

**Article Link**

<http://blog.google.org/2009/06/google-sms-to-serve-needs-of-poor-in.html>

## **IPA will evaluate Google initiative to serve needs of poor in Uganda**

Google announces its first major initiative in Uganda, which makes available a suite of cell phone applications--including services to offer health and agriculture tips and a platform that helps buyers and sellers connect to one another--designed to serve the needs of the poor and increase access to information and communications technology.Â Innovations for Poverty Action will conduct an accompanying social impact assessment to evaluate the outcomes of the project.

June 29, 2009