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TITLE: Egypt's Approach to increase Community Access

Egypt's Approach to increase Community Access

Dr. Nagwa El-Shenawy

**Information Center Director
Ministry of Communication and
Information Technology-Egypt**



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Introduction

ICT Indicators

■ Mobile users

- Penetration is at 38%
- One of the highest growth rates in the world
- The number of subscribers almost quadrupled in 3 years reaching 28 million subscribers.
- Over 1 million subscribers are being added monthly

■ Internet

- Internet users approaching 8 million.
- internet penetration 10.5%

■ Telecom Companies Revenues

- The reform resulted in growth of the revenues by 30% annually.
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Basic Elements of Egypt's approach to increase community access

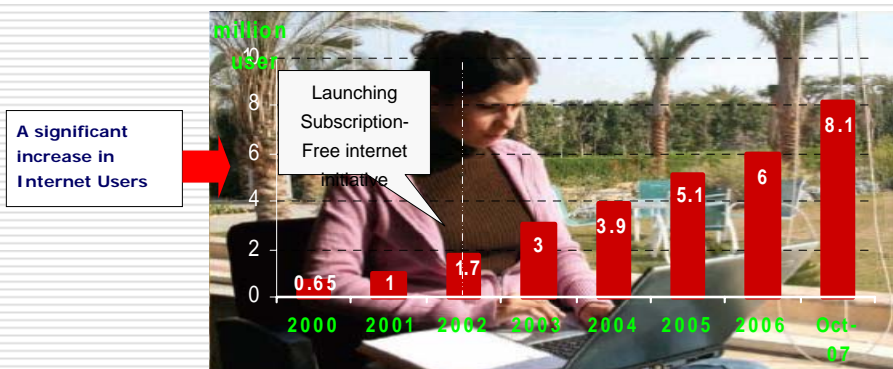
- MCIT seeks to guarantee universal, easy, affordable and rapid access for all Egyptian citizens to ICT, and stimulating awareness of the potential uses and benefits of ICT.
 - In this respect, MCIT has implemented a number of programs with the chief aim of providing benefits to users, promoting computer literacy, and encouraging increased use of ICT by the public. These initiatives include:
 1. Free Internet initiative.
 2. PC for every home initiative.
 3. IT club initiative.
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1.1 Subscription- Free Internet Initiative.. Background

- “Subscription- Free Internet Initiative”, lunched in 2002 offers subscription-free Internet services to users via dialup connections to special prefix numbers starting with ‘0777’ or ‘0707’.
- Today, Internet users across Egypt are only charged for the price of the local phone call associated with connecting to the network. The local phone call charges are approximately US\$ 0.15 for an hour of access.
- Through this model, the Internet Service Provider (ISP) installs remote access server (RAS) equipment at local exchanges in a given region and Telecom Egypt configures a Free Internet number for the ISP to cover this region. To date over 70,100 access ports are installed nationwide.

1.1 Subscription- Free Internet Initiative.. Success Indicators

Number of Internet user (million)



1.2 Broadband Initiative..

Background

- The "Broadband Initiative", was developed by MCIT in partnership with Telecom Egypt and Egyptian ISPs in May 2004, to provide residential users as well as small and medium enterprises with easy and affordable high speed access to the Internet through the use of new broadband technologies.
- A restructuring of the Broadband Initiative in July 2006, which lowered the basic monthly subscription fee to 16.9 US\$ (for 256 Kbps), had a profound effect.
- In addition this cost reduced in July 2007 to less than 10 US\$, and this led to a significant increase in no. of ADSL monthly subscriber reached 53 thousand subscriber in the next two months.



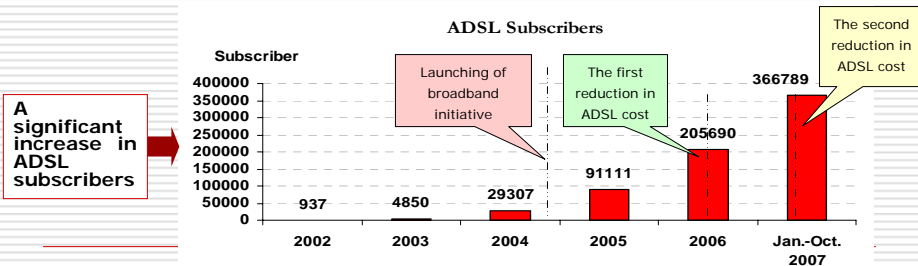
- The initiative's initial target was to introduce the ADSL service to 50,000 subscribers during the first year by focusing on decreasing monthly charges for 256 kpbs ADSL services by 50 %.

1.2 Broadband Initiative..

Success Indicators

ADSL Subscribers

Year	ADSL Subscribers
2002	937
2003	4,850
2004	29,307
2005	91,111
2006	205,690
Oct-07	366,789



2. “PC for every home” Initiative

Background

- “PC for Every Home initiative”, launched in November 2002. The project's objective is to increase PC usage and penetration.
- In 2006 the PC for Every Home initiative, underwent a major restructuring to become a national program under the name “Egypt PC 2010 – Nation Online”.
- Cooperation with international technology providers was realized to reach discounts up to 50% on hardware.
- This initiative, will cover 3 million families by the end of 2010, with greater focus on citizens in the C and D economic brackets. This would represent coverage of at least 25% of Egyptian families. Currently, only 7% of Egyptian families own PCs, the majority from the A and B economic brackets.



- Under this initiative; cooperation with international technology providers was realized to reach discounts up to 50% on hardware.

2. PC for every home Initiative

Description

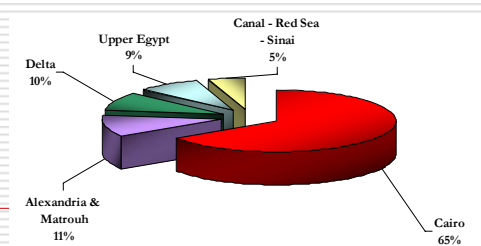
- Egypt PC 2010 focuses on three categories of **PCs: Family; Desktop Mid/High-End; and Laptop.**
- The Family Category offers two models starting at US\$ 286.98 with monthly installments of US\$ 7.79.
- The Desktop Mid/High-End Category, intended for professional/specialized use, offers two models starting at US\$ 525.07 with monthly installments of US\$ 15.21.
- The Laptop Category, for professional/specialized or personal use, offers two models starting at US\$ 722.42 with monthly installments of US\$ 20.64.

2. PC for every home Initiative

Basic Indicators

Sales Of Personal Computers By Region Within The Initiative

Region	Oct - 2006	Sept - 2007	Oct - 2007
Cairo	87,404	100,054	100,056
Alexandria & Matrouh	14,600	18,301	18,301
Delta	12,676	14,289	14,304
Upper Egypt	11,628	12,778	12,783
Canal - Red Sea - Sinai	6,496	7,054	7,056
	132,804	152,476	152,500



3. IT Clubs Initiative



3. IT Clubs Initiative..

Background and description

- Going hand-in-hand with the Free Internet and the PC for Every Home initiatives, MCIT established IT clubs in every district focusing primarily on the low income areas across the nation feeds into the strategic objective of familiarizing people with computers and promoting IT awareness.



- Thus far, 1548 clubs have been established with full equipment (computers, printers, software, networking, etc.) 1311 of which have full internet access.
-

3. IT Clubs Initiative..

Background and description

- Encouraging public-private partnership, MCIT provides equipment; computers, printers, peripherals, Internet access, a network (LAN), and a server and business models while the private sector partners provide the space, infrastructure, utilities, furniture, and security for the clubs.
- They are vehicles for providing public access to ICT and services, and are expected to contribute to the development and socio-economic progress of communities and empowering women specially in the economic and social fields.
- IT Clubs have the potential to help break down some of the largest barriers to development that are presently faced by low-income populations in rural areas.



- MCIT is encouraging diversity and therefore at least 40% of the clubs are setup at youth clubs, schools, universities and non-governmental organizations.
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3. IT Clubs Initiative..

Types of services

- Although the services that IT-Clubs provide should be flexible to accommodate the needs of their respective communities, there are a set of basic services they provide. These services are:

■ General computer access	■ Desktop publishing services	■ Professional Writing	■ training
■ E-mail and internet access	■ Printing	■ Information services	■ Word Processing and similar activities
■ Spreadsheets and databases	■ Webpage design	■ Internet searches	

3. IT Clubs Initiative..

Types of services

- The potential services that IT-Clubs can provide go beyond these basic services. Most IT-Clubs have created revenue generating services that address needs of their local communities. Some of the services implemented in various IT-Clubs are the following:
 - Outsourcing.
 - Computer hardware and software maintenance.
 - Technical training courses.
 - Language courses.
 - Professional skills training courses.
 - Professional information electronic libraries.
-

3. IT Clubs Initiative..

Benefits

Generating revenues

- A typical club is expected to cover its expenditures

Creating more job opportunities

- IT-Clubs generated about 4752 job opportunity, “the average number of employees in each club reaches 3 employees”.
- IT-Clubs have been successful in creating over 2000 new jobs for the graduates of MCIT Specialized training programs. Almost 50% of these graduates have been females.

Empowering women

- IT-Clubs have been an optimistic experience in Egypt, they have attracted large crowds and provided equal access to different sectors of society specially women as more than 46% of users are females.

Alleviating computer illiteracy

- IT-Clubs are expected to have contributed successfully to the reduction of computer illiteracy, especially among the youth.

3. IT Clubs Initiative..

Hard indicators .. Data collection

- In the light of MCIT's plan to setup 150 clubs annually; and in order to monitor the performance of the existing IT clubs and set priorities for the new ones; MCIT is collecting different set of IT clubs hard indicators.
 - These indicators are obtained from a comprehensive IT clubs database collected by MCIT and updated monthly.
 - IT club database contains about 23 basic variable tackling IT clubs in different aspects (geographical locations, infrastructure, connectivity to the net, ...etc.).
-

3. IT Clubs Initiative..

Hard indicators .. Data collection

- These hard indicators are used in two directions.

Evaluating the performance of existing IT clubs

- MCIT is monitoring the performance of IT clubs regularly in order to ensure their efficiency in achieving the targeted goals, when MCIT senses that the performance of a club is not up to the level, there is an intervention by boosting the training. The evaluation is based on:
 - A minimum utilization level of 50% to avoid downsizing or shutdown by MCIT.
 - The efficiency of business models adopted in IT clubs.

Set the priorities for the new IT clubs

- A critical factor in the success of the IT Clubs initiative is that it is working by its motto 'a club in each neighborhood'. Accordingly, when MCIT is faced with hundreds of requests to establish new IT Clubs approval is partly based on :
 - The availability of IT Clubs in the neighborhood.
 - The accessibility of the new location to a wide range of society, specially for the youth from the age of 10 to 25 .

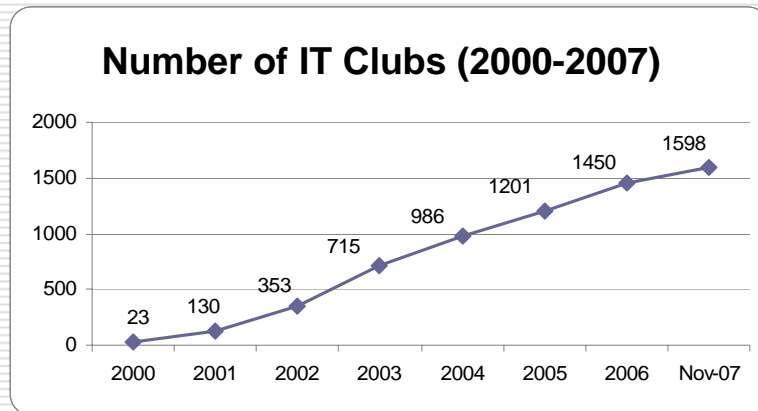
3. IT Clubs Initiative..

Hard Indicators .. Results

No. of IT clubs	1598 clubs.
No. of Computers in IT clubs	20451 Computers.
No. of IT clubs connected to the internet	1344 clubs.
No. of localities with IT clubs services	1180 localities.
No. of localities with IT clubs supported by broadband internet connectivity	523 localities.
MCIT is targeting to increase number of IT clubs by 150 club annually.	

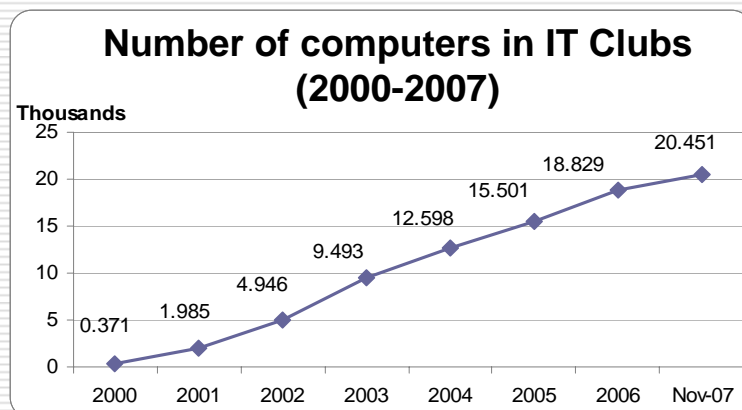
3. IT Clubs Initiative..

Hard Indicators .. Results



3. IT Clubs Initiative..

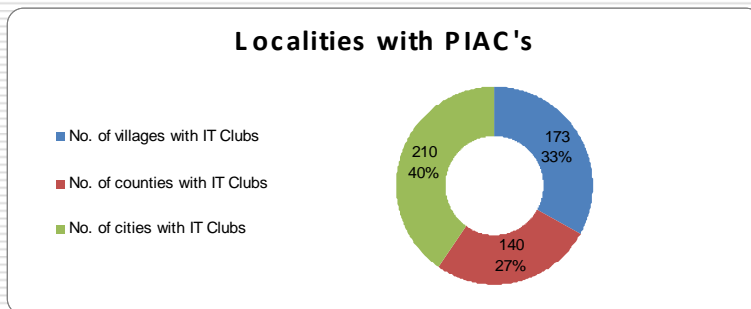
Hard Indicators .. Results



3. IT Clubs Initiative..

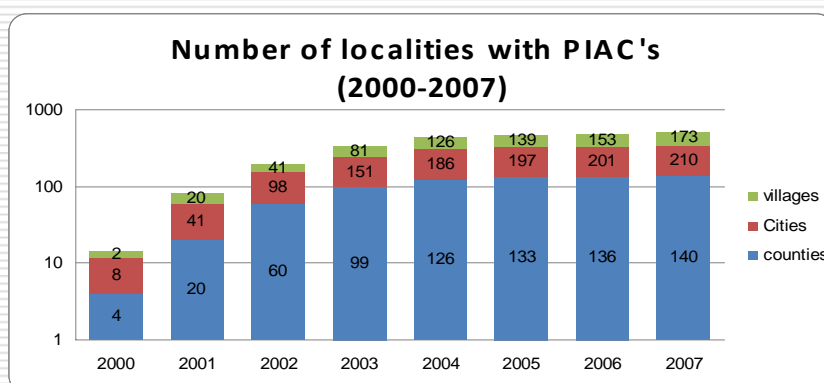
Hard Indicators .. Results

- Percentage of localities with public access centers (2007) 79 %
- Percentage of localities with public internet access centers (PIACs) (2007) 35 %



3. IT Clubs Initiative..

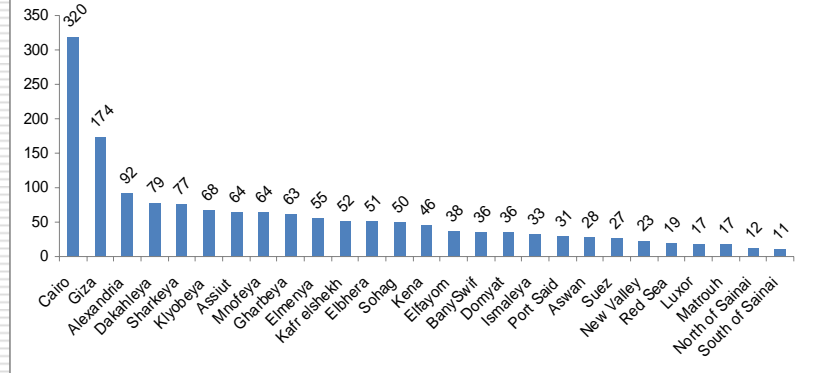
Hard Indicators .. Results



3. IT Clubs Initiative..

Hard Indicators .. Results

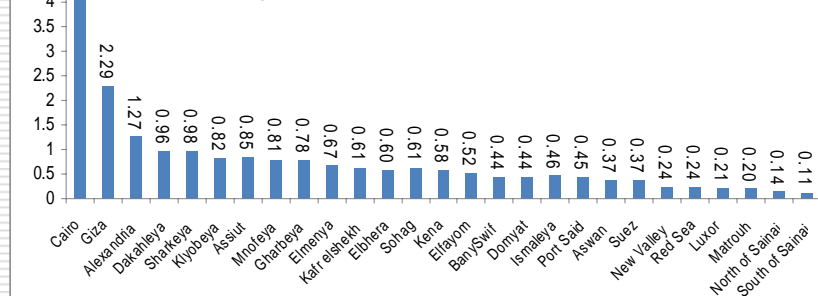
Number of IT Clubs By Governorates 2007



3. IT Clubs Initiative..

Hard Indicators .. Results

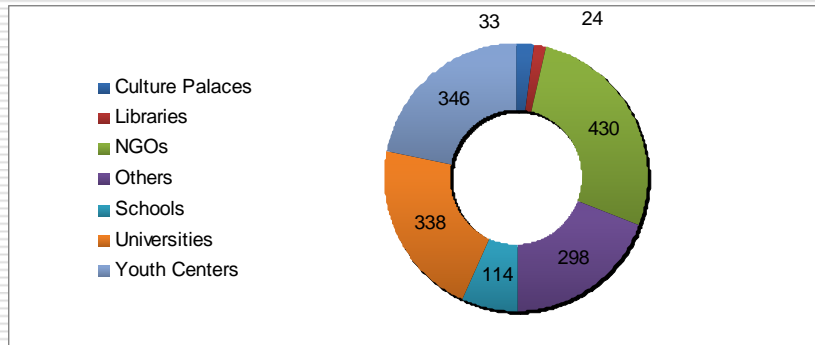
Number of Computers In IT Clubs By Governorates 2007



3. IT Clubs Initiative..

Hard Indicators .. Results

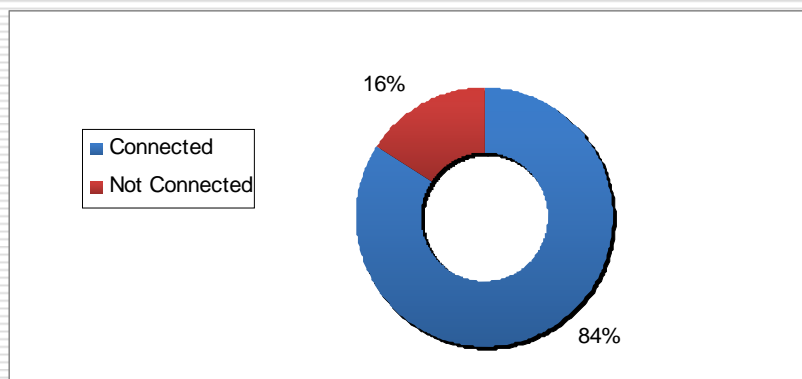
Distribution Of IT Clubs by Type Of Organization 2007



3. IT Clubs Initiative..

Hard Indicators .. Results

IT clubs by internet connection status 2007



3. IT Clubs Initiative .. cont.

Soft indicators .. Methodology

- In WSIS meeting "Measuring the information society" – It was called upon all countries and regions to develop tools to provide statistical information on the information society.
- Therefore the United Nations in cooperation with many international organizations developed "core ICT indicators to measure both ICT infrastructure and usage in different sectors.
- Upon this, (MCIT) had launched national ICT indicators project in September 2005 "Information and Communication Technology (ICT) Indicators Project" with the vision of "Building information society indicators in Egypt".
- The project provides necessary, accurate and meaningful data about ICT usage in Egypt, Specially in the area of increasing community access. The following slides will highlight some of the results of this project in this specified area.

IT clubs 2006 survey

- In 2006, The IT Clubs survey was conducted on total of 1,540 clubs with a response rate of 73.4% (1,131 IT club) covering 27 governorates, where 915 represent urban areas and 216 represent rural areas.

3. IT Clubs Initiative..

Soft Indicators .. Results

General Indicators for IT Clubs

	2005/06	2006/07	% change
No. of IT Clubs	1,037	1,131	9.1
Average no. of Fixed Lines	1.3	1.1	-15.4
Average Weekly Working Hours	60.7	59.3	-2.3
Average No. of Weekly Visitors	192.6	221.2	14.9

Services Provided by IT Clubs

	2005/06	2006/07
No. of IT Clubs Surveyed	1,037	1,131
Service Provided (%)		
Using Printers	51.3	77.6
Internet	58.7	63.5
Training	89.7	63.3
Using Computers without internet	84.6	59.2
Using Scanner	12	22.3
Web games	*	22.1
Play station	*	15.1
Fax	6.5	18.1
Photocopying	4.5	10.7
Multimedia devices	*	10.7
Telephone	14.3	12.2
Other	4.6	7.3

* Item was not included in the question.

** Multiple answers are allowed.

3. IT Clubs Initiative.. Soft Indicators .. Results

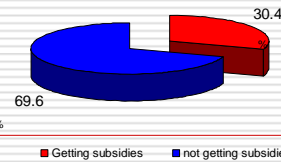
Computers, Internet Connection and Average Cost of Hour in IT Clubs

	2005/06	2006 /07	% Change
No. of IT Clubs Surveyed	1,037	1,113	9.1
Of which: Connected to the internet			
No.	670	704	5.1
(%)	64.6	62.2	-2.4
No. of Computers in IT clubs surveyed	19,524	18,003	-7.8
of which (%):			
Connected to the Internet	56.2	56.2	0
Not Connected to the Internet	43.8	43.8	0
Average Cost of Hour for Computers:			
Connected to the Internet	1.3	1.6	23.1
Not Connected to the Internet	1.1	1.1	0

No. and (%) of Subsidized IT Clubs Surveyed 2006/07

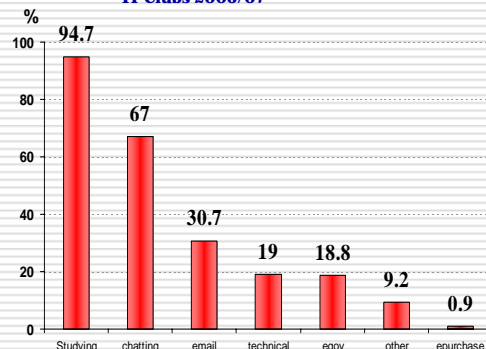
No. of IT Clubs Surveyed	1,131
of which:	
Getting subsidies	
No.	344
(%)	30.4
Not Getting subsidies	
No.	787
(%)	69.6

Subsidized versus non-subsidized IT Clubs



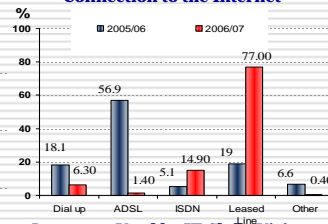
3. IT Clubs Initiative.. Soft Indicators .. Results

Purpose of Using the Internet in IT Clubs 2006/07*

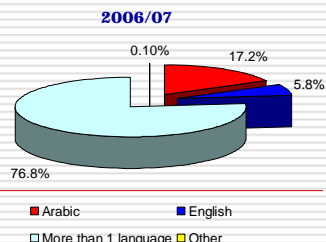


* Multiple answers are allowed.

IT Clubs Means of Connection to the Internet



Language Used by IT Clubs Visitors 2006/07

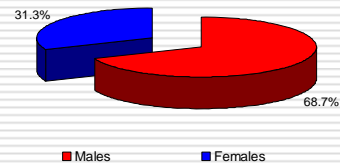


3. IT Clubs Initiative.. Soft Indicators .. Results

Workers in IT Clubs 2006/07

	Males	Females	Total
Total No. of Workers	2,281	1,164	3,409
Of which:			
Permanent	1,637	745	2,382
Temporary	644	383	1,027

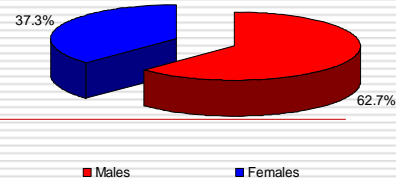
Permanent Workers in IT Clubs Classified by Gender 2006/07



Average no. of Workers IT Clubs

	2005/06	2006/07	% change
Average no. of workers/ IT club	5.3	3	-43.3

Temporary Workers in IT Clubs Classified by Gender 2006/07



3. IT Clubs Initiative.. Challenges.. Data collection

- Time, money and efforts required for monitoring and evaluating the performance of 1600 IT Clubs and growing on an annual basis.
- Lack of mechanism to assess and measure the impact of these Clubs on the communities they serve

3. IT Clubs Initiative..

Challenges

Illiteracy:

- Without basic literacy IT Clubs cannot facilitate development and socio-economic growth. This remains to be a major challenge despite the national efforts to make available illiteracy programs for adults.
- The illiteracy eradication CD-ROM readily available at IT Clubs can be a facilitator in this process as it might be more attractive to users than the traditional teaching methods.

Information Relevance

- The IT Clubs must provide relevant information to the community. In that manner, the center becomes relevant to the community in addressing its needs.
 - IT Clubs will be better utilized when the information available to users is in Arabic in a reliable, accurate, and comprehensive manner.
 - MCIT is working in parallel on an Arabic E-content Initiative which promises to provide users with the content they need electronically.
-

3. IT Clubs Initiative.. Cont.

Challenges

Awareness

- Awareness seems to be one of the major challenges in the success of the IT Clubs in Egypt. MCIT approached all sectors in the society at the initiation of the project to take part in establishing the IT Clubs.
- Additionally, members of the community are in need of publicity, marketing, awareness programs. There are three aspects to this challenge:
 - Awareness of the value of information
 - Awareness of the importance of being computer literate
 - Awareness of the existing IT Clubs, facilities, services and incentives
- MCIT put forth a number of incentives to increase awareness and encourage participation in the club activities. Participants receive a 100L.E. monthly stipend for attending the courses offered. Additionally they find availability to use the free internet services for as long as they wish.

Focusing on measuring ICT usage

- Shifting focus from measuring the infrastructure levels in IT clubs towards measuring ICT usage in IT clubs and its impact on different beneficiaries categories (how these clubs affect their lives in many aspects like employment, education, social and political awareness,).
-

4. ITU Community Access Indicators Relevance

- PIAC1 : % of localities with public internet access centers
- PIAC2: % of population with access to a public internet access centers

Thanks

nagwash@mcit.gov.eg
