



# OPERATION OF TELECENTRES

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## AGENDA

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- Introduction
- Initial plan of having a telecentre
- Managing a telecentre
- Funding of a telecentre
- KPIs and impact studies
- Community engagements
- Way forward of telecentres In Malaysia
- Operations of a telecentre
- Conclusion



# INTRODUCTION

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- **Definition**

A telecentre is a public place where people can access computers, the Internet, and other digital technologies that enable them to gather information, create, learn, and communicate with others while they develop essential digital skills.



## WHY BUILD TELECENTRES?

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- Bridging digital divide
- Private initiatives for profit oriented
- Community centre by the communities
- Community centre for the communities



## WHO RUN THE TELECENTRE?

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- The community members
- Managed centrally by government initiatives
- Outsourced and managed by the private companies
- Private and public initiatives



## INITIAL PLAN OF HAVING TELECENTRE

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- Know where the money come from
- Identify suitable locations
- Identify needs and scan the communities
- Plan the infrastructure
- Work out the plan
- Work out what is required to keep the telecentre going
- Initiate activities for community awareness



## MANAGING A TELECENTRE

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- Need a manager to manage it
- Capacity building for the manager and assistant
- Assisted by an assistant manager/a few community members
- Know what to do
- Good infrastructure and equipment
- Plan activities
- Responsible for managing and running of the telecentre, record keeping
- Local champions/Adviser
- Local telecentre committee
- Plan what to do
- Managed whatever available funds and report to the committee



## OPERATION OF TELECENTRE

- Operation time
- Planned ICT training as required by the community
- Cleanliness
- Utilities
- Maintenance of TC and equipment
- Updating and maintaining Portal
- Assistance to the community about ICT
- Content development
- Membership
- Liaison with the various departs or agencies
- Go out for awareness or give publicity of telecentre
- Centre point for sharing of ICT and related knowledge
- Knowledge centre for :
  - e-Learning, e-Commerce, e-Health, e-Government Services, e-Filing, e-Agribazaar, e-Procurement
- Promoting tourism
- Rural Business Centre
- Job search/matching
- Social entrepreneur



## FUNDING OF TELECENTRE

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- Government funded
- Partial government funding
- Enterprise/coop/social entrepreneurs
- Donations
- Government and private partnership
- Special funded bodies
- Self generating and a combination of others



# KPI' s AND IMPACT STUDIES

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- Government managed telecentre, KPIs are given and evaluated
- Impact studies



## COMMUNITY ENGAGEMENT

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- To be managed and planned
- Initial stage - go to them
- Middle stage - get their buy-in
- Final stage - welcome and engaged them
- Community activities got to be organized from time to time
- They must be told of the advantages of telecentre to them and family



## WAY FORWARD OF TELECENTRE IN MALAYSIA

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- Guided by the Bridging Digital Divide Framework
- Knowledge society
- Vision 2020
- 1Malaysia, Rakyat didahulukan dan Pencapaian diutamakan



Communication Sector  
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THANK YOU