

Developing Information Center Model for Farmer Community

In corporation with Indonesian Infocom Society (MASTEL)

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Agenda

- Objectives
- Services Demand
- Network Model
- Potential Enhancement
- Key Success Factors

Objectives

- Provide information to people in the rural area.
- Develop system model that is suitable for farmer community.
- Increase the speed of culture transformation from traditional behavior into more adaptive to IT.

Services Demand

Information

General Information
Business Information
Weather Forecast
Health Information
Gov. Rules Information

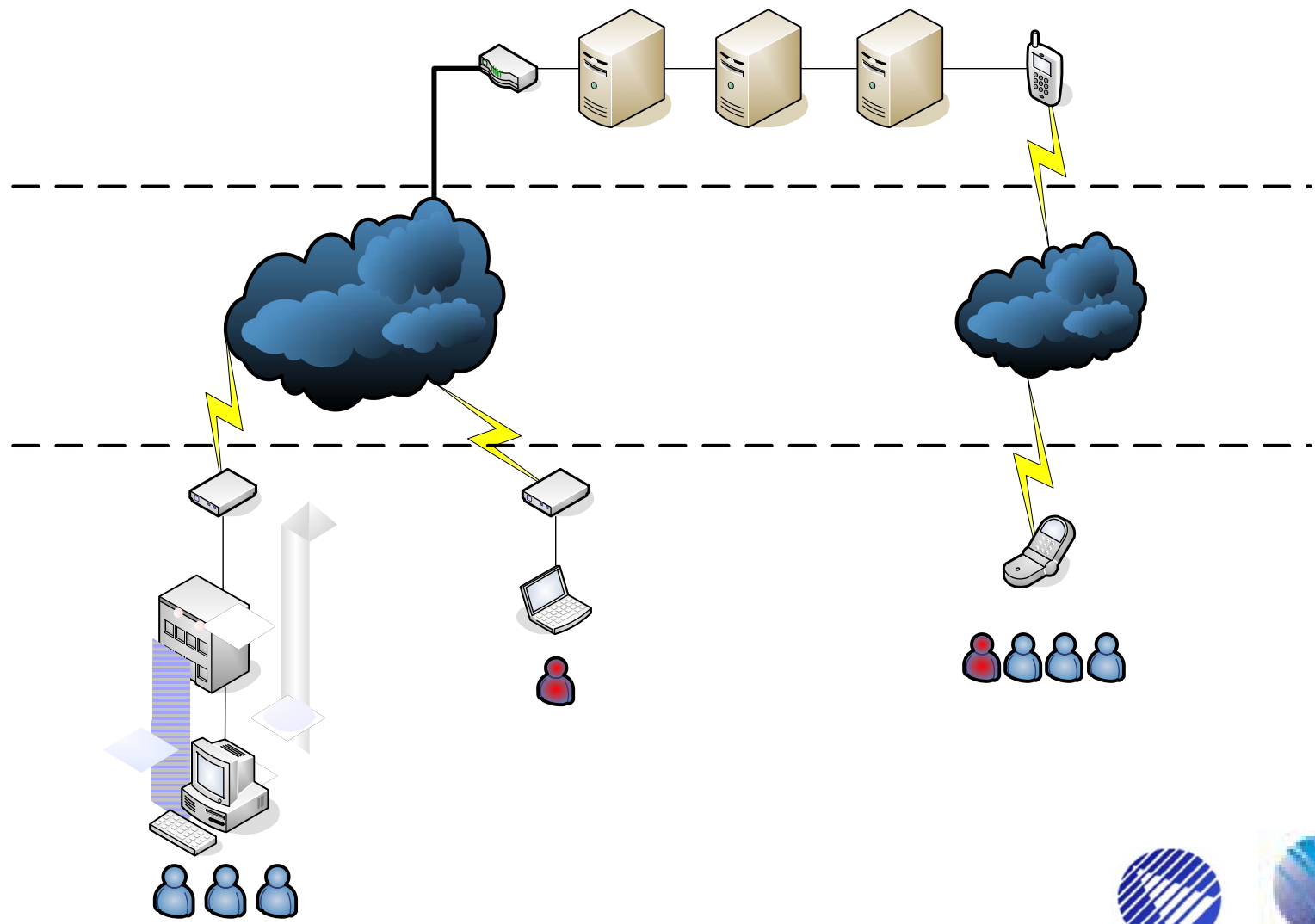
Collaboration

Bulletin Board
Chat
Web Mail
Sales & Promotion

Education

Education Information
Scout Information
Women Information

General Network Model



Application Center

- Content management and SMS-push application will be installed to the server. These applications can be developed by third party or purchased separately at a lower price; some are free to install.
- The setup and maintenance cost for this application center include :
 - One time payment :
 - server machine
 - operating system software
 - database system software
 - content management software
 - SMS-push software
 - SMS-terminal for sending/broadcast SMS
 - Monthly payment :
 - Co-location
 - SMS subscription.

Public Network

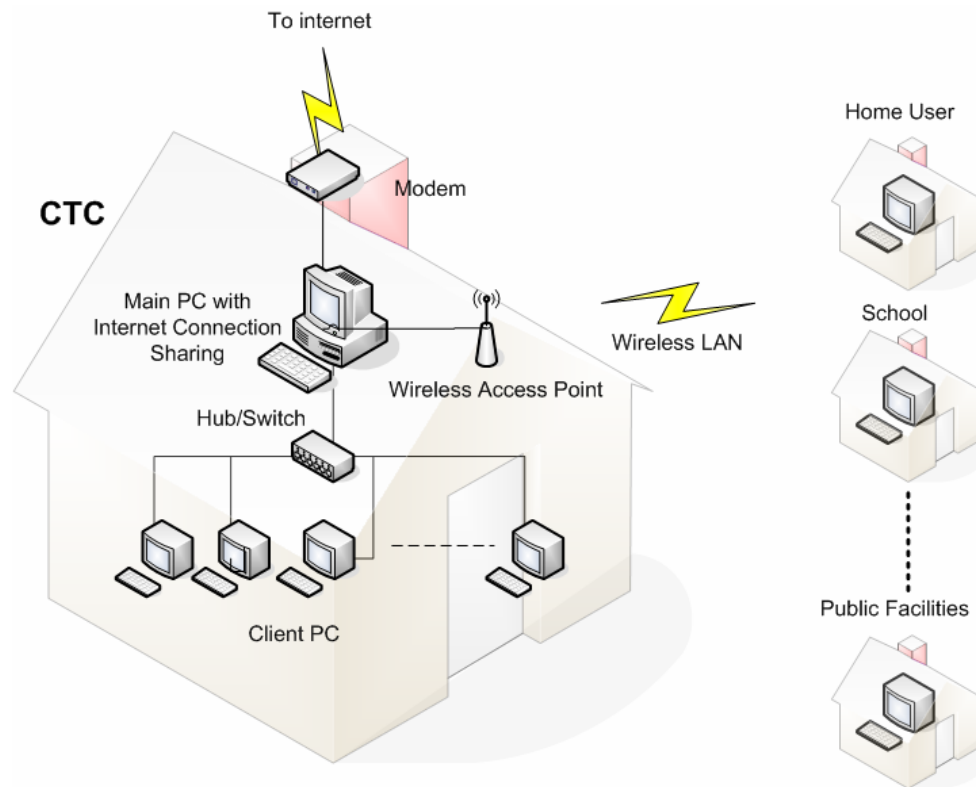
- Can be provided by TELCOs that offer any kind of access: internet, fixed phone, fixed wireless (CDMA) and mobile communication (GSM).
- Offers many type of services like : instant internet, turbo internet, GPRS/EDGE, WAP, SMS/MMS.
- Already established and stable.
- Monthly usage cost for this public network include : internet and SMS subscription.

Client Area

- Setup and installed by community and local government.
- Each CTC (provided by BIM) must have access to internet (via fixed phone/fixed wireless or GPRS/EDGE) and accessed from one main PC.
- If CTC have several PC to access the internet, these can be done through internet connection sharing from main PC. So the connection access to the internet remain only one line.
- This PC act as sharing terminal to access the content from internet.
- If the location in the coverage of GSM/CDMA, the information can be retrieved from SMS terminal.
- This facilities cost will include: PC with browser, internal/external modem or mobile terminal with built-in modem, telephone line/fixed wireless/GSM subscription and ISP.

Potential Enhancement

- Using LAN and WLAN to increase the total terminal at each CTC, and decrease internet subscription payment.



Key success factors

- Content
- Network Infrastructure.
- Involvement intensity of farmer community in using the CTC.
- Active participation of observer and sponsor of rural community

Thank You