PARTICIPATORY CONTENT DEVELOPMENT –
The ‘AKSHAYA’ EXPERIENCE

K Anvar Sadath
Director (Akshaya)
Kerala State IT Mission.

www.akshaya.net
Providing **ICT access to all sections of the society**

**Skill set up gradation of the common people.**

**Developing locally relevant contents in local language, establishing rural connectivity.**

**Delivery of government & private services to the grass roots.**
ONE e-CENTRE covers about 2-4 Sq.KMs serving 2,000 -3000 households

Akshaya Centers
345 in Malappuram – 4 years
1250- In 7 Districts - 1 year
3000+ by 2007 September
Driven by a Mission: 100% Household e-Literacy

0.6 Million Citizens Trained in MLPM, 3.4 Million in the present 7 districts.
6.4 Million to be trained in SWR by 2008 December

• 15 Hours training
• Content In Local Language
Local Self Government Institution Involvement

Each of the LSGIs spent Rs.80 per person (household) towards e-Literacy. Total Contribution from LSGI amounted to over Rs.80 m in the Pilot in Malappuram.

Same will be about Rs 1 b in SWR
Strategy focused on Micro Enterprises Development in ICT

1600 Entrepreneurs Now, >3,000 in Statewide Rollout

Educational Background of Entrepreneurs

<table>
<thead>
<tr>
<th>Education</th>
<th>% Entrepreneurs</th>
</tr>
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<tbody>
<tr>
<td>&lt; SSLC</td>
<td>0.3%</td>
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<tr>
<td>SSLC</td>
<td>21.5%</td>
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<tr>
<td>Pre Degree</td>
<td>18.9%</td>
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<tr>
<td>Degree</td>
<td>26.2%</td>
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<tr>
<td>Post Graduate</td>
<td>4.9%</td>
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<tr>
<td>Education</td>
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<tr>
<td>Computer Education</td>
<td>19.4%</td>
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<tr>
<td>M</td>
<td>2.4%</td>
</tr>
<tr>
<td>Engineering</td>
<td>3.1%</td>
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</tbody>
</table>
Wireless Broadband at Malappuram District
Wireless Broadband at Malappuram District - Coverage
Internet Based Communication / services

Internet browsing
eMail
Video Chat
Website Development
Interactive CD based Training Courses

- Intel Learn Programme
- E-Vidya (Second Level)
- Internet
- Learn & Speak English
- Typing Tutors
- Online Examinations (OneSys)
Services through Akshaya e-Centers

- Online payment facility for utility bills
  - BSNL
    - Landline
    - Mobile
  - Water Authority
  - Electricity Bill
  - University fees
- Railway e-Ticketing
- Private Services
- Online Passport Submission.

Akshaya e-pay
YOUR WINDOW TO CONVENIENCE
Addresses the existing gap in Agri. Information flow and transaction management.

The vision of the project is to establish a connected farmers community throughout Kerala who have access to information on Market Demand, Prices, Good Agricultural practices, Quality agricultural inputs supported by a technology enabled robust transaction platform that facilitates all their offline activities.

Funded by UNDP/NISG under ICTD Projects – Pilot in Malappuram
The network to support the member stakeholders in marketing, Agri inputs, tech assistances.

Intervention in Agriculture (www.e-krishi.org)
Agriculture sector turns tech-savvy

E-kirishi Project has the potential to change the State’s agriculture scenario

STATE TRENDS

A major technology-driven intervention has been on in the farm sector over the last two years under the aegis of the Kerala State IT Mission to map farmers located in far-off corners of the State and to provide them with crucial production and marketing linkages. The project is at a very interesting stage of take off.

Roy Mathew

THIRUVANANTHAPURAM: Farmers in Kerala will reap the benefits of Information Technology as the E-kirishi Project gets going in various districts of the State shortly. The project is expected to alter the ways of dissemination of farm information and marketing of produce as never before, if implemented successfully.

The project web site, e-kirishi.org, becomes a platform for farmers to get a variety of farm-related information ranging from best agriculture practices to commodity prices. The web site also facilitates trading in agriculture commodities.

The project is already under implementation on a pilot basis in Malappuram district. It has created a network of 12,500 farmers there with and upgraded the E-kirishi web site and integrated it with the Kurshaka Information Systems Services and Networking (KISSAN) developed by the Indian Institute of Information Technology and Management - Kerala and the Virtual University for Agricultural Trade (VUAT), attached to the Kerala Agricultural University. The web site and call centre are intended to provide the farmer with information on market demand, prices, good agriculture practices, quality agriculture inputs and expert advice. KISSAN works as an expert system and provides recommendations for use of fertilizers if soil-testing results are fed to it.

The project will enable farmers to interact with agriculture service providers in the private, Government and non-government sectors through agri-business centres.

The project is being extended though the pilot project is not an unmitigated success. Farmer awareness and participation in e-trading activities are low in Malappuram district. Though a lot of data are already available on the E-kirishi and associated web sites, their development is incomplete. Market information is not dependable for want of regular updates. Official sources said that this would eventually be streamlined.

The National Commission on Farmers is envisaging technology-intensive agriculture in India as an anti-dot to the present crisis in the sector.

If its recommendations are carried out, farmers will have to become competent in the use of various technologies. (Some of its recommendations have attracted strong criticism) More and more farmers will eventually be reaching out to computers to solve their day-to-day agriculture problems. The project will provide Kerala’s farmers an early bird advantage and has the potential to change the agriculture scenario in the State.
Indian Agri. sector becomes tech savvy
02 April 2007
The Hindu

Farmers of Kerala, India will obtain the benefits of IT as e-Krishi Projects in various districts of the state. The project site, e-krishi.org, becomes a platform for farmers to get a variety of farm-related information ranging from the best agriculture practices to commodity prices.

The website will also provide trading facilities in agriculture commodities. The project is already under implementation on a pilot basis in Malappuram district. The project has created a network of 12,500 farmers there with links to E-krishi Project has the potential to change the State’s agriculture scenario. A major technology-driven intervention has been on in the farming sector over the last two years under the aegis of the Kerala State Mission to map farmers located in far-off corners of the State and provide them with crucial production and marketing linkages.

The project web site, e-krishi.org, becomes a platform for farmers to get a variety of farm-related information ranging from the best agriculture practices to commodity prices. The web site also facilitates trading agriculture commodities.

The project is already under implementation on a pilot basis in Malappuram district. It has created a network of 12,500 farmers there with links to more than 100 institutional buyers.

The project is financed by the United Nations Development Program (UNDP) and supervised by the National Institute of Smart Governance.
Local Language Contents Development Initiative

Who Need Content / Information?

- Citizen interacting with Government requires information about Applications forms, how to fill it up, schemes, projects, programmes of govt etc.

- Student- Learning based on Multimedia resources, which includes the combination of text, graphics, images, videos, animations etc. There are concepts like VLE, RBL, serious e games etc.

- Teacher- A teacher requires content for references, resources supplementing to normal curriculum etc.

...Entrepreneurs, Farmers, Lawyers....
Local Language Contents Development Initiative

Education
Career
Agriculture
Law
Health
Govt Services
Participatory Content Creation through Akshaya. Funded by UNESCO – Pilot in Kannur Districts

• One-way communication effective for information transfer, messaging

• **Interactive media permit:**
  – Feedback
  – Personalisation
  – Participation

• Commercial online examples
  – Amazon (bookshop)
  – Wikipedia (encyclopedia)

• One-way communication model enhanced through:
  – Interactive communication
  – Community representation
  – Creative engagement

• Community media context...
Participatory Content Creation
What is it?

• Content created:
  – After extensive discussions and conversations with target community regarding their needs
  – Using participatory research to identify priorities and issues

• Target community members decide upon content

• Community takes on content creation responsibilities according to capacities and interests
Participatory Content Creation
Why?

Communities know their own problems
- Issues are articulated in a way that community can understand and identify with
- Greater community action on issues that community identifies
- Encourages communities to solve their own problems
- Promotes accurate presentation of facts and issues
- Provides platform for communities to express own issues
- **Builds community ownership of content**
Participatory Content Creation
How it works: cycle of PCC

1. Animator / motivator of participation (not theme!!)
2. Contributing to research
3. Contributing to themes - issues, problems
4. Contributing to creative ideas
5. Contribution of resources
6. Training / consultancy (by community)
7. Sponsorship / financial contribution
8. Production of content
9. Dissemination of content using multiple media
10. Reflection / feedback on content
11. Repeat from (2)
Participatory Content Creation – How to implement?

Through Ethnographic Action Research

Research Methodology

- Field Notes
- Group Discussions
- Participatory Techniques
- In-depth Interviews
- Photographs
Place: KONDAMBARA COLONY (PAYAM GRAMA PANCHAYATH) Date: 14/06/07 Time 1 - 1.30 PM

R D Account started 2 years back

To buy commodities

Land line connection Nil

Post

Mobile (use neighbors phone)
Call daughters (twice in a week)
Call back from the daughter
Chats with daughters & grand children

Mobile

Landline

Computer illiterate

Pappan Male 60 Years

Ration shop

Mathrubhumi
Malayala Manorama
Deshabhimani
Madhyamam
(reading from payam Library)
8 am – 11 am

12.30 PM news
1-2 PM – film songs

News paper

Radio

Computer

News

Pappan

Movies

Social Interaction

No cable connection
Doordarshan
News – 15 minutes daily
Serials - 30 minutes daily
Cinema – Sunday only

Tele Vision (Neighbors home)

No cable connection
Doordarshan
News – 15 minutes daily
Serials - 30 minutes daily
Cinema – Sunday only

Shop

• Discuss about the price of commodities
• Also discuss other things such as the film

4 years back saw cinema from theatre
Now watching films using CDs (3 films per week) & Doordarshan from neighbors home

Talk about

Talk about

Talk about

Talk about
Communicative Ecology Chart

- **Social**
  - Friends
  - Neighbors
  - Family
  - Festivals
  - Movies

- **TV**
  - News
  - Movies
  - Shows

- **Phone**
  - Mobile
  - Landline

- **Internet**
  - News paper
  - Magazine

- **Radio**
  - Local news
  - News paper

- **Weaknesses**
  - Limited access
  - Limited availability

- **Needs**
  - Access to information
  - Access to entertainment

- **Data**
  - Media usage
  - Communication patterns

- **Habits**
  - Daily routine
  - Social interactions

- **Challenges**
  - Limited resources
  - Communication barriers
Participatory Content Creation
Challenges

- Time-consuming activity
- Dissenting voices and wider disagreements
- Community resistance to media / media use
- Content creation not a community priority
- Need innovative ideas for sustainability
  - Training, retaining volunteers
  - Revenue generation
Recognition & Awards for Akshaya

Finalist-Stockholm Challenge Award 2004

Golden Nica award of Prix Ars Electronica, Australia

PC Quest Award- Top ten E-Governance projects in India

Instrumental for the CSC project of GOI

Study visits of Research teams from

- MIT
- Berkeley University
- University of California
- Kosowa University
- University of Amsterdam
- London School of Economics
- University of Washington
THANK YOU

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