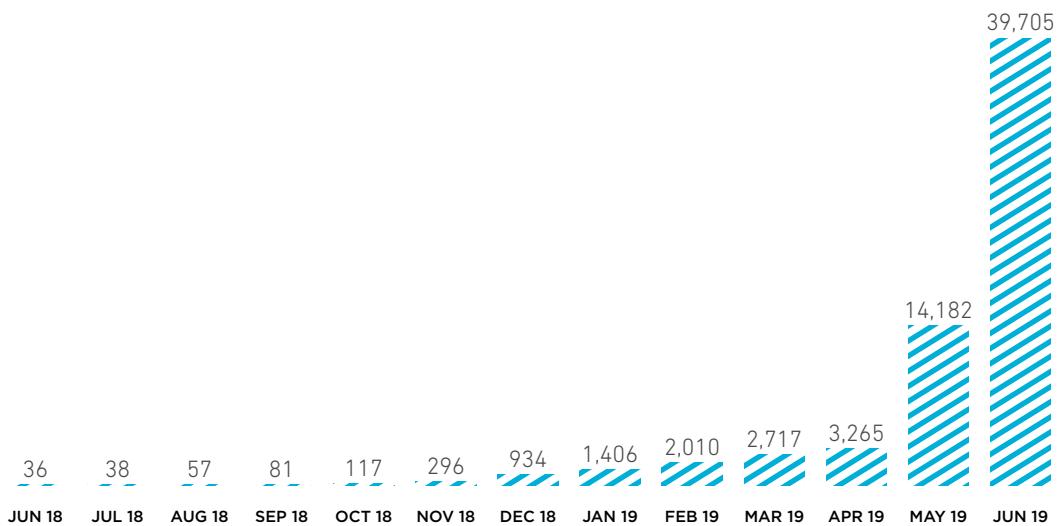
How the service works

iEduk is an online and mobile platform that allows students to access educational content via SMS or USSD. Student users can chat with teachers and ask them questions from 8am to 8pm every day. iEduk works as follows:

1

Student texts "Edu" to 98051 via SMS to access the national curriculum and connect to lessons and questions.

2

Student selects "1" to register on the platform.

3

Student (or parent) selects their billing subscription method.[19]

4

Student chooses their school grades — "Primary" for those in CM1 and CM2[20] and "Secondary" for those in Year 6 or higher.

5

Student selects their classes and chosen subject.

6

Student reads the lesson summary to understand the concept.

7

Student completes the lesson quizzes and the system evaluates their work.

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19. Students can choose from one of the following packages to be added to a mobile airtime bill (in West African CFA francs): 60/day (10 cents), 300/week (50 cents), 1,200/month ($2) or 10,000/year ($16.25).

20. CM1 = cours moyen 1 (school children typically aged eight to 10) and CM2 = cours moyen 2 (school children typically aged nine to 11).

IEDUK
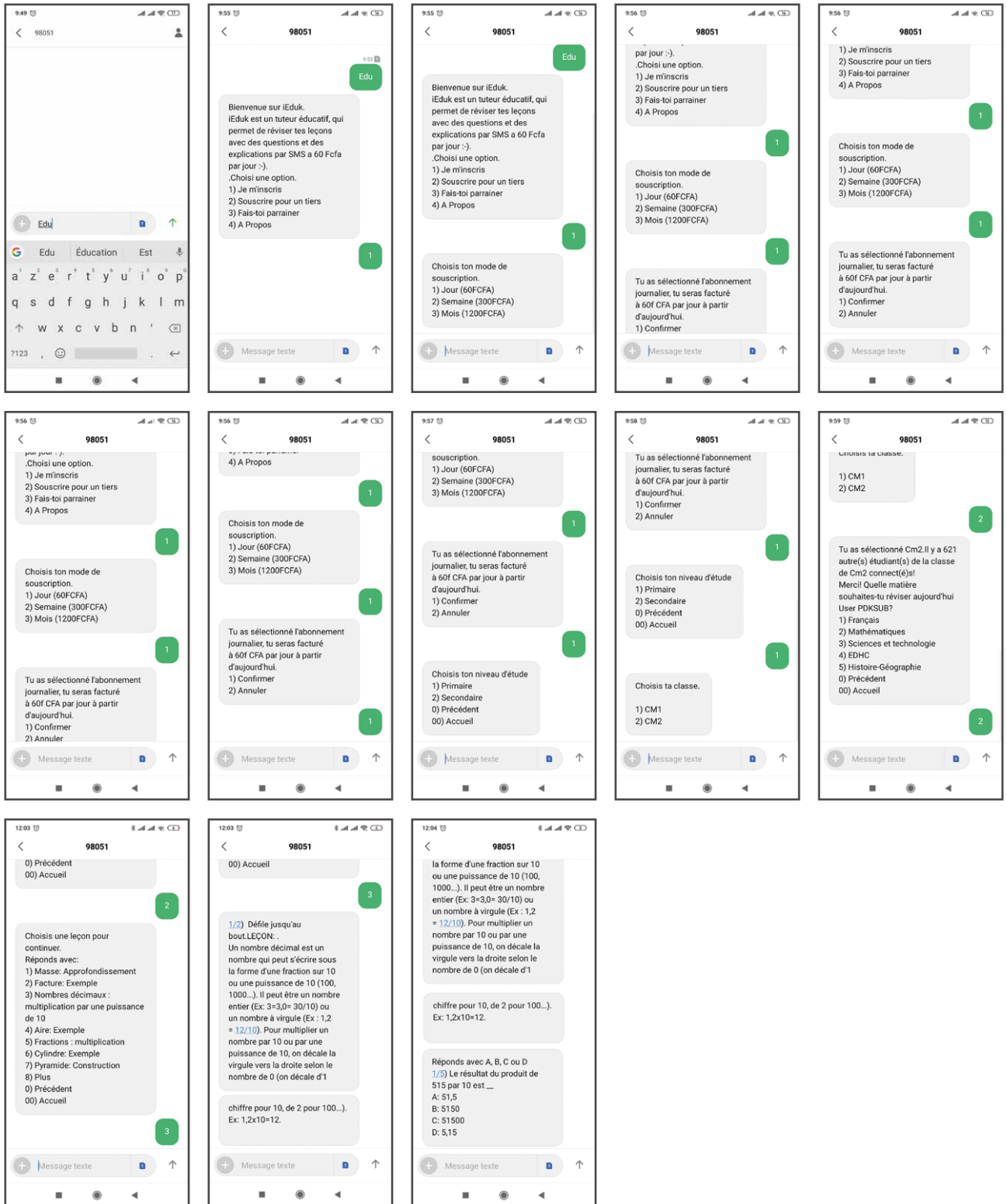
Working with mobile operators

In June 2018, Eneza Education (iEduk) signed a contract with Orange Group and is now working with Orange Cote d'Ivoire. In a revenue-sharing agreement, Orange Cote d'Ivoire has opened its SMS and billing APIs to allow iEduk users to access and pay for content using prepaid mobile phone credit. Eneza is currently integrating with MTN Côte d'Ivoire payments for iEduk for MTN subscribers.

Eneza has also collaborated with Safaricom in Kenya and with MTN and AirtelTigo in Ghana.

Changing lives

1 NO POVERTY

Children living in rural areas can use iEduk to improve their literacy and school performance, which in turn helps to prevent child labour and poverty. In rural areas, most parents do not have the resources to buy school supplies for their children, which on average cost FCFA 60,000 (about $100) per child. Since iEduk launched in January 2019, Eneza Education has partnered with Nestlé to provide 500 children with free access to iEduk content, on the condition that they attend school every day.

4 QUALITY EDUCATION

In Côte d'Ivoire, there are an average of 60 students per class, and secondary teachers are responsible for nearly 270 students. As of June 2019, over 13,700 users have accessed iEduk and completed over 40,000 quizzes. iEduk is accessible through SMS at a low fee (10 cents/day) deductible from a parent's or student's airtime. Both primary and secondary students can revise their lessons and take quizzes, and content is based on the local curriculum, provided by highly qualified teachers and experts and approved by the Ministry of Education.

I use iEduk to revise and prepare for classroom lessons. iEduk ensures that I am prepared for class and ready to reply to questions from my teacher. During the teachers' strike, I used iEduk to take classes at home to continue studying – so that my education was not interrupted.

Kouame, iEduk user

Thanks to the iEduk service, Esther is able to do extra learning through Eneza's education platform, which has not only helped me financially, but it has also helped him a lot in class.

Dominique, father of Esther, an iEduk user

Working with the GSMA Ecosystem Accelerator

After launching its service in September 2018, Eneza Education received a grant from the GSMA Ecosystem Accelerator Innovation Fund in November 2018 to build out its solution in Côte d'Ivoire. The purpose of the grant was to improve the quality of the platform by testing and developing two new products: iEduk and IVR Literacy. By the end of the grant in March 2020, Eneza had increased the number of users on the platform to 27,545. The start-up has successfully integrated literary education with IVR and improved the service through distance learning via SMS. In addition to funding, the GSMA will continue supporting Eneza Education to deepen its relationship with local mobile operators in Francophone Africa.