**Attachment capsule 7**

1. **Pre-activity section**

**1.1.1 CHART**

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|  | **Sociocultural differences between Mexico and India** | **Sociocultural differences between Mexico and Germany** | **Sociocultural differences between Mexico and Africa** | **Sociocultural differences between Mexico and China** |
| **Schedules** |  |  |  |  |
| **Greetings and farewells** |  |  |  |  |
| **How should you address to him/her?** |  |  |  |  |
| **Are there other important dos and don’ts?** |  |  |  |  |

**1.2.1 Zubaida Bai**

Notes:

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**1.2.2 Read**

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| **ZUBAIDA BAI**  Zubaida Bai innovates health and livelihood solutions for underserved women and girls around the world.  Building on her expertise as a mechanical engineer, a social worker and her public speaking skills, [Zubaida Bai](http://www.zubaidabai.com/" \t "_blank) put her unique passion to work. In the process, she built a brand and a product line, and she set in motion a movement that addresses market failures, breaks taboos and gives voice to the oft-ignored matter that is women’s health.  Bai is the founder and CEO of [ayzh](http://www.ayzh.com/" \t "_blank) (pronounced "eyes"), a social enterprise based in India that designs vital healthcare products to improve the health and happiness of women and girls across their reproductive lives. Bai launched her company with [janma](http://www.ayzh.com/" \l "janma-section" \t "_blank), a $3 clean birth kit in a purse, but her story goes further back to when she stood by her mother to face head-on the challenge of survival facing her family when she had just entered her teens.  janma was conceived after traveling to one of the poorest communities in India and confronting the reality that more than one million mothers and babies lose their lives in the developing world each year due to uncleanliness at the time of childbirth. Packaged in a pink biodegradable jute bag, a design that mothers can reuse as a purse, the kit provides both cleanliness and dignity. Since beginning sales in 2012, Bai's company has sold more than 250,000 kits to more than 300 health institutions in 20 countries, touching the lives of more than 500,000 women and newborns. Bai is now expanding her product line to include kits for newborn, postpartum and menstrual health, while scaling her proven model across India and into Africa.  Bai was selected as a Young Global Leader by the World Economic Forum, a Maternal Health Champion by Ashoka, a TED speaker (Fellow and Resident) and the United Nations SDG Pioneer by the United Nations Global Compact (UNGC). ayzh's strategic partners from around the world who have written about Zubaida's work: TOMS shared her [safe birth story](http://www.toms.com/stories/giving/ayzh-founder-shares-her-safe-birth-story); USAID blogged about how she's [empowering women through a simple purse](https://blog.usaid.gov/2016/03/empowering-women-through-a-simple-purse/); and Grand Challenges Canada recognizes her lead role in scaling [life-changing kits for mothers and newborns](http://www.grandchallenges.ca/grantee-stars/0607-05/).  Bai believes that building a sustainable company takes a great team, stamina and a sturdy suitcase. She is fluent in eight languages and travels the world forging new partnerships and advocating for women's health. She has spoken at events for [Women in the World](http://nytlive.nytimes.com/womenintheworld/2016/04/08/pregnant-women-have-one-foot-in-the-grave-four-women-reducing-maternal-mortality/), Pfizer Foundation and Women Deliver. She holds a master's degree in mechanical engineering specializing in development of modular products, and an MBA in social and sustainable enterprises.  **Source:** <https://www.ted.com/speakers/zubaida_bai> |

**1.2.3 CHART**

Use this chart to make your list of vocabulary or common expressions. Follow the two examples given.

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| --- | --- | --- | --- |
| **Word or expression** | **Pronunciation** | **Stress/intonation** | **Meaning** |
| Health | /jelth/ | héalth | salud |
| Be aware of | /biaweref/ | Be aware of | tener en cuenta algo |
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**II. Activity**

**2.1.1 Chart**.

Complete the following chart with specific information related to Zubaida Bai

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| --- | --- | --- | --- |
| **What time should you arrive to her presentation?** | **Before asking her something, how would you greet her?** | **How would you address to her?** | **What should you avoid?** |
|  |  |  |  |

**2.1.2 Write your questions or comments**

Think about a couple of questions you would ask her, use the appropriate sociocultural expressions for greetings and addressing to her and write this down.

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**2.2.1 After you have listened to Zubaida Bai, answer the following questions**.

1. What are the 3 reasons why 3 mothers would have died during Zubaida talk?

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2. How many mothers and babies die a year because of lack of access to basic cleanliness?

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3. What kind of tools deliverer women use that cause shock in Zibaida?

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4. What was wrong with the clean birth kit?

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5. What are the 6 steps she followed to design Janma?

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6. What are 3 reactions to women after they received Janma?

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7. How many mothers has Janma impacted?

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8. What’s Zibaida’s dream?

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9. What is it necessary to make her dream come true?

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10. Read the following quote from Leonard Cohen and write what does it mean to you.

*“Ring the bells that still can ring. Forget your perfect offering. There is a crack in everything, that’s how the light gets in”.*

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1. **Post activity**
   1. **Do you think sociocultural differences matter in academic activities? Why or why not?**

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* 1. **Evaluation:**

Answer the following questions

* + - 1. Did finding sociocultural differences make a difference when asking or commenting in a talk?
      2. What was the most difficult?
      3. How can you make it easier?
      4. How much time did you dedicate to this unit?
      5. What did you learn?