

Activity Name	“APPS AND SERVICES” (READING)
Language	English
Level	Intermediate - Advanced (5 th to 9 th semester)
Objective	Analyze a text to solve some reading comprehension exercises.
Linguistic Competence to Develop	Reading comprehension
Strategies	- Examine a text and some exercises. - Decide the best answers for the exercises.
Activities	1. Read a text. 2. Match the five categories to each paragraph. 3. Read the text again and choose the correct letter A, B, C or D.
Feedback	When you finish check the “Answer Key”. You can keep the worksheet in your portfolio of evidence.

Apps and services that are good business *and* do some good.

1 Banking the Unbanked In Kenya, Safaricom's M-Pesa mobile money service has revolutionized financial inclusion by offering mobile phone users a safe, convenient and affordable way to store, send and receive money. M-Pesa is good business for Safaricom, accounting for 31.2 percent of revenue in 2019. In turn, mobile money is fuelling innovation across every sector imaginable as the ability to collect small sums of money efficiently transforms poor people into viable consumers of utilities, insurance and market information, among along with other vital products and services.

2 Improving Maternal Health In Tanzania, Etisalat's "Mobile Baby" program has increased the number of healthy births following medical emergencies by some 30 percent through the use of an app that helps traditional birth attendants identify potential problems faster, notify clinics in advance of an emergency patient's arrival, and pay for emergency transportation of patients.

3 Know Your Market In the Philippines, Talk 'N' Text's Panalo phones are targeted at the lowest income market segments to expand mobile phone access and increase the average monthly use of prepaid users. The product consists of a new handset, hard-locked built-in SIM, and initial airtime load package for a total of US \$12. Salespeople sell them door-to-door and in the markets most frequently used by low-income women.

4 Encourage Entrepreneurship In India, Uninor partnered with a local women's group to empower women entrepreneurs to identify and sign up new mobile phone users in rural communities. The value of sales for this team quadrupled and some began to outsell traditional retailers in their areas.

5 Design for Women In Iraq, Asiacell created Almas ("Diamond") — a line of mobile products and services specifically designed for women. The service includes a 50 percent discount after the third minute, allows women the freedom to choose their own off-peak hours, provides discounted rates for off-network calls, and offers a free "bye-bye" service that blocks potential harassers from calling or texting. The Almas service also allows for the distribution of information on women's health. In the two years following the product launch, more than two million women have enrolled, doubling the proportion of Asiacell's female customers.

6 Literacy through Mobile Phones In a country where only 28% of the population over 15 can read and write, mobile phones offer a promising channel to expand educational opportunities to Afghan women and girls, whose literacy rates are considerably lower still, and who often have little or no chance to attend formal classrooms. While 81% of females attend primary school, that number drops to 21% at secondary level. Paiwastoon's Ustad Mobile ("mobile teacher") app teaches literacy in Dari over basic feature phones via video. A pilot project is currently underway using Ustad Mobile to train 200 Afghan National Policewomen in basic Dari Literacy.

The renowned Afghan Institute of Learning found that incorporating text messages into its basic literacy course for Afghan women halved the time required to attain basic proficiency from six months to three.

A). Match the five categories to each paragraph (1 - 6). You may use each category more than once or not all.

- A. safety and protection
- B. criminal justice
- C. economic opportunities and financial independence
- D. maternal and women's health
- E. education and literacy

Paragraph 1. A / B / C / D / E

Paragraph 2. A / B / C / D / E

Paragraph 3. A / B / C / D / E

Paragraph 4. A / B / C / D / E

Paragraph 5. A / B / C / D / E

Paragraph 6. A / B / C / D / E

B. Read the text again and choose the correct letter A, B, C or D

1 Using mobile phones to send or receive money helps develop new aspects of the economy because...

- A It provides 18% of the revenue for one mobile telecommunications company.
- B Mobile phones are a safe, economical and efficient way to access products or services.
- C People on low incomes can participate in many more services or buy more products.
- D Overseas investors are more likely to invest in countries where this is happening.

2 One advantage of Etilat's 'Mobile baby' app NOT mentioned in the text is that the traditional birth attendants looking after the pregnant women...

- A can use tools on the phone to discover any issues with the pregnancy.
- B can be retrained in more up to date birthing techniques.
- C can call the hospital with information before the woman arrives.
- D can use money already on the phone to pay for a taxi to hospital.

3 The Uninor partnership helped women to...

- A make money by finding and selling to people who didn't already have mobile phones.
- B increase how much prepaid mobile users actually used their phones each month.
- C learn how to use traditional retailing techniques to increase their sales.
- D identify and target the lowest income market segments to quadruple their sales.

4 The key proof that Asiacell's Almas service has been successful is that...

- A it protects women from harassment by allowing them to block numbers.
- B it provides free healthcare information, which could save lives.
- C it has led to a 50% increase in turnover for the network company.
- D the percentage of females using the mobile network has doubled.

5 The proportion of Afghani women who can read and write in either Dari or Pashto is...

- A about 28%.
- B less than 28%.
- C around 80%.
- D around 20%.

ANSWER KEY

A). Match the five categories from task 2 to each paragraph (1 - 6). You may use each category more than once or not all.

Paragraph 1. A / B / C / D / E

Paragraph 2. A / B / C / D / E

Paragraph 3. A / B / C / D / E

Paragraph 4. A / B / C / D / E

Paragraph 5. A / B / C / D / E

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