

# Mission 2011

Outlined by  
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# What is Mission 2011?

- 2011 is the 40<sup>th</sup> Anniversary of Independence of Bangladesh
- The Idea of Mission 2007 came from the path-breaking initiative taken by MSSRF in India to develop a strategy to take the benefits of ICTs to the villages
- The idea was to not throw information at rural people but make them the stakeholders in this knowledge generation and preservation process

# What is Mission 2011?

- To launch functional information and knowledge centers for rural regeneration and prosperity in every village of Bangladesh by 2001 through a collaborative efforts
- What is functional?
  - self-propelling
  - self-replicating and
  - self-sustaining

# How?

- **Through Mobilizing power of New Media:**
  - Internet
  - Mobile Phone
  - Computer
  - PDA
  - Community radio
- **Through inclusion of traditional media:**
  - Television
  - Radio and
  - The vernacular newspapers

# How?

- **Through building a national coalition of**
  - Government agencies
  - NGOs
  - Cooperatives
  - R&D Institutions
  - Academia
  - Mass Media

# Approach

- **The Mission will be:**
  - top-down in its approach to technological connectivity, but
  - bottom-up in relation to content and knowledge management
- **Independent Programmes**

# What Villagers will Exchange?

- **Information on Livelihood Improvement in all areas**
- **Communication facilities to connect with:**
  - Family
  - Private sector
  - Government
    - Entitlements Pass Book, which gives information on all their entitlements from government programmes and how to access them.
  - NGOs
  - Academia
  - R&D Institutions
  - International Institutions

# Road map

- **Stakeholders Consultations:**
  - Government agencies
  - NGOs
  - Cooperatives
  - R&D Institutions
  - Academia
  - Mass Media
  - Policy Makers
  - International Financing Institutions
  - International Telecentre Practitioners

# Road map

- Formation of a National Alliance with a Core Group
- Formation of Structure of Alliance
- Identification of Boundary Partners of the Alliance
- Identification of Core Activities of Alliance
- Identification of Role of Partners
- Identification of a Secretariat for Launching the Alliance and operation for First Two Years
- Invitation to All to Join the Alliance
- Invitation to suggest a Partner
- Invitation to suggest a project

# Possible Structure of the Alliance

- **General Council with General Body:**
  - provides policy overview and also reviews the work of the Alliance. It also provides policy guidelines to the Executive Board
- **Executive Board**
  - Chair Person
  - Secretary General
  - Secretary – 3 or more

# Possible Structure of the Alliance

- **Steering Committee:**
  - National Level: Number of Members: 20+
    - Role: Implement the policy set up by the General Council in close coordination with the General Council
  - Divisional Level
  - District Level
  - Upazilla Level
- **Thematic Task Forces**
- **The Secretariat**

# Secretariat: Broker of Ingredients

- Connectivity
- Content generation, dissemination and application development
- Spatial applications for rural prosperity
- Policy issues on content, connectivity and costs
- Resource mobilisation:
  - financial resources available with government agencies, through
    - corporate social responsibility funds
    - international donor agencies and
    - academic and technical institutions
- Training and capacity building of village entrepreneurs
- Organisation, evaluation and monitoring

# Milestones

- Consultation with All Stakeholders Completed: March, 2007
- Launching of Alliance: June, 2007
- Launching of International Support Group: October, 2007
- Launching of Mission 2011: December, 2007