

Mobilink, Unesco partner for 'Mobile Based Literacy' programme

LAHORE: Mobilink has partnered with Unesco to launch the third phase of the 'Mobile Based Literacy' programme - A broad based initiative continuing since the year 2009.

The programme is a unique initiative that utilizes mobile technology to improve literacy for female students, aged 15 to 25 years, in rural and deprived areas.

The 'Mobile Based Literacy' programme is an evolution of the previous 'SMS for Literacy' programme, with the third phase of the project designed to use the mobile phone both for learning and communication between the teachers and students, as well as teachers and supervisors.

In the third phase of the programme 2,500 students will be given basic literacy skills by communicating with teachers through SMS based interactive lessons.

As a value addition the third phase will also enable 100 participating teachers to coordinate with supervisors and report on student progress via data enabled SIMs provided by Mobilink.

The current phase also extends the outreach of the programme, reaching out to learners in KPK and Punjab through 100 learning centers.

Jahanzeb Taj, Vice-President Marketing, Mobilink, highlighted, "ICT provides some of the most powerful methods to help us in our efforts to eradicate illiteracy in Pakistan.

The Mobile Base Learning programme uses the cell-phone as a learning tool and has been

designed to take advantage of Mobilink's extensive penetration amongst the Pakistani population. The earlier phases provided great results, reaching out to 1500 female students and I look forward to this programme having an even greater impact in the third phase."

Dr. Kozue Kay Nagata, Director and Country Representative Unesco added "three years back Unesco started piloting mobile literacy project, and through that small project we have expanded the use of mobile phones for more than communication, now its also an active tool of information, education and knowledge in Pakistan.

We find this collaboration between public-private partnerships extremely important. Through this project Unesco has made 1,500 adult female not just literate but also made them connected to the world and empowered them to a degree where they feel empowered citizens, which we count as great achievement." Another 2,500 rural adult females will be made literate through this current phase".

The 'Mobile Based Literacy' programme uses use mobiles as a tool for delivering educational materials to participating students. As part of the programme, students and teachers are provided with mobile phones to improve on reading and writing skills, with two way interaction through SMS.

Teachers will also be able to monitor and record progress of their students using unique mobile software, developed by Mobilink for the programme.—PR



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