

Description of Services

Center for Digital Life (Nenasala 2.0)

1. Background

Digital Technologies are increasingly being recognized as one of the essential means of development that can make a significant catalytic effect to empower citizens, improve livelihood, increase productivity, and improve governance at all levels of the society. The rise of digital technologies is transforming almost every aspect of modern life and creating a smart society which is in line with the government's vision of a knowledge based society through a digitized economy.

The initial objective of the Nenasala was to bridge the gap in access to ICT (digital divide) that was prevalent in Sri Lanka in 2004/5 era, especially among the rural areas of the society. The Nenasala envisioned closing this development divide, particularly between urban and rural areas, by facilitating more balanced access to ICT to identified key targeted citizen groups including communities who lived prewar conflict regions. The ultimate goal was to improve the wellbeing and living standards by encouraging socio economic growth of communities with the use of Digital technologies.

Due to initiatives such as Nenasala, computer literacy has gone up and during a period of a decade ICT infrastructure facilities have been significantly improved; including the connectivity and devices at affordable prices. Use of Digital Devices has increased and there are many e-services made available by the private and public sector organizations. However, there is a significant low ratio of adoption of these technologies and services by citizens of Sri Lanka particularly rural population. One of the biggest challenges that Nenasala is facing today is to provide relevant information and services for its customers. To survive, they must be substantially demand-driven.

Technology consumption in both rural and urban Sri Lankan communities has led to the business requirement of Nenasala to transform. The ICT agency of Sri Lanka through the facilitation of the Ministry of Digital Infrastructure and Information Technology, is in the view that the structure of establishing and sustaining Nenasala's need to be revamped.

The Enhanced Nenasala (2.0) concept offers a broad range of communication services related to the needs of the community, some of which are free or subsidized by external bodies such

as governments or private sector organizations, mobilization of local knowledge and support to local industry development .

2. Objective of the enhance Nenasala

The main objective of this project is to increase Digital Adoption among all segments of the society through the establishment of a minimum of 1000 enhance Nenasala’s across Sri Lanka.

3. Approach

Prime focus will be on making the enhanced Nenasala as the digital intermediary which is expected to act as a bridge for dissemination of digital services and opportunities between public and service providers while it open ups many connections with partner organizations nationally and internationally.

The high level illustration on the operation of new Nenasala given below.



Enhanced Nenasala centers should provide all the services (not limited to) mentioned in the diagram through a delivery channel.

4. Services expected to be provided by the enhanced Nenasala's

The center for digital life (Nenasala 2.0) is expected to provide the following services but not limited to;

- Access to government online services
- Online education
- Private sector services
- Access to quality social services (e.g. public services online, distance education)
- Access to private sector and banking services online
- e-Commerce activities
- Online employment opportunities
- Information on employment opportunities
- Improved entrepreneurship opportunities; (e.g. through online technical assistance, and expanded input and output market networks)
- Act as a Business Hub
- Digital Intermediary services

Enhanced Nenasala's will operate as a fully franchise model and **three types of Nenaslas models** will be established covering the entire country. The interested parties can apply through one of the following mentioned categories they must fulfill the eligibility criteria.

- Enhanced Nenasala – existing 400 Nenasala owners are eligible to apply for new concept and the applicants should fulfill the minimum eligibility criteria as attached in order to successfully participate in this initiative.
- Rural Entrepreneurs Nenasala – 600 Rural entrepreneurs have the opportunity to participate in this initiative and they should fulfill the minimum eligibility criteria as attached
- Corporate Franchised Nenasala – Corporate Partners have opportunity to startup up to 1000 new Nenasala centers and they should come up with their proposals while fulfilling the minimum eligibility criteria.

5. Center for Digital Life (CfDL)

Centre for digital life will act as the focal point of assisting and coordinating all nenasala related correspondence. This will be located in Colombo and 5 employees will be recruited initially for this center and another 50 as Nenasala district coordinators and they will be based in respective districts.

Main functions of CfDL

- 1st level Help desk will provide basic technical support, assist in conducting demos for various government services and also assist in increasing digital literacy among users of the system. They will be in a prime position to disseminate knowledge and also gauge the competency of users in order to customize future projects and initiatives accordingly.
- This center will also act as a digital intermediary service point for both the public and private sector. This center can be utilized by both entities to distribute digital services and goods.
- This will inevitably elevate the Nanasala as a focal point within the public to consume eServices provided by the government
- The Center will be a hub for promotion and awareness as well. The Reach this center will have within the community as a whole will impact the way this platform can be utilized by the gov and private sector stakeholders effectively as a medium to connect with the public.
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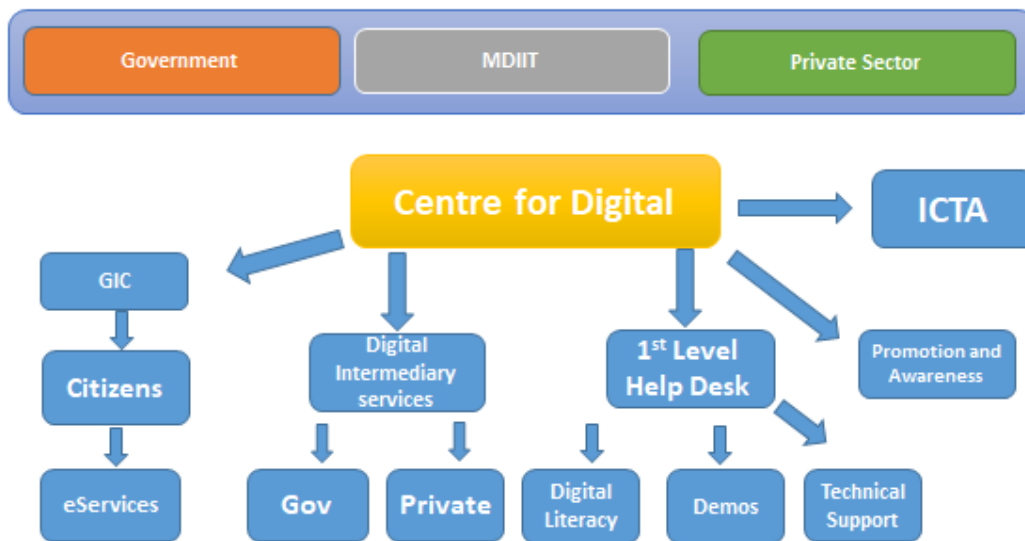
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7. Operating Hours

- Six Day per week
- Minimum 8 Hours per Day

8. Infrastructure Facilities

- Facilities to consume eServices and all other defined online services defined in sections 5 and 6.
- Uninterrupted power and Internet facilities throughout the operating Hours.
- Facilities to print, Photocopy (Both Black White and Color)
- Any other General services deemed necessary for the center to operate

9. Staff members

- Minimum 2 staff members with certified on computer applications

10. Extended partnerships

The new Nenasala infrastructure is a modality to build the partnerships among Nenasala, government agencies, private sector organizations and grass root organizations to mutually share the benefits. It had been predicted that the said partnerships are the key to develop a network and in using it effectively to deliver information and services across different locations and under different social and economic conditions. Government and private

sector agencies can rely on the network as a shared infrastructure for delivering information, knowledge and services to citizens. Similarly, community organizations and trade and professional associations can partner with the Nenasala programme and its support institutions to develop and deliver content and services for their members and beneficiaries.

11. Monitoring & Evaluation

ICTA monitoring and evaluation team will establish effective M&E systems 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. Moreover they will closely monitor the ongoing activities of the project and if needed, provide corrective measures to overcome the issues faced by the Nenasala.

12. Sustainability Plan

To ensure the sustainability of the initiative there are several activities identified that need to be implemented as business models. The enhanced Nenasala concept is self-sustaining model and they can operate independently. The operational cost should be generated by providing facilities to their customers and also they can generate income from their service providers by providing their services through Nenasala centers. ICTA Will continuously monitor the way each Nenasala operates and the services provided by the Nenasala centers and guide them to achieve rational outcomes.