

ICTs in South Asia: Prospects and potential

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WHAT IS THE INTERNET?

A woman with dark hair tied back, wearing a black sleeveless top, is seated at a desk. She is looking at a large computer monitor and has her hands on a white keyboard. A black mouse is visible in the foreground. The background is a plain, light-colored wall. The text "Is it this? And this only?" is overlaid in white on the left side of the image.

Is it this? And this only?

. . . a metamedium that allows one to
engage in

- Communication in multiple forms, synchronous/asynchronous, one-to-one/one-to-many, etc.
- Information retrieval (including listening to radio; watching video; reading)
- Publication
- Transactions (including payments), and
- Remote computing??

And does using **some** of these functions over distance, using electronic means, constitute participation in the Internet Economy?

EVIDENCE ON HOW ICTS ARE BEING USED IN SOUTH ASIA

Understanding how the poor (those at the bottom of the pyramid) use ICTs through **Teleuse@BOP** studies

- Multi-country studies conducted in 2005, 2006, 2008, 2011
 - Bangladesh, Pakistan , India, Sri Lanka, Indonesia (Java), Philippines, Thailand
 - Quantitative (representative survey) and qualitative research conducted
- Target group: BOP teleusers aged 15-60
 - BOP defined as Socio-Economic Classification (SEC) groups D and E
 - Teleusers defined as having used any phone in previous three months
- Different methodology and target group (USD1.25/day group) in Java

SEC D+E vs. USD2/day comparison

Actual population proportions

	Bangladesh	Pakistan	India	Sri Lanka	Thailand
SEC D+E (% of population)	73	59	69	44	33
Less than USD2 per day (% of population)	84	80	74	43	25
Year	2000	2004	2002	2003	2002
Source: World Resources Institute					

Java study used a different method. Represents those making less than USD 1.25/day

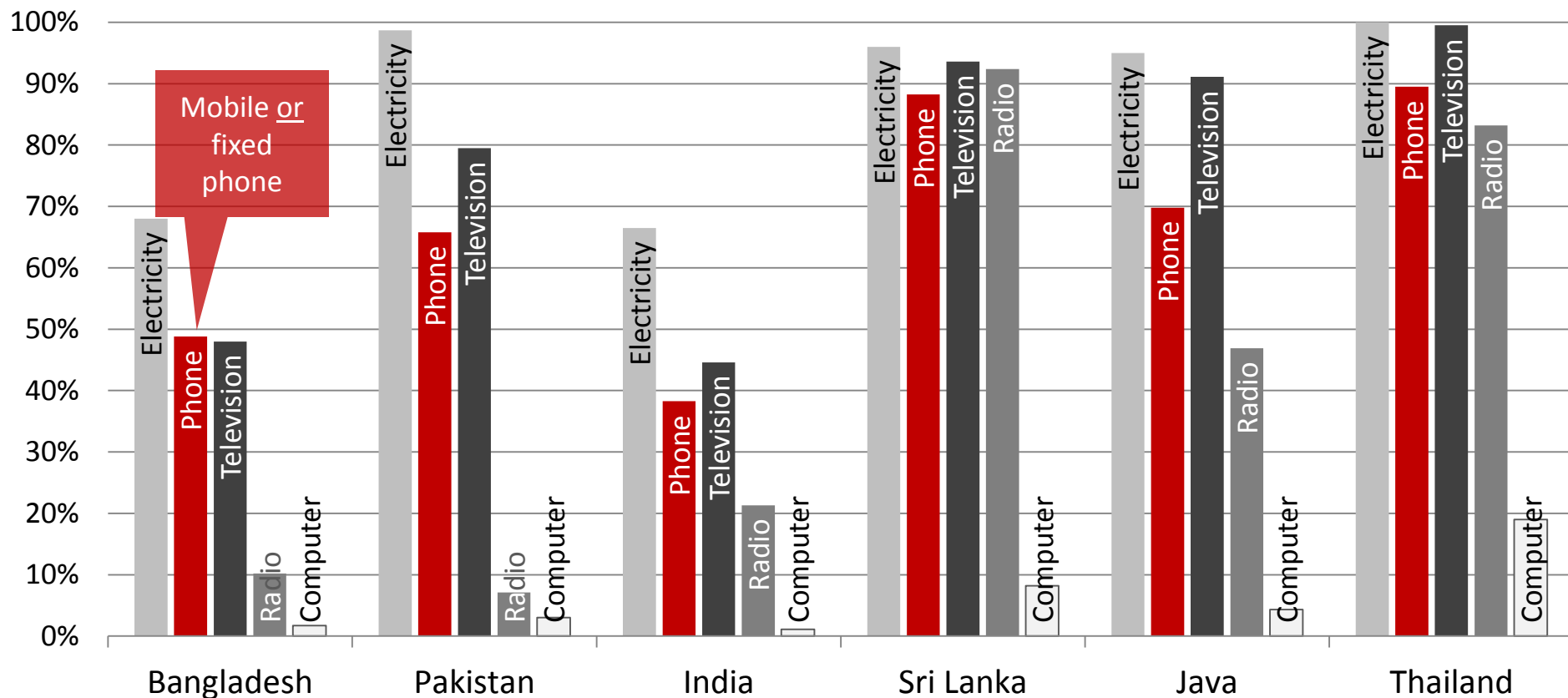
In 2011, 89-99% of BOP had used a phone in previous 3 months

Used a phone in the last 3 months (% of BOP)

	Bangladesh	Pakistan	India	Sri Lanka	Java	Thailand
2008	95%	96%	86%	88%	-	77 %
2011	99%	96%	89%	90%	90%	91%

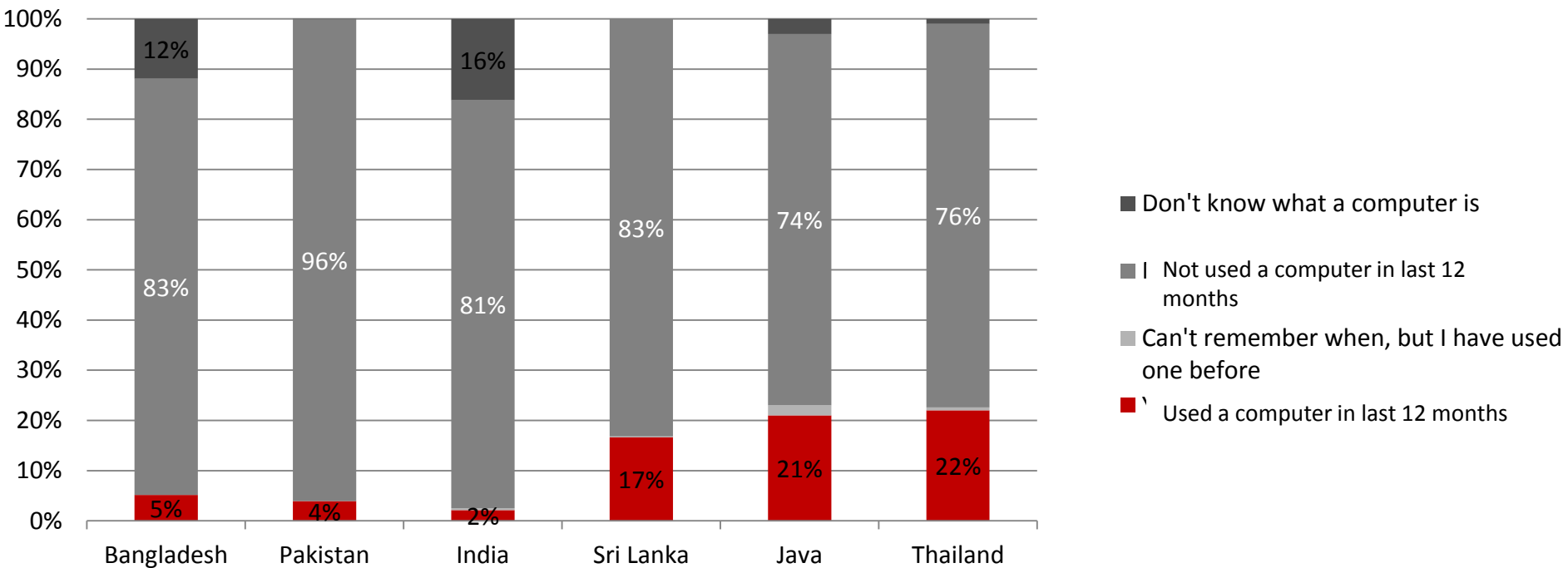
Phones have overtaken radio at BOP everywhere except LK (but some mobiles are used as radios)

Household access (% of BOP teleusers)



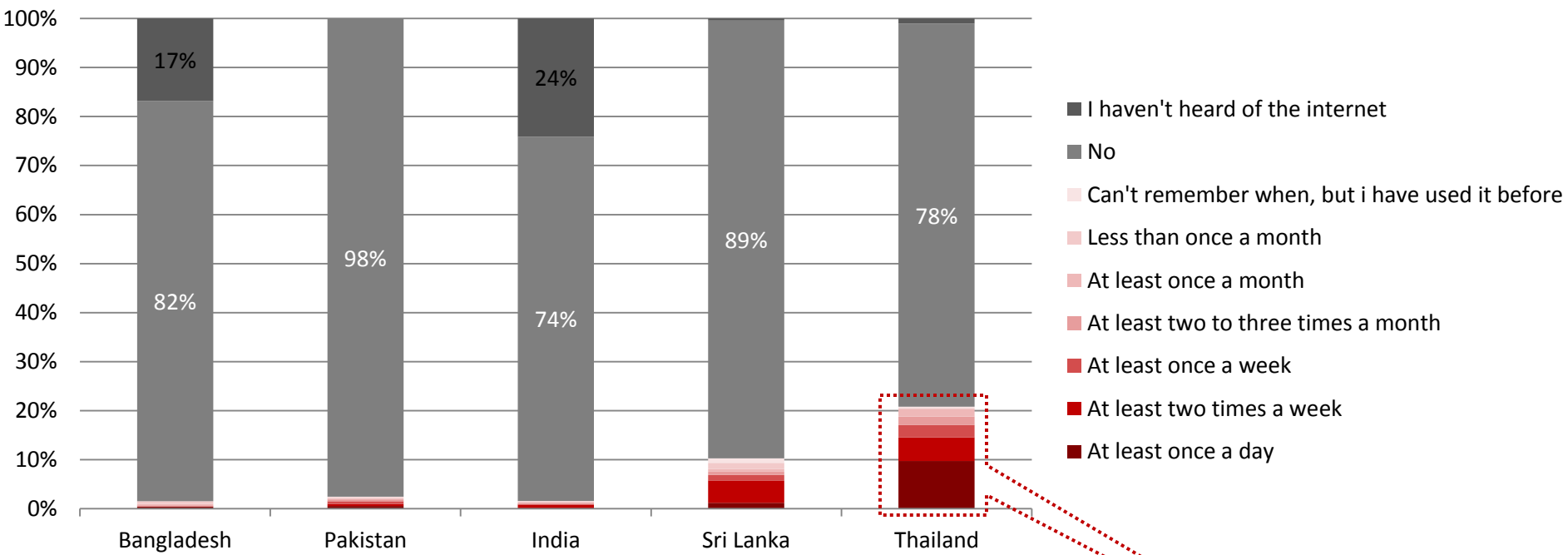
Computer use at BOP low overall

Use of computers (% of BOP teleusers)



Internet use at BOP similarly low; significant lack of awareness at Bangladeshi & Indian BOP

Internet use (% of BOP teleusers)



	Bangladesh	Pakistan	India	Sri Lanka	Thailand
Use the Internet (% of BOP teleusers)	2%	2%	1%	9%	21%

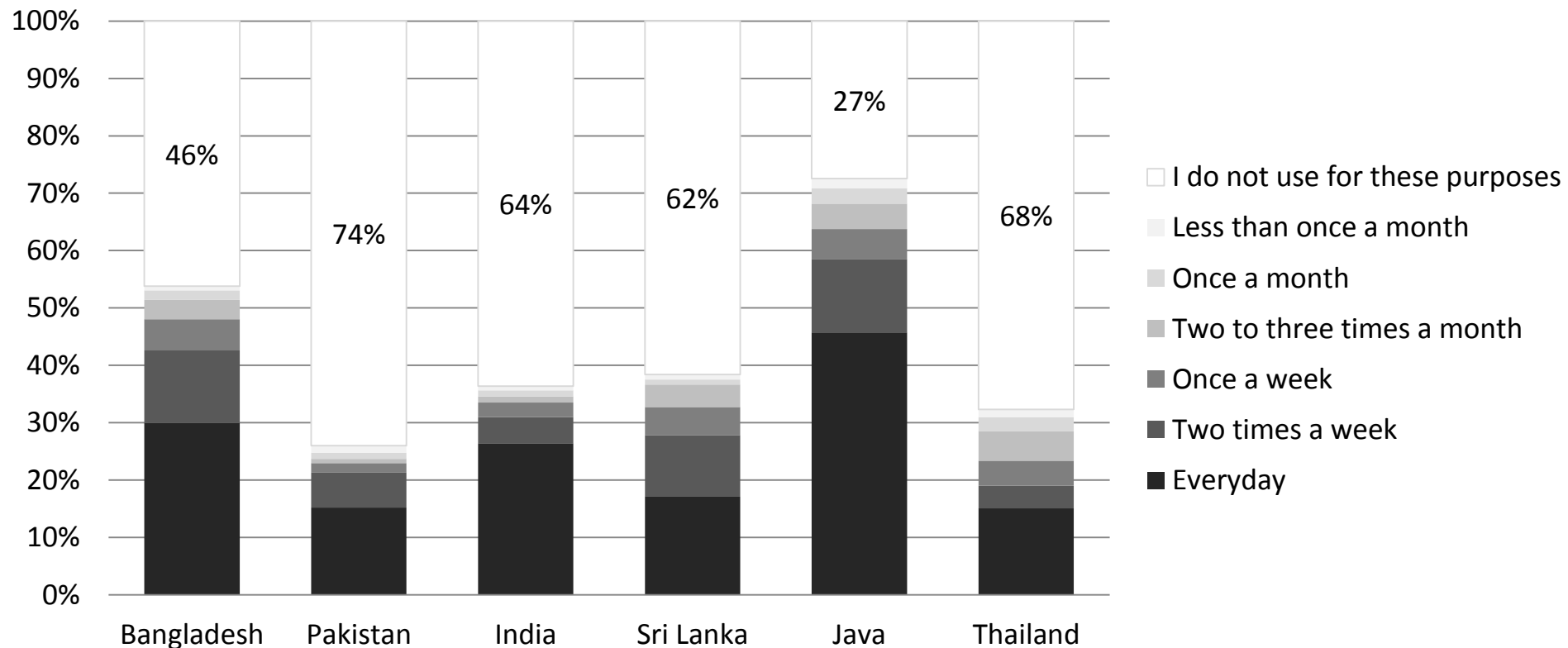
What BOP does with mobile phones

Among BOP mobile owners

	% of BOP mobile owners					
	B' desh	Pakistan	India	S' Lanka	Java	Thailand
Make phone calls	100	99	100	99	96	100
Receive phone calls	100	95	99	100	94	99
Send/receive missed calls	86	71	78	65	54	24
Send/receive SMS	19	38	23	55	89	37
Send/receive MMS	1	2	3	5	14	8
Send/receive e-mail				1	3	2
Browse the Internet	3		1	1	10	5
Take photos/video	19	7	8	14	26	19
Play games	27	21	18	11	31	16
Listen to radio	13	15	12	17	26	18
Listen to music	25	5	15	8	26	30
Share that you have content created	1	1	3	2	8	3
Send/receive or download/upload other content	1	1	2	2	6	3
Use as an organizer	7	5	8	2	15	8
Check my bill/credit	13	20	11	18	16	3
Send/receive talk time/load	10	5	2	2	35	0
Access facebook	1			1	7	2
Access other social networking or blog applications					2	1

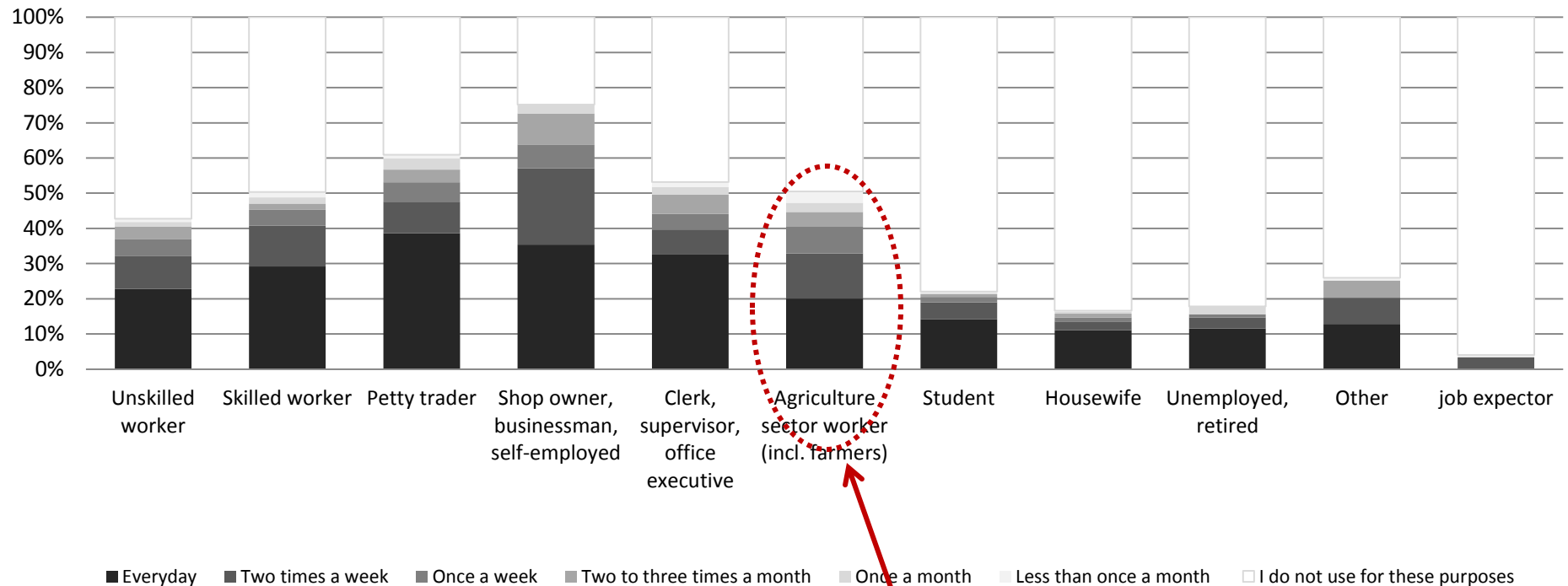
Use of mobiles for financial, business or work communication highest in Java

Use of phone for financial, business or work related communications (% of phone owners)



Business people and petty traders use ICTs for livelihood-related purposes the most

Use of the phone for financial, business or work-related purposes (% of BOP teleusers)



Agriculture sector workers are moderate users: Is it because appropriately designed applications are not available? Or . . .