

Zainab Ayesha Zainudeen

Professional experience

Senior Researcher, [LIRNEasia](#) (Colombo)

Sep 2007 to date

Researcher & Assistant to the Executive Director, Jul 2004 – August 2007

Involved in research in information and communication technology (ICT) policy and regulation in the Asian Region. Research focus is on understanding ICT needs of as well as improving ICT access for the marginal user. Project manager for two consecutive multi-country studies of telecom use at the bottom of the pyramid (Teleuse@BOP [2006](#), [2005](#)); responsible for a budget of USD340,000. Currently co-editing a book based on the findings of the 2006 Teleuse@BOP study. Previously co-edited a book which draws from Asian experiences in expanding information and communication technology (ICT) access with Rohan Samarajiva (Ph.D.). Has also been involved in research into the [replicability of Grameen's micro-finance approach to extending rural connectivity in Bangladesh](#), as well as research into the [institutional requirements for an effective disaster warning system for Sri Lanka](#), in the aftermath of the Indian Ocean Tsunami of 2004.

Also assists the Executive Director in all activities, including compilation of news releases on research findings, expressions of interest, funding proposals (including budgeting), bi-annual technical reports to funding organizations, activity reports, and other key documents. Part of a team developing key performance indicators for the organization. Organized research meetings (15-20 researchers from around Asia), news conferences, and industry presentations. Also manages several organizational processes, including job application screening and interview processes.

Teaching Assistant to Dr. Harsha de Silva, [American National College](#), (Colombo; affiliated with Northwood University, USA)

Jun 2005 – Aug 2005 (Summer term)

Assisting in the teaching of a 400-level economics course (ECN400 International Trade and Finance) on a business-admin undergraduate degree program. Core responsibility included assisting students with research and guidance on coursework on trade liberalisation in the context of the India-Sri Lanka Comprehensive Partnership Agreement (ISLCEPA), looking at its impacts on the economy as a whole, and specifically on the telecom, tourism and health sectors. The assignment (contributing 30 percent of final grade) culminated in a final report and presentation to an audience that included policy makers that were members of the Joint Study Group on the ISLCEPA.

Young Professional, Public Interest Program Unit (Ministries of Economic Reform and Policy Development and Implementation) (Colombo)

Sep 2003 – Jun 2004

Assisted in the work related to the implementation of infrastructural reforms in Sri Lanka. Was responsible for the compilation of a comprehensive [two-year progress report](#) of the Unit's work since its inception; the report has since been used as a key tool in advocacy of competition in infrastructure. Also assisted in the research relating to and the preparation of policy briefs on: the liberalization of Sri Lanka's civil aviation infrastructure and introduction of promotion of private participation; the introduction of a Deregulation Bill for Sri Lanka; the regulation of international schools in Sri Lanka.

Research Assistant, ACS Hameed Peace Foundation Colombo

Nov 2002- Aug 2003

Member of a research team performing a study: 'Perceived Community Needs in a Post-Conflict Setting' in the North-East of Sri Lanka. Played key role in data analysis and report-writing; also worked on preliminary planning of a series of seminars on social research methodologies and organized staff training.

Research Assistant (Casual), [Marga Institute](#), Sri Lanka

Oct 2002-Jan 2003

Independently researched and compiled annotated bibliographies for a series of distance learning modules in economics, development and governance for public servants.

Part-time Archivist, British Library of Political & Economic Science (LSE), Archives Department (London)
Jan-Jul 2002

Intern, KPMG-Ford, Rhodes Thornton & Co, Chartered Accountants, Financial Advisory Services Department (Colombo)
Jul-Aug 2001

Part-time Events Steward, Conferences and Events Department, London School of Economics and Political Science (London)
Oct 2000-Mar 2002

Part-time nursery assistant, Charles Lamb Primary School (London)
Oct 1999-Mar 2000

Publications

Books

Samarajiva, R. and Zainudeen, A. (Eds.). (2008). *ICT infrastructure in Emerging Asia: Policy and Regulatory Roadblocks*. New Delhi & Ottawa: SAGE & IDRC

Book chapters

Zainudeen, A. (2008). What do users at Bottom of the Pyramid want? In R. Samarajiva and A. Zainudeen (Eds.), *ICT infrastructure in Emerging Asia: Policy and Regulatory Roadblocks*. New Delhi & Ottawa: SAGE & IDRC

Zainudeen, A. and Iqbal, T. (2008). Strategies on a shoestring. In R. Samarajiva and A. Zainudeen (Eds.), *ICT infrastructure in Emerging Asia: Policy and Regulatory Roadblocks*. New Delhi & Ottawa: SAGE & IDRC

Samarajiva, R., Hameed, M. and Zainudeen, A. (2008). I just called to say . . . Teleuse under a ceasefire. In R. Samarajiva and A. Zainudeen (Eds.), *ICT infrastructure in Emerging Asia: Policy and Regulatory Roadblocks*. New Delhi & Ottawa: SAGE & IDRC

de Silva, H. & Zainudeen, A. (2007). Teleuse on a shoestring: Poverty reduction through telecom access at the bottom of the pyramid. In *Does inequality matter? Exploring the links between poverty and inequality*, Edited by Prashan Thalayasingam & Kannan Arunasalam (135-167). Colombo: Centre for Poverty Analysis

Knight-John, M., Zainudeen, Z.A. & Khan, A.S (2007) An Investigation of the Replicability of a Microfinance Approach for Extending Telecom Access to Marginal Customers. In [W.H. Melody and A. Mahan \(Eds.\), *Diversifying Participation in Network Development: Case studies and research from WDR Research Cycle 3*](#) (73-87). Montevideo: LIRNE.NET

Research papers

Zainudeen, A., Samarajiva, R. & Abey Suriya, A. (2006) [Telecom Use on a Shoestring: Strategic Use of Telecom Services by the Financially Constrained in South Asia](#). WDR Dialogue Theme 3rd cycle Discussion Paper WDR0604, Version 2.0.

Zainudeen, A. (2006) [Telecom Use on a Shoestring: The case of Bangladesh](#). WDR Dialogue Theme 3rd cycle Discussion Paper WDR0601, Version 2.0.

Conference Papers

Zainudeen, A., de Silva, H. & Samarajiva, R. (forthcoming). 'Non-owner teleusers at the BOP: Removing the barriers to ownership'. Paper to be presented at 'PTC'08: Telecom with Vision'. Honolulu, 13-16 January 2008

Zainudeen, A., Sivapragasam, N. de Silva, H., Iqbal, T. & Ratnadiwakara, D. (2007) 'Teleuse at the bottom of the pyramid: Findings from a five country study'. Background paper prepared for '3rd Global Knowledge Conference', Kuala Lumpur, 11-13 December 2007

Zainudeen, A. & Iqbal, T. (2007). 'The gendered aspects of telecom access and use at the bottom of the pyramid in Emerging Asia'. Paper presented at 'CPRsouth2: Empowering rural communities through ICT policy and research', Chennai, 15-17 December 2007

Zainudeen, A. & de Silva, H. (2007). [Teleuse on a Shoestring: Beyond Universal Access](#). Presented at Communication Policy Research: South (CPRsouth), Research for Improving ICT governance in the Asia-Pacific, 19-21 January 2007, Manila Philippines

de Silva, H. & Zainudeen, A. (2006) [Teleuse on a Shoestring: Poverty reduction through telecom access at the Bottom of the Pyramid](#). Paper presented at Centre for Poverty Analysis (CEPA) 7th Annual Poverty Research Symposium, JAIC Hilton, Colombo. 6-7 December 2006

de Silva, H., Zainudeen, A. & Cader, S. (2006). Teleuse on a Shoestring: Current impacts of telecom at the Bottom of the Pyramid and the Next Billion Subscribers. Paper presented at 'Telecom 2006: ESOMAR World Research Conference Convergence Revolution'. Barcelona, 29 November – 1 December 2006

Trade Press

Phones at the bottom of the pyramid, [i4d Magazine](#), with Anu Samarajiva. Volume V issue 10, October 2007 (15-16). Available at: <http://i4donline.net/oct07/oct07.pdf>

e-Government as a part of Sri Lanka's overall development strategy, [egov Magazine](#) (India), with Rohan Samarajiva (senior author). Volume I issue 3, May-June 2005

Policy papers

Samarajiva, R., Knight-John, M., Anderson, P. and Zainudeen A. (2005) [National Early Warning System: Sri Lanka \(NEWS:SL\), A Participatory Concept Paper for the Design of an Effective All-Hazard Public Warning System](#), Version 2.1, 17 March.

Public Reports

[PIPU Progress Report May 2002-May 2004](#) (May 2004)

Professional activities

- Participated in 2004 WDR [World Dialog on Regulation] Asian Expert Forum, *Stimulating Investment in Network Development: Roles for Regulators*, Colombo, 17-19 Sept 2004
- Completed LIRNEasia & LIRNE.NET 10th Telecom Reform Course, *Catalyzing Change: Strategies to Achieve Connectivity & Convergence*, in association with School of Communication and Information, Nanyang Technological University (Singapore) & The Infocomm Development Authority (IDA), Singapore, Singapore, 25-30 September 2005

Made several research presentations at national and international research conferences and media events, including:

- [CPRsouth2: Empowering rural communities through ICT policy and research](#). 15-17 December 2007, Chennai, India. [Presentation available here](#).
- [3rd Global Knowledge Conference](#). 11-13 December 2007, Kuala Lumpur.
- Living the Information Society: The Impact of Information and Communication Technologies on People, Work and Communities in Asia. 23-24 April 2006 Makati City, Philippines
- Teleuse at the Bottom of the Pyramid Media Workshop. 28 February 2007, Singapore. [Presentation available here](#).
- [Communication Policy Research: South \(CPRsouth\)](#), Research for Improving ICT governance in the Asia-Pacific, 19-21 January 2007, Manila Philippines. [Presentation available here](#).
- Association for Progressive Communication (APC) Asia ICT Policy Consultation Meeting, 19-21 April 2006, Dhaka, Bangladesh.
- Usable Knowledge for Growing the Sector: ICT Policy & Regulation Research from LIRNEasia, 6 March 2006, New Delhi, India. [Presentation available here](#).
- Workshop on ICT Indicators for Benchmarking Performance in Network and Services Development, New Delhi, 1-3 March 2006
- Usable Knowledge for Growing the Sector: ICT Policy and Regulation Research from LIRNEasia, 19 December 2005, Colombo, Sri Lanka. [Presentation available here.](#)

- Pro-Poor, Pro-Market ICT Policy and Regulation forum at the WSIS, 17 November 2005, Kram Center, Tunis, Tunisia. [Presentations available here](#).
- LIRNEasia Networking Meeting, 2 October 2005, Jakarta, Indonesia
- 2005 World Dialogue on Regulation (WDR) Expert Forum, 30 September 2005, Singapore

Education

1999-2002	BSc (Honors) Economics London School of Economics and Political Science (LSE), University of London
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