

## Shaping the Future Education through Mobile Phones– UNESCO and Nokia launch phone application to improve literacy skills

Nokia and UNESCO Pakistan are proud to launch a basic literacy application named eTaleem for Nokia phones. eTaleem allows people to easily access lessons for Urdu reading, phonetics, word synthesis, sentence making, and basic math. eTaleem app has been developed by Lakson



Business Solutions for Nokia as a component to the UNESCO Project “Mobile Literacy training for Literacy Training of Rural Female Adults”. The application can be downloaded on most affordable Nokia S40 devices (list of devices available on link mentioned below).

According to the latest Pakistan Social and Living Standards Measurement (PSLM) Survey 2010-11, the literacy rate across

the country is 58 percent, with lower rates in rural areas for women. Using mobile phone as a learning tool via UNESCO project can accelerate the literacy level country wide.

The learning content to Nokia’s eTaleem app is based on UNESCO’s learning DVDs designed and tested in community learning centers all over Pakistan. By enabling access to the high quality educational material via affordable mobile phones, Nokia broadens the reach of the UNESCO trainings to rural areas, supporting continued learning after the community classes’ attendance comes to an end.

“We are really appreciative of Nokia enabling access to our contents of basic literacy via a modern mobile phone application. It is a great opportunity for our post literate learners, as using this application on mobile phone and in Urdu language, will keep them intact with reading and writing skills and making literacy skills relevant to 21<sup>st</sup> century life demands,” said Kozue Kay Nagata, Director and Representative of UNESCO Pakistan.

With the implementation of mobile learning component, the programme gained the Government Sectors' support, with the Literacy Department of Punjab and the Education Department of Ministry of Capital Administration Development as new partners to the endeavor for higher literacy penetration in Pakistan. "To institutionalize our literacy project in the system, we must scale up our project to government sector, so that a larger number of users can benefit from the project in the future", added the Director of UNESCO Pakistan.

"Mobile learning can enrich and enhance learning opportunities for all. In remote areas or places where accessing education materials can be difficult, Nokia tools such as eTaleem or Nokia Education Delivery - which are both used within the UNESCO project – can bridge the digital divide. These mobile learning tools host a great potential to make a real difference in people's lives, giving them easy access to quality education" says Ulrike Vott, Nokia's Regional Sustainability Manager for Middle East and Africa.

Presently, 2500 adult female learners in rural districts of Punjab and Khyber-Pakhtunkhwa are using the eTaleem application as part of their 6 months literacy training. During the past few months, the UNESCO Project used another Nokia solution - the Nokia Education Delivery to train 70 teachers in 7 districts supporting their professional development. Nokia is providing the mobile learning innovations to UNESCO as part of the organizations' global partnership: UNESCO and Nokia joined hands to progress towards meeting one of the United Nation's Millennium Goals -"Education for All".

*The complete list of compatible devices, Installation Procedure and the eTaleem application can be downloaded from <http://www.unesco.org.pk/education/etaleem.html>*

#### About Nokia

*Nokia is a global leader in mobile communications whose products have become an integral part of the lives of people around the world. Every day, more than 1.3 billion people use their Nokia to capture and share experiences, access information, find their way or simply to speak to one another. Nokia's technological and design innovations have made its brand one of the most recognized in the world. For more information, visit <http://www.nokia.com/about-nokia>*

#### About UNESCO

*UNESCO is the United Nations agency with a mandate to defend freedom of expression and press freedom. Article 1 of its Constitution requires the Organization to "further universal respect for justice, for the rule of law and for the human rights and fundamental freedoms which are affirmed for the peoples of the world, without distinction of race, sex, language or religion, by the Charter of the United Nations." To realize this the Organization is requested to "collaborate in the work of advancing the mutual knowledge and understanding of peoples, through all means of mass communication and to that end recommend such international agreements as may be necessary to promote the free flow of ideas by word and image..."*

<http://www.unesco.org.pk>

#### **For Media Inquiries**

**Syed Meraj Alam**  
Sr. Media Manager,  
**Syntax Communications**  
+92-321-2211106

#### **For Nokia Pakistan**

**Adeel Hashmi**  
Head of PR and Communications  
[adeel.hashmi@nokia.com](mailto:adeel.hashmi@nokia.com)

#### **For UNESCO**

**Phyza Jameel**  
CI Specialist, Communication &  
Information Sector, Islamabad.  
[p.jameel@unesco.org](mailto:p.jameel@unesco.org)  
+92-321-4771462 ;