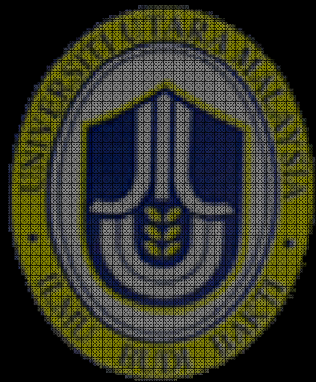




From Diffusion to Adoption towards Value Creation - Telecentre in Malaysia



Zulhairi Md Dahalin, Mohd Amir Abu Seman
Nor Iadah Yusop, Mohd Khairudin Kasiran
Huda Hj Ibrahim
Universiti Utara Malaysia
UUM Sintok

Definition of Digital Divide

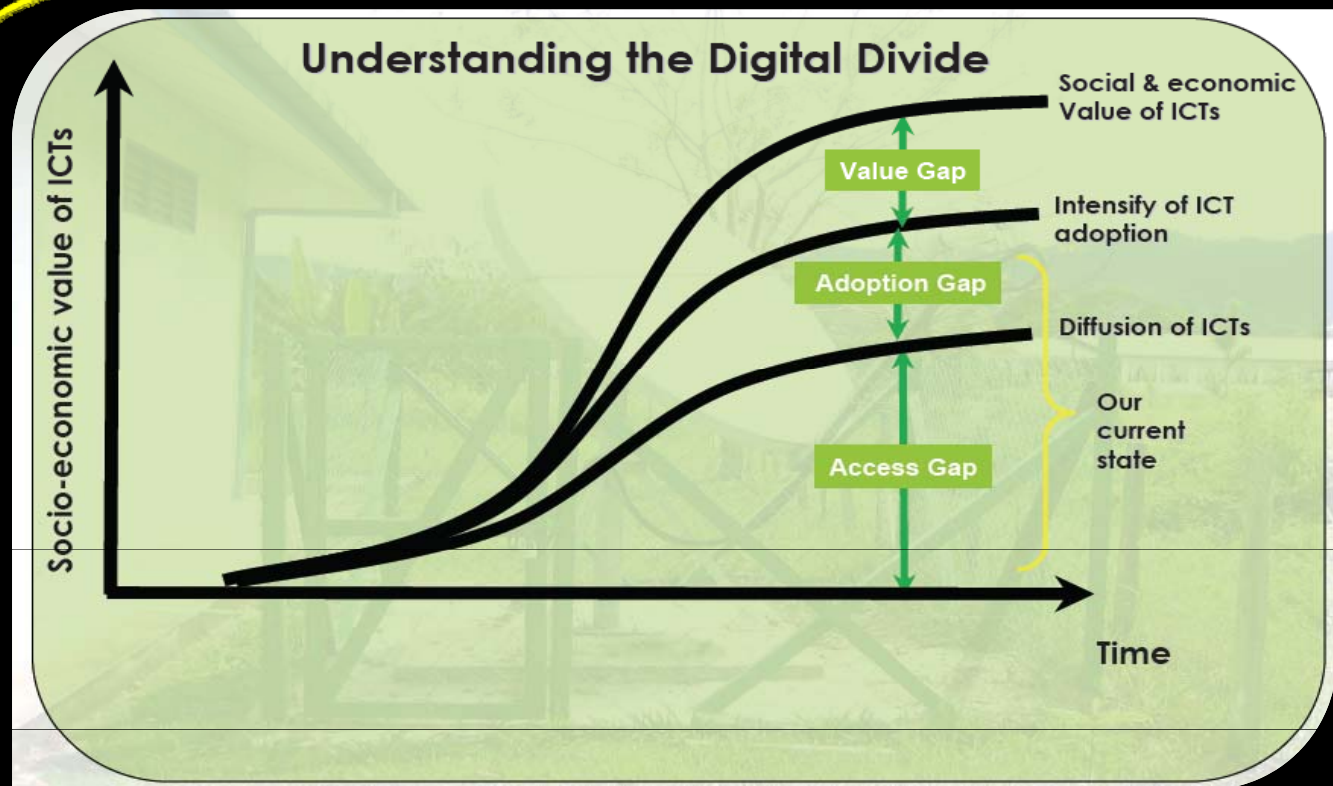


- First generation definitions refer to access to Information and Communication Technology
- Second generation refer to access plus adoption of ICTs
- Third generation definition: NSF – BDD Definition:
 - The digital divide is seen more in terms of the value of the development benefits that ICTs make possible than in the actual physical access to technology

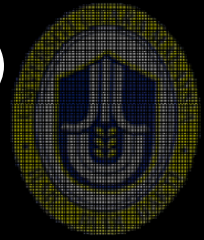
(Yogeesvaran, 2007)



Understanding Digital Divide



(Yogeesvaran, 2007)



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Evolution of Telecentre



Cases of Rural Internet Centre

PID Simpang Empat, Perlis
and CBC Baling, Kedah

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Diffusion

(Delivering access to the ICT infostructure to everyone)



- Infrastructure

- Suitability of location

- PID – next to Post Office

- Accessibility – easy access

- Public-Private Partnership

- PID: Post Office/Telekom Malaysia/KTAK

- CBC: SKMM/TM/MSD

- PKP: PNB/local community/HeiTech Padu



Diffusion



- Basic facilities
 - Free Internet access & PC usage
- Promotions
- Trainings
 - Operators
 - Community – IT literacy
- Champion



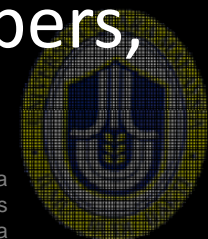
Adoption

(Promoting regular and widespread use of ICT-based content in everyone's daily life)



- As a results of technology pull, i.e demand driven
 - High demand by the community
 - Feedbacks from users
 - Demand for better response time
 - Demand for applications and content
- Operators – passionate, enthusiastic, actively involved, innovative
- Human resource capacity – numbers, skills, experience

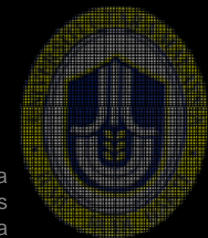
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Adoption toward Value Creation

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Adoption toward Value Creation



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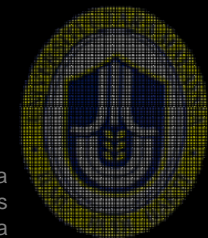
Value creation

(Ensuring the social and economic value of ICT is realized by underserved Malaysians)



- Benefits gain from the telecentre
- Social value creation
 - Entrepreneurship programmes
 - Social entrepreneur club that pull the youth to use the telecentre
 - Mediator for entrepreneur for business licenses
- Economic value creation
 - Cooperative society to generate income for sustainability
 - Community entrepreneurship development programmes
- Smart partnership
 - Strong governance – political influence & networking

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Sustainability of Telecentre

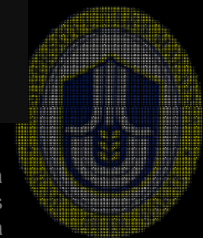
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The way forward

- Network of telecentres – value added towards economic and social benefits
- Towards social entrepreneurship model

