

EMPOWERING THE RURAL E- COMMUNITIES WITH ICT: TELECENTER TRANSFORMATION PROCESS

eKom

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▣ Elmer (1999)

- ▣ The community-based telecenter... represent a new organizational form for delivering quality educational resources on a more equitable and cost-effective basis...educational applications could include drill and practice for math and language instruction; reading comprehension programs; simulation programs for science and geography instruction; hyperlinked reference materials; collaborative learning programs and workforce training modules focusing on content and skill acquisition, as well as professional development...Despite the lack of empirical evidence...the telecenter model appears to be a promising option for reducing knowledge gaps within developing countries and for contributing to “education for all” policies in the emerging Information Age.

E-COMMUNITY CENTRES



Broadband Library



MAJLIS PERASMIAN PERPUSTAKAAN DESA KG. TITI AKAR &
PERPUSTAKAAN JALUR LEBAR KOMUNITI
21 FEBRUARI 2009 PERPUSTAKAAN DESA KG. TITI AKAR, PENDANG



<http://www.skmm.gov.my>

Rural Clinic as Telecenter



Premises of Telecenters in rural areas



A shop lot in rural area with satellite



A shop lot used as telecenter



Cabin outside a rural library

INTRODUCTION

- ▣ 1945 telecenters in all states in Malaysia including Sabah and Sarawak
- ▣ The objectives of the telecenter projects:
 - To upgrade the community ICT literacy level
 - To provide access to the Internet
 - To increase participation of the community in the e-government, e-commerce and online activities
 - To empower the rural and marginalized communities socially and economically via the use of ICT
 - Enculturation of E- Culture

NSF-BDD

As presented by Azizah Hamzah (2008) the thrusts of the National Strategic Framework on bridging digital divide in Malaysia are divided into 5 areas.

Thrusts and Strategies of NSF-BDD

Thrusts	Strategies	Target Groups
1. Increase access to and adoption of ICT by underserved groups	<ol style="list-style-type: none"> 1. Target at least one telecentre per mukim. 2. Ensure equitable access to affordable PCs & online services. 3. Increase use of electronic services and applications including E-Government. 4. Utilise USP fund to complement government initiatives. 	<p>Youth</p>
2. Create value in BDD programmes	<ol style="list-style-type: none"> 1. Implement e-inclusion programmes. 2. Infuse ICT further in existing development programmes for underserved groups. 3. Utilise telecentre to increase socio-economic value of the community. 	<p>Disabled</p> <p>Rural</p>
3. Develop local content through participatory approaches	<ol style="list-style-type: none"> 1. Develop & increase relevant local content. 2. Provide financial support. 3. Promote generic local content for interactivity. 	<p>Poor</p> <p>Indigenous</p>
4. Cultivate multi-stakeholder collaboration and coordination	<ol style="list-style-type: none"> 1. Integrate & coordinate policies, strategies & programmes for e-inclusion. 2. Incorporate civil society in policy formulation. 3. Increase capacity for creating e-inclusion. 	<p>SMME</p> <p>Elderly</p> <p>Women</p>
5. Institutionalise evidence-informed policy and practice	<ol style="list-style-type: none"> 1. Adopt improved methodologies for monitoring and evaluating e-inclusion programmes. 2. Target e-inclusion indicators that measure socio-economic. 3. Continuous monitoring. 	<p>Children</p>

TRANSFORMATION ISSUES

- ▣ **Infrastructure**
 - **Hardware and Software**
 - **Wi-Fi**
 - **Broadband Access**
 - **Maintenance**
- ▣ **Telecentre Operators**
 - **Status**
 - **Salary Scheme**
 - **Recognition and Authorization**
- ▣ **Standard Operating Procedures**
 - **Monitoring Mechanism**

The background of the slide features a close-up of a computer keyboard on the left side, with a hand holding a mouse on the right side. The entire image is overlaid with a semi-transparent grid and some circular patterns, creating a technical and digital aesthetic. The colors are a mix of green, blue, and purple.

▣ Content and Program

- Community Needs
- Community Participation
- Industry Participation

▣ Latest Technology

- Renewable Energy
- Pico-Hidro
- Solar System

TRANSFORMATION RESEARCH

Conducted in 2008 till 2009 to analyze the effectiveness of telecenters and way forward for sustainable model.

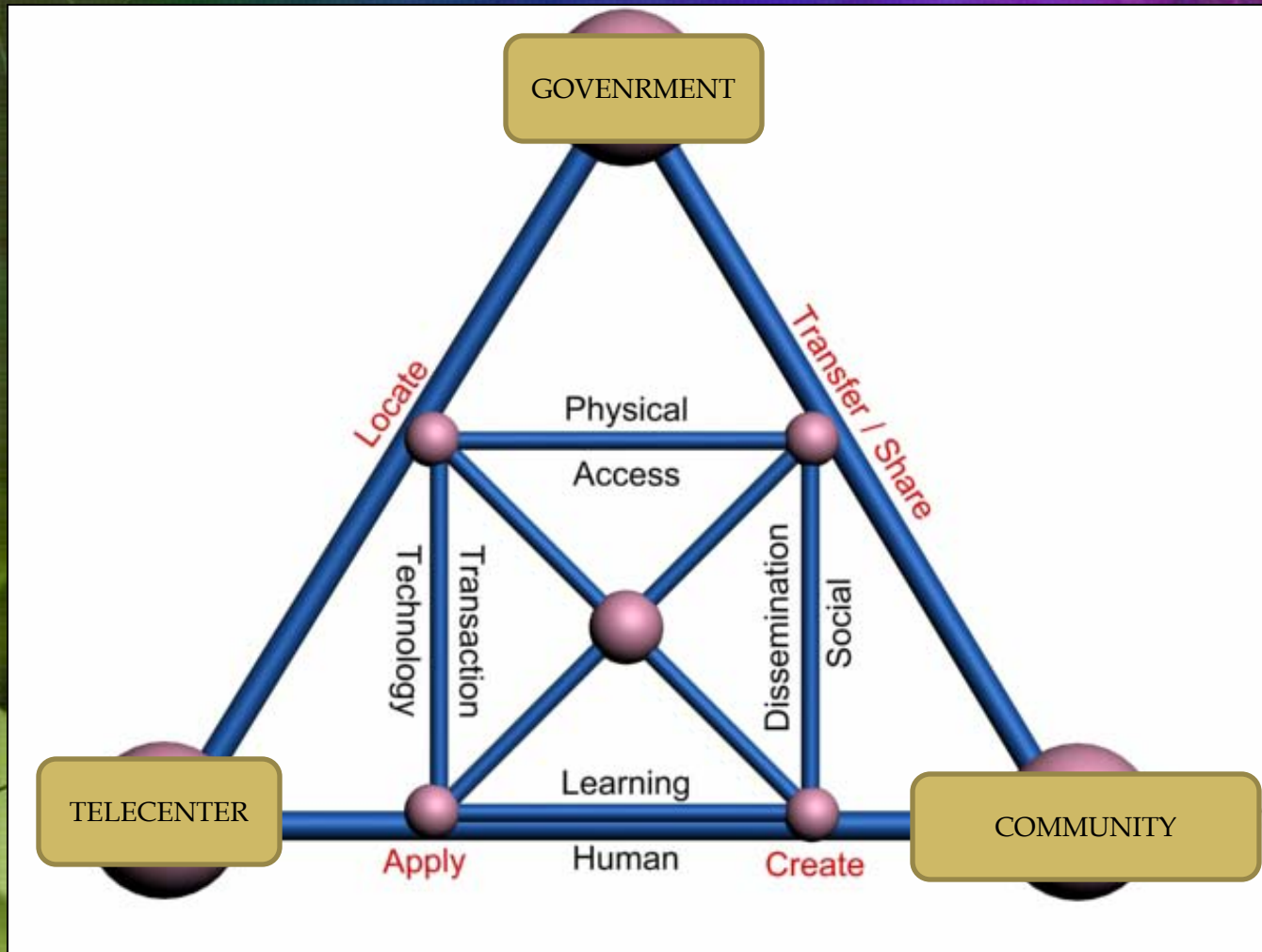
Communities namely:

- Children
- Youth
- Women
- Indigenous groups
- Senior citizens
- Disabled groups
- The small micro and medium entrepreneurs.

- ▣ Via questionnaire
 - 800 users of Telecenters from 9 states in Malaysia.
 - Return questionnaire - 767 (from 51 Telecenters)

- ▣ Interview
- ▣ focus group interviews
- ▣ Questionnaire

TELECENTER RIC MODEL-KTAK

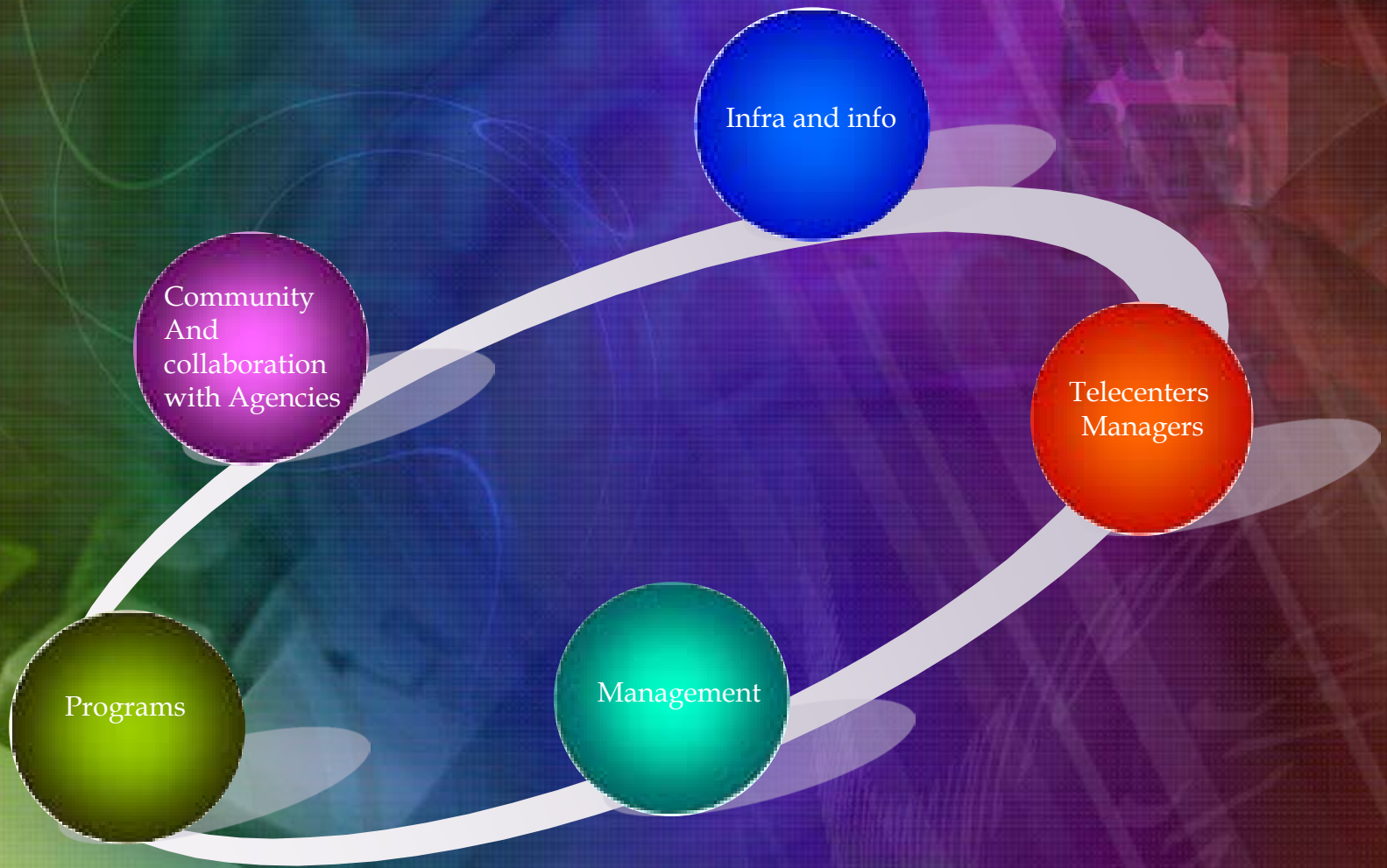


FINDINGS

- ▣ The five main themes of information needs are:
 - Lifelong learning and education- GDLN collaboration
 - News
 - General information
 - Working opportunities
 - Sports, recreations and lifestyle

- ▣ Main activities at the Telecenter
 - Homework and completion of tasks: Education (50.5%)
 - ICT training (45%)
 - News and entertainment (40.1%)
 - Online transaction and e-commerce (26%)

CHALLENGES FOR TRANSFORMATION



5Es Rural Community Empowering Framework

- ▣ Empowering mechanism – telecenters with all the identified factors for the telecenters to be sustainable
- ▣ 1. user support
- ▣ 2. efficient and passionate telecenter managers
- ▣ 3. programs meeting the needs of the community
- ▣ 4. collaboration with public and private agencies and local entrepreneurs
- ▣ 5. SOP – standard operating procedures
- ▣ 6. Good business plan

5Es Rural Community Empowering Framework

- ▣ Exchange of information and lifelong learning-information needs and also telecenters to be the catalyst for the human capital development and training
- ▣ E-Entrepreneurship, e- transactions and e-skills to enhance the socio economic status of the rural communities via the development of websites, e-payment gateways and also e- marketers

5Es Rural Community Empowering Framework

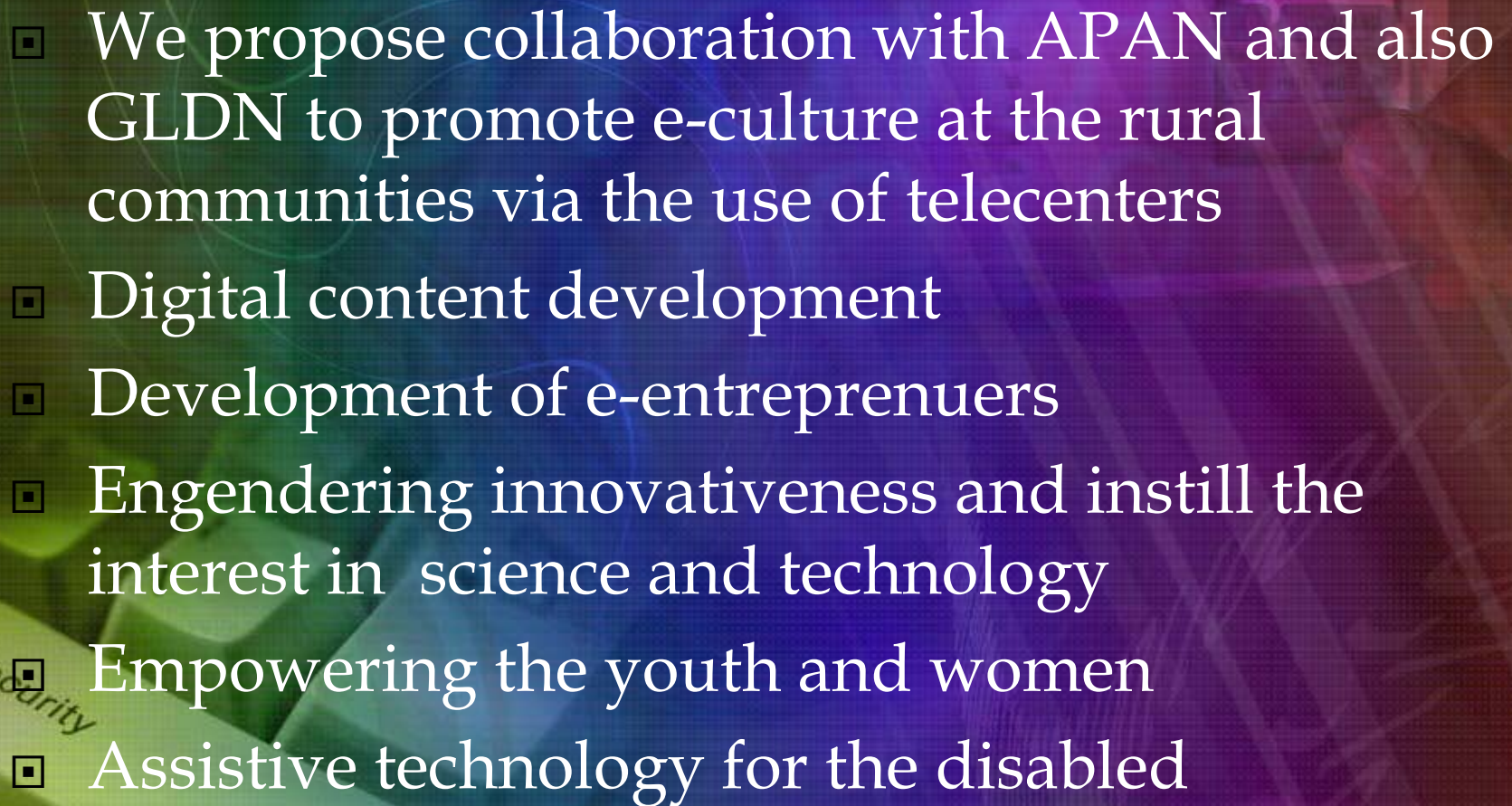
- ▣ **Employment opportunities, assistance and teleworkers – more work opportunities offered in rural areas with the provision of broadband access and Internet links. Rural communities can work at homes and also at the telecenters and this will assist to attract more youth to work in their local areas and reduce the migration of rural youth to the cities**

5Es Rural Community Empowering Framework

- ▣ Enhance contacts and collaborations – private sectors, banking, insurance and also computer companies to collaborate and telecenters will be an effective agent for collaboration and making the companies relevant and visible to the rural communities. Telecenters will also be effective agents to disseminate information for the government development plans.

CONCLUSION

- ▣ Many interrelated factors to the success of telecenters as empowering agents for the rural communities and to bridge the digital divide.
- ▣ Transformation process should aim to integrate:
 - One stop center of social activities among local communities
 - Networking with other organizations as partners in training and economic activities
 - CSR involvement
 - Information exchange for life long learning
 - Entrepreneurship
 - Facilitates Employment

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- ▣ We propose collaboration with APAN and also GLDN to promote e-culture at the rural communities via the use of telecenters
 - ▣ Digital content development
 - ▣ Development of e-entrepreneurs
 - ▣ Engendering innovativeness and instill the interest in science and technology
 - ▣ Empowering the youth and women
 - ▣ Assistive technology for the disabled

THANK YOU

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