



SMART Social Circle - Sri Lanka

SMART Social Circle

2016

Implementation Approach

ICTA

Creating SMART Social Circles for Citizen Empowerment Project

Background

Information and Communication technologies (ICTs) are increasingly being recognized as essential tool for development – tools that can empower citizens, enhance skills, increase productivity, and improve governance at all levels.

Government of Sri Lanka (GoSL) aims to use ICT to foster social integration, peace, economic growth and poverty reduction. A key anticipated outcome is more effective, citizen centered, and transparent government through ICT enabled governance.

In the past, many rural ICT development strategies in Sri Lanka did not achieve intended targets and outcomes. This was mainly due to the fact that the people were not fully aware of the benefits of such programs and could not adapt the contents of such programs to their day – to day activities. The situation is somewhat similar in many other countries of the world.

The successful ICT enabled projects must be: (a) suitable to the level of a given country's development; (b) relevant to the needs of targeted users; (c) integrated with infrastructure, applications, and skills development; (d) designed and implemented within a broader process of institutional and business process change; (e) coordinated as one part of an overall national development strategy; and (f) continuously monitored and evaluated for feedback.

The proposed scope of the work will consider above matters and offer practical solution to fill in the gaps. Its main role is social mobilization of ICT development strategies. Our methodology is making people aware of these facilities, encouraging and guiding them to use those will lead to successful ICT enablement of citizens.

Finally, project impact is empowering people with practical ICT skills that can be used for their day to day activities, promote entrepreneurship, expand their income through the use of ICT technologies and to act as citizen journalists for national development. This will facilitate the development of an environment conducive to the achievement of the nation's intellectual, cultural, and social aspirations through ICT.

Project Vision: To be the foremost social movement to foster ethical and responsible use of Social Media and other emerging communication technologies in citizen journalism, good governance, disaster risk management etc.

Project Mission: to provide strategic, technological & commercial foundation needed to encourage, and promote use of all social media and emerging Information & Communication Technologies and develop an environment conducive to the achievement of the nation's intellectual, cultural and social aspirations through ICT.

Target group: Members of Community organizations, school children, house wives, Small and Medium scale enterprises, social activists, charitable organizations

Expected Outcome: Trained Knowledge Agents effectively and increasingly use social media and emerging ICT technologies for promoting citizen journalism, good governance, and disaster risk management in societal development

Why SMART Social Circle

The SMART social circle initiated by ICTA to empower citizens through Information and Communication Technologies and to promote use of Social Media to improve their living standards by enhancing their income levels and improving their living environment who are becoming digitally literate .

Project Objectives:

- To promote active partnership among citizens to organize, integrate and provide user-friendly on-line information and services.
- To build networks among entrepreneurs, administrators, activists, educators, and innovators, who are working to create change through social media.
- To establish research and development center for Citizen Journalism.
- To link with industry and global knowledge centers
- To produce Citizen Journalists in demand locally and internationally.

Above mentioned objectives are expected to be achieved by creating an island-wide network of SMART social circles; with knowledgeable, experienced & responsive citizens by using social media and emerging technologies.

Scope of the Project

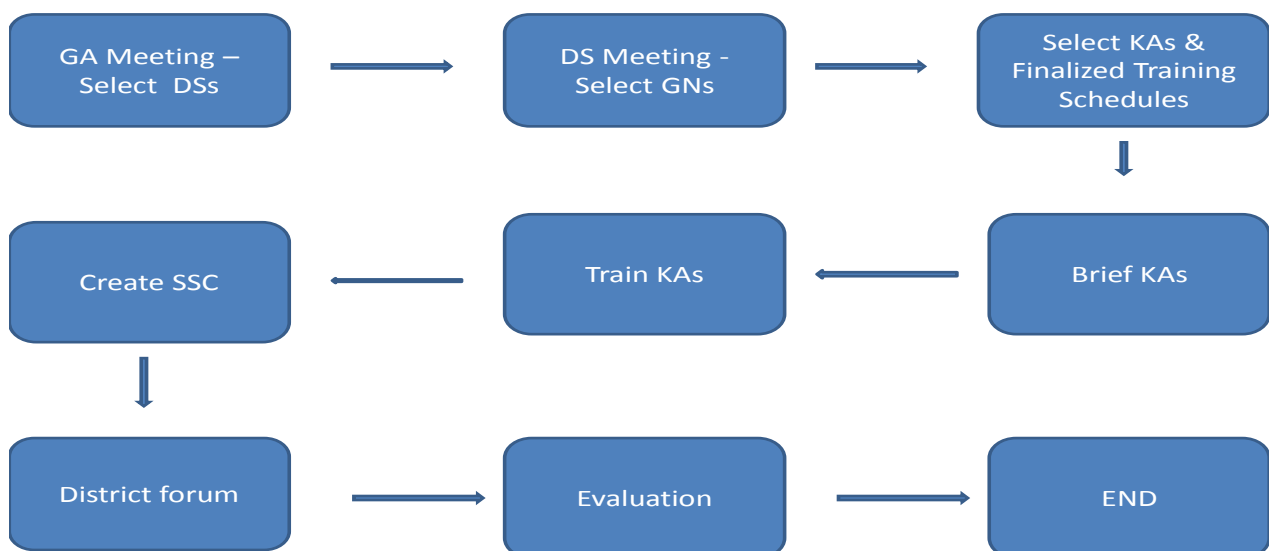
800 SMART Social Circles in 800 Grama Niladhari (GN) divisions in all 25 districts will be established during the year 2016.

Implementation approach

Selection Criteria

This phase of the project will cover all 25 districts in the country and select 100 DS divisions out of 331 due to time constrain. Each district will get a number of DS divisions proportionate to the number of DS divisions available in the particular district. Allocating 800 GN divisions for each district is proportionate to the number of GN divisions in the particular district.

Methodology



Selection of DS divisions will done under the guidance of GA at the GA meeting and selection of GN divisions will done under the guidance of DS at the DS meeting, and after selecting GN divisions, Knowledge Agents will be selected within the GN division. Thereafter, managing partner will carry out awareness program for Knowledge Agents and followed by a 2 days training session for Knowledge Agents

at the selected training centers. Five days after completion of the training session, SMART Social Circle will be launched with the participation of key stakeholders, other stakeholders and the community. Brief Knowledge Agents, training Knowledge Agents and Create SSC's are the major duties of the managing partner and ICTA district Coordinators do the coordination between key stakeholders.

Our plan is to complete this project within the timeline and we plan to employ 25 district coordinators through ICTA to efficiently implement the project. Five managing partners will be selected by ICTA to carry out implementation phase of the project under the guidance of ICTA. During this phase we plan to get the support of various organizations including public, private and NGOs for the success of this event. These organizations will help the project at various levels according to their vision or mandate. Also, plan to get the support of young dynamic voluntary under graduates from the particular village to drive this project.

To successfully implement this project, we divide 25 districts in to five lots and each lot will have a dedicated in charge officer from ICTA and a Managing Partner to carryout activities assigned by ICTA within the lot. In charge officer coordinate all the activities with stakeholders and implement through managing partner and district coordinators. Project Manager responsible for overall project and all the members in the team should be reported to him.

Assumptions

Due to time constrain, we assume that any disaster or government major activity which affects our program will not occur during this period.

Public Sector and private sector involvement

In this phase of the project we are planning to engage public and private sector organizations for the continuity and uplifting the current living standard of citizens. We have already discussed with them and they assure us to give a fullest support for this project continuation.

Key tasks

This project is expected to be carried out in multiple phases.

Organize social mobilization promotional campaigns about citizen journalism. This promotional campaign should cover (not limited to) the following

- Press and Digital media
- Road shows
- Printed materials

ICTA hired consultants are expected to design and provide all technical inputs for the implementation of media campaign. This promotional campaign is expected to be implemented with strategic partnerships with the media firms.

Conduct a half day awareness session for KA and Coordinate & conduct the 2 days training for knowledge agents. There will be 10 knowledge agents selected from each GN division. These agents are mandated to drive and promote the adoption of new technologies and social media for their respective community development. They will be comprised with both rural based government officers and community leaders in the GN division (including the GN). ICTA through consultants will develop all the necessary training materials such as handouts, presentations, manuals etc.

ICTA will set up community based SMART Social circles in 800 GN divisions in all districts,

- Organize SSC launching workshop – half-day (resource persons will be provided by ICTA)
- Launch the SMART Social Circle social media accounts
- Assist and guide social circles continuously to use of digital technologies and social media for their development

Facilitate and promote connecting SMART Social Circles with other online social groups

- Creation of social media forum for SMART Social circles
- Managing partner should continuously promote and facilitate SMART Social circles to communicate

with other potential social groups including other SMART Social circles, special interest groups, service providers etc.

- Develop and launch SMART Social Circle Forum

Conducting ongoing Project Monitoring activities throughout the project to measure the progress of achieving project targets, quality and timelines of outputs/deliverables. The project performances will be further improved based on the M&E findings. As part of the M&E process, data related to the knowledge gained, actual usage of technologies will be collected and analysis..

4. Monitoring and Evaluation (M&E):

Establish effective M&E system to measure the progress of achieving desired outcomes throughout the project. Periodic evaluation studies will be conducted to measure the progress of achievement of expected outcomes. Based on the Evaluation findings the required corrective actions will be taken towards improving results/outcomes.