

Introduction: Course on “How to engage in broadband policy and regulatory processes”

Rohan Samarajiva

Bangalore, April 5-8, 2013



What the course seeks to achieve

- To enable members of Indian civil-society groups (including academics and those from the media) to marshal available research and evidence for effective participation in broadband policy and regulatory processes including interactions with media, thereby facilitating and enriching policy discourse on means of **increasing broadband access by the poor.**

Who is offering the course and why?

- LIRNEasia, whose mission is
 - *To improve the lives of the people of the emerging Asia-Pacific by facilitating their use of ICTs and related infrastructures; by **catalyzing the reform of laws, policies and regulations** to enable those uses through the conduct of policy-relevant research, training and advocacy with emphasis on **building in-situ expertise.***

Supported by

- The Ford Foundation which *“supports visionary leaders and organizations on the frontlines of social change worldwide.”*
 - “We believe all people should have the opportunity to reach their full potential, contribute to society, and have voice in the decisions that affect them. We believe the best way to achieve these goals is to **encourage initiatives by those living and working closest to where problems are located; to promote collaboration among the nonprofit, government and business sectors;** and to ensure participation by men and women from diverse communities and all levels of society. In our experience, such activities help build common understanding, enhance excellence, enable people to improve their lives and reinforce their commitment to society.”

Objective of the course

- Is to produce discerning and knowledgeable consumers of research who are able to engage in broadband policy and regulatory processes
 - Not, as in our *CPRsouth* activities, to produce policy-oriented researchers like us
 - But no harm if it improves your research/scholarship

At end of course, attendees will

- Be able to find and assess relevant research & evidence
- Be able to summarize the research in a coherent and comprehensive manner
- Have an understanding of broadband policy and regulatory processes in India
- Have the necessary tools to improve their communication skills
- Have some understanding of how media function and how to effectively interact with media

Who is teaching?

- **Rohan Samarajiva, Phd**
- **Payal Malik**
- **Satyen Gupta**
- **Nilusha Kapugama**
- **Roshanthi Lucas Gunaratne**
- **Moinul Zaber**



Rohan Samarajiva, Phd

- Founding CEO (2004 - 2012) and Chair (2004 – onwards) of LIRNEasia.
- Director General of Telecommunications in Sri Lanka (1998-99)
- Founder director of the ICT Agency of Sri Lanka (2003-05)
- Honorary Professor at the University of Moratuwa in Sri Lanka (2003-04), Visiting Professor of Economics of Infrastructures at the Delft University of Technology in the Netherlands (2000-03) and Associate Professor of Communication and Public Policy at the Ohio State University in the US (1987-2000).
- Policy Advisor to the Ministry of Post and Telecom in Bangladesh (2007-09).
- Senior Advisor to Sarvodaya (Sri Lanka's largest community based organization) on ICT matters
- Board Member of Communication Policy Research south



Payal Malik

- Senior Research Fellow of LIRNEasia
- Associate Professor of Economics at the Delhi University, on deputation to Competition Commission of India
- Associated with National Council of Applied Economic Research and Indicus Analytics.
- Master of Philosophy (M.Phil.), and MA in Economics from the Delhi School of Economics and BA in Economics from Lady Shriram College, University of Delhi. She also has a MBA in Finance from the University of Cincinnati.



Satyen Gupta

- Founder and Secretary General, NGN Forum, India.
- Member, Advisory Board of Creation and Implementation of National Optical Fibre Network for the government of India (2011 onwards).
- Chief of Corporate Affairs, Sterlinter Technologies Ltd
- Head of Regulatory and Govt. Affairs for BT global Services for SAARC Region
- Principle Advisor, Telecom Regulatory Authority of India at the level of additional secretary to the government of India and headed the fixed network division.
- He is the author of “Everything Over IP-All you want to know about NGN” (2011).



Nilusha Kapugama

- Research Manager at LIRNEasia
- Has conducted systematic reviews looking at the economic impacts of mobile phones.
- Organized CPRsouth capacity-building Conference.
- She has also done research on broadband quality indicators and national regulatory authority (NRA) website indicators.
- Experience organizing international conferences and training courses.
- holds a master's degree in development economics and policy from the University of Manchester, UK.



Roshanthi Lucas Gunaratne

- Research Manager at LIRNEasia managing the Ford Foundation Funded project
- Strategic Information Officer at Global Fund to fight AIDS, Tuberculosis and Malaria, Geneva, Switzerland
- Telecom Project Manager at Dialog Telecom, and Suntel Ltd in Sri Lanka.
- She holds a MBA from the Judge Business School, University of Cambridge, UK and a BSc. Eng (Hons) specializing in Electronics and Telecommunication from the University of Moratuwa, Sri Lanka.



Moinul Zaber

- Pursuing doctoral studies on telecommunication policy
Carnegie Mellon University, Pittsburgh, U.S.A.
- Research is focused on ascertaining the economic and technological consequences of various regulatory decisions on the telecommunication market and the decision-making processes obtained by the regulators.
- On study leave from the University of Dhaka, Bangladesh, where he is an assistant professor at the department of Computer Science and Engineering.
- Holds an M.S. and a B.S. degree in Computer Science and Engineering from the Department of Computer Science and Engineering, University of Dhaka, Bangladesh.

How we will teach?

- *Tell me and I'll forget* → less theory
- *Show me and I may remember* → greater reliance on examples
- *Involve me and I'll understand* → active learning through assignments

Assignments

- Participants → teams on Day1.
- First assignment is individual, though teams should get to know each other
 - conduct research on an assigned broadband-related topic
 - write it up based on a template that will be provided
- Prepare to make oral presentation on Day2, though only randomly selected persons will have to (because of lack of time)
- The instructional team will provide written feedback on all research summaries by the start of Day3

Assignments

- Second assignment is to be performed by teams
 - Oral presentation, accompanied by a policy brief of two pages max. at a mock public hearing at which Indian Department of Telecommunications is seeking input on the question of subsidizing fiber-to-the-home (FTTH) as 2nd phase of current INR 20,000 Crore (USD 4 Billion) National Optical Fiber Network initiative
 - Each team will be assigned a role (which has to be researched on the evening of Day2
 - All presentations must be evidence based
 - Output from assignment 1 can be used
 - Additional research must be conducted on Days 3 and 4

What does this mean?

- Research has to be done within bounds of the course & the Internet (no libraries)
 - Not optimal, but surprising how close to reality this is
 - When “policy windows” open, one has to jump through; wait too long and window will close
 - Perfect research & no policy impact OR good research & some policy impact
 - One must have
 - Stock of knowledge that can be repurposed
 - Need to know where to look for information
 - Networks that can be fired up quickly for new data, fact checking and frank assessments of quality of arguments

Policy windows

- “**Unpredictable** openings in the policy process that create the possibility for influence over the direction and outcome of that process.”
- “These windows sometimes open regularly (e.g., cabinet shuffles and budget speeches), but who makes successful use of them or not is a **matter of chance and skill.**”
 - Kingdon, John W. 1995. *Agendas, Alternatives, and Public Policies*, 2nd ed. Ann Arbor, MI: University of Michigan Press.

Example: Research on customer relations management in electricity

Timeline	Action
September 2012	Research commenced
December 2012	Rough idea of what the results would look like
March 2013	Offered SAFIR Training Course for electricity regulators that used Sri Lanka as case study; Former investment analyst with deep infrastructure and finance skills as co-director
8 March 2013	Co-director is invited for TV interview causing him to “cram” on electricity sector data
11 March 2013	Public Utilities Commission calls for written comments by March 28 for Public Consultation on Tariff Proposal
Week of March 11th	LIRNEasia Chair on multiple TV programs and evening news
15 March 2013	Column appears online at LBO.LK



Write research papers better and faster.

questia Trusted Online Research

FREE 1-day trial!

Google™ Custom Search



LBO Home IndoChina | About Us | To Advertise | Contact Us



We are in th

Tue, 02 April 2013

22:17:30

- Economy
- Finance
 - Banking and Finance
 - Insurance
- Opinion
 - The Thrift Column
 - Choices
 - WatchTower
- Services
 - Shipping and Transport
 - General Services
 - Tourism
 - Aviation
 - Trade
- ICT

LBO >> Choices

Choices

15 Mar, 2013 06:10:11

By Rohan Samarajiva

How to think about Sri Lanka electricity tariffs

Mar 15, 2013 (LBO) - Suddenly, electricity is on everyone's minds. I watched vox pop segments on a TV show (people on the street speaking to a camera). They were very upset. One even said that all that is left is to commit suicide.



Perspective

So I thought it would good to gain some perspective. The Department of Census and Statistics conducts a large-sample representative survey called the Household Income and Expenditure Survey (<http://www.statistics.gov.lk/page.asp?page=Income%20and%20Expenditure>). According to the last one conducted in 2009-10, the average household expenditure per month was LKR 31,331. Of this, the average spend on electricity was LKR 532 (1.7%). Surprisingly, this was considerably

RECENT STORIES

Sri Lanka exports slump 18.2-pct in Feb, trade deficit narrows

Sri Lanka's First Capital group to buy stock broker

Sri Lanka hydro power output up, demand weak

Sri Lanka's Bartleet Religare 'BB+' rating confirmed, outlook cut: RAM

Sri Lanka industries to get biggest subsidy after tariff hike

Sri Lanka launches first South Asian 4G mobile service: Dialog Axiata

Start

Exploiting a policy window . . .

Timeline	Action
23 March 2013	First substantive article on electricity tariff in Sinhala weekly paper
28 March 2013	Official submission that deviates materially from what was said on media submitted
2 April 2013	PUCSL Chairman's full page interview on Page 4 (high-value platform) in highest readership newspaper published; includes whole chunks from LIRNEasia media output, including an error
4 April 2013	Oral submission at first session of Public Consultation with potential for framing the debate
???	???

Issues for discussion

- Our research on customer-relationship management not quite cooked
 - But we decided to use the policy window to at least lay a foundation
- Research based (but other research)
 - Last 5% of electricity supply responsible for 17% of total costs (first 50% is also responsible for 17% of costs) → lowering peak consumption will dramatically reduce costs
 - Therefore, we recommend Demand Side Management to lower the peak demand (now drawing from our half-cooked research)

Issues for discussion

- Was our research in best shape?
 - No, top 5% and bottom 50% costing the same appeared in media as top 5% costs 50%
- Did we fix our errors?
 - Yes, exchanges with a sharp journalist helped remove the error (a form of peer review)
- Could we always stay on message?
 - No, got dragged into subsidy issues especially in 3 mt interviews for the news
- Is this replicable?

Aristotle on effective communication

- **Ethos (Credibility)**, or **ethical appeal**, means convincing by the character of the author/orator
- **Pathos (Emotional)** means persuading by appealing to the reader/viewer's emotions
- **Logos (Logical)** means persuading by the use of reasoning. This will be the most important element in this course, and Aristotle's favorite

Ethos

- Is not built in a day
- Not everyone can get interviewed on the evening news

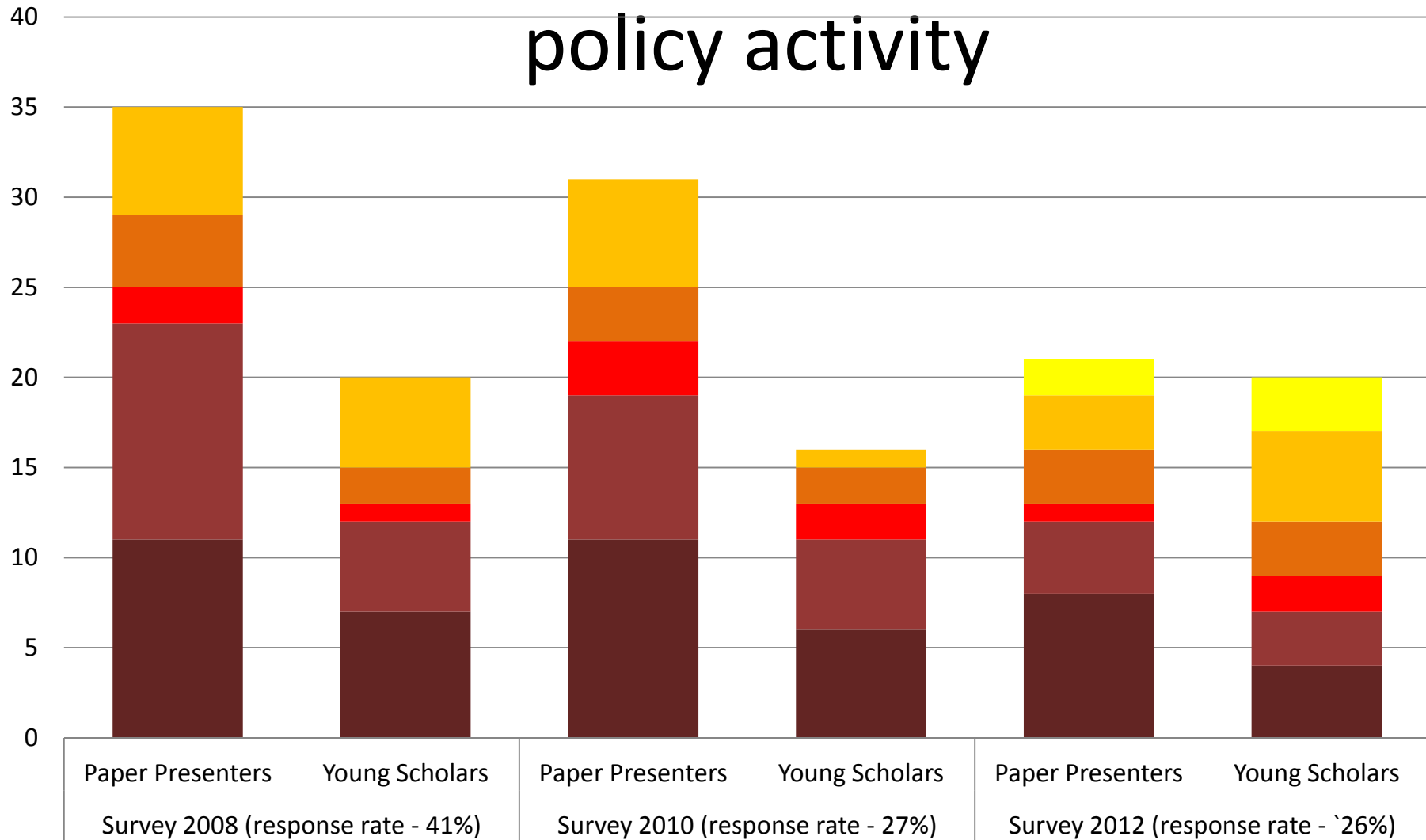
Pathos and Logos

- More in S7, S11, and S15
 - Also more on ethos

How does one measure success?

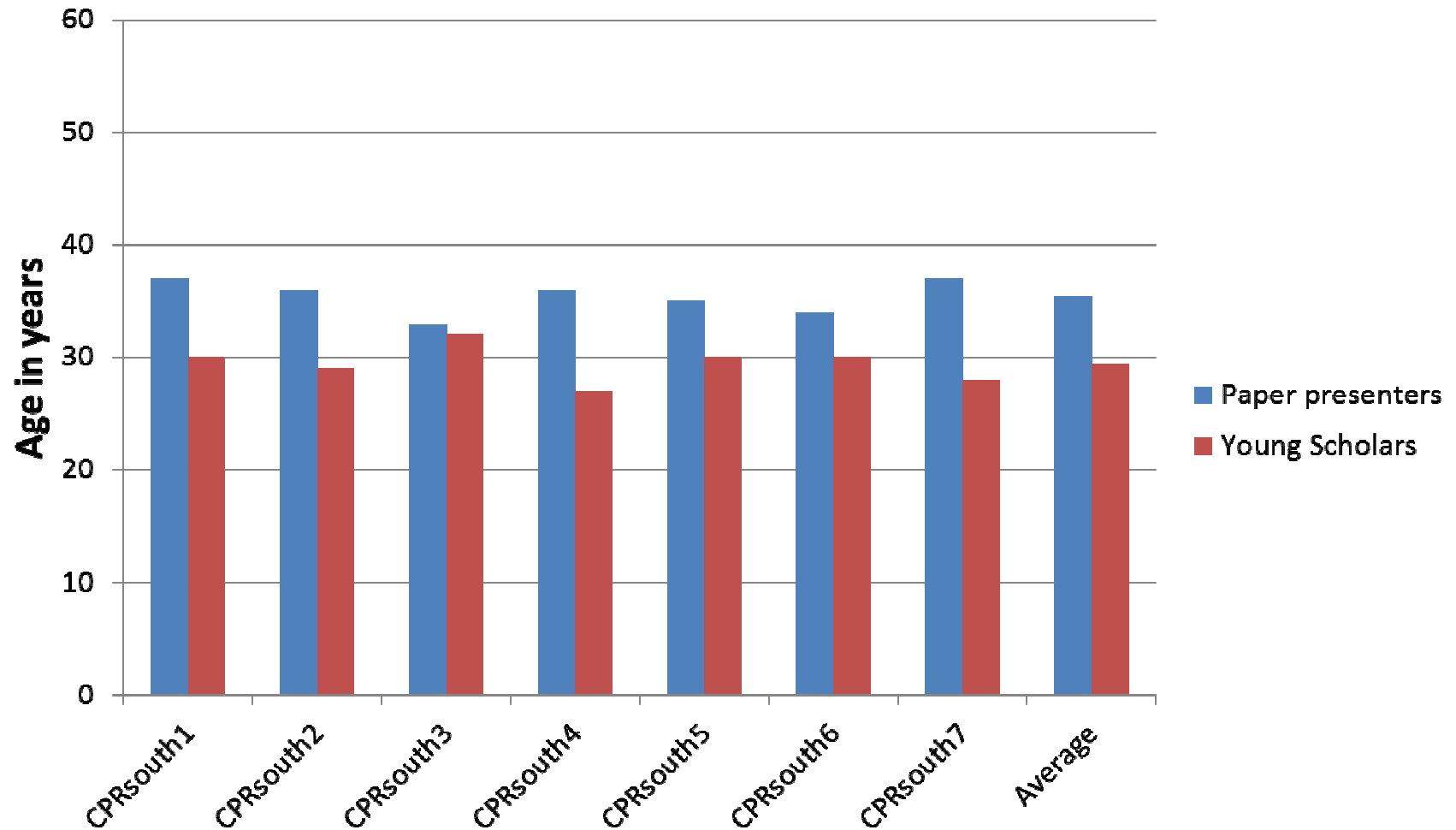
- Just acting?
 - Measuring inputs, not outputs or outcomes

CPRsouth community previous-year policy activity

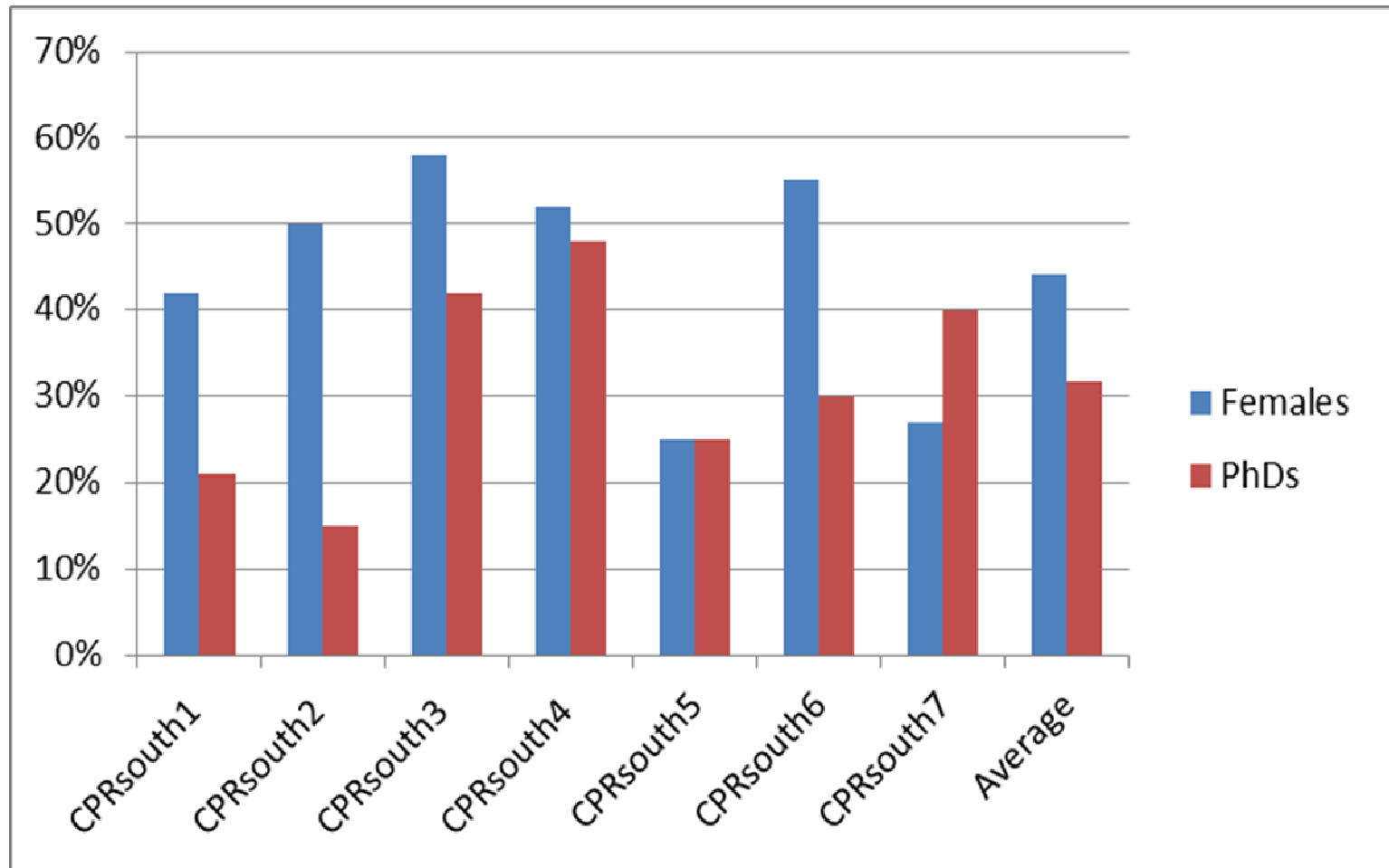


- Policy Papers / brief
- Policy submissions / Presentations
- Op-ed pieces in the media
- Interviews to the media
- Participation in blogs
- Project Policy implementation

Were they some high-powered bunch?



Not that many PhDs either



How does one measure success?

- Measuring outputs
 - Example: our memes appearing in the interview of PUCSL Chair

How does one measure success?

- Measuring outcomes
 - DSM or time-sensitive tariffs implemented (along with use of our recommended methods of communication through texts, reformatted bills, etc.)
 - Rebate and/or subsidy, fully or partially implemented
- What is the threshold of success?

What we hope you will achieve by Monday

- Be able to find and assess relevant research & evidence
- Be able to summarize the research in a coherent and comprehensive manner
- Have an understanding of broadband policy and regulatory processes in India
- Have the necessary tools to improve their communication skills
- Have some understanding of how media function and how to effectively interact with media

What we really hope you will achieve

- *“We believe all people should have the opportunity to reach their full potential, contribute to society, and have voice in the decisions that affect them. We believe the best way to achieve these goals is to encourage initiatives by those living and working closest to where problems are located; to promote collaboration among the nonprofit, government and business sectors; and to ensure participation by men and women from diverse communities and all levels of society. In our experience, such activities help build common understanding, enhance excellence, enable people to improve their lives and reinforce their commitment to society.”*