

ICT FOR RURAL DEVELOPMENT

An Indonesian Case



ICT CENTER WORKSHOP

Yangon, 7 July 2014

MINISTRY OF COMMUNICATION AND
INFORMATION TECHNOLOGY (MCIT),
INDONESIA



Some Important Indicators Socio-Economy

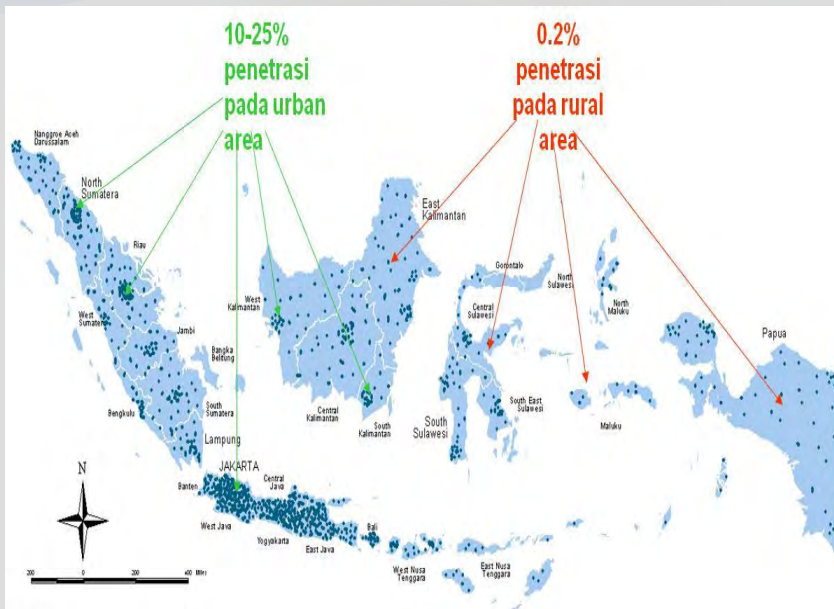
- **Total Population : 245 million (2012)**
 - **Approx 63% live in rural**
- **GDP: 2011 US \$ 724 M, percap US\$ 3542 ;**
2014 est US\$ 1.2 B percap US\$ 4800
- **Business Unit : 55.2 million units, and Micro-SME : 54.5 million units (99.8%) employing approx 100 million people – info Ministry UMKM**
- **Living in Poverty : 11.7% (2012)**
- **Literacy : 7% (above 15 years in 2011)**

Some Important Indicators

ICT - Infrastructure

- **Telephone lines: PSTN : 8 million lines;
Fixed wireless access 32 million users ;
mobile : 220 million users.**
- **Internet users : 82 million (2013).
Forecast: 107 million (2014) - APJII**
- **PC population: 10 million (2012)**
- **Total cost of Internet Access (telephone + ISP
charges) for 24 hours: US\$ 10**
- **Broadband penetration : 5%**

BACKGROUND



- ❑ **UNDISTRIBUTED COMMUNICATION ACCESS AND INFORMATION DEVELOPMENT PARTICULARLY FOR UNSERVED AREAS, BORDER AREAS AND UNECONOMICALLY VIABLE AREAS.**
- ❑ **EQUAL RIGHTS FOR ALL PEOPLE TO USE TELECOMMUNICATION AND IT FACILITIES.**
- ❑ **ACCELERATION OF PEOPLE WELFARE IMPROVEMENT THROUGH TELECOMMUNICATION AND IT INFRASTRUCTURE DEVELOPMENT.**



USO INFRASTRUCTURE PROVISION PROGRAM

Legislation :

- **- Telecommunication Act, 1999**
- **- Government Regulations**
- **- Ministerial Decrees**

Objective :

- **- To overcome information/digital gap**
- **- To support the economy activities, to stabilize national security and to educate the nation including to increase prosperity of the society.**

Priorities :

Provision of collective access to basic telephone and Internet services for isolated areas, border areas, remote areas, pioneer areas and for areas that economically improper.

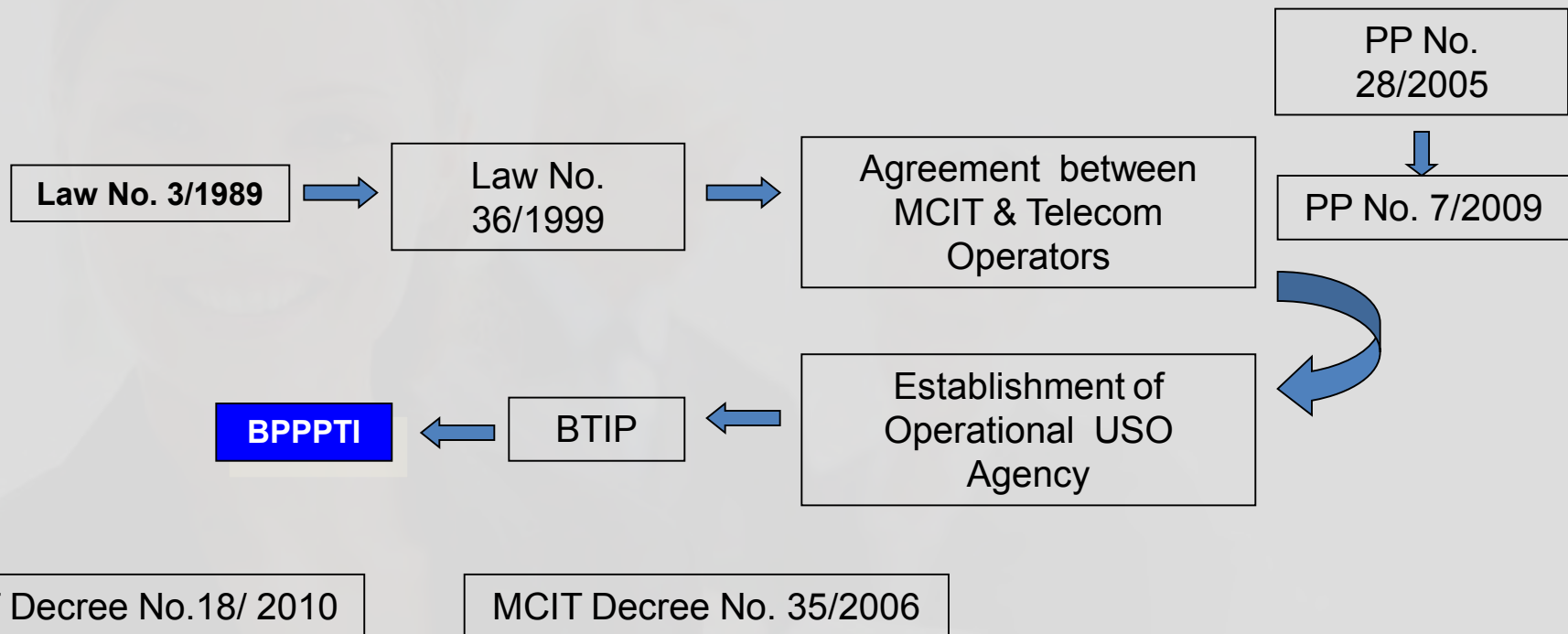
USO FUND

- **With the agreement of all Network Operators in 2005, All Operators will contribute 0.75% of their gross revenue for implementing the USO program. This was endorsed by Government Regulation no 28 year 2005, and Government take responsibility in implementing the USO programmers**
- **Each telecom Operator then has to pay 0.75% for USO contributions on top of 1% (from Gross Revenue) Licensing Fee that has to be paid annually which go directly to state treasury.**
- **By negotiation between MCIT and MoF, the Licensing Fee was reduced to 0.5% and USO Fund increased to 1.25% to make sure that ICT could be implemented for all the people in Indonesia→ Government Regulation no 7 year 2009.**

USO Implementing Agency

- The Government established Public Service Agency (BLU) - BTIP under the Ministry of MCIT and report to both Minister of MCIT and MoF
- The Agency which is semi-corporate agency, a not-for-profit 'company' (under Law No 1/2004 on State Treasury, and Government Regulation no 23/2005 on Public Service Agency).
- In 2009, BTIP was re-name BPPPTI with a bigger task of not only building ICT in villages, but also other facilities to provide cheaper cost of Internet and broadband as well to set up the eco –system to build up broadband in the country.
- BPPPTI collects USOF under Government Regulation from all license Operators.

Public Service Agency – BLU - BPPPTI



GOVERNMENT STRATEGIC PLAN 2010-2014

Ministerial Degree no 2 year 2010

Indicator	Unit	2010	2011	2012	2013	2014
Optical Fiber Network	% Province Capital connected	10%	30%	50%	70%	100%
Broadband Network	% District Capital connected	25%	30%	50%	60%	75%
Regional Internet Exchange	% Province Capital connected	10%	30%	50%	80%	100%
International Internet Exchange	% Province capitals installed	10%	30%	50%	80%	100%
Radio for Community	No of Villages covered	15	76	200	350	500
Telecommunication Access	% villages with telephony access	100%	100%	100%	100%	100%
Internet Access	% villages with internet access	5%	20%	40%	60%	80%

USO PROGRAMS (1)

- ❑ **Desa Dering (Ringing Village)** : telephone and SMS services for unserved areas, border areas, remote areas, pioneering areas : 33,184 villages.
- ❑ **Desa pinter (internet village)** : improvement from ringing villages, additional for internet services : 1.330 villages.
- ❑ **Pusat Layanan Internet Kecamatan(PLIK)/Public Internet Center:** public facilities to access internet service at district level : 5.748 locations and improved to 6.358 locations.
- ❑ **M-PLIK / Mobile Public Internet Service:** vehicle equipped with public internet service at the city (kabupaten) level 1.907 units.
- ❑ **SIMMPLIK / PLIK/MPLIK System Supports** : monitoring PLIK usage, providing proper and beneficial content (push) as well as providing proper bandwidth.

USO PROGRAMS (2)

- ❑ **Nusantara Internet Exchange (NIX)** : exchange for managing domestic internet traffic in order to be efficient use and data center services (push content) ICT Incubator at 32 cities (capital)
- ❑ **Internasional Internet Exchange (IIX)** : exchange for managing international internet traffic : at 4 cities (capital).
- ❑ **PLIK Sentra Produktif (Public Internet Center for Productive Community)**: public internet service for certain productive communities : 1.235 locations.
- ❑ **Wifi Kabupaten**: providing free internet access (hotspot) : 745 locations in cities (kabupaten)
- ❑ **Telinfo Tuntas** : providing BTS (cellular service) at the border areas : 198 locations (district level).
- ❑ **PALAPA RING PROJECT** : project to complete broadband connectivity infrastructure (fiber optic) at national level



Telecenter Project for Rural Development

FUNCTIONS OF TELECENTER



SME development through website e-commerce

Increase region product

Development of ICT for public

Development of Business Retail

(Payment Point) to pay electricity - PLN, water-PDAM, telephone- Telkom bill on line .

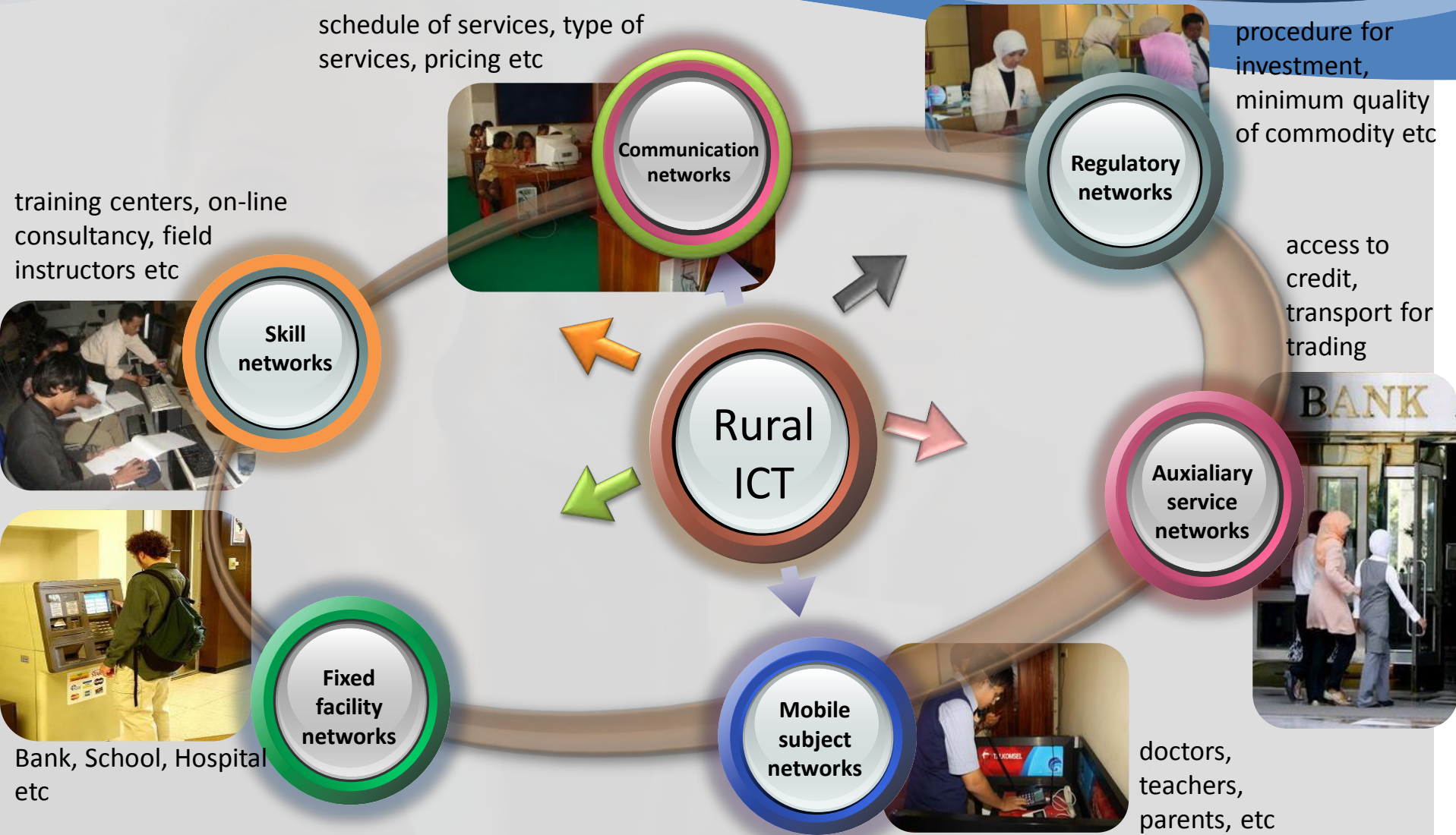
Apps and Contents in Telecenters

- Strategy
 - National Transformation
- Focus
 - Promoting Experience Economy
- Content of Training and Apps
 - Collaborative technology
- Example of Telecenters
 - Process and Outcome

Apps and content in Telecenter Programs

- Strategy:
 - Rural Telecenter is not only project for public service, but a part of national transformation program
 - It is not only about ITC Sector program but also comprehend systems networks (programs in other sectors)

System Networks of Inter-sectoral and Inter-institutional for Rural Community Development



Role of economic sectors

- Role of economic sectors (education, trading, agriculture etc) is more dominant than ICT sector to transform rural community into knowledge based economy.



Example of Community Development in Telecenters



Telecenter as Community Business Center



ICT Literacy Programs



Training of the Trainer



After ToT, E-literacy at Rembang Telecenter
<http://www.youtube.com/watch?v=v2fMWIM3Te0>

Technical Assistance

Banjarnegara



Puskud-Metaram



Content Training on Audio Video Books



Multimedia Training



Access for BYOD (Bring Your Own Device)

Leasing/Credit for Netbook

FX400 i5-480

Available Color Book

- Intel® Core™ i5-480M Processor (3.46GHz turbo boost up to 3.93GHz) 3MB Cache
- Free DOS
- 14" HD Glass (1366x768)
- Memory 4GB DDR3 (3x1GB)
- HD 320GB
- 8X DVD-RW Optical Drive
- WiFi/Bluetooth BT 3.0
- 10 DMR3
- Network 802.11 b/g/n
- Integrated Stereo Sound, Bluetooth & Webcam
- 6-cell battery
- 12 Months Warranty

Weather Tex Port, Headset, Mouse & Carrying Bag

US\$809

60 US\$749

GT680 - HRV i7

The fastest, Gaming Notebook in the World

Available Color Book

- Intel® Core™ i7-2630QM Processor (3.46GHz turbo boost up to 3.93GHz) 8MB Cache
- Windows 7 64-bit
- 13.5" Full HD
- 4GB DDR3
- 1.8GB GDDR3
- Memory 4GB DDR3
- HD 320GB
- 8X DVD-RW Optical Drive
- Integrated Stereo Sound, Bluetooth & Webcam
- Network 802.11 b/g/n
- 6-cell battery
- 12 Months Warranty

Weather Tex Port, Headset, Mouse & Carrying Bag

US\$1,089

200 US\$1,789

CX420 i3-380

Available Color Book

- Intel® Core™ i3-380M Processor (3.33GHz) 3MB Cache
- Free DOS
- 14" HD Glass (1366x768)
- Memory 3GB DDR3
- HD 320GB
- 8X DVD-RW Optical Drive
- Integrated Stereo Sound, Bluetooth & Webcam
- Network 802.11 b/g/n
- 6-cell battery
- 12 Months Warranty

Weather Tex Port, Headset, Mouse & Carrying Bag

US\$659

50 US\$609

FX400 i5-450

Available Color Book

- Intel® Core™ i5-450M Processor (3.40GHz) 3MB Cache
- Free DOS
- 14" HD Glass (1366x768)
- Memory 3GB DDR3
- HD 320GB
- 8X DVD-RW Optical Drive
- Integrated Stereo Sound, Bluetooth & Webcam
- Network 802.11 b/g/n
- 6-cell battery
- 12 Months Warranty

Weather Tex Port, Headset, Mouse & Carrying Bag

US\$909

60 US\$849

CX420MX

Available Color Book

- Intel® Core™ i3-380M Processor (3.33GHz) 3MB Cache
- Free DOS
- 14" HD Glass (1366x768)
- Memory 3GB DDR3
- HD 320GB
- 8X DVD-RW Optical Drive
- Integrated Stereo Sound, Bluetooth & Webcam
- Network 802.11 b/g/n
- 6-cell battery
- 12 Months Warranty

Weather Tex Port, Headset, Mouse & Carrying Bag

US\$599

50 US\$549

CX420 - P6100

Available Color Book

- Intel® Core™ i3-380M Processor (3.33GHz) 3MB Cache
- Free DOS
- 14" HD Glass (1366x768)
- Memory 3GB DDR3
- HD 320GB
- 8X DVD-RW Optical Drive
- Integrated Stereo Sound, Bluetooth & Webcam
- Network 802.11 b/g/n
- 6-cell battery
- 12 Months Warranty

Weather Tex Port, Headset, Mouse & Carrying Bag

US\$589

50 US\$539

EX465MX - T4500

Available Color Book

- Intel® Atom™ D425 Processor (1.60GHz) 512KB Cache
- Free DOS
- 14" HD Glass (1366x768)
- Memory 2GB DDR3
- HD 320GB
- 8X DVD-RW Optical Drive
- Integrated Stereo Sound, Bluetooth & Webcam
- Network 802.11 b/g/n
- 6-cell battery
- 12 Months Warranty

Weather Tex Port, Headset, Mouse & Carrying Bag

US\$539

40 US\$499

CX420 i5-450

Available Color Book

- Intel® Core™ i5-450M Processor (3.40GHz) 3MB Cache
- Free DOS
- 14" HD Glass (1366x768)
- Memory 3GB DDR3
- HD 320GB
- 8X DVD-RW Optical Drive
- Integrated Stereo Sound, Bluetooth & Webcam
- Network 802.11 b/g/n
- 6-cell battery
- 12 Months Warranty

Weather Tex Port, Headset, Mouse & Carrying Bag

US\$689

60 US\$629

CX420 i5-460

Available Color Book

- Intel® Core™ i5-460M Processor (3.33GHz) 3MB Cache
- Free DOS
- 14" HD Glass (1366x768)
- Memory 3GB DDR3
- HD 320GB
- 8X DVD-RW Optical Drive
- Integrated Stereo Sound, Bluetooth & Webcam
- Network 802.11 b/g/n
- 6-cell battery
- 12 Months Warranty

Weather Tex Port, Headset, Mouse & Carrying Bag

US\$729

60 US\$669

CX420 i5-450

Available Color Book

- Intel® Core™ i5-450M Processor (3.40GHz) 3MB Cache
- Free DOS
- 14" HD Glass (1366x768)
- Memory 3GB DDR3
- HD 320GB
- 8X DVD-RW Optical Drive
- Integrated Stereo Sound, Bluetooth & Webcam
- Network 802.11 b/g/n
- 6-cell battery
- 12 Months Warranty

Weather Tex Port, Headset, Mouse & Carrying Bag

US\$705

60 US\$645

WHY MSI

- MSI has its own factory in Kun Shan, China to ensure High Quality.
- MSI is the World No.1 Graphics Cards.
- MSI is the Top 3 Notebook brand in Taiwan and the Top 10 in the world.
- MSI is the Top 3 Motherboard brand in the world.
- MSI provides International Warranty.
- MSI creates world's First 15" Notebook.
- MSI creates World's First Hybrid Storage-Notebook.
- MSI has more than 6000 Awards from all over the world.
- MSI Notebook have Passed 10 Quality Test.
- MSI means Quality and Performance, MSI GT680 is the Fastest Gaming Notebook in the World.

MSI CX420 powered by Intel® Core™ i5 processor

Intel® Core™ i5-450M Processor (3.40GHz) 3MB Cache

Free DOS

14" HD Glass (1366x768)

Memory 3GB DDR3

HD 320GB

8X DVD-RW Optical Drive

Integrated Stereo Sound, Bluetooth & Webcam

Network 802.11 b/g/n

6-cell battery

12 Months Warranty

Weather Tex Port, Headset, Mouse & Carrying Bag

US\$629

Collaborative Works

- Promoting Experience Economy with One Village One Product
- Internet Marketing
 - Youtube
 - Google
 - Facebook
 - Website
 - Video conference
 - etc



Result of Collaboration



Virtual Farmer Markets

Website Resmi Dinas Pertanian Propinsi DIY - Windows Internet Explorer

http://www.distan.pemda-diy.go.id/index.php?option=content&task=view&id=57&Itemid=52

File Edit View Favorites Tools Help

Y! Cari Aplikasi Saya

Favorites Customizable Links Suggested Sites Web Slice Gallery

Website Resmi Dinas Pertanian Propinsi DIY

Senin, 19 Juli 2010

Beranda Informasi Profil Organisasi Teknologi Publikasi Statistik

at Hari Krida Pertanian Kita Bahu-Membahu Meningkatkan Kesejahteraan Petani-Peternak Indonesia ##

Nama pengguna Login Lupa kata sandi anda? ? Belum terdaftar menjadi pengguna? Silakan mendaftar di sini.

car... Go!

27-07-2005

Pasar Tani

Daftar Nama Pengurus dan Anggota Asosiasi Pasar Tani DIY

NO	NAMA	ALAMAT & NO.TELP/HP	KOMODITAS
A. Kota Yogyakarta			
1.	Untarmaji	Jl. Nakula 33 Wirobrajan Yogyakarta Telp. (0274) 9110797	Tanaman hias
2.	Liyanto	Pengok PJKA GK.II/677 Yogyakarta Telp. (0274) 7486811	Tanaman obat & tanaman hias
3.	Suhardoto	Ngadisuryan KT I/192 Yogyakarta Telp. (0274) 386057 HP. 08164229799	Tanaman hias (angrek)
4.	Ny. A.Fadhil		
5.	Esti Septi Ani		
6.	Danantoro		
dll.			
B. Kabupaten Bantul			
1	Hadmivati	Purworejo RT 01 Wonolelo Pleret	Pandan olahan

Menu Utama/Main Menu

- Home
- Artikel/Article
- Berita/News
- Materi Instansi
- Juklak, Juknis & Pedum

Serba-serbi/Miscellany

- Farm Gate Market
- Galeri (New!!)
- DIY-Agricenter
- Penyuluhan / Extension Work
- Public Info (New!!)
- Lelang / Invitation to Bid
- Phones & Addresses

Harga / Price Update

Selasa, 6 Juli 2010

Jenis Sayuran	Harga (Rp/Kg)
Bayam / sayur bayam	2.1000
Telur ayam ras	13.600
	0

Sumber: pedagang pasar

LOMBA DESAIN LOGO

PEKAN RAYA TANI NASIONAL 2010

JOGJA EXPO CENTER
15 - 17 OKTOBER 2010

HARI KRIDA PERTANIAN KE-38 TAHUN 2010

Export



Sustainable Production Modules



profile

process

resource center

certification

news

contact us

about us

furniture

- PT Jawa Furni Lestari
- PT Prima Putra Bangawan
- PT Ragil Adi Perkasa
- CV Rimba Sentosa

home accessories

- CV Mendong Jaya
- CV Tashinda Putraprima
- PT Harpa Inti Mandiri
- PT Lunan Mulia Kreasi
- PT Setia Pelem Sewu
- PT Amani Reka Tala



PT SETIA PELEM SEWU

PT SETIA PELEM SEWU

Contact
DIRECTOR/CO-OWNER
Tommy Sutarso

Address
Perum Pelem Sewu Baru,
Block S NO. 8 - 9
Pangunharjo, Sewon - Bantul
JOGJAKARTA 55188,
INDONESIA

Phone
+62.274.388576

Fax
+62.274.388576

Website
www.setiapelemsewu.com

Email
setiya@indo.net.id

Production Capacity
5 40' containers / month

Type of Certification
Sustainable Furniture
Council (SFC) member - in
process



Copyright © 2008 Eco Exotic. All rights reserved

Award and Recognition

USO Awards



Rural Community Recognition



Outcome of Promoting Experience Economy with Telecenters

More on Youtube ...



Outcome of Promoting Experience Economy with Telecenters

More on Youtube

Nanggulan Telecenter (Crafts)



Internet Desa Surga Informasi Warga



Internet Desa Surga Informasi Warga



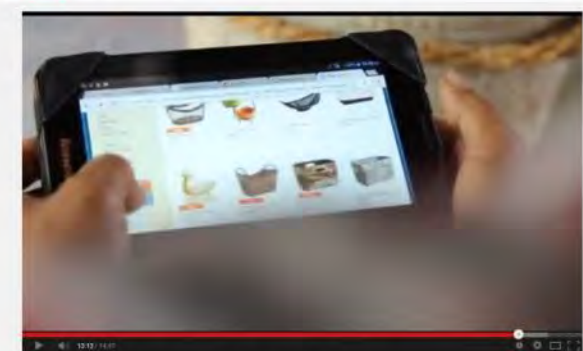
Internet Desa Surga Informasi Warga



Internet Desa Surga Informasi Warga

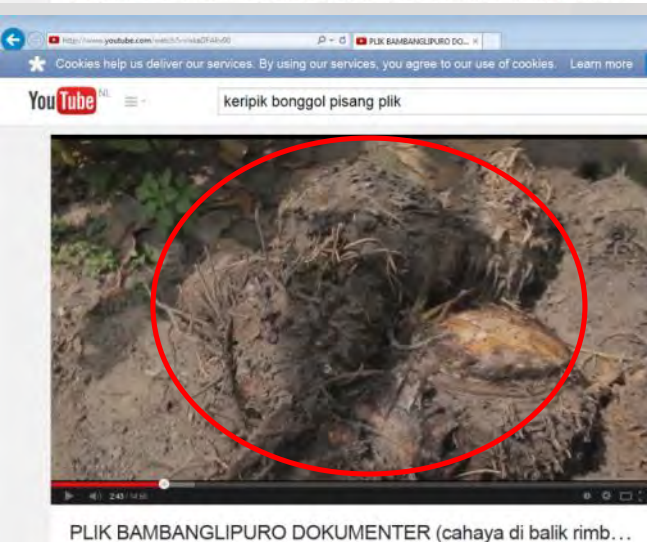


Internet Desa Surga Informasi Warga

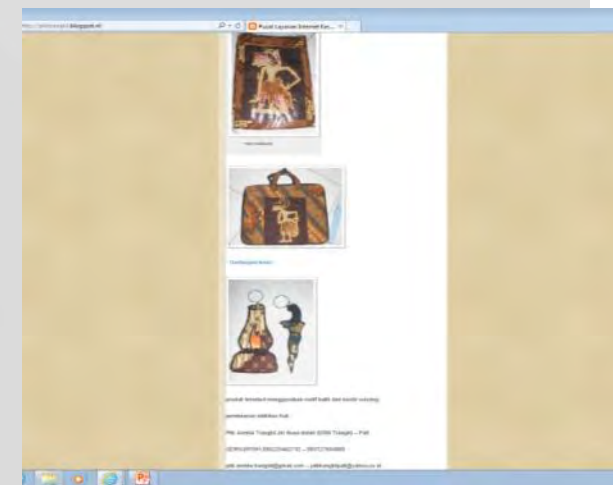


Internet Desa Surga Informasi Warga

Bambanglipuro Telecenter (Banana Roots Crackers)



Trangkil Telecenter (Puppet)



11.49 Minutes <http://www.youtube.com/watch?v=-MC0ij2XXoY>

SME-UMKM KALIMANTAN



KALBAR

- 29.738 SME-UMKM

KALTENG

- DES 2011
- 298.979 SME-UMKM
- KAB. KAPUAS, KOBAR, KOTIM

KALSEL

- DES 2010
- 89.000 SME-UMKM

KALTIM

- Des 2011
- 5.611 UMKM
- Aktif 2.897 UMKM



CASE STUDIES

SME-embroided hijab

- A group of 10 women in Muara Karang producing embroidered hijab.
- Previously 1 person made 1 hijab per day. It cost Rp 5000 to produce and they sold it for Rp 7500 in Tanah Abang. One week one person earned $\text{Rp } 2500 \times 7 = \text{Rp } 175,000$.
- After they were introduced to computer , they can made various design of embroidery , they print and distributed to other member of the group and made more groups.
- They now already 8 group and sold it not only to Tanah Abang.
- Surprisingly now each person can made 4x as many as before and therefore could earn more than Rp 500,000 a week.

Conclusion

- ICT is catalyst for economic growth and brings significant benefits for people.
- ICT will increased productivity and speed up the economic development and welfare of the nation.
- People has many opportunities to work in ICT industry and ICT as tool for people to enter labour force without leaving home and family.

Thank You

