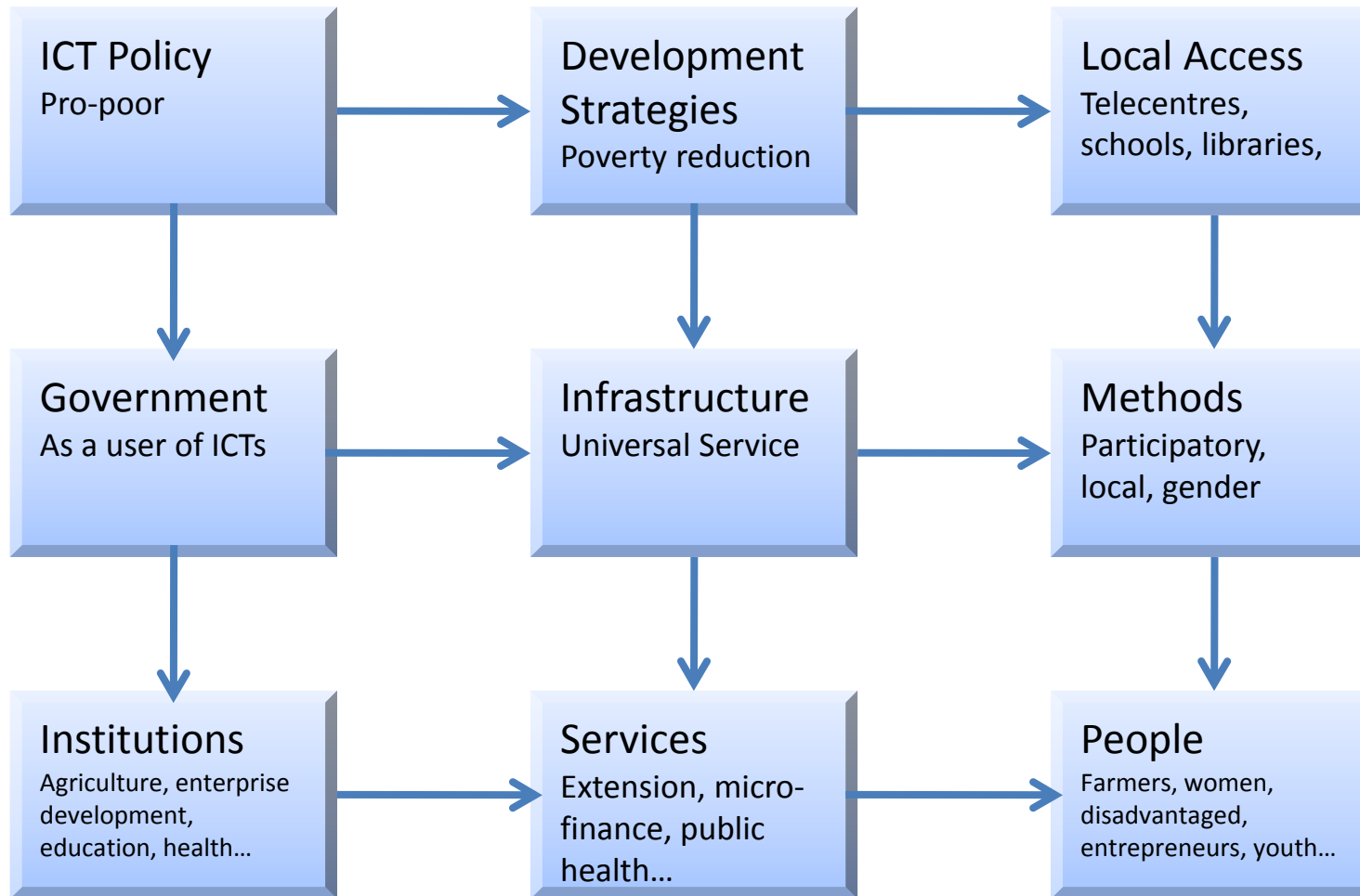


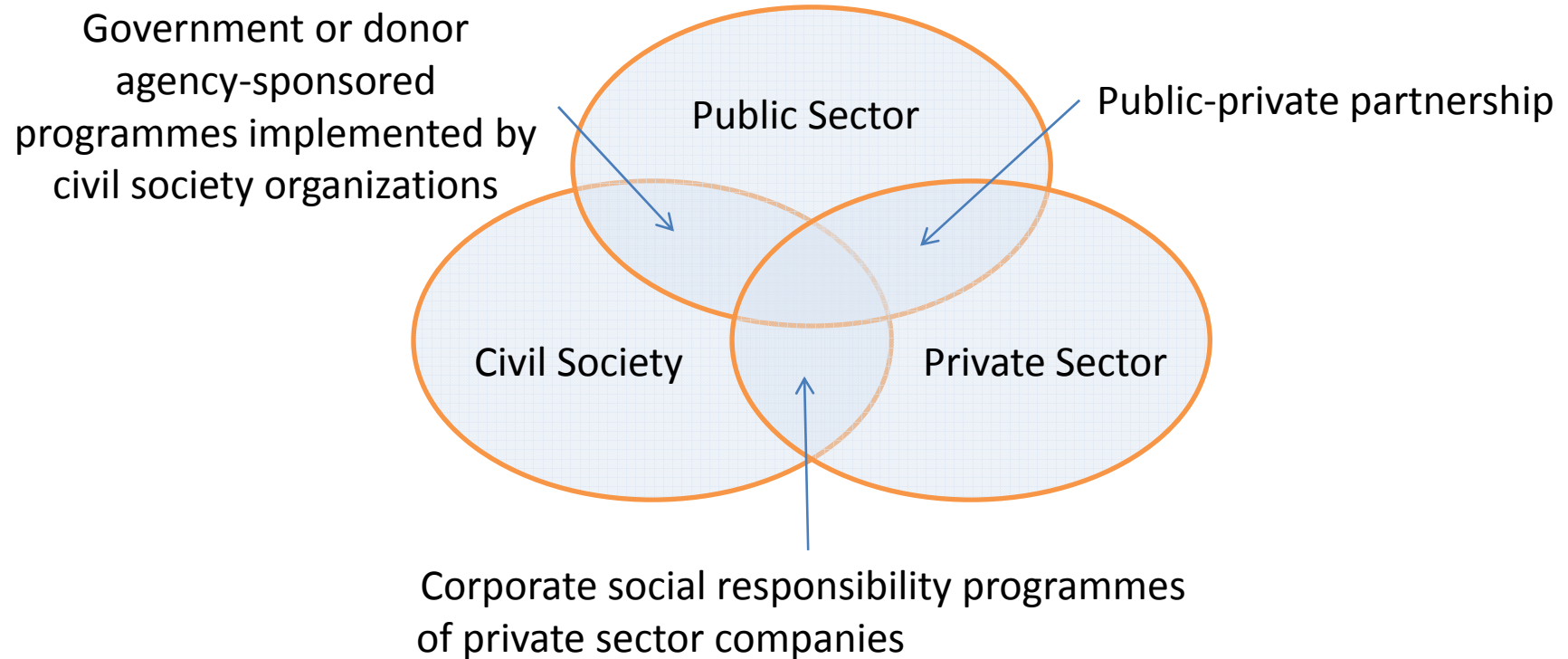
# *Session 6: Structuring Public Private Partnerships for Telecentres Projects*



# ICTs for Poverty Reduction; Policies to People



# Typography of Partnerships



# National Telecentre Programmes

- India
  - “Mission 2007”: Every Village a Knowledge Centre. A national alliance for access to ICTs for all 600,000 villages. Tata National Virtual Academy for Rural Prosperity to train CeC managers. Linkages with National Programmes:
    - Education for All
    - Rural Health Mission (Health for All)
    - National Rural Employment Guarantee Programme (Work for All)
    - Bharat Nirman – A New Deal for Rural India
- Nepal
  - “Swabhiman” programme for 1,000 telecentres for 1,500 villages by 2010. The Tenth Five-Year Plan positions telecentres as the medium for all development communication activities for the country.
- Pakistan
  - Planning for 10,000 centres in the rural areas. To reduce the digital divide in Pakistan by extending low-cost computer hardware running localized Urdu language content through Free and Open Source Software within every village in Pakistan.
- Malaysia
  - Targeting a telecentre in all 927 local government districts.
- Bangladesh
  - “Mission 2011”: 40,000 telecentres across Bangladesh by the 40th anniversary of independence so that every villager can have access to livelihood services through ICTs.
- Sri Lanka
  - E-Sri-Lanka: More than 600 “Nenasalas” which act as resources centres to disseminate knowledge and share information through the Internet, with the goal of reducing poverty, peace building, economic and social development and improving the IT literacy rate of the country.
- Philippines
  - “Jumpstarting the e-Local Government Unit Project (e-LGU)”: 100 CeCs

# Partnerships and Networking

- Public-Private Partnerships are a tool for bringing the skills and resources of the government, business and NGO sectors into strategic collaboration and alignment.
- Among the few general rules that exist for setting up and operating Telecentres is that partners are essential.
- Multi-stakeholder partnerships bring together the varied range of expertise and resources that are necessary for achieving desirable results with Telecentres.
- At the local level, typical Telecentre partnerships include; community leaders, community organizations, schools, health centres, agricultural extension agents and input suppliers, and local cooperatives.
- These institutions will assist in identifying the demand for information within the community and in mobilising the community toward promoting developmental activities that make good use of it.
- In this regard, local agricultural extension agents, community health workers, schoolteachers and government officials need to re-examine how information technology can contribute to their efforts. They will need help in doing this, and it is the job of the Telecentre to provide that help.
- Outside the immediate locality, partnerships should be sought with; government, donors, NGOS, the private sector, educational institutions, and other Telecentres.

# Government Partnerships

- Government related services, in the form of e-government, should be provided through partnerships with the local government agencies.
- For most citizens, public services are provided by a range of government agencies, some local, some centralised, so there is a considerable challenge on the part of Telecentre implementers to co-ordinate the various agencies involved in developing their services for on-line delivery at the Telecentre.
- Poor people depend heavily on public services, so the Telecentre will add to its relevance by providing access to them for such people.
- Where Telecentres are being implemented as part of a government programme, then the programme should co-ordinate with key line ministries; agriculture, health, education, rural development and enterprise development, for example, in developing and delivering on-line services that can be accessed at the Telecentres.

# Donor Partnerships

- Donor agencies contribute much needed resources and also have wide ranging expertise and networks that can strengthen Telecentre projects.
- They will be active in a variety of developmental sectors; health, education, agriculture and so on, so there is an opportunity for Telecentre implementers to tap the expertise in these areas as sources of useful information.
- However, as with governments, co-ordinating the various departments involved and encouraging them to adopt on-line delivery channels will be a challenge.
- Donor-led development projects tend to set rigid objectives and if ICTs are not included at the outset, it is all but impossible to bring them in half way through.



# NGO Partnerships

- NGOs are a vital source of support for the users of Telecentre services and they should be included in Telecentre implementations.
- Local NGOs usually have the contacts and confidence of Telecentre host communities and can be instrumental in several key aspects of Telecentre development; such as determining and supplying information needs and mobilising the community towards information-based development activities.
- International NGOs can bring in vital resources, expertise and contacts with other development activities.
- NGOs also tend to be adaptable and ICT savvy and can be a source of creative ideas on how to make best of the technology.



# Private Sector Partnerships

- Information services can be offered through partnerships with corporations and other entities that look upon poor communities and rural areas regions as a target market.
- This may involve agricultural businesses that see an opportunity for cultivating closer relationships with their farmer suppliers by delivering useful information via the Telecentre in support of promoting improved methods, informing better choices and supplies of farm inputs and co-ordinating crop cycles and harvesting.
- Partnerships can be developed with financial institutions that may be interested in providing loans and insurance services to rural customers, either as a market opportunity or in compliance with legal requirements.
- Healthcare providers (private as well as public) can also operate interactive and information-based services to distant communities via the Telecentre, probably in conjunction with the local clinic.
- Partners in the private sector can work with Telecentres so that they don't need to build their own networks.
- Conversely, the Telecentre does not have to develop its own products and services from scratch if it can partner with organisations that are already developing them.

# Educational institution Partnerships

- On-line education emerged with the growth of the internet and many educational institutions now offer their courses, either in entirety or partially on-line.
- This benefits a variety of non-traditional educational learners; distance learners, adults in employment (in the form of continuous learners), housewives, out-of-work youths, the unemployed and school drop-outs.
- Both public and private educational institutions are exploiting ICTs to expand their course offerings beyond the classroom.
- Telecentres face an opportunity in providing access to such courses, and sharing in the income that they generate for the providers.

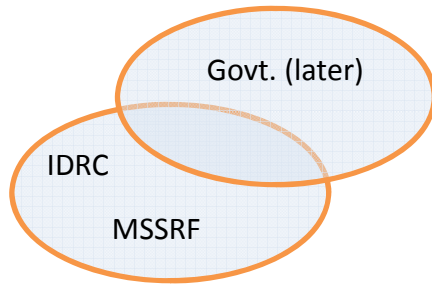
# Other Telecentre Partnerships

- Multiple partnerships between Telecentres and government is not feasible nor is it desirable.
- A more workable approach is to create an umbrella organization to represent a number of Telecentres to form relationships with the various entities.
- By clustering Telecentres in some fashion umbrella organizations can leverage their influence and economies of scale in support of localised information services.
- The cost of producing local information is spread over a number of Telecentres.
- One response to this approach is the franchise model that synergises local market sensitivities within a broader well established operating framework for all Telecentres within a district or country.
- Partnering with other Telecentres also avoids re-inventing the wheel with local applications and methods of operation.
- It also facilitates the formation of support services and self-support networks for the entire group of Telecentres that would not be feasible for individual units.
- According to Latin America's Somos@Telecentros Network, “if Telecentres are to make their mission more effective, they need to organize themselves into overlapping national, regional and international networks”.
- See also [Telecentre.org](http://Telecentre.org)

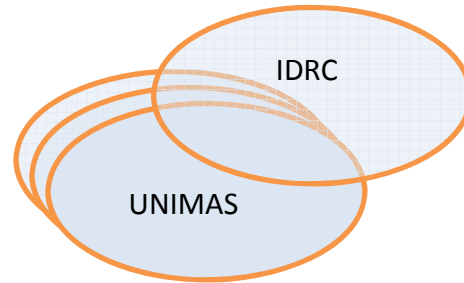
# Key Lessons for PPPs

- Essential for scaling
- Must be positive outcomes for all sides, the benefits of being partners must exceed the costs of sustaining the partnership.
- Devil in the detail; agree respective responsibilities unequivocally in writing.
- The context will prevail; consider;
  - Urban rural differences,
  - Market opportunities,
  - Local capabilities,
  - Strength of civil society; might be weak/non-existent or strong and vibrant
  - Strength of private sector; nascent – mature; addressing BoP markets?
  - Maturity of e-government.
- Assess complementarities faithfully;
  - Civil society is weak in commercial discipline but strong on developmental impact,
  - Private sector is vice versa,
  - Telecentres need both,
  - Public bodies and NGOs should not be surprised that the private sector wants to be a business partner not a benefactor.
- However, the promotion of Corporate Social Responsibility (CSR) is changing this, something that telecentre programmes should tap into; e.g., local corporations (mining, logging, agricultural).

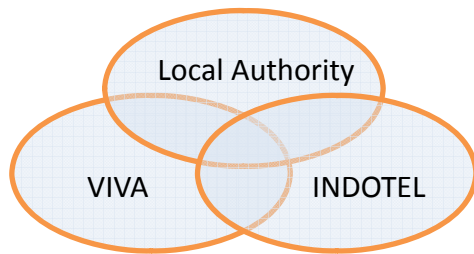
# PPP Examples



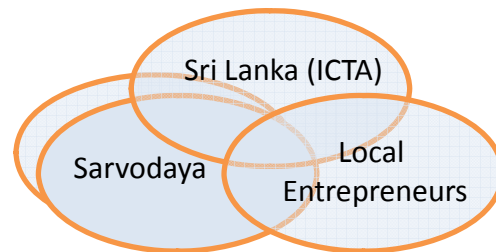
MS Swaminathan Research Foundation, India



eBario, Malaysia



Los Botados rural broadband, Dominican Republic



Nenasalas, E-Sri Lanka

# Questions and Answers