

# Supporting Innovation and Entrepreneurship through Public-Private Partnership

Hope Ong  
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# Microsoft Unlimited Potential Programs

- **Introduction of UP Program**

Microsoft Community Affairs was founded in 1983, and is one of the public affairs programs pioneered by hi-tech industry. Microsoft UP (Unlimited Potential) is a global program with the main goal of bridging digital divide and offering lifelong learning opportunities for underserved teenagers and adults through community technology learning center (CTLC). Microsoft believes that by providing technical training, we can create social and economic opportunities to transform the communities and help people expand their potentials.

- **Key Program Components:**

- Cash Grants: For setting up Community Technology Learning Centers (CTLCs) and hiring IT trainers
- Unlimited Potential IT skills training curriculum
- Software donations program for partner NPOs
- Community Technology Support Network

# Microsoft UP Programs for Women

- **UP Programs for Women in Asia**
  - India、 Japan、 Malaysia & Chinese TaipeiWomen UP Digital Phoenix Program
- **Key issues to address for Women**
  - Time (or freedom): limited reach to training resource & access to information
  - Money: financial capability to self-support

# What do we teach

E-mail & Internet surf (12~18 Hours)	e-promotion (12 Hours)
<ul style="list-style-type: none"><li>• Introduction<ul style="list-style-type: none"><li>– Computer</li><li>– Windows XP</li></ul></li><li>• Basic Operation<ul style="list-style-type: none"><li>– Mastering in mouse and keyboard</li></ul></li><li>• Internet Explore</li><li>• Hotmail</li></ul>	<ul style="list-style-type: none"><li>• Basic Photo Processing<ul style="list-style-type: none"><li>– Transfer photos from DC/memory card into PC</li><li>– Basic photo editing</li><li>– File management</li></ul></li><li>• Online Catalog (e-Window)<ul style="list-style-type: none"><li>– Introduction of online catalog</li><li>– Data upload process</li><li>– Online catalog maintenance</li></ul></li></ul>

At the end of class each student will be able to receive email, search internet, use MSN. ~not necessarily send email. Use digital camera, post photo & product information on web.

## **Critical success factors**

- Training site must be within 10~15 min. transportation time.
- Teach at their pace, step by step, screen by screen;
- Community based with peer support; rather than individual basis.

# Voices from Women Entrepreneurs



After learning the skill, I gain higher status in my family and the society. They treat me differently!



Nothing can strike women down if we are willing to do something. I want to take part in the program because I want to use limited time to create value.



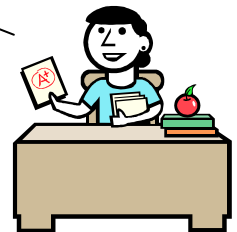
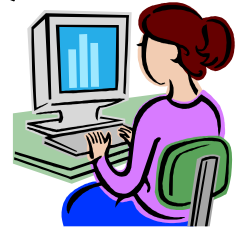
E-commerce actually has a lot of business opportunity, through Women UP program, many women can truly conquer their fear to use computers and create a whole new business chance of our own.

After learning computer, my life becomes colorful. It's amazing!

Actually learning computer is not so difficult, after accessing computer, I have more courage to use it..

After learning computer, my position in family is much enhanced. My relationships is enlarged via e-mails.

I never realize I can sell my own products online after taking the course.



## Opportunities observed

- Job market re-entry ?? Limited !
- Biz entrepreneur ? Maybe !
- E-biz is the only opportunity which fits into the situation many women face!

Most importantly, learning of the skill Gain back their **pride & confidence** !

# Difficulties

- Hardware affordability & accessibility in NGO.
- PC accessibility within home.
  - Since all PCs are belong to either their husband or kids.
- Limited ability to reach to under-served women group.
- Our measurement:
  - Efficiency of the program - # people per \$
  - Sustainability;



# Public – Private Partnership

- Demands are greater than we can serve, need to scale out to broader reach → We can sponsor a pilot / effective model then via Gov. social works / benefit program to scale out.
- Network accessibility → telecommunication infrastructure & cost are barriers where government could step-in.
- PC accessibility → Government could consider to setup a central service center for refurbished PC. Private sectors are willing to donate their used PC, however, the follow-up maintenance & service liability made them afraid.
- Provide accessible Micro-biz training → by industry policy maker.

# An example between public & private sector

- Commission of Agriculture's plantation recording system;
- We provide basic PC training to women farmers;
- Government provides a laptop for each seed women, train them in data collection & entry;
- Government perform product certification against their plantation process & record; two dimensional code is then issued once certified.
- scanning the code in the super market, Consumer will get to know farmer, soil, fertilizer and entire plantation record; and quality is guaranteed.
- The product sells 3 times higher price than same product without certification.

# COA

# Council of Agriculture

For example: Special project collaboration by Council of Agriculture (Agricultural Production Profiling System)

Record the production process by using the internal information system of the Council of Agriculture or Cooperative Farms



# Conclusion

- Improve Digital literacy is important for Women to restore their pride & confidence.
- Women Entrepreneurship using IT skill, these demands are much greater than we can provide.
- Pilot model can be tested out by MS program, but its scalability must be sponsored by an integrated government effort.
- Internet accessibility & cost must be mandated by government authority.

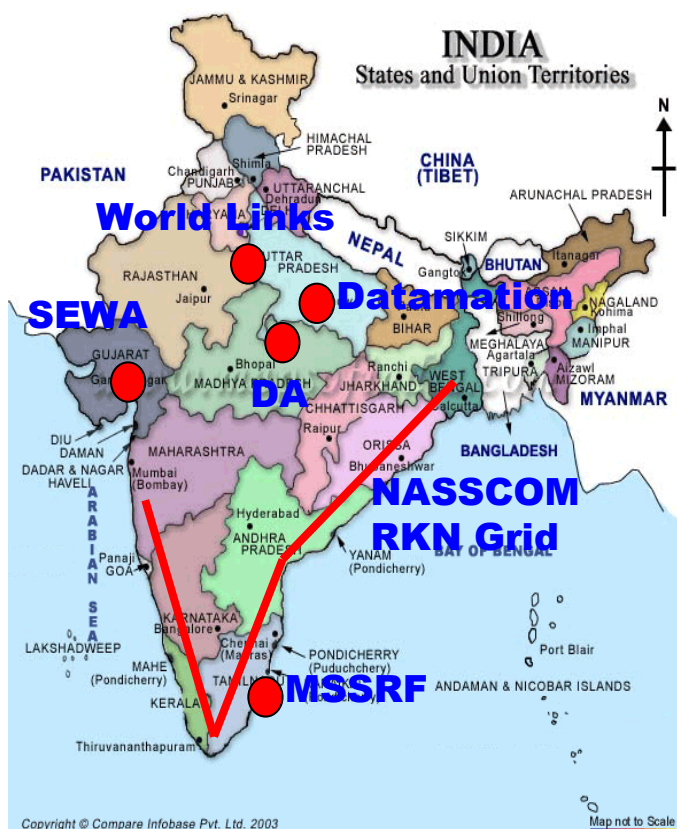
We welcome government partnership with MS UP program!

Backup slide

# UP Programs for Women : *India*

## Target Groups in India:

- Disadvantaged women – IT as a tool for economic empowerment of women
- Rural communities – India has a low rate of PC penetration



NGO	Targeted no. of CTLCs	<b>•140,000 persons to be directly trained</b>  <b>•Many more to benefit indirectly through other CTLC services</b>  <b>•Total cash &amp; software grants of US\$ 6 million</b>
Development Alternatives (DA)	30	
World Links-Udayan Care	12	
Datamation Foundation	8	
MSSRF	33	
SEWA	50	
NASSCOM Foundation	65	
4 New Grants (H1 FY06)	1894	
<b>Total</b>	<b>2092</b>	

# UP Program in India...

## World Links-Udayan Care UP Project:

- 8 Community-based Technology Learning Centres (CTLCs) set up in slum areas of Delhi for achieving impact on underserved women.



- UP IT skills training directed at enhancing employment prospects, incomes, self-confidence and socio-economic status of women beneficiaries
- Udayan Care is now setting up an additional 4 CTLCs in Delhi