

Session 3: Telecentre Program Design Framework

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Slide 1

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Begin with Participants introduction and explain their key "take aways"

roger, 22/4/2010

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- Promoting rural ICTs for poverty reduction since 1997
- Major aid agencies; UN, WB, ADB, IDRC, APEC...
- Hands-on implementations
 - Individual telecentres
 - Programme implementations
 - Programme evaluations
 - Research
- Knowledge sharing
- Advocacy
 - Malaysia
 - Nepal
 - Vietnam
 - Philippines
 - China
 - Sri-Lanka
 - Lao PDR
 - Cambodia
 - India
 - Thailand
 - Taiwan
 - Indonesia
 - Papua New Guinea
 - Mongolia
 - Bangladesh

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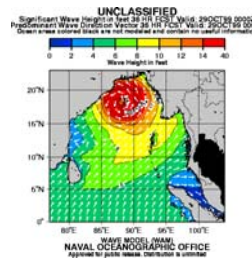
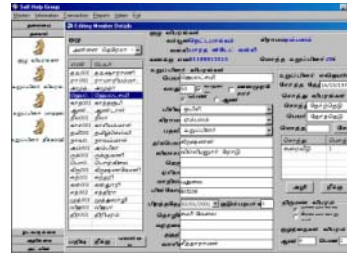


Introductions

- Please introduce yourself to the group;
 - Name
 - Position
 - Interest in telecentres
- and then;
- Tell us what is your major expected “take-away” from this workshop.

M S Swaminathan Research Foundation, Tamil Nadu and Pondicherry, India

- 12 networked “Knowledge Centres”
- Trained Village Knowledge Workers
- Local language
- Promote government schemes
- Micro-enterprises
- Sea conditions
- Agricultural support
- Market information
- Veterinary support
- Computer-aided learning
- Nutrition and health awareness
- Rural yellow pages
- Local newsletter



E-Bario Telecentre, Sarawak, Malaysia

Bario

- Remote, isolated
- Fly-in only
- Starved of information
- Poor communications
- Indigenous, minority culture
- Dwindling population



E-Bario

- Telecentre with satellite Internet and solar power
- Project began in 1998 by Universiti Malaysia Sarawak
- Now owned by the community
- Contributing to local development; culture, tourism and trade
- Won multiple awards.
- Implementing Community Radio



Madanpokhara, Nepal

- Madanpokhara community radio. UNESCO
- Combines community media (radio and TV) by local people with telecentre (computers, Internet, e-mail, phone, fax and photocopying).
- Estimated 500,000 listeners.
- 'Swabhiman' national programme – 1,000 telecentres.



Combayo, Peru

- 3,000 mtrs elevation, 8,000 people, 35 kms from Cajamarca, unpaved road, spectacular high-country scenery.
- Telecentre - one computer and one telephone, VSAT for connectivity and solar panels for power.
- Equipment cost around US\$4,000, funded by the government
- During market days, it is occupied solidly throughout the day.
- Computer classes for school children.
- Market prices co-ordination of crop planting, local NGOs, hospitals and education institutions support information provision to rural communities.

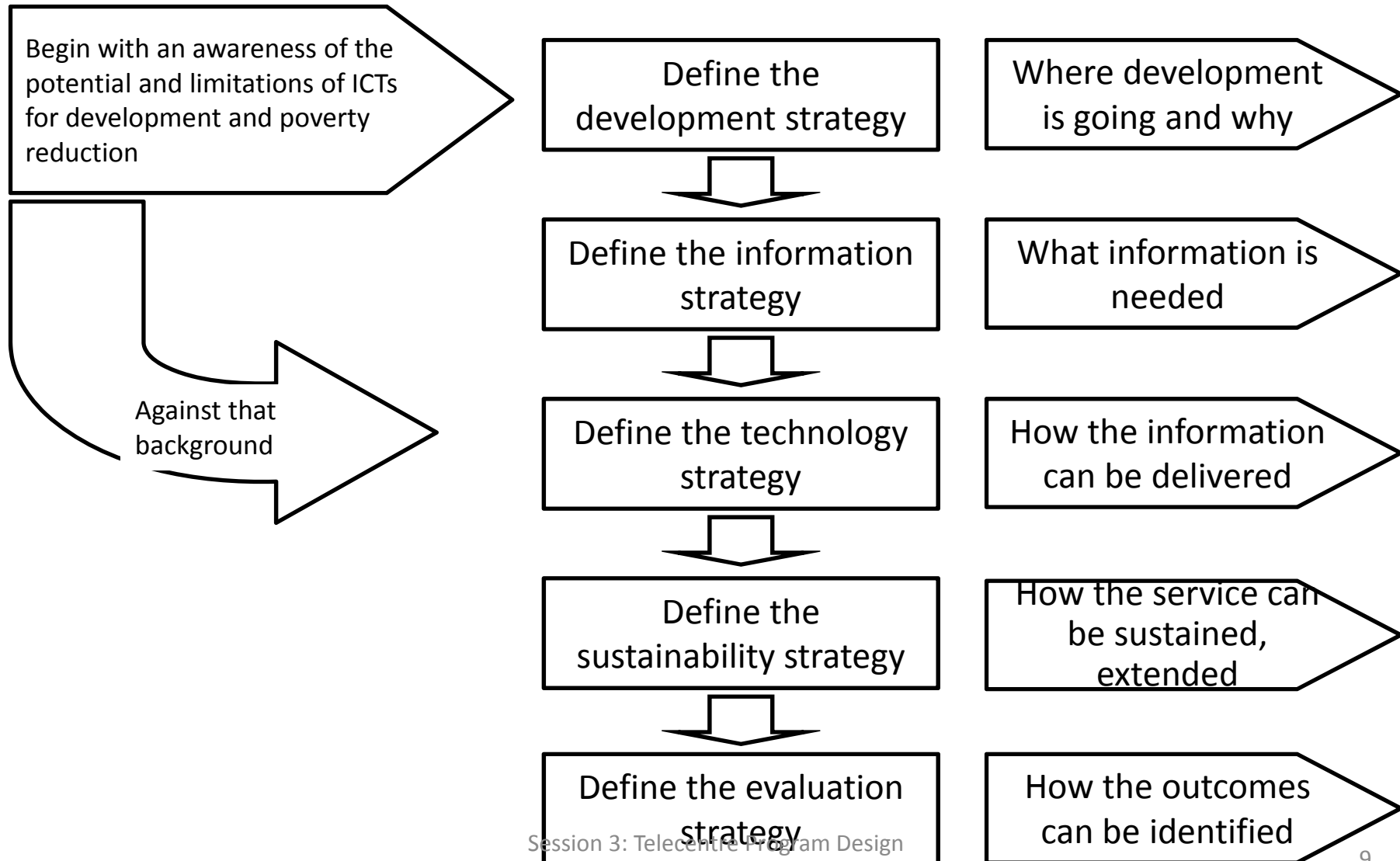


Thandarai, India

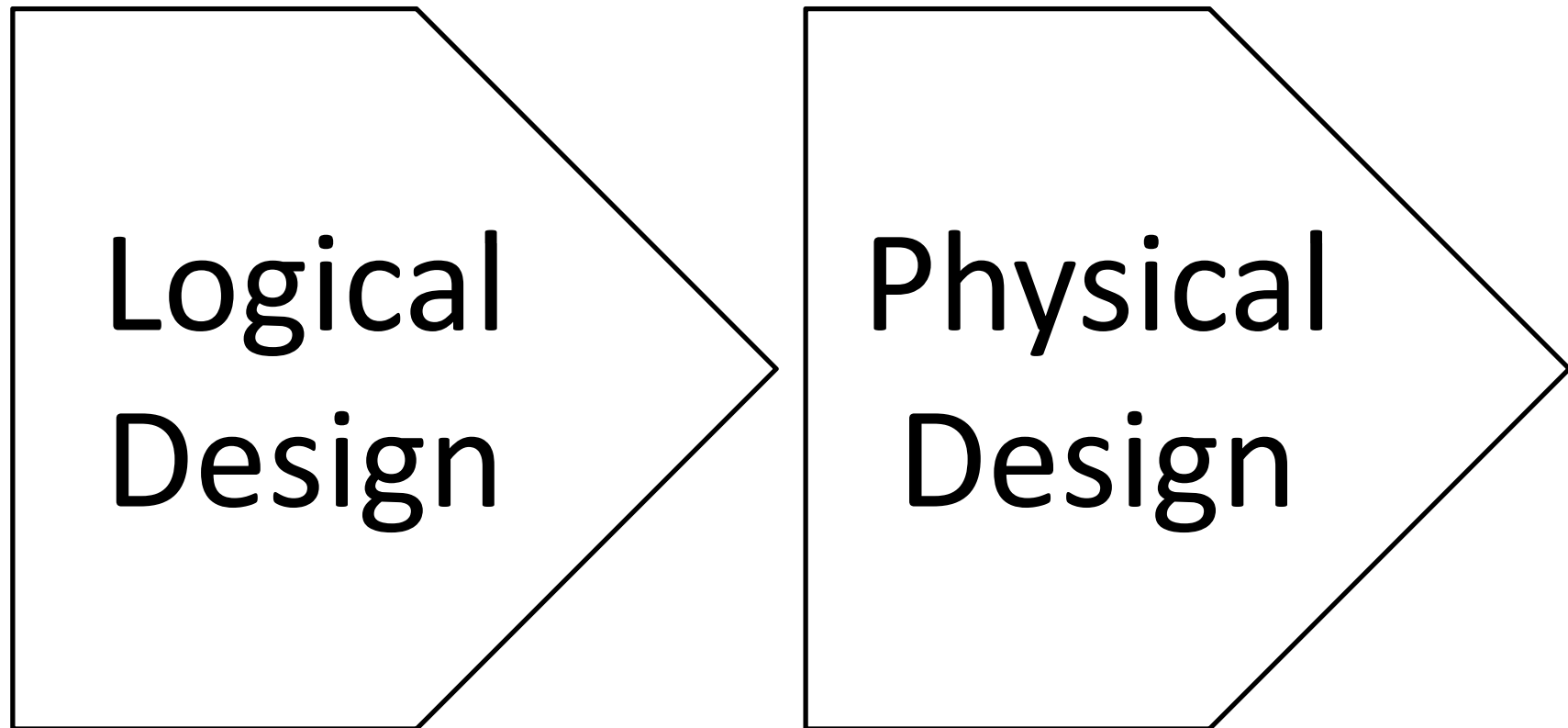
- Remote tribal community
- Community centre with computers and wireless radio modems.
- Supporting NGOs and CBOs.
- Re-engineered the village economy into herb production.
- Mission 2007 – ICTs in all 600,000 villages



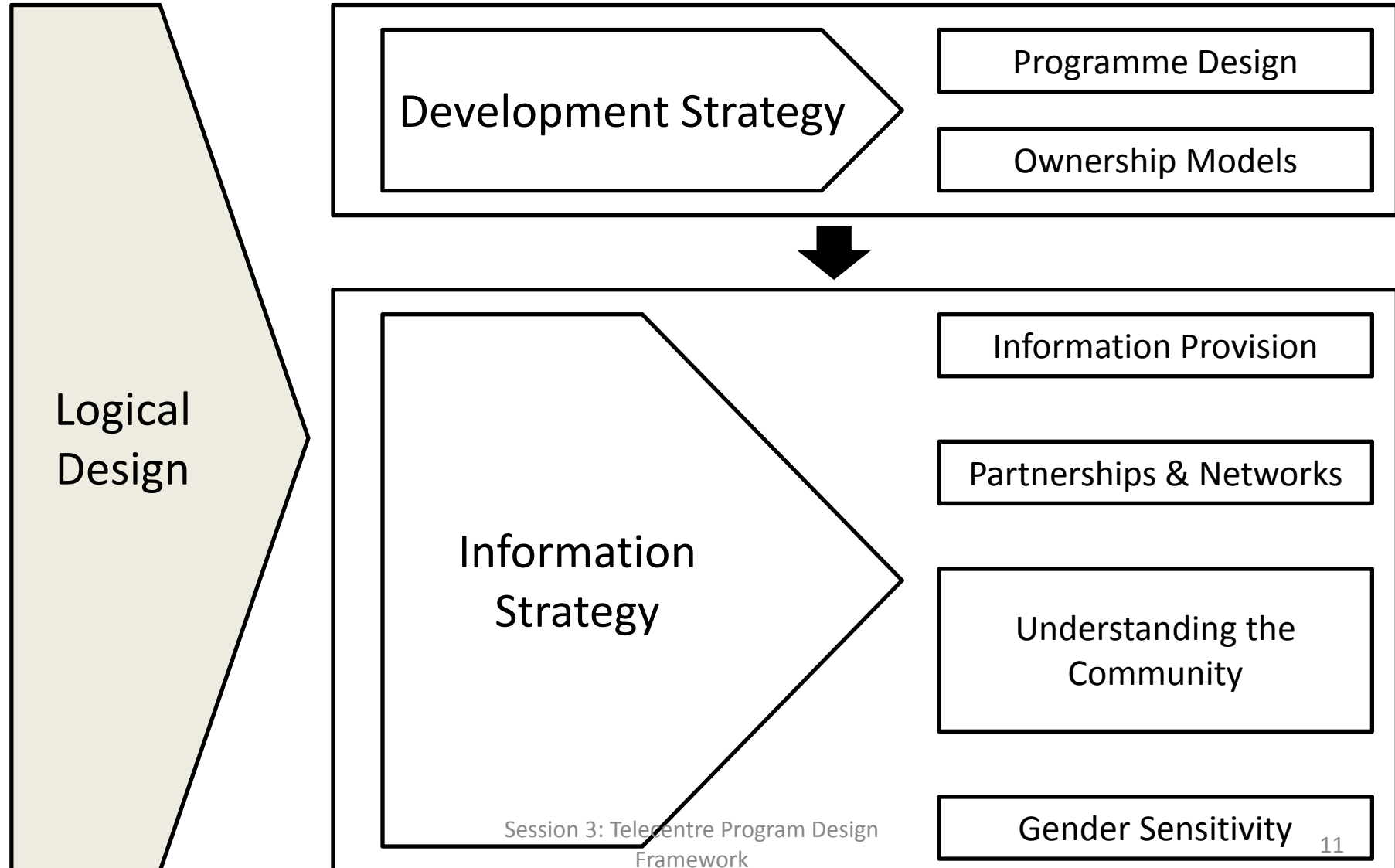
Design Approach



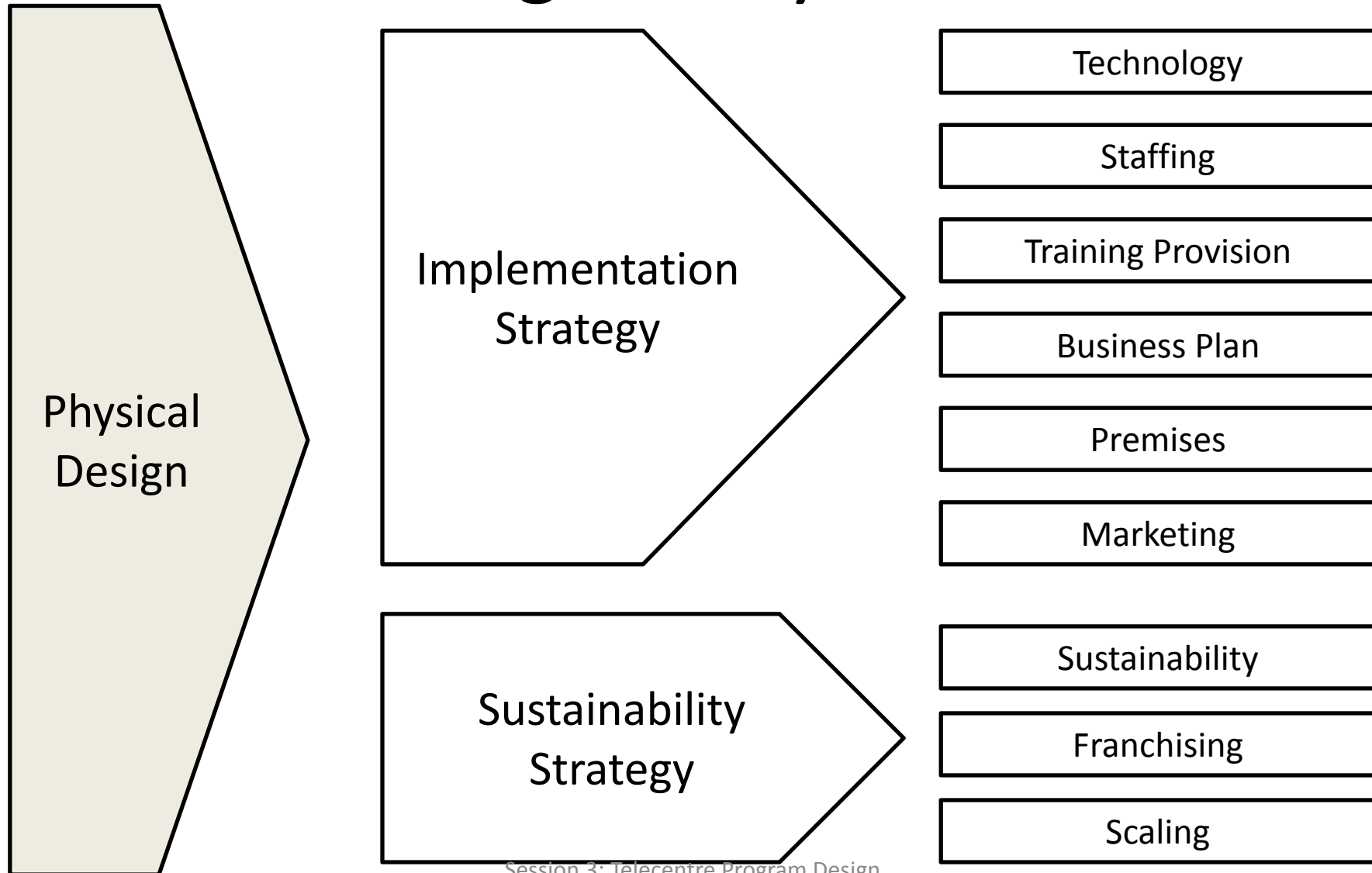
Phases



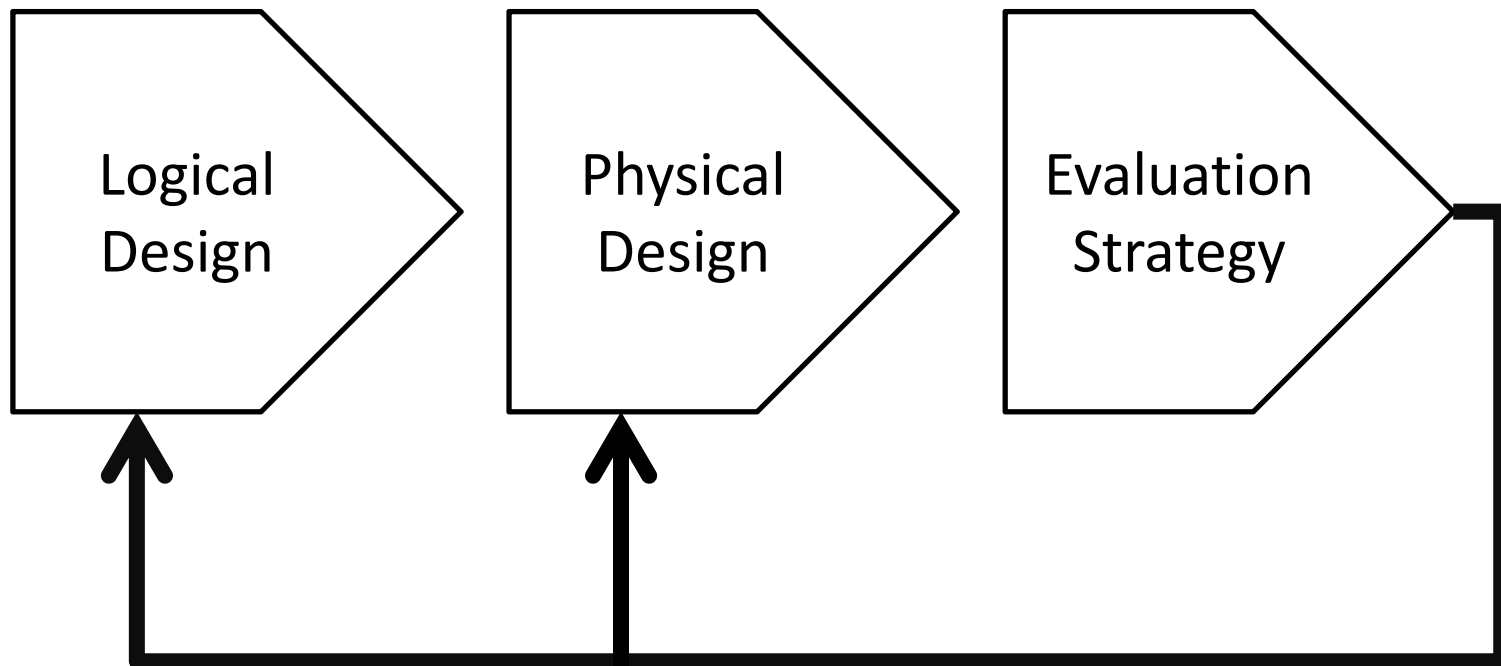
Stage 1 Logical



Stage 2 Physical



Stage 3 Evaluation



Programme design

Ensure the Telecentre is properly embedded within an effective development strategy.

1. Decide the development objective of the Telecentre.
2. Ensure the community agrees with the development objective of the Telecentre.
3. Determine what information will be required at the Telecentre to achieve the development objective.
4. Identify as many relevant applications as possible for the Telecentre.
5. Agree an implementation agenda for them with the community.

Ownership models

- Identify the different modes of institutional ownership that exist and their relative strengths and weaknesses for achieving the development objective:
 1. Civil society
 2. Private sector
 3. Government
 4. Mixed models
 5. Understand the key operational dimensions of telecentres...

The Key Operational Dimensions of Telecentres

Narrow focus Provides access to technology only	Multipurpose Provides services, e.g. training, development information
Community-based Represents a broad constituency	Establishment Top-down government or business organisation based
Stand alone Not associated with another institution	Attached Operates as part of another institution, e.g. school, government units
Thematic Specific to theme, e.g. education, health.	Universal Whole community needs
Independent Operates alone	Networked Works with other Telecentres
Profit oriented Operates as a business	Service oriented Operates as a service
Public funded Funded by public funds	Privately funded Obtains funds privately
Commercial Charges clients for its services	Free Provides services for free
Urban And or peri-urban	Rural And or remote

Information provision

- Identify the types of information that are likely to achieve development outcomes when delivered via the Telecentre.
 1. Assess the different categories of information that telecentres deliver...

The Categories of Information that Telecentres Deliver

Category	Examples	Source	Delivery Mechanism
Generic Information	E-government, agricultural extension, distance education, e-commerce, e-health, news, weather, etc.	Government and national/regional institutions.	Institutional partnerships.
ICT-focused Information Services	E-mail, voice over IP, chat, internet searches, word processing, spreadsheets, presentations, ICT training, printing, photocopying, scanning, newsletters etc.	Local Telecentre owners, operators and staff.	Creative and client-centric entrepreneurial activity at the Telecentre.
Information in Support of Development Programs	HIV/AIDS awareness campaigns, micro-and small enterprise development support, skills training, micro-credit support, etc.	National/regional development initiatives.	Pro-active marketing of Telecentres among NGOs, and INGOs.
Locally-based Information	Local laws, poverty reduction schemes, local NGO activities, yellow pages, job placement services, classified advertisements, market prices, bus schedules, doctors and vets lists etc.	Local activists, NGOs, community-based organizations, government offices, social entrepreneurs, volunteers, schools, etc.	Community outreach, community mobilisation, local networking.

Partnerships and networking

- Identify the multi-stakeholder partnerships that will be needed to bring together the various capabilities required to achieve the development objective.
 1. Government
 2. Donors
 3. NGOs
 4. Private sector
 5. Educational institutions
 6. Other Telecentres

Understanding the Community

- Ensure there is an intimate understanding of the socio-economic and cultural background of the community being served. Ensure there is a mechanism to maintain community buy-in to the Telecentre implementation.
 1. Community dynamics
 2. Participatory processes
 3. Working groups

Gender sensitivity

- Ensure women are involved to the full in all aspects of the Telecentre programme design, implementation and operation, so that they are able to enjoy the benefits to the fullest.
 1. In Telecentre operation
 2. In Telecentre services
 3. In Telecentre training
 4. In Telecentre evaluation

Technology

- Select technology that is appropriate to the circumstances of the Telecentre, are capable of delivering the required information and which will achieve the development objective.
 1. Hardware
 2. Software
 3. Internet connectivity
 4. Electrical Power
 5. Radio

Staffing

- Develop a plan to staff the centre.
 1. Steering committee
 2. Telecentre Manager
 3. Telecentre staff and volunteers

Training

- Develop a plan to train staff and the community to make the most of the facilities provided by the Telecentre.
 1. Staff training
 2. User training

Business plan

- Build a business plan that will highlight the financial aspects of Telecentre operation. The key elements are:
 1. Programme focus of the Telecentre, the community's needs for information.
 2. Description of the Telecentre's services and programmes.
 3. Community partners
 4. User projections
 5. Operations
 6. Financial projections
 7. Timeline

Premises

- Identify and prepare suitable premises to maximise the Telecentre's impact. Candidate locations for Telecentres include:
 1. Post office
 2. Disused school building
 3. Community hall
 4. Community radio station
 5. Vacant shop premises
 6. Library
 7. Museum
 8. Shop fronts
 9. Vacant house or flat
 10. Religious or educational organisation
 11. Rooms in a trade union's or a local NGO's offices
 12. Trailer or converted container
 13. Policeman's house or perhaps even a police station.

Marketing

- Promote the services of the Telecentre among the intended users. The marketing strategy of the telecentre will be to:
 1. Introduce itself to the community
 2. Become a familiar organisation within the community
 3. Broaden its participant base
 4. Generate interest in its activities.

Sustainability

- Develop a sustainability plan to ensure a steady supply all necessary resources.
- There are several dimensions to sustainability. Telecentres need to sustain;
 1. a flow of finances,
 2. a supply of staff,
 3. reliable equipment
 4. a supply of relevant information services
 5. continuing community acceptance

Multiple Models for Financial Sustainability

- Government
 - Malaysia: two schemes under two ministries
 - Vietnam: ‘Culture Points’ under Ministry of Info & Comms
- Universal Service Funds
 - Subsidy schemes: Malaysia ‘Kedai.com’, libraries
 - Least cost auctions: Nepal
- Private sector
 - New entrants: Sri Lanka, with decreasing subsidies
 - Corporations: ITC India – e-Choupal
- Civil Society
 - NGOs
 - CBOs
 - Research institutions

Evaluation

- Develop a plan to evaluate the Telecentre, paying particular attention to the extent that it has achieved development objectives.
 1. development practitioners around the world still require better empirical evidence regarding the impact of ICTs on poverty reduction and the contribution that Telecentres make towards this process, and
 2. individual Telecentres and Telecentre programmes need to know if they are effective.

Some Points in Evaluating Telecentres

- Evaluations that are not independent are likely to be biased.
- Beneficiaries should play a central part in the evaluation.
- Beneficiaries should benefit from the evaluation as much as the implementers.
- Evaluations should adopt open questions and qualitative assessments.
- The timing of evaluation should not be donor driven; it should be conducted at a time at which it can be of most use to the community.

Questions & Answers