Winrock International

ICT and Clean Energy In Rural Development

Wm Howley, Village Power 2000

We work with people
in the United States and around the world
to increase economic opportunity,
sustain natural **resources,**
and protect the environment.

Message

- **ICT Opportunities for Rural Development**
  - Operational Efficiency- Better, Quicker, Cheaper
  - Enhanced Service Provision – Competitive Advantage

- **Market Pull not Technology Push to connect smallholders to markets via ICT**

- **Meaningful Content is key in Winrock International use of ICT to benefit poor and disadvantaged people**

- **Join Us**

Last Mile not as Long as we Think...

Productive Uses of RE Key to Rural Markets Strategy

ICT	Information Flows, Linkages
Motive Power	Ag Processing
Ice Making	Fishery, Tourism
Water	Irrigation, Livestock

Output which can be Monetized as the Basis for Cost Recovery, Sustainability and Economic Development

Context

- ICT means fundamental change for nearly all businesses – including not-for-profits and small rural producers

- Access is coming quickly – but market won't develop meaningful content applications for rural poor

- Enormous appetite for ICT among rural people

- Ability to use and benefit from ICT will be the 21st Century moral equivalent of basic literacy

Feasibility Criteria

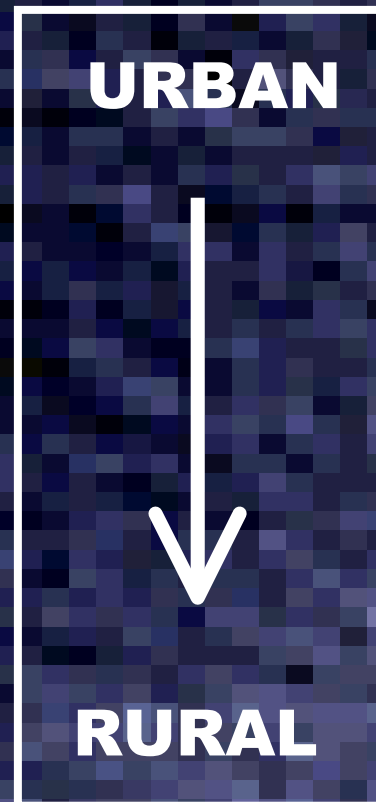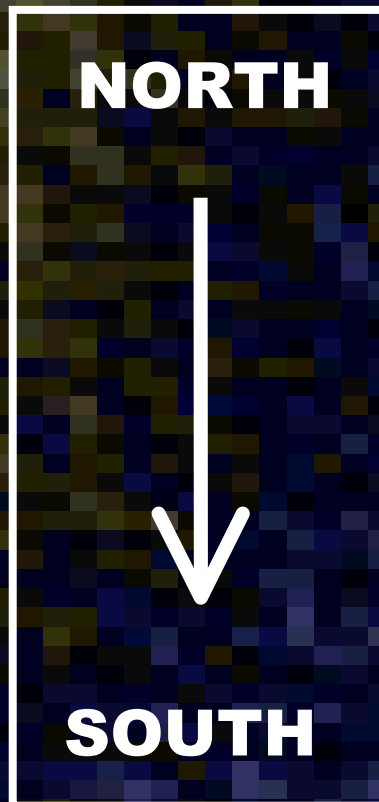|	
Technical	**Will it Work?**
Infrastructure	**Adequate O&M, Service, Training?**
Financial	**Risks and returns, Create Wealth?**
Economic	**Is it least cost?**
Sociopolitical	**Needed, Desired, Equitable, Priority?**
Environmental	**Clean? Green? Avoid? Reduce?**
Operational	**Right People, Right Partners?**

Connecting Smallholders to Markets via ICT

- **Ongoing activities – comparative advantages of being "on-the-ground," Sector expertise, Partnerships**

- **Understanding our value-added proposition, niche**

- **Access no, portal no, distance learning no**

- **Our role to focus on content that market will bypass**
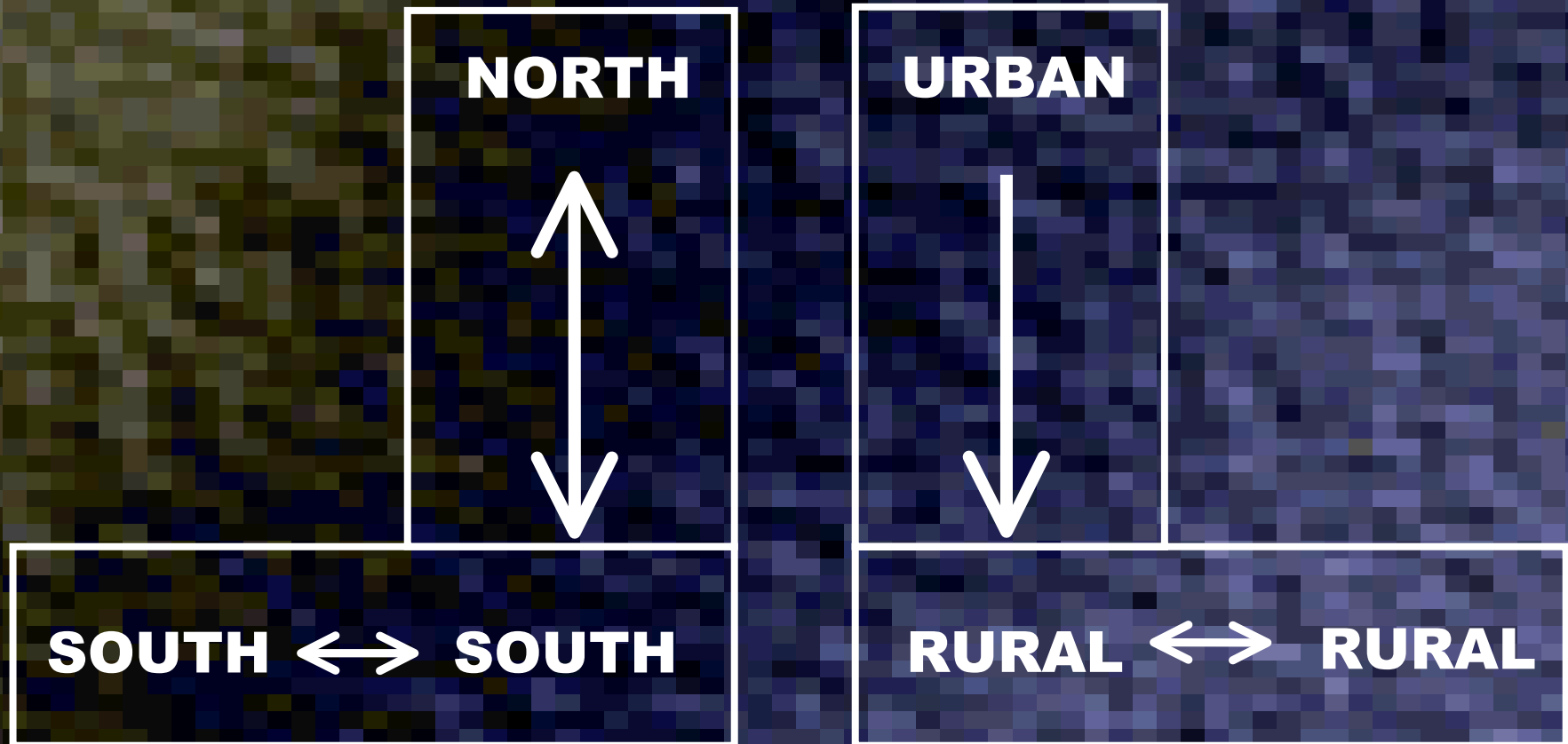
Guiding Principles

- Productive uses of ICT in rural areas are key to market growth

- Any systematic approach to accelerated diffusion of technologies and approaches requires partnership

- Initiatives which are self-financing and yield positive returns and growth – "piggyback" social uses

- Technology not a panacea – rather enabling cost savings, program innovations, and higher quality

- Focus on range of ICT technologies, CD-ROM, Radio, Handhelds – not only a "web" approach
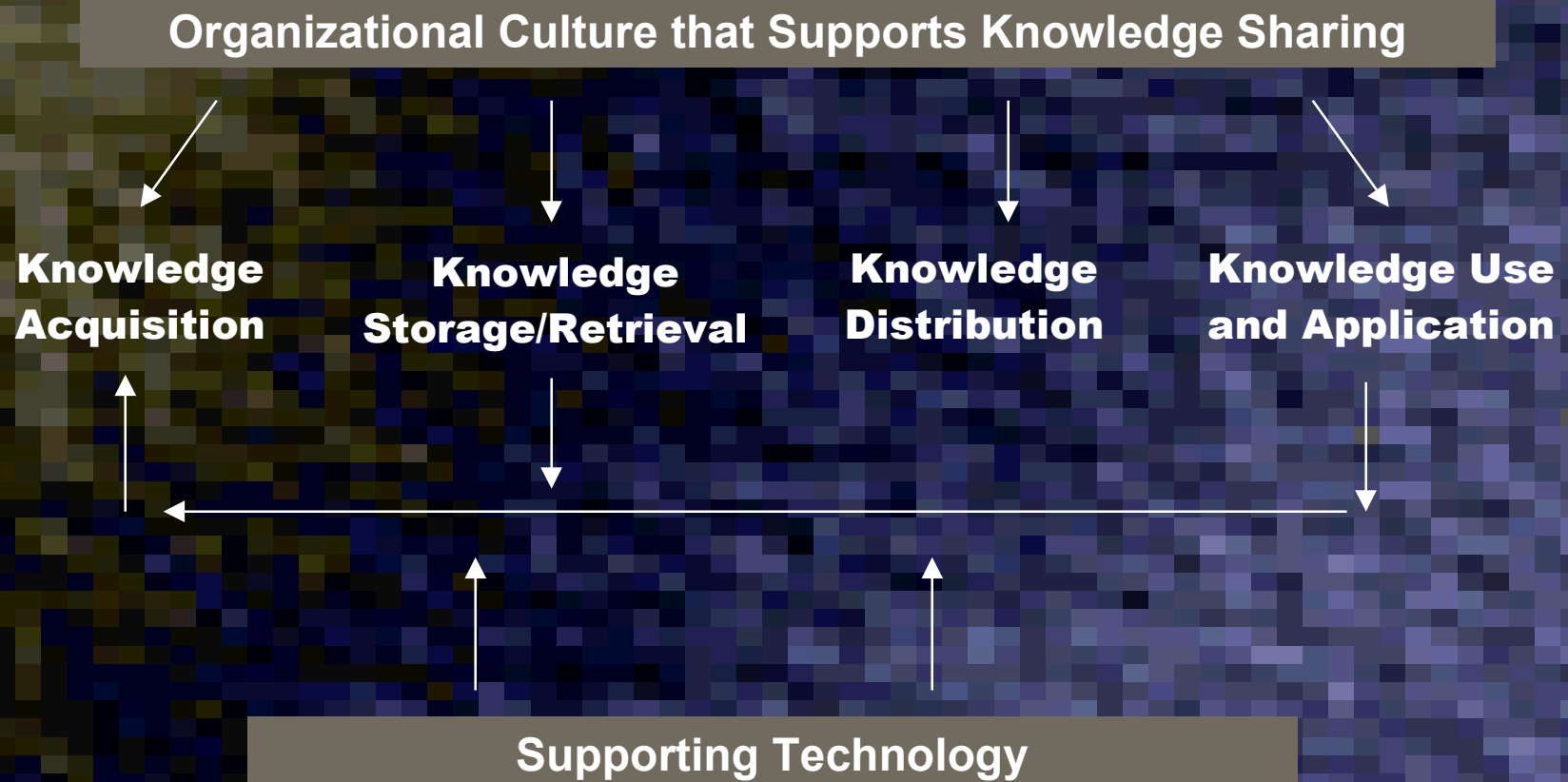
New Models

NORTH

URBAN

SOUTH ⟷ SOUTH

RURAL ⟷ RURAL

Knowledge Management Process

Organizational Culture that Supports Knowledge Sharing

Knowledge Acquisition

Knowledge Storage/Retrieval

Knowledge Distribution

Knowledge Use and Application

Supporting Technology

Distributed Technical Assistance

- **Improved Effectiveness**
  - Getting relevant info into the field
  - Ensure timely, less costly availability
- **Increased Responsiveness**
  - Adaptability to changing information needs
  - Tiered Mentor Networks
  - Market Linkages

Distributed Technical Assistance

Experts/Mentors: Who can answer my technical question?

Community of Practice: Can I talk to others or see examples of people who are/have been in my situation?

Special Resources: Can I tap special programs, funds, or markets for my needs?

Community Decision Support Choiceware

Instruction/Courseware:

- What do I need to know; why is it important, what sources have it, and how do I access it (preferably online)?
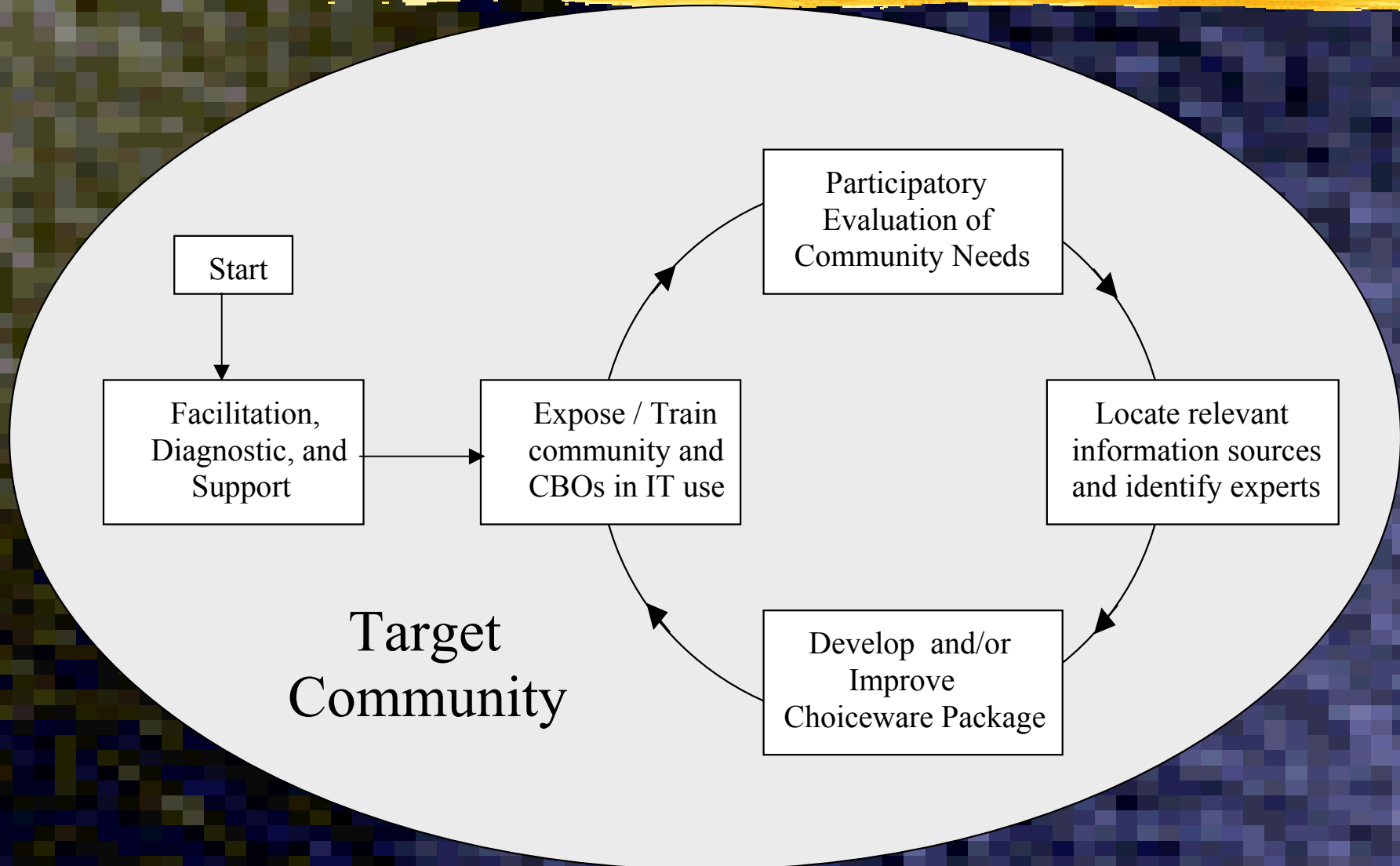
Algorithm/Simulation:

- What are the options and immediate and long-term consequences of choices I make for my business, my family, my community, my local watershed etc.?

Help:

- Where can I find help when I need it?

Participatory Methodology

Current ICT Activities

- **Knowledge Portal:**
  - Distributed Technical Assistance
  - Choiceware
  - Plug-ins

- **WI India ICT Service Initiative**

- **Village Power and ICT for Rural Schools and Community Development**

- **Cyber-Volunteerism**

Invitation

- **Corporate Partners Program**
  - Ideas
  - People
  - Technology
  - Cash

- **Volunteer Technical Assistance Program**

- **Project Level Collaboration**