Mobitel initiates project to promote mobile learning among rural women

Posted on



Jean Fernandez, SGM – Customer Care, Mobitel exchanges the agreement with Dr Vijitha Nanayakkara, Vice Chancellor – OUSL while Prof Tissa Vitarana, Minister (Senior) for Scientific Affairs, Emeritus Prof Uma Coomaraswamy, Consultant – COL and
Prof G Mikunthan, Dean – Faculty of Agriculture, University of Jaffna look on

Sri Lanka Telecom Mobitel initiated a programme with the Open University of Sri

Lanka (OUSL) to promote mobile learning among rural women in farming communities through a project sponsored by the Commonwealth of Learning (COL). This programme focuses on mobile learning methods aimed at facilitating women in farming communities to uplift the quality of life for themselves and their families.

The first phase of this project will involve 550 women from two rural farming communities: 300 women from Jaffna and 250 from Hambantota. This project will focus on providing financial services and management training, aimed at improving financial literacy among these rural women. Lessons will be disseminated through an Interactive Voice Response System and mobile technology. Each weekly module will include five lessons and an assessment.

“Mobitel has embarked on yet another initiative to further enhance mobile phone ownership amongst women in Sri Lanka,” said Jean Fernandez, Senior General Manager – Customer Care, Mobitel. “Through this programme, not only will we educate women in rural farming communities on crucial subjects necessary to uplift their quality of life but will also help empower them and add value to their daily work.”