



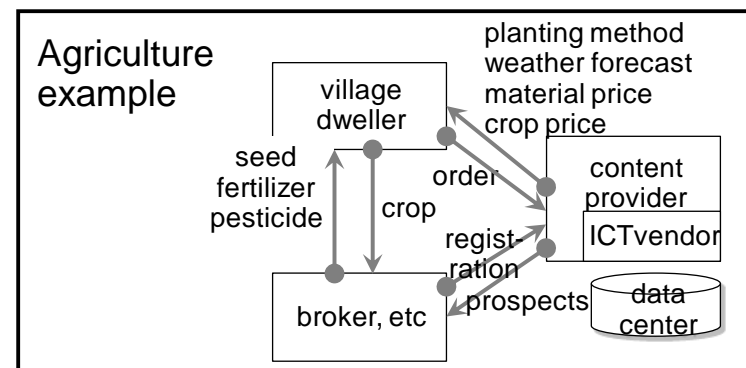
# **eVillage Project Interim Report**

**July 7, 2014**

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Vice President  
Myanmar Computer Federation**

## Summary

1. eVillage is a project to support “**better livelihood space for village dwellers through ICT utilization.**”
2. The project researches ICT utilization that helps better livelihood space by sector such as agriculture, fishery, sewing, tourism, logistics, education, finance, health and public administration services.
3. Two developments, **Community ICT Center (CIC)** development as an access point together with **content business** development will promote ICT utilization and maintain its sustainability.



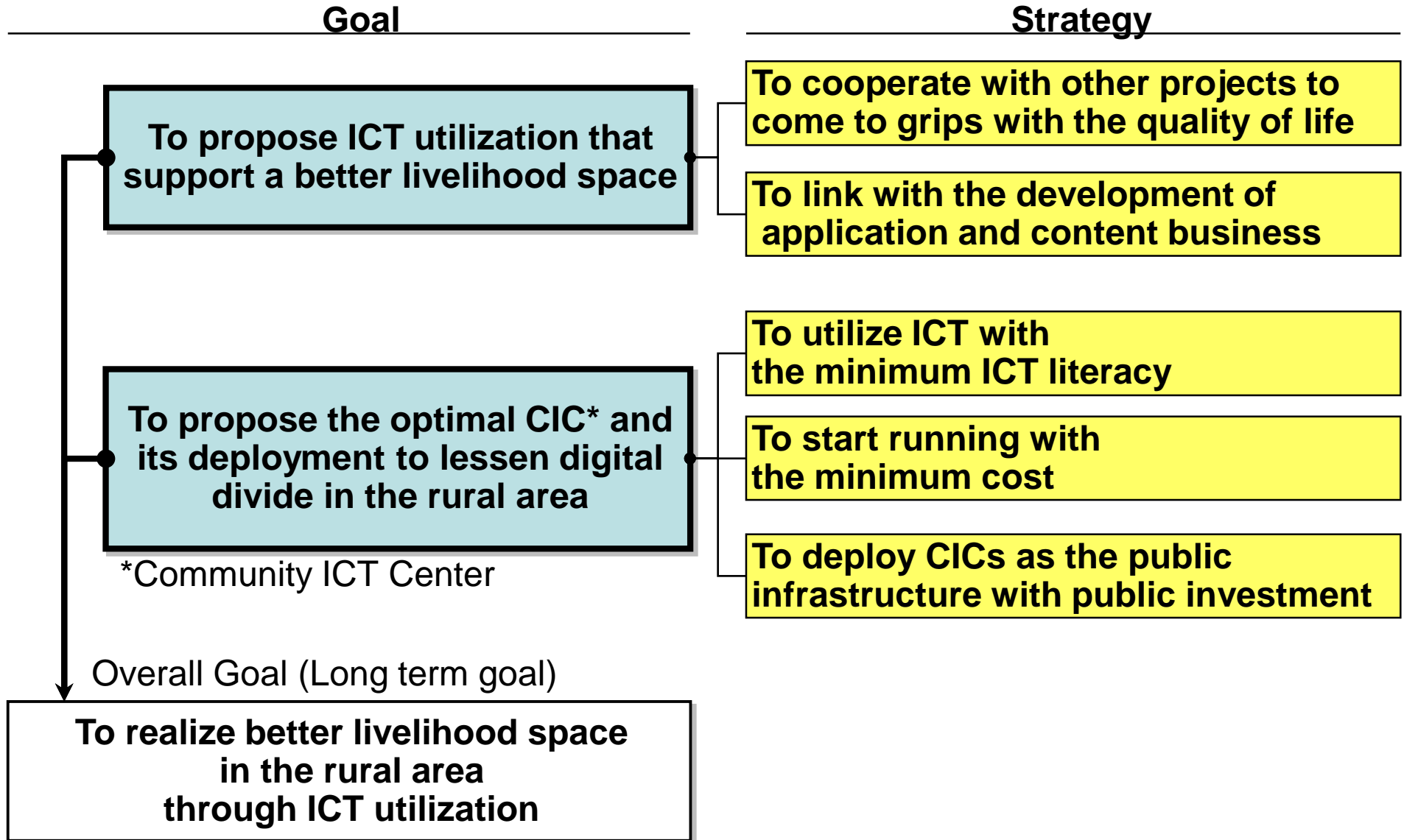
4.

[Costing]	Development	Use and operation*
One CIC (with 500Dwellers)	USD5,000	USD12,000/year
Cost sharing	Public investment	User-charge (e.g. transaction fee )

\*content use, maintenance, and depreciation
5. Government role
  - ICT sector: CIC deployment to implement universal service obligation or an equivalent scheme and ICT business environment establishment to maintain the competitive market
  - Other sectors: content development support (e.g. ICT utilization policy enhancement, software application contest support and content business loan system establishment)
6. Action planning including fund raising is scheduled in final reporting by March 2015.

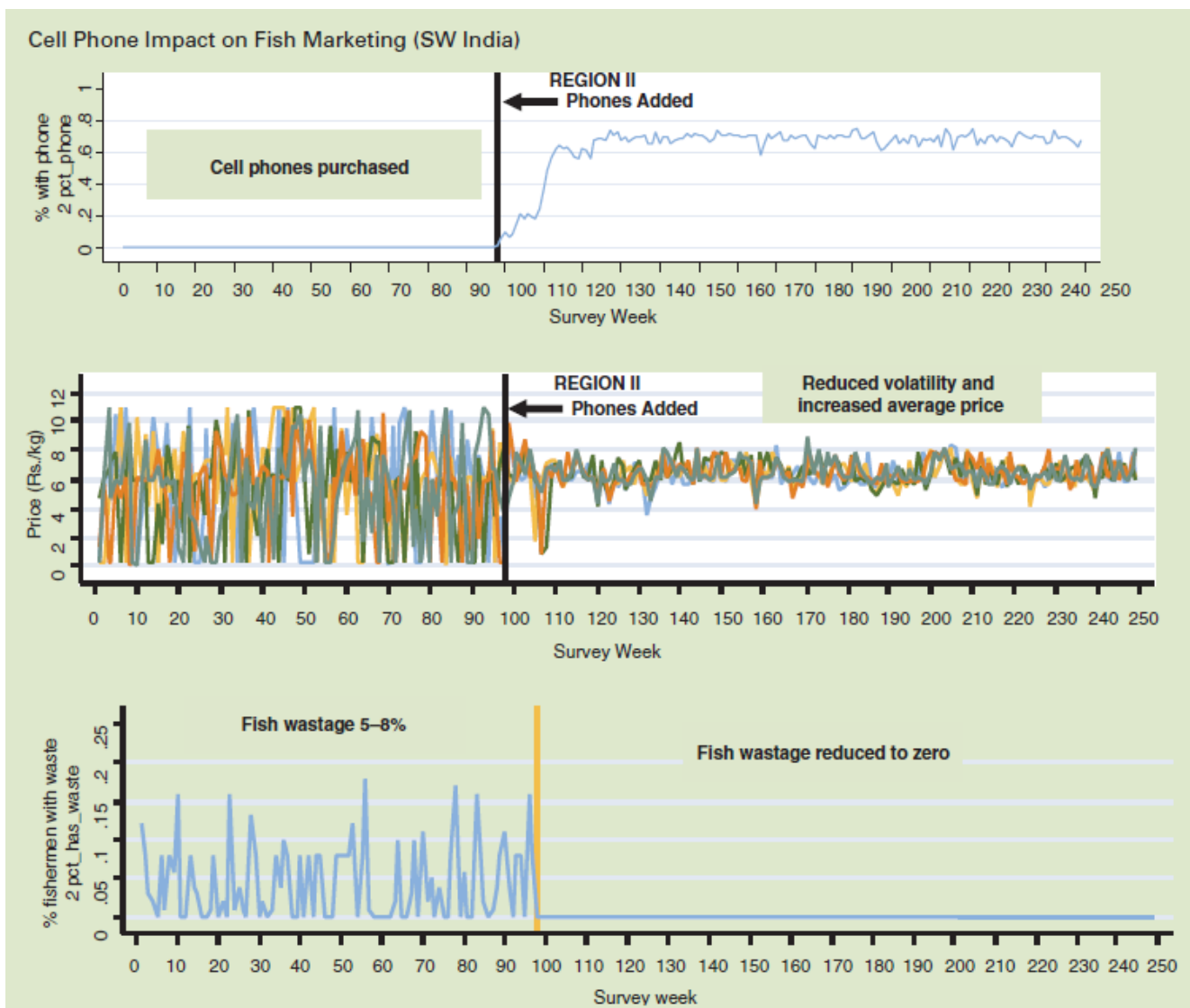
## eVillage Goal and Strategy (What is eVillage?)

eVillage project defines 5 strategies to achieve 2 goals.



## Impact of ICT Utilization for Development (ICT4D) (Why eVillage?)

In a southern area of India, fishermen started using cell phones and it resulted in stabilizing fish prices (and the price increase) and eliminating wastage of unsold fish.

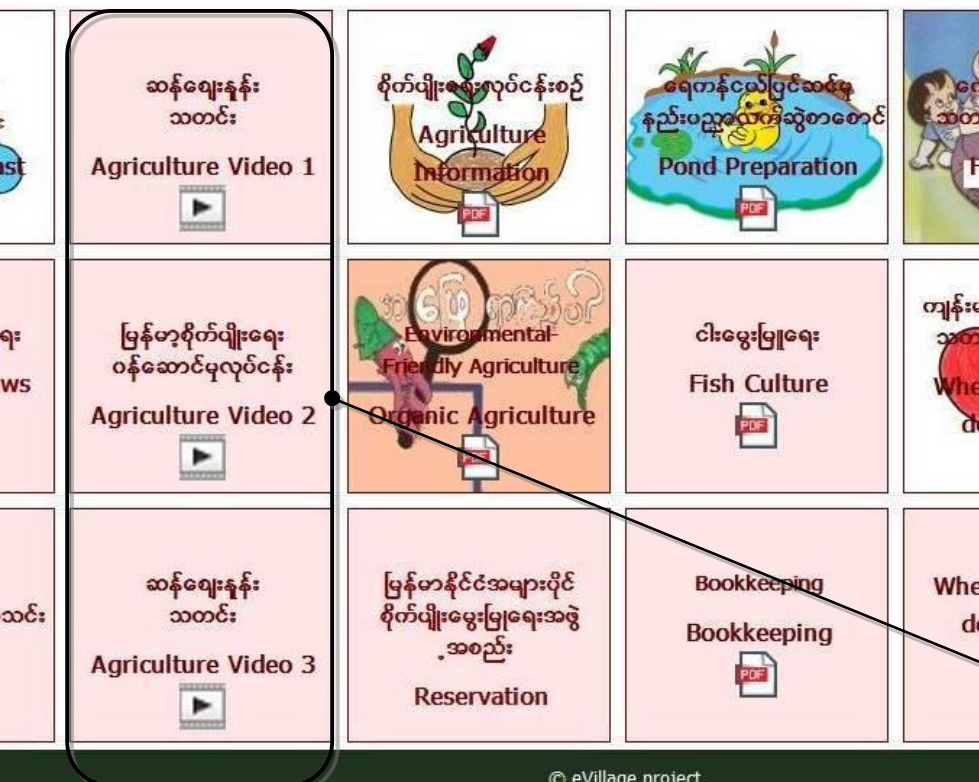


Source: The World Bank, "ICT in Agriculture," 2011.

# eVillage Needs (What did MCF/JTEC find out in Hpa Yar Ngoke To Village?)

The following needs have been identified and quickly implemented since MCF/JTEC visited the village in October 2013.

ဘုရားငုတ္တိကျေးရွာ နှင့်ဆိုင်သောသတင်းအချက်အလက်



March 2014: the initial portal launched  
June 2014: the latest portal content screen shot

November 2013 and January 2014  
Interviews to stakeholders based on a questionnaire

The portal information of Japan  
Agricultural Cooperatives

Quick implementation starting from basic content, feedback of trial use and enhancement.  
-Many thanks to those who offer content: **Twantay Township, Terra People Association, SEEDS Asia, JICA**, etc.

Cumulative number of users until May 31 since the soft opening on April 1: 750

Useful content and applications (On study):

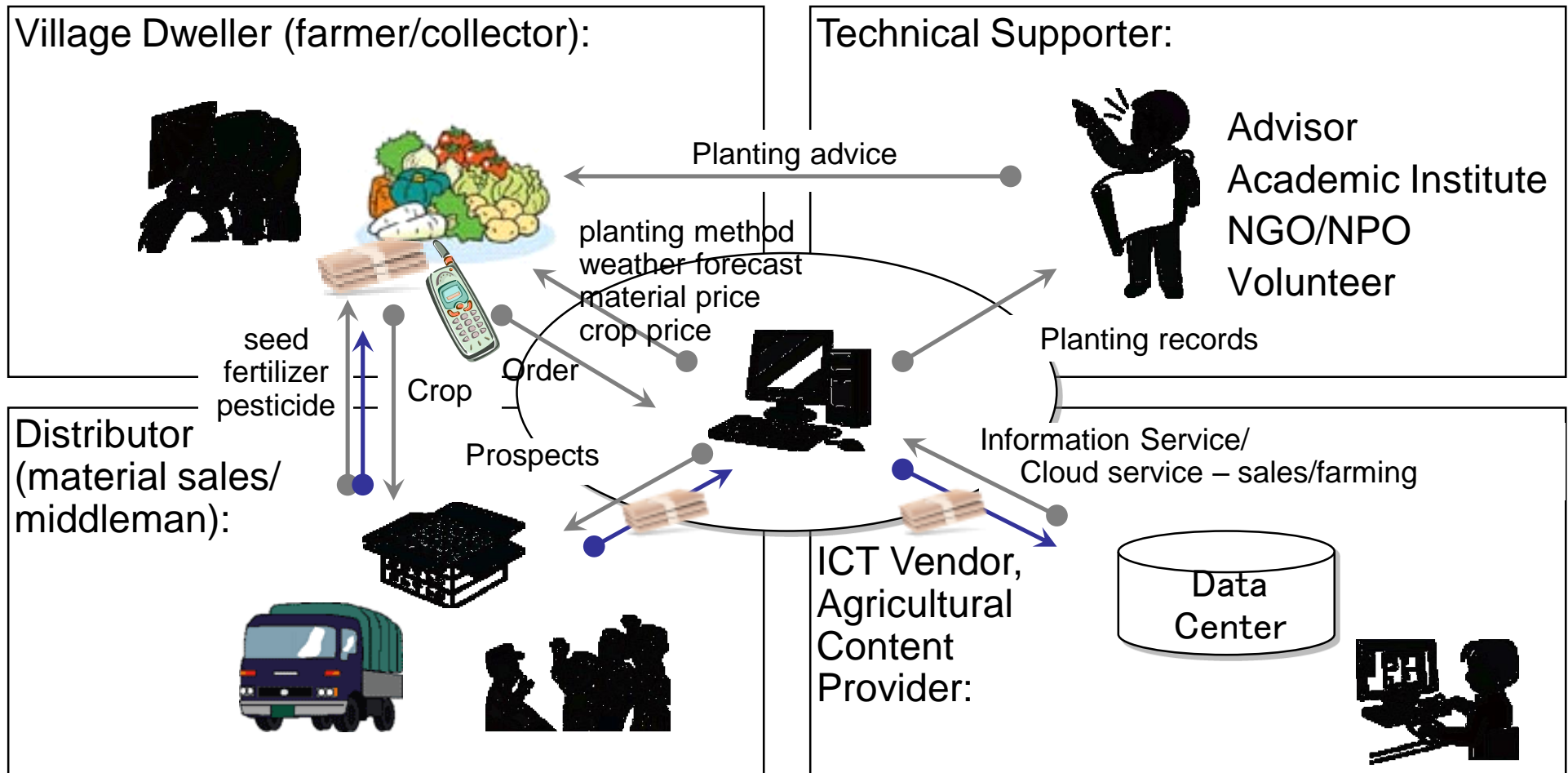
- Motion pictures are more attractive.
- Community bulletin board and circular for village activity schedule, school program and planting guideline
- Sales advertisement of and ordering system

Next page: Long term idea examples

## ICT Utilization for Better Livelihood Space in Rural - Agriculture example

Yield improvement to adopt organic planting method for new crops  
Optimal fertilizer and pesticide (material cost minimization)  
Optimal shipping (crop sales maximization)

➡ Village Dweller  
Revenue Increase

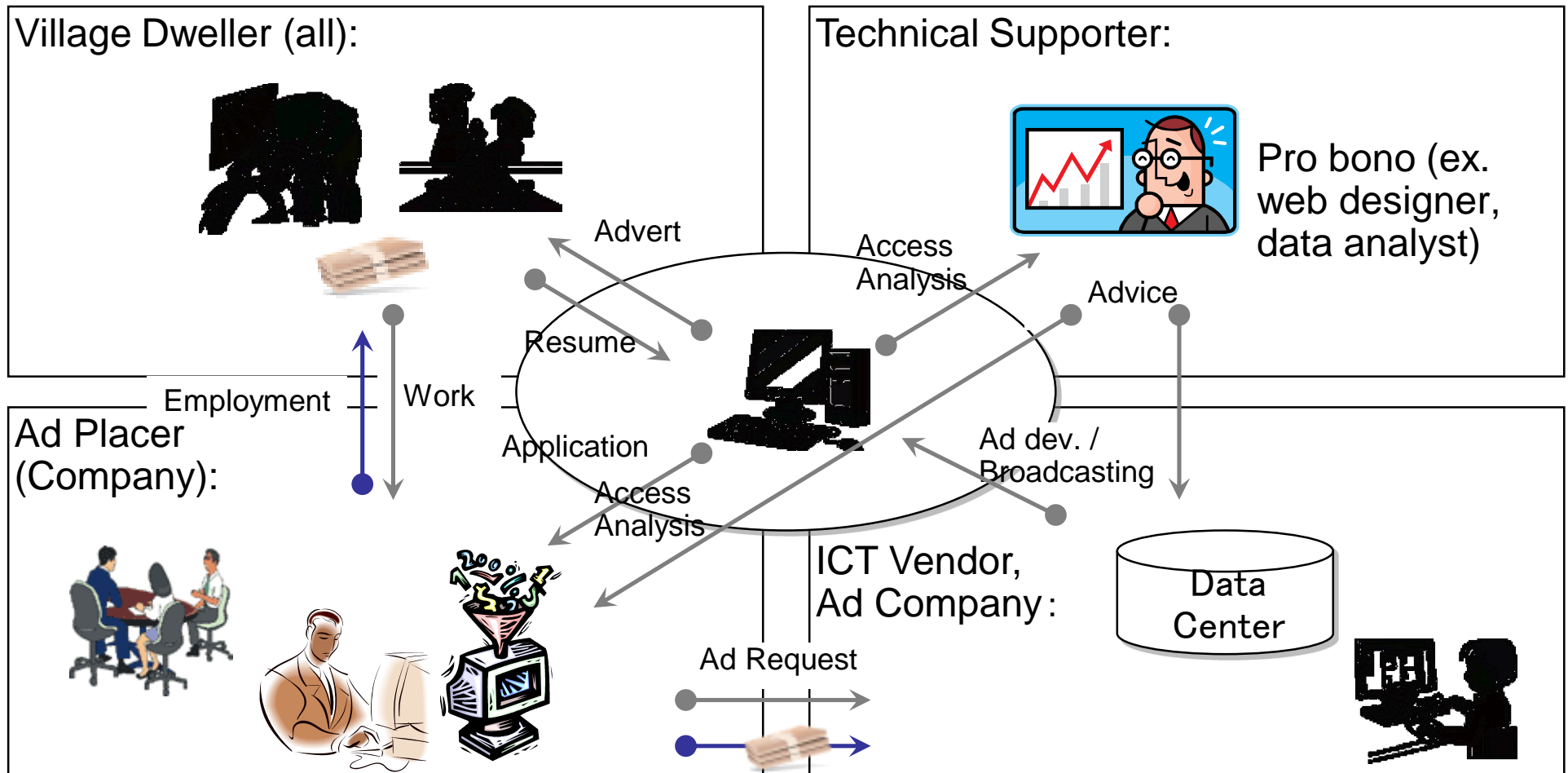


Japan Contribution: One village one product, food safety and particular about taste

## ICT Utilization for Better Livelihood Space in Rural – Recruiting /Advert example

Recruiting ad for migrant work in urban  
Web yellow page (company directory)  
Web advertisement /Digital Signage

➡ Better conditioned job  
CIC use cost allocation,  
sustainable use of CIC





## Content Business for eVillage (Content business for eVillage is crucial.)

eVillage deployment countrywide heavily depends on content development for village dwellers.

Community ICT Center  
(Access Point)

Data Center  
(Content Store)

**Content Business**

### Content business with cases

#### Agriculture



<https://www.echoupal.com/>

- Advise planting methods with fertilizer and pesticide corresponding to weather/soil.
- Sell materials.
- Inform the market prices of crop.
- Purchase crop and wholesale in market.

e-Choupal (ITC, India) 6,500 CICs  
countrywide and 4 million people use

#### Recruiting



<http://www.froma.com/>

- Advert recruiting positions for villagers to go in distance for work.
- Apply directly to an open position after registering a resume.
- Inform a matching position by email.

FromANavi (Recruit Co., Japan)  
sales 2 billion USD in 2013



# eVillage Status (What has been done so far?)

Research  
(2014)

Pilot  
(2015)

Launch  
(2016/7)

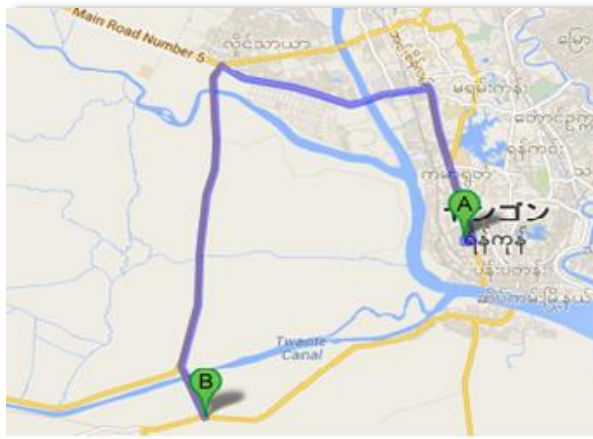
Deployment Phase  
(4years: 2018-2021)

The 1<sup>st</sup> eVillage was developed in a village in the suburb of Yangon, and succeeded soft opening in the 1<sup>st</sup> of April 2014. The difference from existing PAC (Public Access Center) is to house not only ICT tools but also helpful content in order to maintain its sustainability.

## Project Site: Yangon Region, Hpa Yar Ngoke To Village



Library building renovated against rain, bugs and heat



Point A: Downtown Yangon  
Point B: Hpa Yar Ngoke To Village  
Distance: 35 km



- Renovated, 6 zero-client PCs
- LED light
- Power generator until 5/M
- Solar power after 5/M

## **eVillage Lessons learnt (What has been learned in eVillage?)**

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### **1. Ownership**

- The village library, a meeting place of villagers, houses eVillage facilities, which are easily accessible for all.
- The eVillage operation is assigned to those who live in the village and neighboring communities with higher education degree. The assignment creates a job in local and saves extra expenditure such as transportation from a distanced city as well.

### **2. Optimally-minimized costing fit into rural environment**

- Highly available (and expensive) hardware is replaced by operators who easily reboot the system by manual. A middle-class (and less expensive) desktop PC is selected.
- Zero-client system which hosts 6 virtual clients in a least expensive PC reduces its operation work and electricity consumption.
- NPO license of OS software or Ubuntu (Free-of-charge software) will save its license fee.
- Open Office software compatible with Microsoft Office also saves license fee.
- HTTP proxy server to save cache data once accessed will efficiently use the limited bandwidth to the Internet.
- LED lights save electricity consumption.
- SSD(Solid State Device) in a PC would prevent HDD failure due to vibrations.

### **3. Necessities (basic human needs) to eVillage facility**

- The electricity is supplied by a gasoline generator purchased in the project. A stabilizer and an online uninterruptible power supply guard PCs from damages.
- Solar power delivery will lessen the noise of generator.
- Safe water is requested by villagers as part of basic human needs.

## 2014 Project Actions after the Interim Report

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### [Short Term]

1. **Contest:** to invite useful software applications and content in the rural area
2. **Supporting companies:** to invite useful ICT tools and software applications continuously
3. **Sector partners:** to utilize CIC and its content in sectors other than ICT such as agriculture, health and education jointly with eVillage project  
e.g. a partner to host an agriculture workshop to advise planting methods
4. **Network enhancement :** To install fiber optic cables and long distance Wi-Fi facility in the village as part of the current facility improvement

### [Long Term]

1. **Action Plan:** to plan the one based on the Interim Report ideas by March 2015 including the lessons from Hpa Yar Ngoke To Village
2. **Content supply system:** to study the appropriate body of content supply (i.e. private business under public company arrangements)
3. **Donors:** to support Pilot and Launch phases





## MCF/JTEC welcome your products and services useful for village dwellers.



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