
Access to Information: Why it is Important?

Presented by
Ananya Raihan

Prepared by: Ananya Raihan, Mridul Chowdhury, Mahmud Hasan, Anir Chowdhury

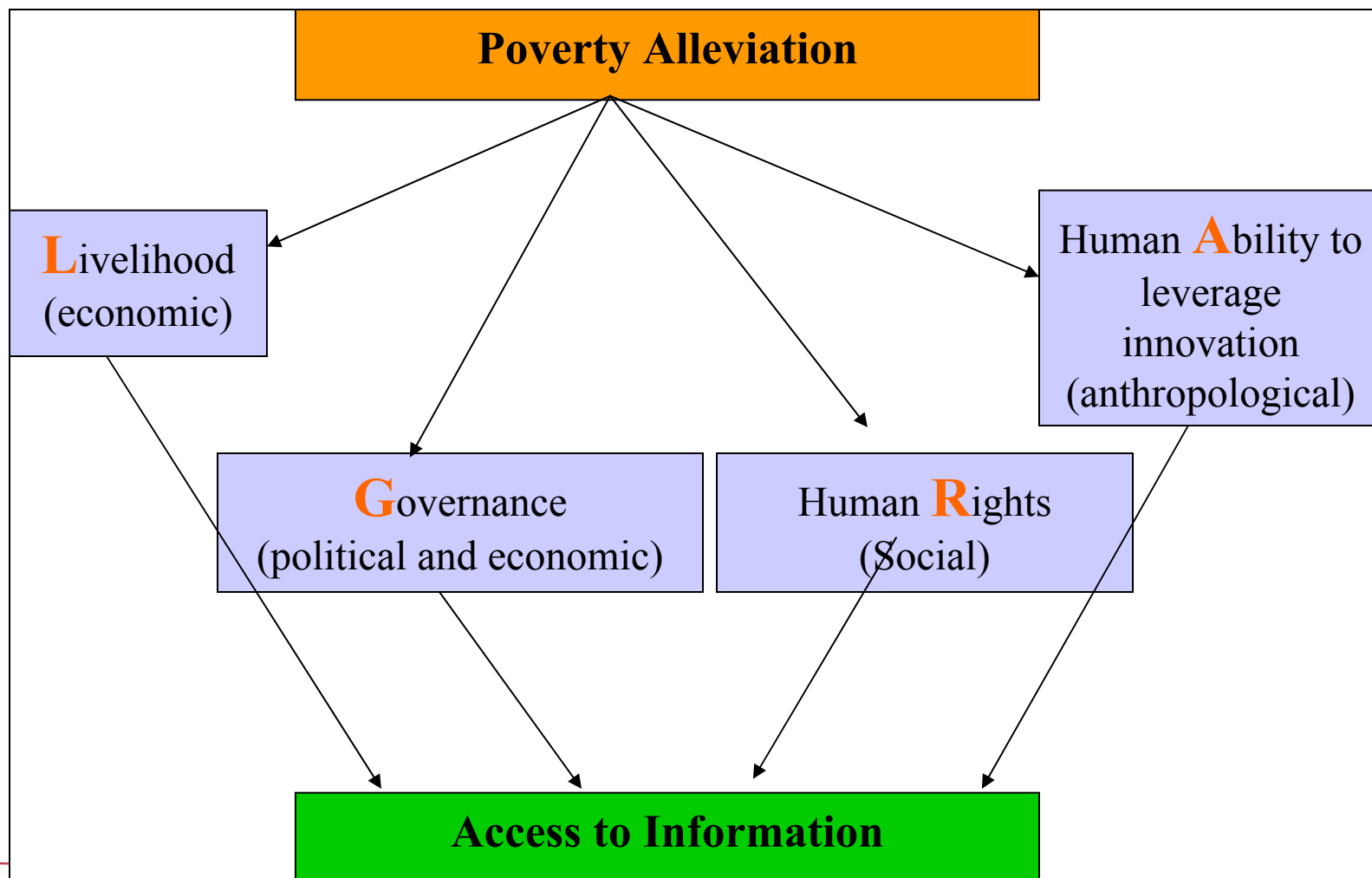
Agenda

- Poverty paradigm and access to information
- 4 key areas to focus information
- Why ICTs
- 3 pillars of Pallitathya services
- The π methodology
- 11 commandments 😊

Access to Information: Missing in Current Poverty Paradigm

- Poverty is a problem of access to resources
 - ▶ Access to overt resources (land, assets, production inputs, etc.)
 - ▶ Access to employment opportunities (self-employment, wage employment)
 - ▶ Access to social resources (healthcare, education, sanitation, etc.)
 - ▶ **Missing dimension: Access to information**

LGRA: 4 Areas Where Access to Information Matters



What Makes Information Effective?

- Cost effectiveness
- Scalability
- Currency
- Ease of use
- Ease of semantics
- Trialability
- Bottom up and Top down Mix

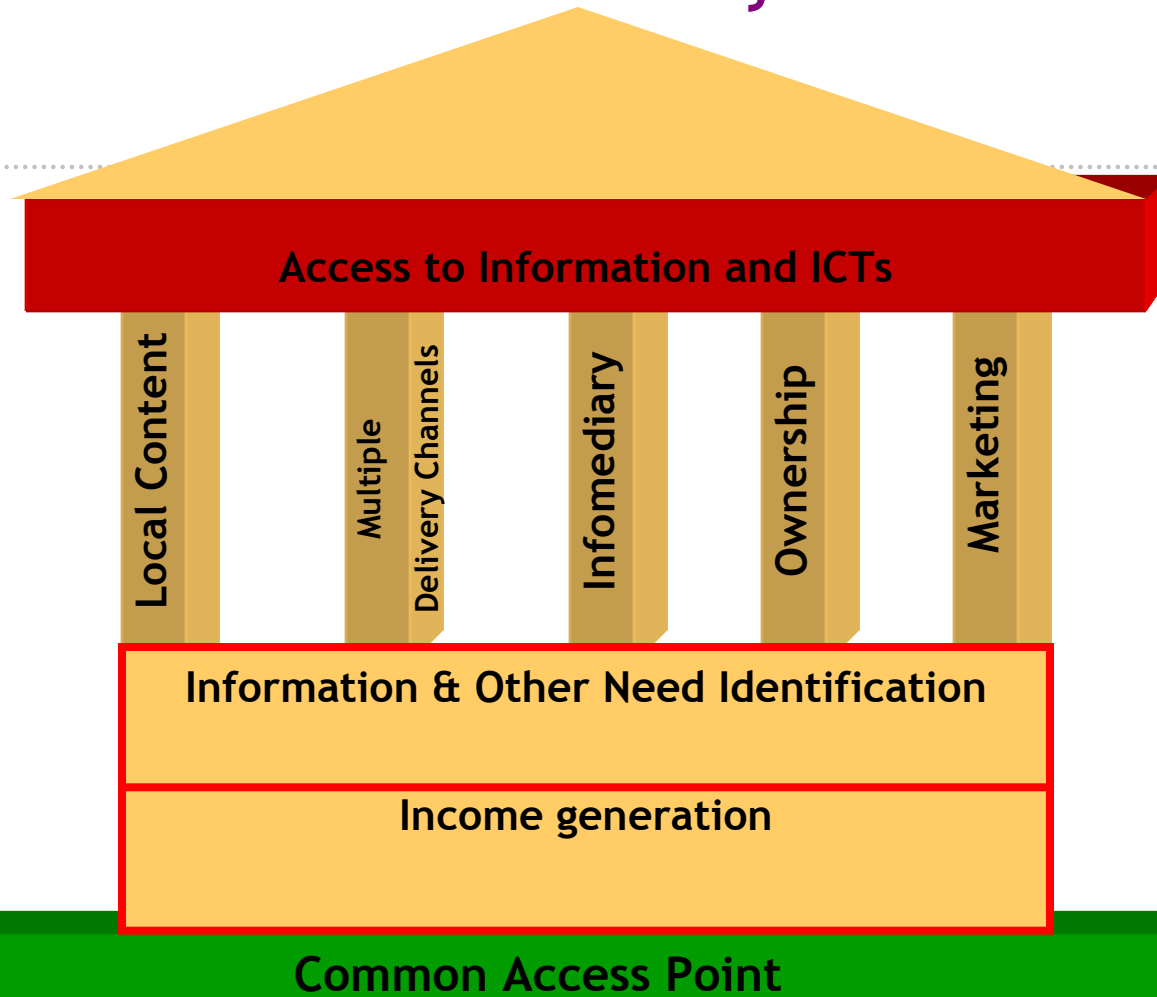
Effective Information Delivery through ICTs

- Delivery Channel
 - ▶ Computers, CD-ROM, internet, mobile phone, radio etc.
- Content
 - ▶ Demand-driven content areas
 - Agriculture, non-farm economic activities, healthcare, education, human rights, governance, disaster management, appropriate technology, rural employment, awareness
 - ▶ Local language digitized content
 - Text, voice, picture, video/animation
 - ▶ Local language search engine
 - ▶ Intuitive presentation
- Channel and content not enough → Infomediary!

Operationalizing the Infomediary!

- Concept existed for a while
- End-user's interface to content
 - ▶ End-user's illiteracy
 - Basic
 - IT
 - ▶ Affordability of information delivery channels
 - ▶ Cognitive challenge
 - Question formation
 - Interpretation of results

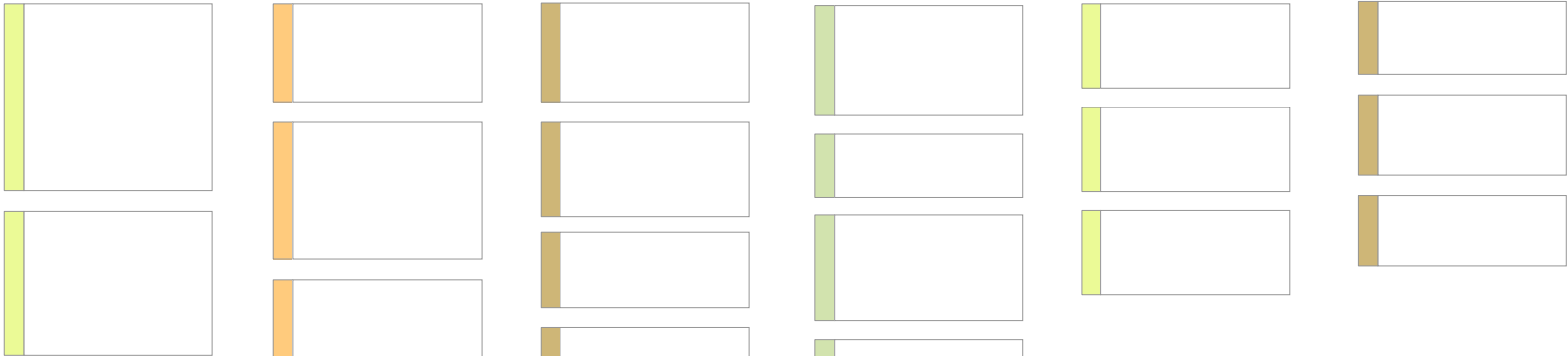
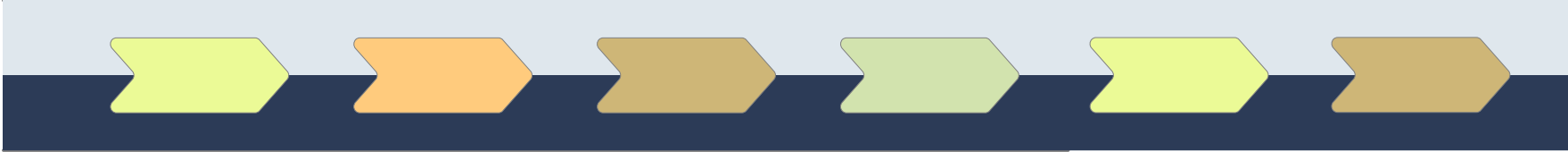
5 Pillars and Two stories of Pallitathya



PAI (π) Methodology (Draft)

- π : Poverty Alleviation through ICT

- ▶ Methodology to assess impact of LGRA information through ICTs on poverty



Phases

Identify

Baseline

Se



Select target groups by infrastructure

Building Telecentric Family in Bangladesh
Select respondent groups

9
S
infor

11 Commandments ☺

1. Focus on Content!
 - ▶ Knowledgebase and database based on answers to why, what, whom, how, where
 - ▶ Breadth
 - ▶ Depth (integrating value chain)
2. Build partnership for content generation and update
3. Select infomediary from local areas
4. Combine Helpline and Pallitathya Kendra (Rural Information Center)
 - ▶ Nobody is refused
5. Provide “one-stop shop” service
6. Proactively and repeatedly create awareness for Pallitathya services

11 Commandments 😊 (contd.)

7. Offer real time consultation with specialists
8. Ensure the “right” complementary services and exclude the “wrong” ones
 - ▶ What to include: information services (telemedicine IS an info services), rental services
 - ▶ What not to include: classroom training, selling of goods
9. Build capacity of existing service providers (paramedics, paralegals, agriculture extension officers, activists, etc.)
10. Don’t make the service free, but ensure “money back guarantee”
11. Maximize job creation of infomediaries

Debate

- Local content vs. “locally-relevant” content
 - ▶ Indigenously generated content
 - ▶ Locally needed content
- Complementary services: what to include and what not to include

Thank You