KEY PRIORITIES FOR DIGITALIZATION OF THE GOVERNMENT OF THE KYRGYZ REPUBLIC

Focus on the overall digital literacy of the population

Training of citizens to practical digital skills

Establishing and promotion training centers on digital skills in the regions

Formation of collaborations between universities and business associations

The report was prepared by Aziz Soltobaev within the framework of the UNDP Project "Digital skills and opportunities for youth employment towards digital economy"
99.6% of the adult population aged 15 and over are literate (can read and write) – a good background for rapid development of digital literacy *

A literate population will be able to learn digital literacy faster. Digital literacy is defined by the set of knowledge and skills that are necessary for the safe and effective use of digital resources on the Internet

* Source: National Statistical Committee
Fluency in basic and intermediate skills increases the level of employability and employment, as well as competitiveness in the labor market. The basic set of the applicant: knowledge of Word, data processing in Excel, the ability to use Power Point and search for the necessary information on the Internet.

## WHAT KIND OF PROFESSIONS?

**SMM SPECIALIST**

What do you need to know and be able to do?
- create content for different social networks: texts, photos, videos, animations, etc;
- create a strategy for advertising campaigns and launch targeted advertisement;
- engage your audience, think of activities, and implement new tools to attract customers;
- work with opinion leaders, bloggers, and launch partner advertising campaigns

How long to study? 3 months

**INTERNET MARKETING-SPECIALIST**

What do you need to know and be able to do?
- develop strategies and tactics for promoting the company on the Internet;
- conduct advertising campaigns on the Internet and evaluate their effectiveness;
- analyze statistics, site KPIs, Internet, social networks;
- select the communication channels;
- create strategies for each communication channel;
- create texts, infographic concepts, ideas for videos, advertisement, and e-mail newsletters;
- develop technical tasks for designers and programmers;
- monitor trends and create content

How long to study? 6 months

**CEO-SPECIALIST**

What do you need to know and be able to do?
- understand Analytics, be able to work in the digital platforms such as Google ads, Google Analytics, Yandex Metrika, Google Search Console;
- be able to analyze the market, audience, and competitors;
- generate, distribute, and control advertising budgets;
- develop and monitor the implementation of marketing strategies;
- understand strategically and tactically targeted advertising, PPC, SMM, e-mail marketing, content marketing;
- constantly test new tools for attracting customers from the Internet;
- basic understanding of the principles of layout, design, and copywriting to oversee the development of advertising materials

How long to study? 6 months
80% of citizens have smartphones

The mobile phone is the main communication channel. In 2015-2019, more than 50% of the Hi-Tech Park’s revenue comes from Youtube studios. Youtube economy (animation industry) – publication of video content for the Youtube digital platform, promoting the channel and generating revenue from advertising. In Kyrgyzstan, the production of animated cartoons for preschool and school-age children for English-speaking audiences
INTERNET USERS USE THEIR SKILLS FOR ENTERTAINMENT CONTENT

- Over 95% of citizens use computers with OC Windows
- 80% of users use mobile devices, and only less than 20% use tablets and computers
- 85% of smartphones are based on Google Android, 15% on Apple IOS

 TOP 10 websites among desktop users
- Google
- YouTube
- AKHpress
- @mail.ru
INCREASING THE OVERALL LEVEL OF DIGITAL LITERACY THROUGH POPULAR PLATFORMS

1. Use current popular digital platforms.
2. Top 10 popular Youtube channels from the Kyrgyz Republic will reach the target audience faster than a new specialized page.
3. Digital television can also serve as a tool for distance learning of schoolchildren and students in those subjects where there is a lack of competence or lack of teaching staff in local educational institutions.
4. Collaborate with popular channels and resources without creating a separate new one.
5. Television remains an important educational channel, especially in the Kyrgyz language in the regions.
6. Involve influencers to deliver messages.
RECOMMENDATIONS. THE DEVELOPMENT OF INTERMEDIATE SPECIALIZED SKILLS WILL STRENGTHEN THE POSITION OF BUSINESS AND THE POTENTIAL OF DIGITAL ENTREPRENEURSHIP

It is necessary to facilitate the technological transfer of many foreign solutions to Kyrgyzstan in the form of purchasing the necessary software, adapting educational and methodological and certification materials, opening training centers, and technically equipped innovation laboratories.

1. Open regional centers of competence for digital platforms: Google, Facebook, Amazon AWS, Microsoft Azure, Apple, and Booking.

2. Create industrial training centers in Higher Education Institutions for training in production management information systems based on Open Source.
There are 1,145 million households in Kyrgyzstan, and less than 18% of them have computers. The situation in the regions is much more complicated than in the cities of Bishkek and Osh.

Source: National Statistical Committee