

# GLOBAL ALLIANCE FOR ICT AND DEVELOPMENT

Inaugural meeting

KUALA LAMPUR, JUNE 19 – 20, 2006



# WORKSHOP ON ENTREPRENEURSHIP, ICT AND POVERTY ERADICATION

Guidelines drawn from Bokk Jang Bokk Jeff Sénégal  
(2B1.SN)  
experiences

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# INTRODUCTION

**Presentation** : Bokk Jang Bokk Jeff (learn and act together) is an NGO which objective is to bridge the digital divide through the education of youth and women, SME assistance for development, by conducting research/action activities

**Experiences** : Implementation of Excellence Centres for Training and Research, execution of USAID Digital Freedom Initiative program (DFI) and of OSIWA E-Riders program

**Projects execution strategies** : 1) Through use of ICT, volunteers' expertise and free open source software. 2) North/South/South Cooperation



# STATE OF THE ART :

- There is a digital divide at all levels: towns/countrysides, capital city/other cities, gender, various ages, disabled persons/valid persons
- ICTs are development tools in all sectors: education, health, trade, industry, tourism, and so on...
- ICTs are essential because of globalisation
- Economic and Social development will necessarily come through SME development
- Eradicating poverty and developing the Private Sector using ICTs will not be possible without bridging the digital divide at the various levels

# 4 MAIN RECOMMENDED ACTIONS DRAWN FROM THE NGO BOKK JANG BOKK JEFF SENEGAL (2B1.SN) EXPERIENCES

- Actions to be undertaken by the key actors under the Government pulse with a good ICT and development policy
- The key actors in promoting entrepreneurship for poverty alleviation are : Government, the Private Sector, Civil Societe and Medias and development partners



# ACTIONS TO BE CARRIED OUT BY GOVERNEMENT (ongoing in Senegal)

## 1. Implementation of an effective investment environment with a good ICT policy including all socio professional groups:

- Promoting universal access to ICT (digital solidarity funds and extension of access points to remote areas in order to reach maximum of users; in Senegal ARTP, the telecom regulatory agency, is promoting universal access service with an already set up funds)
- Telecommunication Regulation and Control conducive to free competition (liberalization of the sector since July 2004, soon a 3<sup>rd</sup> telco license according to the State),



# ACTIONS TO BE CARRIED OUT BY GOVERNMENT (ongoing in Senegal)

1. Implementation of an effective investment environment with a good ICT policy for all socio professional groups:
  - Simplification and regulation of administrative and/or electronic procedures, : electronic signature, e-administration, use of local languages and oral expression to promote production of local contents (e-administration site online, on going regulations led by the State Agency for ICT (ADIE ) and different partners ; translation into wolof of the MIT Logo language programming since 1982 by the Ministry of Scientific and Technical Research and other ongoing initiatives for local languages namely Microsoft proposal.)
  - Promotion of youth and women entrepreneurship in the ICT sector (in Senegal the existing entrepreneurship promotion funds are not yet specific to ICT)



# ACTIONS TO BE CARRIED OUT BY ALL KEY ACTORS (ongoing in Senegal)

2. Promotion of volunteer work to face the lack of human resources and improve youth capacity building in ICT (Bokk Jang and DFI/USAID in cooperation with US private sector demonstrated the efficiency of volunteers' expertise. The OSIWA E-Riders project in collaboration with Bokk Jang has enabled the supervision of young free open source developers to become entrepreneurs
3. Involvement of the civil society organizations and the media in the sensitization and training activities for users (The Government, Panos Institute and CATIA organized sensitizing/training seminars and workshops for these targets)

# ACTIONS TO BE CARRIED OUT

## BY

# THE PRIVATE SECTOR

### (ongoing in Senegal)

#### 4. Investment for growth : with the civil society organizations and the medias as key partners

- Sensitization on ICT opportunities, microenterprise / SME and targets needs assessment; leading women in microenterprise should be considered, ('Access to Markets' and 'Telecentres/cybercafes' projects run by DFI/USAID, in collaboration with Bokk Jang);
- Development of appropriate and with easily replicable ICT solutions using local resources and free open source software : e-learning, e-health, e-commerce, projects management and so on... ('E-learning', 'Customers Relationship Management system for a doctor's office' projects of DFI/USAID with Bokk Jang ; Bokk Jang project for creating an e-commerce portal to promote local products exports mainly targeting women)

# ACTIONS TO BE CARRIED OUT BY THE PRIVATE SECTOR (ongoing in Senegal)

## 4. Investment for growth : with the civil society organizations and the medias as key partners

- Training and implementation of developed solutions in well selected sites according to beneficiaries commitment (within the projects run by DFI/USAID with Bokk Jang : 'Union Generale des Teinturieres et Aides de Dakar (UGTAD) with 3,000 women' more than 100 trained in management, marketing, dyeing technique from Mali; 'Cyberlouma of Dakar/Sandaga' for the traders' training of +100 traders)
- Evaluation and replication of successful solutions with the involvement of the first beneficiaries (UGTAD projects replicated in 5 other areas and CyberLouma replicated in another market of Dakar suburb)



# CONCLUSION

1. A good policy for universal access to ICT with the involvement of the media and the civil society in the formulation as well in the implementation phases;
2. Assistance to the private sector for entrepreneurship development mainly for the most vulnerable groups (young people and women) and for rural areas ;
3. A synergy between all key actors such as government, Private Sector, Civil Society, Medias and Development Partners in order to implement a universal access policy

will lead for sure to economic and social developement for poverty alleviation.



# THANK YOU

- QUESTIONS ?

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