

Digital Inclusion For Development

PGP - VIIIth Term, 0.5 unit

Instructor : Prof. Kavitha Ranganathan

Objectives

Information and communication technologies (ICT) are seen as powerful engines for economic growth. For emerging regions in particular, ICTs provide inexpensive means for information and knowledge dissemination leading to over-all improvement in living standards. While governments around the developing world are in the process of adopting digital technologies for progress, there is a huge role for the private sector to play, which is currently largely unexplored.

This course will focus on how ICTs can be used to increase the quality of lives in emerging regions, in a sustainable and profitable way. We will explore state-of-the-art digital technologies and appropriate business models to tap into this latent market.

We will critically analyze a range of projects to provide multiple perspectives: (1) the entrepreneur's lens of running a successful technology venture in a rural setting (2) the corporate lens of tapping into the ICT BOP market and (3) the inventor's lens of moving a novel digital invention from the lab to intended recipients in villages.

Among other things, we will examine:

- How mobile penetration in rural areas is revolutionizing the banking industry.
- One man's crusade to provide a laptop to every school child across the world and whether that really is such a good idea.
- How a couple of MIT student's leveraged local rural transport to provide data connectivity to the remotest of regions.
- Indian Tobacco Company (ITC)'s eChoupal initiative that claims to have revolutionized supply-chains across the country.

Evaluation

Participants will be evaluated on the basis of participation in class (30%), a quiz (30%) and a final project (40%). Guidelines for the final project will be handed out separately.

Session	Date		
1	20/7/2015	Topic	Introduction To ICT4D And The Digital Divide
		Reading	1.Information Technology and a Transformed World – Chapter 9 of <i>Creating a World without Poverty</i> by Muhammad Yunus 2. What Works: Serving the Poor, Profitably by C.K.Prahalad and Allen Hammond 3. Mirage at the Bottom of the Pyramid by Aneel G. Karnani
2	21/07/2015	Topic	Connectivity For Emerging Regions
		Reading	1. DakNet: Rethinking Connectivity in Developing Nations published by IEEE Computer January 2004 (Vol. 37, No. 1) pp. 78-83. 2. Case Study: e-Literacy project in Kerala by Kavitha Ranganathan
3	27/07/2015	Topic	Low Cost Computing Devices Computing for all
		Reading	1. Marketing the “\$100 Laptop”(A) by John A Quelch 2. The Laptop Crusade by Telka Perry IEEE Spectrum April 2007
		Additional Reading	Computing Devices for All: Creating and Selling the Low-Cost Computer. Rodrigo Fonseca, Joyojeet Pal. 1st International Conference on ICT and Development, UC Berkeley, May 2006
4	28/07/2015	Topic	Mobiles – The Way Ahead
		Reading	1.M-PESA: Mobile Money for the “Unbanked” Turning Cellphones into 24-Hour Tellers in Kenya : MIT Press Journals :Winter/Spring 2007, Vol. 2, No. 1-2, Pages 63-81 2.Eko Case Study by Kavitha Ranganathan
5	03/08/2015	Topic	ICT and Finance
		Reading	What works Case Study: Prodem FFP's multilingual smart ATMs for Microfinance. Innovative solutions for delivering financial services to rural Bolivia by Roberto Hernandez and Yerina Mugica.
6	04/08/2015	Topic	Bridging Language and Illiteracy Barriers
		Reading	BabaJob.com – Digitizing the Informal Job Sector by Kavitha Ranganathan and Ankur Sarin
7	10/08/2015	Topic	Corporate Initiatives – Extracting Value For Multiple Stakeholders From ICTs Investments In Rural Areas
		Reading	The ITC eChoupal Initiative : By David Upton, Virginia A.Fuller

8	11/08/2015	Topic	Interesting Innovations <ul style="list-style-type: none"> • Peer knowledge mining :Farmer-2-Farmer, HoneyBee • Hybrid solutions : Same Language Subtitling, Digital Study Hall,Digital Green • Social Networking: Nabuur, Kiva, Microplace
		Reading	The Digital Study Hall. Technical Report UW-CSE-07-08-01, Department of Computer Science and Engineering, University of Washington. August 2007.
9	17/08/2015	Topic	Re-cap and Wrap-up
10	18/08/2015	Topic	Student Presentations of Projects