

ICT4RD 2011: INFORMATION COMMUNICATION TECHNOLOGIES FOR RURAL DEVELOPMENT



RURAL REALITIES REAL SOLUTIONS



To bring together, government, investors, ngos and social entrepreneurs from across the region – and beyond - to understand the realities of rural development, explore the innovative use of information and communication technology and to catalyze the growth of ICT4RD solutions for scale.

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A REGIONAL CONFERENCE: OCTOBER 2011, JHB, SOUTH AFRICA

why rural

development?

“Over three-quarters of the world’s poor live in rural areas with the majority depending on agriculture for their livelihoods. Improving outcomes for the rural poor depends on increasing agricultural productivity, linking better to markets, improving rural infrastructure, and facilitating off-farm employment.”

World Bank 2010.

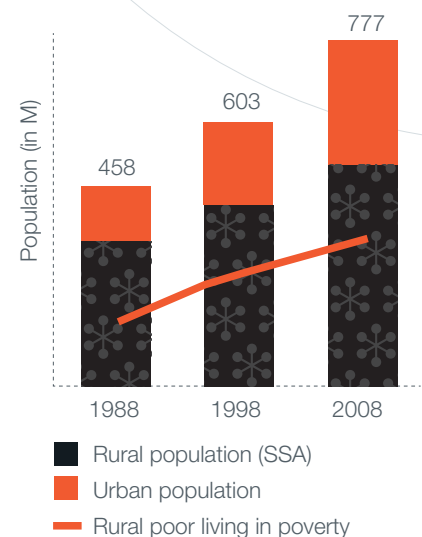
Rural populations in SSA account for 67% of the total population and rural poverty is deepening ;

- Populations are ill-equipped in terms of infrastructure,
- Economic opportunities and financial services are limited, largely based on agriculture (but also diversified, and increasingly include remittances.
- Social services such as health and education can be up to 10 times more difficult and costly for rural access compared to urban populations
- Rural populations are at greater risk of shocks
- Transparency and Accountability of public service delivery is harder to track

The diversity of rural people’s livelihoods calls for differentiated agendas for rural growth and rural development in different contexts, with robust attention to smallholder agriculture, but also greater recognition of the importance of non-farm self-employment and wage labour (both in agriculture and off-farm).”

IFAD Rural Poverty Report 2011

RURAL POPULATIONS AS A % OF TOTAL AND LIVING IN POVERTY



Source: IFAD Rural Poverty Report 2011

- Only 29% of roads in Sub-Saharan Africa are paved
- Only 25% of the population has access to electricity
- There are fewer than 3 landlines available per 100 people.

The poorest people live in the desert or on semi-arid land that makes up almost 40 per cent of the land base of this part of Africa. **However, more than 85 per cent of the rural poor live on land that has medium to high potential for increased productivity .**

why icts

and in particular mobile?

The use of ICTs among poor people is growing rapidly. Coverage reaches further than roads, electricity, sanitation and clean water. ICTs and, in particular, mobile technology provides access to information and communication – it complements successful development initiatives, drives innovation and empowers communities and individuals to co-create new solution

How are ICTs used to support development?

- To improve access to markets, financial services and employment.
- To improve access to affordable, quality services such as education and healthcare
- To improve service delivery by governments, the private sector and NGOs, and to make these services more responsive to citizen needs
- To improve security, emergency/disaster relief and efforts to protect human rights
- To support improvements in accountability, transparency and participation, by allowing citizens to publicise their concerns, share ideas, and hold governments to account.
- Technology is an important education tool for large, dispersed, income populations with limited budgets.

THE SPECIAL CASE OF MOBILE?

• Mobile phones create more than 5 billion human touch points around the world. In the developing world, mobile cellular penetration rates will reach 68% at the end of 2010. • Between 2000 and 2008, the rate of growth in mobile penetration was fastest in Sub Saharan Africa. • Waves of liberalisations in mobile networks has led to 87% of the world's mobile markets being either partly or fully liberalised. • Competition among mobile operators has resulted in the rapid extension of mobile networks, falling prices of services and mobile handsets, and innovative business models. • Given efficient markets, it is estimated that by 2015, only 4.4% of populations across Africa will live in the "coverage gap".



- **Kencall** is a farmer's helpline established in Kenya, which provides cheap advice to farmers about farming and livestock strategies. 43% of Kencall's users have no other means of accessing expert advice.
- The **e-seva** project in Andhra Pradesh, India provides more than one hundred services, ranging from the payment of utility bills to the registration of motor vehicles.
- **Ushahidi** allows citizens to report on any incident – from violence to essential medicine stockouts – have it mapped, aggregated and reported publicly.
- **Esoko** is a market information exchange that allows anyone to distribute or collect market information over their mobile phone. With up to date information from across the country, businesses and individuals can access prices, browse offers to buy or sell, or advertise their own products and service.

why you

should attend?

ICT4RD 2011 will bring together key innovators, implementers, social entrepreneurs and thinkers from across the developing world to explore how information and communication technology innovations can benefit rural populations in the region? The audience will include:

- Governments looking to learn from policy and programme success in other countries.
- Investors and funders looking for evidence based results and opportunities to scale solutions that generate both social and financial returns
- NGOs looking for innovative ideas to strengthen existing projects - looking for the secrets of scale
- Corporations interested in quantifying the opportunity at the base of the pyramid and strategies for tapping into its potential
- Social Entrepreneurs looking for partnerships and investment necessary to take successful pilots to scale
- Researchers seeking evidence of impact to demonstrate the impact of mobile phones on the lives of the poor.

ABOUT SANGONET

SANGONeT was the African partner that brought MobileActive'08 to Johannesburg, For the last 24 years SANGONeT has promoted the use of ICTs by NGOs to solve regional development challenges.

This will be SANGONeT's 7th annual ICTs for NGOs conference. For more information about SANGONeT:

www.sangonet.org.za

ENQUIRIES

To express interest as a speaker, donor or participant please contact us at

ict4rd@ngopulse.org

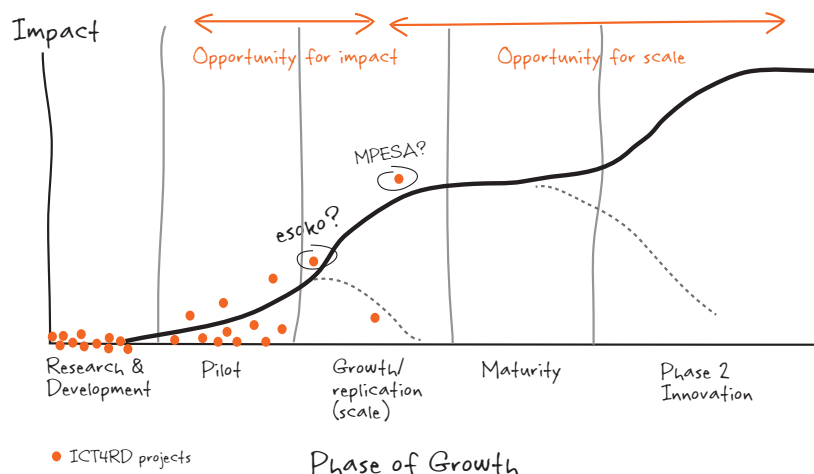
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"Development Innovation" Curve



Why are so many ICT4D/ICT4RD projects stuck in pilot stages? What are the secrets of those projects and products that have broken free and are successfully scaling and replicating?

ICT4RD2011 will look at the current state of ICT4RD projects, products and policies but also create an environment for matchmaking, and deep knowledge-sharing; and to fundamentally contribute to the successful use of ICTs in the realities of rural development

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