

A MEMO TO TELECENTER PLANNERS

电信中心规划者备忘录



APEC TEL 30

Asia Pacific Economic Cooperation

亚太经济合作

Royal D. Colle

Cornell University (USA)

A Changing Agriculture

变化的农业

- ✓ **Decision-making** 决策
- ✓ **Information** 资讯
- ✓ **Communication** 传播



How ICTs can help farmers and the agricultural community

电信中心如何帮助农民和农业社区

- Where to buy 何处购买
- Where to sell 何处销售
- Technology transfer 技术转让
- Market trends 市场趋势
- Government policy 政府政策
- Family welfare 家庭福利



E-choupal = a digital village or gathering place



SOYBEANS AND THE CHICAGO BOARD OF TRADE

- E-Choupal
- Computer in farmer's home
- Shared "tailored" information
- The farmer's oath
- 1,700 in Madya Pradesh
- 3,000 in India -- wheat
- Beyond e-choupal business



Telecenters as a Digital Bridge

电信中心作为数码桥梁的功能



Training 培训

Silk worm
technology
in Tongnan

Tongnan的养蚕技术



Information on markets
市场信息

Peanut buyers in
Tongnan
在Tongnan的花生买家

A MEMO

- Demand-Driven Telecenters



MILLENNIUM DEVELOPMENT GOALS

- Poverty
- Education
- Disease
- Clean water
- Malaria--HIV/AIDS

ICT4D INFORMATION AND COMMUNICATION FOR DEVELOPMENT

- Reduce isolation
- Dialogue
- Participation
- Share experiences
- Gain information
- Contacts

TELECENTER NEEDS

- Research
- Local & relevant content
- Training
- Community awareness
- Human resources

TELECENTERS WORKING GROUP

电信中心合作团体

telecentres-request@wsis-cs.org

1. Translate national policy into action.

将国家政策转化为行动

AFRICA INFORMATION SOCIETY INITIATIVE -- AISI

- Everyone has access
- Grassroots facilities
- Reflect needs for healthful living and survival

CANADA'S COMMUNITY ACCESS PROGRAM

- 8,000 CAP Sites

2. Build groups of telecenters.

建设电信中心团体

"The mindset of an isolated telecenter must be overcome."

摈弃孤立的电信中心的观念



Clustering mechanism – associations of telecenters

- Build and share resources
- Share experience and insights
- Joint awareness campaigns
- Negotiate with important agencies
- Establish ethical and service standards

Canada: Community Access Program

- Target: 5,000 rural, 5,000 urban
- $9,200 - 1,200 = 8,000$
- 98% organized into networks or groupings

Somos@Telecentros Network
(S@T)

TELECENTER ASSOCIATION

- Content
- Negotiations
- Advocacy & PR
- Liaison
- Training
- Research
- Standards
- Best practices

3. Support continuous research.

支持持续性研究

4. Concentrate on relevance.

专注于相关性

**Global information vs.
local problems**

Yeomans Award for Local Content

Global Knowledge Partnership
(www.globalknowledge.org)
and the Open Knowledge Network.

5. Train stakeholders.

培训人员

<http://ip.cals.cornell.edu/commdev/>

*Handbook for
Telecenter Staffs*



THE ACACIA PROJECT
International Development
Research Center

COMMUNITY TRAINING

- Malaysia's "mindset"
- Canada's "coaching the community"

“If you build it, will they come?”

6. Have a participation plan and design a strategy for using volunteers.

制定参与计划—
设计使用志愿者的策略

STRATEGIC PARTICIPATION

- Why?
- Who?
- How?
- When?
- What incentive?

A Canadian Assessment

"Volunteer burnout is widely regarded as the key challenge for CAP sites."

Volunteers – A Steering Committee



The challenge...

- Gain
- Train
- Retain

7. Find and support champions.

寻求支持

8. Make a business plan.

制定商业计划

Income initiatives

- Individual memberships
- E-commerce
- Enterprise activities
- Remittances

9. Build partnerships.

建设合作夥伴关系

Universities as telecenter partners

大学作为电信中心的合作夥伴



THE RELEVANCE OF HIGHER EDUCATION

高等教育的相关性

3. Support continuous research. 支持持续性研究
4. Concentrate on relevance. 专注于相关性
5. Train stakeholders. 培训人员
7. Design a strategy for using volunteers. 设计使用志愿者的策略

Universities as telecenter partners

- Community research skills
- Knowledge base and local content development
- Training capacity
- Human resources



Thank you...
rdc4@cornell.edu

