Building Telecentre Services

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Agenda

- Defining Information Requirements
- Obtaining Information
- Providing Information
- Using Information
- Infomobilisation
- Social Appropriation of ICTs
- Measuring the impacts
- Implications for policy

Defining Information Requirements

- Communities need information to help them in their current and future development activities
- Current activities are easier to define than and future activities
- Defining future information requirements cannot be divorced from planning and mobilizing for future development
- Telecentre operators become activists
- Participatory process are essential
- Information services must be demand driven
- Information flows need to be dynamic and responsive to the changing circumstances of the community
- Defining information requirements is a process not a project

Obtaining Information

- Facilitating conditions
  - Some communities make better use of their telecentre than others; why?
- Community characteristics;
  - Development aspirations
  - Capacity for learning
  - Capacity for change and adaptation
  - Ability to organize themselves and their assets
  - Unity in decision making and in taking action
  - Participation in development activities
  - Harmonious internal relationships
  - Strong personalities that motivate others

Providing Information

- Institutional reform
  - Re-engineer public services
    - E-learning
    - Telemedicine
    - E-government
    - E-commerce
  - Break down traditional practices
  - Target radical improvements

Using Information: Infomobilisation

- Based on Social Mobilisation; organization, capacity building and micro-credit
- Creates a community learning system
- Familiarises communities with the gaps between existing and desired information
- Alerts communities to the potential application of information to their problem-solving efforts and to their development aspirations
- Sensitises communities to the existence and accessibility of abundant information
- Propels communities towards the acquisition of the new knowledge
- Empowers communities with information literacy
- Motivates communities to apply ICTs to new opportunitiess

Infomobilisation: Change Without Resistance

- **Reflection**
  - to understand problems, and assess capabilities
- **Activism**
  - to stimulate demand and reveal priorities
- **Capacity building**
  - to strengthen resources
- **Organization**
  - to marshal resources
- **Further reflection**
  - to assess outcomes and enhanced capabilities
- **Repeat**

The Components of Infomobilisation

Focused on the Community	Focused on the Telecentre
Community based organisations	Steering committee
Savings and credit schemes	Staff
Information Focal Points (Infocals)	Community outreach: –Telecentre marketing –Community surveys –Community focus groups
Community asset mapping	Evaluation
Development planning	
Development implementation	

e-Bario, Sarawak, Malaysia.

- Remote, isolated
- Starved of information
- Poor communications
- Unique culture
- Dwindling population
- e-Development Agenda
  - Education
  - Social Communications
  - Tourism
  - Rice
  - Health

e-Bario, Sarawak, Malaysia.

- Remote, isolated
- Starved of information
- Poor communications
- Indigenous, minority culture
- Dwindling population
- Telecentre with VSAT Internet and solar power
- e-Development Agenda
  - Education
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  - Tourism
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  - Health

Typical Telecentre Information Categories

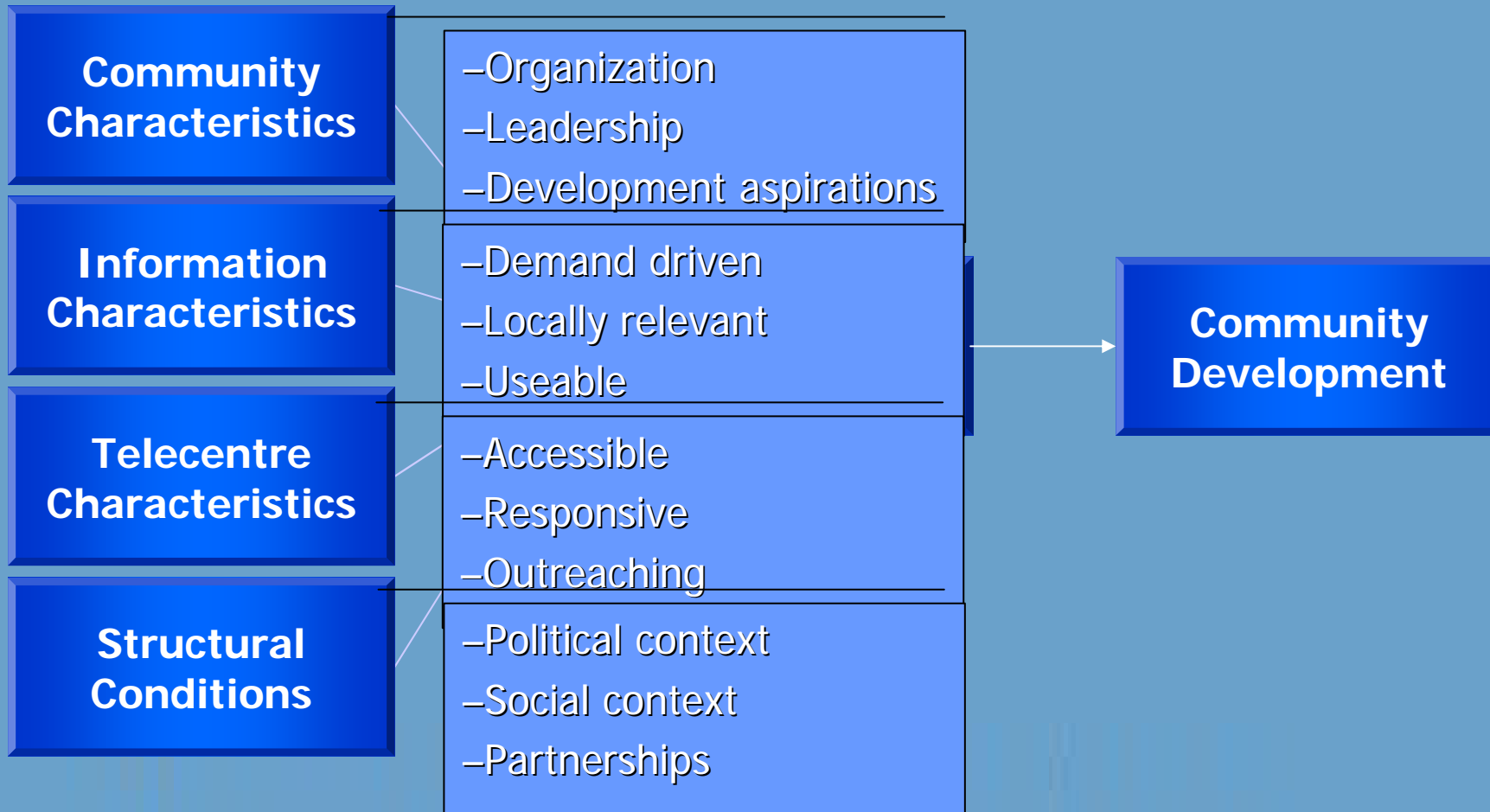| Category	Examples	Source	Delivery
Generic Information	E-government, agricultural extension, distance education, e-commerce, e-health, news, weather, etc.	Government and national/regional institutions.	Institutional partnerships.
ICT-focused Services	E-mail, voice over IP, chat, internet searches, word 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.
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, etc.	Local activists, NGOs, community-based organizations, government offices, social entrepreneurs, volunteers, schools, etc.	Community outreach, community mobilization, Infomobilisation.

Social Appropriation of ICTs

- ICTs as intellectual technology – endless innovation

- Concurrent processes of technological and social change

  - adaptive planning
  - continuing change
  - community learning
  - disjointed incrementalism
  - adaptive learning
  - alignment of social and technological systems
  - participative values (as opposed to coercive)

  - organic change (as opposed to directed change)
  - discretionary coalitions
  - social and stakeholder groups
  - outside/inside activists (as opposed to outside change agents)

Measuring the impacts: Telecentre Success

Community Characteristics	–Organization –Leadership –Development aspirations
Information Characteristics	–Demand driven –Locally relevant –Useable
Telecentre Characteristics	–Accessible –Responsive –Outreaching
Structural Conditions	–Political context –Social context –Partnerships

Community Development

Implications for policy-making: Understand the relationships

Begin with an awareness of ICT's potential & limitations →

Define the Development Strategy

Where development is going and why →

↓

Define the Information Strategy

What information is needed →

↓

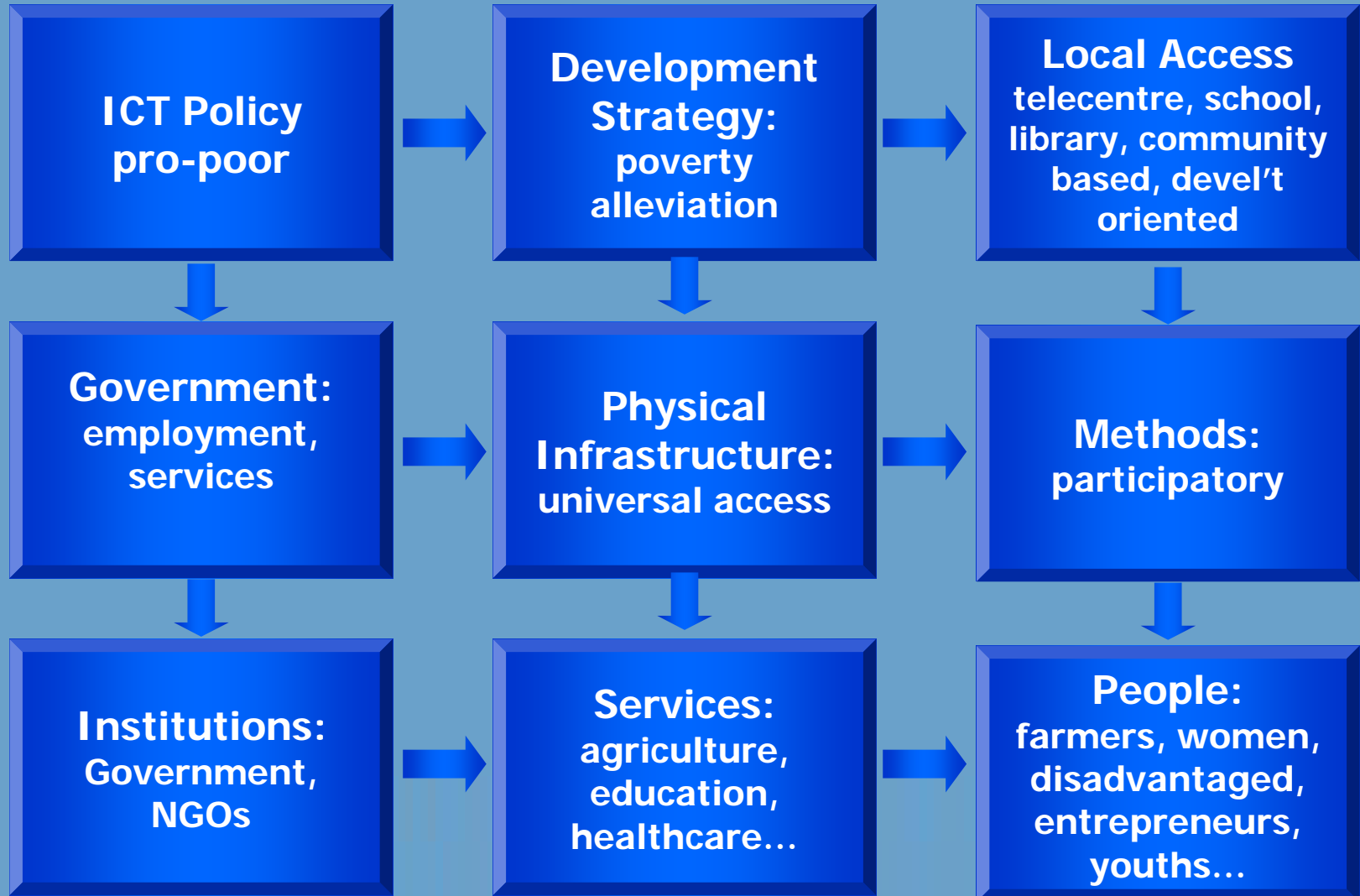**Define the Technology Strategy**

How information can be delivered →

↓

Define the Sustainability Strategy

How the service can be sustained →

Implications for policy-making:
A Coordinated Framework

ICT Policy pro-poor	→	Development Strategy: poverty alleviation	→	Local Access telecentre, school, library, community based, devel't oriented
Government: employment, services	→	Physical Infrastructure: universal access	→	Methods: participatory
Institutions: Government, NGOs	→	Services: agriculture, education, healthcare...	→	People: farmers, women, disadvantaged, entrepreneurs, youths...

Thank You