Annexes:

Advancing evidence-based policymaking and regulation in the emerging Asia-Pacific to ensure greater participation in ICTs: Research, capacity-building, advocacy and dissemination by LIRNE*asia*

Proposal submitted to IDRC by LIRNE*asia*

Annex 1: Outcome map: 2006-2008 research program

LIRNE*asia*'s Project Outcome Map					
Project objective	**Expected results**	**Results LIRNEasia would like to see**	**Results LIRNEasia would love to see**	**Indicator**	**Accomplishments as of Feb 15, 2008**
Objective 1 to develop sustainable supply- and demand-side data collection procedures with the participation of national data collection authorities (principally national regulatory authorities in telecom) in South Asia; to apply them to three South Asian countries (India, Pakistan and Sri Lanka) and to three South East Asian countries (Indonesia, Philippines and Thailand) with the	Regulators have adopted Indicators Manual co-developed with LIRNEasia.	Formal endorsement of SATRC and working online indicators database populated by South Asian data collectors.	Changed policies in countries in Asian region lagging behind in certain areas because of benchmarking. Adoption of indicators Manual by ASEAN countries.	Adoption of Indicators Manual by seven South Asian countries.	Indicator manual was completed and published on-line at LIRNEasia site. Also disseminated among selected regulators. Distribution among others is planned in near future. Pakistan regulator in principle has agreed to be the administrative partner for a regional indicator initiative to convey a meeting for SAARC regulators for indicator database training. Indicators database is ready to go online. However, it would be too early to observe the outcomes LIRNEasia would like to and love to see.

and Thailand) with the potential to extend the procedures across all of emerging Asian	More accurate picture of ICT access, state of telecom sector and regulatory environment in 6 countries.	Regulators are aware of the research findings.	Regulators change policy based on the findings.	Six country reports.	Five country reports are done and available online. A comparison of Indonesia and India has been completed. These provide a clear picture of telecom regulatory and market environment in the six countries. The findings were also shared with the regulators on different occasions including the Pakistan Telecom Authority (PTA) workshop in Islamabad, July 15, 2007 and the 35th Telecom Policy Research Conference in Virginia, USA, September 30, 2007. Indonesia, a country that had scored low marks in TRE assessment, provided a serious response to findings. The ITU's World Information Society Report 2007 referred to TRE assessment, in Chapter 2 under bridging the digital divide.
	On Shoestring-A better understanding of how the financially constrained use ICTs, what the demand and how they use it for their benefit.	Policymakers and operators are aware of research findings.	Regulations are created to promote use by poor; operators created services tailored to poor.	Successfully completed surveys. Reports that will be written up based on the findings	Surveys completed. The results revealed BOP tele-usage patterns which had rarely been revealed by any study so far. One key observation was the mobile phone usage among BOP was more widespread than commonly believed, while the Internet usage was poorer.

					Four key thematic papers, one overview paper and one short documentary were generated. Results, papers and documentary have been disseminated widely to regulators, policymakers and operators. Positive responses received from a significant number of them.
			Workshop attended by 50 participants from NRAs will build capacity in the region.		The WDR Expert Forum was held in association with the Institute of South East Asian Studies (ISEAS) in Singapore from March 2-3, 2007. The Forum focused on ICT sector and regulatory performance indicators and discussed the issues that NRAs and NSOs face with regards to data collection and definitions.

Project objective	Expected results	Results LIRNEasia would like to see	Results LIRNEasia would love to see	Indicator	Accomplishments as of Feb 15, 2008
Objective 2 to examine the contribution that ICTs can make to improving the life conditions of small-scale farmers through the conduct of baseline studies and their assessment;	Improve demand for timely and accurate agricultural price information using ICTs, via a better understanding of the ability of ICTs to reduce information asymmetries in agricultural markets	Policy makers and private entities collaborate to scale up GGS.	Extending ICT-based agricultural price dissemination systems to other markets in the country	Completed case study on Sri Lanka's Dambulla wholesale market.	A good understanding how information related transaction costs can be reduced across multiple crops using ICTs was obtained through a sample survey. A case study based on the findings has been presented at the workshop 'Transaction Costs and Traceability: Potential of ICTs in the Agricultural Value Chain'. A private entity has principally agreed to operate GGS.
	Farmers participating in the last-mile traceability component become convinced of the potential economic benefits of linking up with an ICT based traceable supply chain.	Non-participating farmers and other stakeholders express interest and willingness to expand similar initiative.	Policy makers and private entities focus on implementing traceability programs. Expanding the traceability work in the region.	Completed Sri Lanka case study on traceability.	Implemented mobile and other ICT based solutions in gherkin supply chain but the results deviated. Farmers admitted the usefulness of mobile phones but did not see a major difference in performance as expected. Players later in the supply chain, on the other hand, saw the benefits of mobile phones more. The case study was done and has been presented at the Agriculture workshop in Sri Lanka.

	Develop a multi-country research program to extend objective 2.			Expert workshop.	A two day workshop on 'Transaction Costs and Traceability: Potential of ICTs in the Agricultural Value Chain' was conducted in Sri Lanka on 22 – 23 February 2008 with the active participation of local and international ICT/agricultural practitioners from public, private and NGO sectors.

Project objective	Expected results	Results LIRNEasia would like to see	Results LIRNEasia would love to see	Indicator	Outcomes
Objective 3 to develop an Asia-Pacific scholarly network on ICT policy and regulation supported by LIRNE*asia* as a viable virtual organization; with lessons being drawn for developing effective knowledge networks and virtual organizations;	Asia-Pacific based scholars brought together as a ICT policy and regulation scholarly network that has its own organizational structure	The scholarly network attracts the attention of ICT policy and regulation scholars throughout the South	The indicators of connectivity within the scholarly network improve significantly and members' institutions support network	Participation of at least 30 researchers from 15 countries, based on knowledge mapping	Two conferences, CPRsouth1 and 2 were conducted in Manila Philippines and Chennai, India for Asia Pacific based and focused ICT policy and regulatory research scholars to meet and disseminate their work. CPR*south*1 A Total of 46 applicants from 18 countries received. 19 applicants from 11 countries were selected. The applicants had been active after participating at CPR*south*1. 5 of the 19 participants produced academic related output (Journal articles, conference papers) while 4 produced academic and policy related output (op-ed pieces, policy related). 1 was involved in policy related activities. CPR*south*2 A total of 67 applicants from 23 countries received. 20 applicants from 11 countries were selected. 11 of the 19 participants of CPR*south*1 re-applied for CPR*south*2

					14 of the 46 applicants of CPR*south*1 re-applied for CPR*south*2 This scholarly network is now in place and its further expansion is planned during the next research cycle.

	Have substantial representation of young scholars (Asia-Pacific based or with Asia-Pacific interest) in the telecom reform interest group	Interest among young scholars exceeds resources available to support them	Universities commit resources to support LIRNEasia's programs for young scholars	Active participation of at least 10 young researchers	CPR*south*1A total of 104 young scholars from 32 countries applied. 18 applicants from 10 countries were selected. Activities of the young scholars post CPR*south* involve 6 producing academic related output and 2 producing policy related output. CPR*south*2 A total of 47 applicants from 16 countries. 16 applicants from 10 countries and 15 from India were selected 3 of the 18 participants (young scholars) of CPR*south*1 applied as presenters for CPR*south*2. 9 of the 104 young scholar applicants of CPR*south*1 applied for CPR*south*2
	Understand how ICTs can better enable research collaboration.	LA is a more effective virtual organization as a result.	Lessons learnt from LA as virtual organization used by other organizations	Report on virtual organizations.	LIRNEasia has successfully created a Virtual Organization platform for its researchers to engage in their work irrespective of the geographical location. As an organization which has only a skeleton ICT infrastructure at its office in Colombo (and a limited ICT budget) LIRNEasia heavily depend on Internet and communication infrastructure for

					information sharing, storing and retrieval and communication purposes. LIRNEasia web portal acts not only as an interactive window for all its stakeholders but also partially a virtual intranet for its own staff. Number of unique visitors to LIRNEasia has increased to 28,013 in the fourth quarter of 2007 from a 1,739 for the parallel period in 2004. Returning visitors have increased to 5,876 for the Q4 2007, from 770 Q4 2004. Number of total pages loads for Q4 2007 was 58,416. An average visitor has spent 2.28 minutes on the site indicating a large percentage of serious visitors. A draft report on virtual organization is done to be finalized by end March, 2008.

	Training course with broad participation offered	Training course gets a long-terms cosponsor, regular location and offering schedule	Multi-year institutional commitment to training course	Course with more than 1/3rd women and 1/4th stakeholders other than regulators and operators	The Executive Telecom Reform Course has been held in Singapore on Feb 25 – March 3 2007. Participants have been from regulatory agencies, telecom operators and other civil society organizations. Fourteen scholarships were offered for the curse for participants who could not finance their participation.

Project objective	**Expected results**	**Results LIRNEasia would like to see**	**Results LIRNEasia would love to see**	**Indicator**	**Accomplishments as of Feb 15, 2008**
Objective 4: to disseminate the output of all three activities in multiple ways to different audiences capable of influencing reform, including carefully targeted rapid-response interventions, including the development of an alternative model of influencing policy	LA's research disseminated to regulators and policymakers in six countries and they are aware of the research.	Awareness of LA's research by policymakers and regulators from a larger group of countries, evidenced by increased visits to website and inquiries.	Demonstrable effects on policy and regulatory changes from LIRNEasia research	Six reports Four journal articles based on research findings. Five newspaper articles. Three news conferences for disseminating research.	The dissemination plan has been slightly changed but the objectives of the cycle have been achieved. LIRNEasia work appeared in press, both electronic and print, and as news reports and articles. A complete list is provided in Annex 1. The academic journal articles were: Samarajiva, R. & Gamage, S. (2007). Bridging the Divide: Building Asia-Pacific Capacity for

					Effective Reforms. *The Information Society - An International Journal*, Volume 23 Issue 2, 109. Samarajiva, R. (2006). Preconditions for Effective Deployment of Wireless Technologies for Development in the Asia-Pacific. *Information Technologies and International Development* (ITID) - MIT Press, Winter 2006, Vol. 3, No. 2, Pages 57-71. Gunawarndene, N. (2006). Bridging the Long *'Last-Mile' in Sri Lanka, Media Development Journal,* UK, 17 November 2006.
	LA's research findings disseminated to civil society and academia	Civil society groups use findings from LIRNEasia research in their interventions	Demonstrable effects on policy and regulatory changes from LIRNEasia research	Citations of LA's research in websites, journals, articles. Blog comments and traffic generated.	The following are some of the citations. Donner, Jonathan. (2007). The Rules of Beeping: Exchanging Messages Via Intentional "Missed Calls" on Mobile Phones. *Journal of Computer-Mediated Communication* 13(1). http://www.blackwell-synergy.com/doi/pdf/10.1111/j.1083-6101.2007.00383.x?cookieSet=1 http://jonathandonner.com/papers-and-presentations Improving the Prospects for

					Sustainable ICT Projects in the Developing World, by Laura Hosman (University of California, Berkeley) and Elizabeth Fife (University of Southern California) - International Journal of Media and Cultural Politics , Volume: 4 | Issue: 1 , Page(s): 51-69 Citations on blogs: http://blogs.nmss.com/communications/2007/06/proof-that-cost.html http://blogs.nmss.com/communications/2007/10/social-impact-o.html
	Timely assistance rendered to countries in the region that require policy assistance.	Significant demand and contributions to rapid response visits by requesting entities	Demonstrable effects on policy and regulatory changes from LIRNEasia research	Three rapid response visits	Three rapid response visits were made during the period. Helani Galpaya – Bhutan Harsha de Silva – Nepal Rohan Samarajiva – India In addition, quick policy intervention steps were taken when the situation demanded. (E.g. Sri Lankan government decided to remove a flat tax component on all mobile users, after LIRNEasia pointed out that would have a negative impact on BOP mobile usage.

	Online research archival system for Asia-Pacific researchers established	Scholars from CPRsouth actively participate in archival system and attracts visitors	Archival system attracts interest from other scholars	Working archival system	An online archival system was build for CPRsouth research work. This website now consists of approx. 50 papers (currently populating the database with publications). The site also has a database of approx. 1,300 researchers. LIRNEasia is not complacent about the quality and the rate of access of this site. Plans are underway to give a facelift and an overhaul to the present site for improved participation by the end of the research cycle.

Note: This evaluation, presented only in summarized form, was done before the end of the research cycle based on the outcome mapping done it. Though most of the outputs have been achieved and the findings disseminated in appropriate cycles, it would be too early to observe all the policy outcomes. A more detailed evaluation report would be conducted at the end of the cycle.

Annex 2: Media Coverage: Teleuse at the Bottom of the Pyramid (2006-2008)

04/02/2008
Mobile phone companies doing a Nano
Business Standard (India)
Web
http://www.business-standard.com/common/news_article.php?leftnm=lmnu9&subLeft=2&autono=312466&tab=r

03/10/2007
Driving productivity at the bottom of the pyramid: How ICT can help
ITpr
Web
http://www.itpro.lk/?q=node/382

02/10/2007
Driving productivity at the bottom of the pyramid: How ICT can help
The Daily Mirror
Print
http://www.dailymirror.lk/2007/10/02/ft/05.asp

01/10/2007
Phones at the bottom of the pyramid: Telecom Accessibility Telecom Accessibility
i4d
Print
http://www.i4donline.net/articles/current-article.asp?articleid=1497&typ=Features

04/09/2007
Mobile manufacturers trying to capitalise on Rural India
Garowe Online
Web
http://www.garoweonline.com/artman2/publish/tech/Mobile_manufacturers_trying_to_capitalise_on_Rural_India.shtml

04/09/2007
Mobile manufacturers trying to capitalize on rural India
The Economic Times
Web
http://economictimes.indiatimes.com/Mobile_manufacturers_trying_to_capitalise_on_Rural_India/articleshow/2336602.cms

12/06/2007
Low-Income Telephone Users in Asia: Hello, can you connect us?
The Straits Times
Print
http://www.lirneasia.net/2007/06/straits-times-low-income-telephone-users-in-asia/

02/06/2007
India is less talkative than Pakistan, India
The Financial Express
Print
http://www.financialexpress.com/print.php?content_id=168199

01/06/2007
Bottom of pyramid mobile access: Mobile Opportunities
ICT4D
Web
http://i4donline.net/articles/current-article.asp?articleid=1266&typ=features

22/04/2007
Telecom: Next Billion
Business India – National Edition
Print
http://www.lirneasia.net/wp-content/uploads/2007/06/next-billion-business-india-april-07.pdf

09/04/2007
Business Briefs: Cell users
The Telegraph
Print
http://www.telegraphindia.com/1070409/asp/business/story_7623649.asp

09/04/2007
Mobile phone market poised for rapid growth in next two years
Ceylon Daily News
Print
http://www.dailynews.lk/2007/04/09/fin01.asp

08/04/2007
Indian telecom behind Pak, Lanka in many respects: Study
Zeenews.com
Print
http://www.zeenews.com/znnew/articles.asp?aid=364615&ssid=54&sid=BUS

02/04/2007
Call of the Village
The Hindu Business Line
Print
http://www.thehindubusinessline.com/ew/2007/04/02/stories/2007040200030100.htm

27/03/2007
78% of people living in rural India not heard about Internet: Study
Alootechie.com
Web
http://www.alootechie.com/News/2209.asp

27/03/2007
BOP Families to Trigger Mobile Penetration in Asia
CXOToday.com
Web
http://www.cxotoday.com/India/News/BOP_Families_To_Trigger_Mobile_Penetration_in_Asia/551-80050-913.html

26/03/2007
Only 9 per cent use their own mobile phones
India News Online
Print
http://news.indiamart.com/news-analysis/only-9-per-cent-use--15157.html

26/03/2007
Internet still an obscure term in India, says study
The Financial Express
Print
http://www.financialexpress.com/fe_full_story.php?content_id=159009

24/03/2007
In India, only 9% use their own mobile phone
The Financial Express
Print
http://www.financialexpress.com/fe_full_story.php?content_id=158816

23/03/2007
Telecom giants eyeing rural market
NDTVProfit.com
Print
http://www.ndtvprofit.com/homepage/storybusinessnew.asp?template=&whichstory=n&id=37204)

17/03/2007
Coverage of Teleuse at the Bottom of the Pyramid media workshop, 28 February 2007 (Thai)
Telecom Journal
Print
http://www.tj.co.th/telecomjournal/modules/news/article.php?storyid=565

04/03/2007
Missed Calls: free secret code for interactive communication.
Jang Group Online
Web
http://jang.com.pk/thenews/mar2007-weekly/cyber-04-03-2007/index.html

28/02/2007
Sri Lanka: cutting it
The Economist: Global Technology Forum
Web
http://globaltechforum.eiu.com/index.asp?layout=rich_story&doc_id=10213&title=Sri+Lanka:+Cutting+it&categoryid=30&channelid=4

28/02/2007
Sri Lanka: Cutting it: Mobile phone use is taking off in Sri Lanka – though not, perhaps, in ways that service operators might have hoped
Global Technology Forum, Global News Analysis
Print
http://ebusinessforum.com/index.asp?layout=rich_story&doc_id=10213&title=Sri+Lanka%3A+Cutting+it&channelid=4&categoryid=30

25/02/2007
Feature: `Ring cut' phone use a growing phenomenon.
Taipei Times
Print
http://www.taipeitimes.com/News/biz/archives/2007/02/25/2003350026

24/02/2007
SL mobile missed calls boost contact, cut telecoms revenue
New Age Business
Print
http://www.newagebd.com/2007/feb/25/busi.html

24/02/2007
Ring Cut: Sri Lanka mobile missed calls boost communication, cut telecoms revenue
AFP
Web
http://www.LankaBusinessOnline.com/fullstory.php?newsID=2135889537&no_view=1&SEARCH_TERM=5

24/02/2007
Ring Cut: Sri Lanka mobile missed calls boost communication, cut telecoms revenue (Japanese version)
AFP BB news
Print
http://www.afpbb.com/article/1365291

08/02/2007
Over half of low income group rely on others
Zeenews.com
Web
http://www.zeenews.com/znnew/articles.asp?aid=280017&ssid=204&sid=LIF

03/02/2007
Missed call virus bugs telecom firms
Rediff.com
Web
http://inhome.rediff.com/money/2007/feb/03call.htm

20/01/2007
RP's poorest spend $2 a month on mobile phones
Inquirer.net

Web
http://technology.inquirer.net/infotech/infotech/view_article.php?article_id=44458

18/01/2007
Sri Lanka shuts down phone and fighting
Zeenews.com
Web
http://www.zeenews.com/articles.asp?aid=348710&sid=SAS

23/10/2006
The way to go
The Hindu Business Line
Print
http://www.thehindubusinessline.com/ew/2006/10/23/stories/2006102300100200.htm

02/05/2006
Hello…how do the poor use their phones
Bollyfirst.com
Web
http://www.bollyfirst.com/india-news/11112004.htm

30/04/2006
Cell phones: Poor man's gadget
The Times of India
Print
http://timesofindia.indiatimes.com/articleshow/msid-1510698,curpg-1.cms

08/03/2006
Contrary to belief, women don't chinwag on phone
DNA: Daily News & Analysis
Web
http://www.dnaindia.com/report.asp?NewsID=1016968

01/03/2006
Over half of low income group rely on others
Zeenews.com
Web
http://www.zeenews.com/znnew/articles.asp?aid=280017&ssid=204&sid=LIF

Annex 3: Teleuse@BOP2 research methodology

1. Research Considerations: Definition of a "low income" person for country-wise comparisons

The study was conducted in 5 countries, namely Pakistan, India, Sri Lanka, Philippines and Thailand .The following factors have an impact on the research design and outputs and should be noted:

Since the study demands cross comparison of the five countries among the less fortunate strata of society, the target groups were defined as close as possible in a universal manner. Therefore Socio Economic Classification (SEC) was used instead of Income, for the reasons outlined below.

SEC: The Socio Economic Classification categorizes people based on the Education and Occupational status of the Chief Wage Earner of the household. The different brackets are SEC A, B, C, D and E.

Income: While income level appears relevant, the practicality of using it as an indicator is limited by its reliability and comparability across countries. To explain further, the problems generated by spatial and temporal cost of living adjustments make comparisons across countries and geographical areas difficult.

SEC classifications have an advantage over Income for the following reasons as was therefore used as the means of classifying respondents into two groups – Upper End and Lower End.

- **Bias:** Since the income level is a key criteria for the inclusion of the respondent in the study, his financial status will need to be determined at the start of the interview. This, we believe would have resulted in a biasing the respondent and would have also impacted on the findings per se
- **Asian culture:** Past studies have revealed that people especially Asians tend to overstate or understate their income. Furthermore, since this is amongst the lower income groups, the tendency would be to overstate more than understate their income. Thus this parameter while indicative is not conclusive or reflective of the respondents' status.

For purposes of this study, the upper end was defined as SEC A,B & C, while the lower end was SEC D&E. Focus was on the lower end (SEC DE) while a small upper end sample (SEC ABC) sample was covered for comparison purposes.

2. Target Group

The target respondent for the study consisted of both males and females aged 18 and above living in both urban and rural areas of these countries.

In addition, the respondent was defined as a teleuser defined as someone who had used any mode of telecommunication (own telephone, mobile, SMS service, payphone, neighbor's or friend's phone) during the past 3 months. Usage need not have been paid for.

Across all the countries, a gender proportion of 50:50 was applied.

3. Research Design

Both Qualitative and Quantitative research modules were undertaken simultaneously to understand perceptions and usage of telecom services. In addition, a diary was placed with between 45-50% of respondents wherein they were requested to fill in their teleuse details - no. of calls made or received, and to / from whom, type of call (personal or business), time of call, instrument used (own phone, payphone etc.) and SMS details. About 90% of diary panelists responded

3.1 Qualitative Module

Extended Focus Group Discussions were used. The EGD (Extended Group Discussion) is longer than an average focus group – 3 hours or so as opposed to one and a half to two hours. Respondents are not rushed an EGD. A group of this nature included on average about eight respondents. All groups were conducted in the local language(s) of each country.

3.2 Quantitative component

Face to face interviews were conducted with the target respondent using a structured questionnaire. Interviews were conducted at home. Both households and respondents were randomly selected as explained subsequently in this document. The study was designed in such a way that the less affluent segments were adequately represented in each country. This was achieved by adopting a sample design representing main geographic locations and demographic segments within each country.

3.3 Diary placement

Diary placements were used as recorded data is more credible than recalled data. However ability to record in a diary would automatically imply that the respondent has to be literate. Since the study was focused mainly among the "financially constrained", not all respondents would be literate. This is especially so in countries like India and Pakistan where the literacy rates are only around 80% or less.

Hence at the dairy was placed only among 50% of the sample, and among those agreeing to record their telecom details. Random checks were conducted by field personnel to ensure that recordings were being made. An incentive was provided for diary completion.

4. Sampling

A Multi-Stage Stratified Cluster Sampling by Probability Proportionate to Size (PPS) technique was used to select the target number of urban and rural centers.

4.1 Stages of Sampling

Following was the sequence of steps followed.

- Stratification of urban and rural centers within provinces
- Geographic ordering of centers in each cell (stratum in province)
- Selection of centers through PPS

4.2 Selection of centers through PPS

After determining the number of centers to be selected from each cell (strata in respective provinces), urban and rural areas were selected using PPS (Probability Proportionate to Size) technique using a constant population interval on geographically ordered centers within each cell.

For this purpose, the cumulative population of all geographically ordered centers was calculated within urban and rural areas of each province. To find out the sampling interval the total population of these centers was divided by the required number of cities to be sampled from that cell.

To select the first center, a random number was generated. The center where that random number fell was the first selected center. By adding the sampling interval to that random number, the next center was selected and so on.

4.3 Starting point, household and respondent selection

In each selected center, a common place such as a road, park, hospital etc. was the starting point for contacting households. Around each starting point, a maximum of ten interviews were conducted. The number of starting points were determined in accordance with the total number of interviews to be conducted in each center.

Around each selected starting point, households were selected using the 'Right Hand Rule' where every household falling to the right side of the street / footpath was contacted until a successful interview was conducted. A gap of

two households in urban and one in rural was kept before moving on to the next household. This rule negates interviewer bias in selection of a household. Only one respondent was selected from one household.

In households with more than one valid respondent, the KISH grid (random number chart) was used to randomly select the respondent.

4.4 Weighting of data

Within each country, data was weighted by Gender, Province Group /Zone and SEC group (ABC vs. DE) to correct over sampling or under sampling in certain areas and socio economic groups.

As a resulting of weighting by SEC it should be noted that in reporting the results, in some countries the SEC ABC weighted sample size becomes larger than the SEC DE weighted sample size since the former group forms a higher proportion of the country's population.

5. Sample Overview

An overview of the sample size and composition is given below. More detailed country-wise and SEC-wise breakdowns are given in section 6 for the Quantitative component.

5.1 Quantitative (n=8662 interviews)

Country	Population	Sample Size			Error margin at 95% CI
		Urban	Rural	Total	
Pakistan	166Mn	900	912	1812	3%
India	1,000 Mn	1645	2355	4000	1.5%
Sri Lanka	16Mn (excl. NE)	200	850	1050	3%
Philippines	87Mn	594	506	1100	3%
Thailand	65Mn	350	350	700	7%
Total sample size		8662			

5.2 Qualitative (n=30 EGDs)

Country	SEC DE only				Centers
	Teleusers		Non Teleusers		
	Males	Females	Males	Females	
Pakistan	2	2	1	1	Peshawar, Karachi, Lahore
India	2	2	1	1	Lucknow, Teravalure
Sri Lanka	2	2	1	1	Kurunegala, Moneragala
Philippines	2	2	1	1	Metro Manilla, Batangas
Thailand	2	2	1	1	Chiang Mai
Total sample size	30 EGDs				

Teleuser - Someone who has used any mode of telecommunication (telephone, SMS, mobile) during the past 3 months. Access need not be through own phone and it also need not be paid for.

Non-user - Someone who has not used any mode of telecommunication during last 3 months paid or unpaid, through own or others' phone.

6. Country-wise Quantitative sample composition

6.1 Pakistan

Province	Urban	Rural	Total
Punjab	430	456	886
Sindh	300	168	468
NWFP	100	168	268
Baluchistan	70	120	190

Total	900	912	1812

6.2 India

Region	State	Total Sample	Sample (SEC DE)				Sample (SEC ABC)
			Urban		Rural		
			Male	Female	Male	Female	
North	Uttar Pradesh	400	35	30	130	125	80
	Haryana	400	50	45	115	110	80
West	Rajasthan	400	40	40	120	120	80
	Gujarat	400	55	55	105	105	80
East	Bihar	400	15	15	145	145	80
	West Bengal	400	50	45	115	110	80
South	Tamil Nadu	400	75	70	90	85	80
	Karnataka	400	55	55	105	105	80
North East	Assam	400	25	25	135	135	80
	Arunanchal Pradesh	400	35	30	130	125	80
Total		4000	435	410	1190	1165	800

6.3 Sri Lanka

Province	Urban	Rural	Total
Western	85	200	285
Central	20	140	160
Southern	20	125	145
North Western	20	115	135
North Central	15	70	85
Uva	20	85	105
Sabaragamuwa	20	115	135
Total	200	850	1050

SEC Split	ABC	250
	DE	800
	Total	1050

6.4 Philippines

Areas covered: The study will cover Metro Manilla, Luzon, Visayas, Mindanao.

SEC	Total	Urban = 54%	Rural = 46%
ABC	100	54	46
DE	1000	540	460
TOTAL	1100	594	506

6.5 Thailand

For the upcountry area, the study was conducted in four regions namely North, Northeast, Central and South. Two key provinces were selected to represent the regions

SEC	Upcountry Urban	Upcountry Rural	Total
Upper (AB)	50	50	100
Middle (C)	50	50	100
Low (DE)	250	250	500
Total	350	350	700

Annex 4: Teleuse@BOP3 questionnaire

PROJECT ALEXANDER: Quantitative study
FINAL QUESTIONNAIRE

Study ID	ALEXA-001	(101-108)	Resp. No.		(109-112)
Interviewer No.		(116-119)	Interview Length		(120-123)
No. Of Queries		(124-125)	Reference No.		(126-129)

PROJECT ALEXANDER

"Good morning/ afternoon/ evening! I am..... from ACNielsen Lanka (Pvt) Ltd, d we are undertaking a survey on radio and TV in Sri Lanka to get feedback from audiences. Could I spend 10 minutes with you to ask you a few questions"

Administration of the SEC grid to establish whether the House Hold belongs to SEC A/B/C (Upper and Middle Class) or SEC D/E (financially constrained segment of the society) in order to maintain the specified quotas of the sample.

If retired, ask for previous occupation.
(Circle in all places)

Occupation and education level of the **chief wage earner** (CWE)?

Occupation	**Educational Level**				
	Illiterate	Up to grade 5	Grade 6-9	O/L and A/L	Graduates/ Professional
1. Farming/agriculture	E2	E2	E1	D	-
2a. Administration/ Managerial – senior	-	B1	B1	A2	A1
2b. Administration/ Managerial – junior	-	B1	B1	A2	A1
3. Labourer / trained	E2	E1	D	C	-
4. Labourer/ untrained	E2	E2	E1	D	-
5. Clerk	D	D	C	B2	B1
6. Trade	E2	E1	D	C	B2
7. Industrial/ trained	E2	E1	D	C	B2
8. Industrial/ untrained	E2	E2	E2	D	-
9. Professional	-	-	-	-	A1
10. Services	E2	E1	D	C	B2
11. Self employed (zero employees)	E1	D	C	B2	B1
12. Business Self employee – Under him/her (1-9) employees	C	B2	B1	A2	A1
13. Business Self employee – over 9	B2	B1	A2	A1	A1
14. Other (specify) ----------					

Administration of Kish Grid in order to select a respondent randomly for the interview if there is more than one eligible respondent in the house hold.

In descending order, can I know the birthdays of all males / females who are permanent residents in your household?

Please obtain the following details of all males / females in the descending order who are permanent residents of the household staying in the home at the time of the interview, and aged between 18-60 years. Then using the Kish grid select the required person for the interview.

Name	Age	Position (Descending order of age)

No of Males/Females between 18-60 yrs	The last digit of the questionnaire number									
	0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
1	1	1	1	1	1	1	1	1	1	1
2	1	2	1	2	1	2	1	2	1	2
3	3	1	2	3	1	2	3	1	2	3
4	1	2	3	4	1	2	3	4	1	2
5	4	5	1	2	3	4	5	1	2	3
6	2	3	4	5	6	1	2	3	4	5
7	1	2	3	4	5	6	7	1	2	3
8	6	5	6	1	2	3	4	5	6	7
9	5	6	7	8	9	1	2	3	4	5
10	1	2	3	4	5	6	7	8	9	10

Q1a **[PLEASE NOTE THAT Q1a AND Q1c FOR CAMOUFLAGING]**

Have you visited a super market outlet within the past three months?

Q1b Have you used any mode of telecommunication (Fixed Line Telephone or Mobile) during the past 3 months to make or receive a telephone call? Access need not be through own phone but can be through a neighbour, friend, communication booth or any other. It also need not be paid for.

(If the answer is "No", record it in the contact sheet given and also record the reason which explains why the respondent hasn't received or made a call during the past three months)

Q1c Have you read a magazine or a news paper during the past three months? It could be a news paper or a magazine that you may have read any where. It is irrelevant whether you bought it or someone else bought it.

	Q1a	Q1b	Q1c
	Super Market Outlet	Made/Received a call	Read a magazine or a news paper
	(130)	(131)	(132)
Yes	1	1	1
No	2	2	2

Q2a **SHOW CARD**

There are various ways of getting information, such as getting to know from mass media (For eg.TV, radio or the newspapers), someone calls and tells you by phone, people you meet talk about it etc.

When there are any urgent issues that affect not just you but a large group of people (the whole country / whole region), in which of these ways do you usually get to know about them? Or if you get to know through some other means please tell me that as well. It could be more than just one way. **(MA)**

Q2b Which is the main way you get to know about these issues? **(SA)**

Q2a	Q2b

	Usually	Mainly
	(133)	(134)
Mass media	1	1
Phone	2	2
People talking about it	3	3
Other (specify)	4	4
Other (specify)	5	5

Q3a I would like to ask you some questions on how some of your family expenses are met.

First please tell me the names and ages of all your family members belonging to this household, including children. If you have any of your household family members working overseas and sending money to your household, please tell me their details as well.

Q3b

	Q3a										Q3b				
	1	2	3	4	5	6	7	8	9	10	Overseas 1	Overseas 2	Overseas 3	Overseas 4	Overseas 5
	(135)										(139)				
(R1) Name	01	02	03	04	05	06	07	08	09	10	1	2	3	4	5
	(136)										(140)				
(R2) Gender	01	02	03	04	05	06	07	08	09	10	1	2	3	4	5
	(137)										(141)				
(R3) Age	01	02	03	04	05	06	07	08	09	10	1	2	3	4	5
	(138)										(142)				
(R4) Circle the respondent	01	02	03	04	05	06	07	08	09	10	1	2	3	4	5

Q4a I will now read out some types of common expenses that people have. For each type of expense I read out, please tell me who usually decides on the amount of money to be budgeted or spent. If decisions are taken jointly please tell me who the main decision maker is on the amount that is budgeted or spent for this expense.

If you don't have or own any of the items I read out, please tell me that as well

Q4b

	Q4a										Q4b				
	1	2	3	4	5	6	7	8	9	10	Overseas 1	Overseas 2	Overseas 3	Overseas 4	Overseas 5
	(143)										(148)				
(R1) Food	01	02	03	04	05	06	07	08	09	10	1	2	3	4	5
	(144)										(149)				
(R2) Electricity	01	02	03	04	05	06	07	08	09	10	1	2	3	4	5
	(145)										(150)				
(R3) Home fixed phone	01	02	03	04	05	06	07	08	09	10	1	2	3	4	5
	(146)										(151)				
(R4) 1st Mobile phone	01	02	03	04	05	06	07	08	09	10	1	2	3	4	5
	(147)										(152)				

(R5) 2nd Mobile phone	01	02	03	04	05	06	07	08	09	10	1	2	3	4	5

Q5a **SHOW CARD**
PLEASE ASK ALL
Could you please tell me out of the various modes that are given below, what are the modes that you have used either to make or receive a call during the past three months?

Q5b From the modes that you mentioned in Q5a, could you please tell me whether it is a fixed line or mobile phone?

	Q5a	Q5b	
	Mode used	Fixed	Mobile
	(153-154)	(155)	
(R1) I used my own mobile	01	1	2
		(156)	
(R2) I used the fixed line phone which is in my house hold.....	02	1	2
		(157)	
(R3) Public pay phone booth.....	03	1	2
		(158)	
(R4) Telecommunication centers.....	04	1	2
		(159)	
(R5) Nena Sela	05	1	2
		(160)	
(R6) Government Post office.....	06	1	2
		(161)	
(R7) Agency Post office / Private Post office	07	1	2
		(162)	
(R8) One of my relatives / friends phone	08	1	2
		(163)	
(R9) One of my neighbours phone	09	1	2
		(164)	
(R10) My work place / Office phone.....	10	1	2
		(165)	
(R11) A mobile of another household member	11	1	2

Q6 **SHOW CARD**
PLEASE ASK ALL
Out of the modes that you have specified in **Q5a** what is the most frequently used method to make or receive calls in the past three months? **(SA)**

	Code (166)	Route
I used my own mobile.....	01	
I used the fixed line phone which is in my house hold	02	
Public pay phone booth.....	03	
Telecommunication centers	04	

Nena Sela	05	
Government Post office	06	
Agency Post office / Private Post office	07	
One of my relatives / friends phone	08	
One of my neighbours phone	09	
My work place / Office phone	10	
A mobile of another household member	11	

Q7 **PLEASE ASK ALL**

You said that..... **(Read out the response in Q6)** is the most frequently used method that you used to make / receive calls in the past three months. Can you please tell me the main reason for that?

	Code (168)	Route
Lower cost	1	
Accessibility at any time	2	
Accessibility in any location	3	
Privacy	4	
Lack of other options	5	
Others	6	
Others	7	
Others	8	

Q8 **PLEASE ASK ALL**

Can you please tell me on an average, how much do you expect a 1 minute call to cost you if you are calling someone who lives in close proximity (same district) from where you make the call?

(Country specific codes need to be entered)

	Code (169)	Route
Less than 1 cent	01	
Between 2c - 5c	02	
Between 6c - 10c	03	
Between 11c - 15c	04	
Between 16c - 20c	05	
Between 21c - 25c	06	
Between 26c - 30c	07	
Between 31c - 35c	08	
Between 36c - 40c	09	
Between 41c - 45c	10	
Between 46c - 50c	11	
More than 50c	12	

Q9 **PLEASE ASK ALL**

Code	Route

Can you please tell me on an average, how much do you expect a 1 minute call to cost you if you are calling someone who lives far away (It could be a different district but not abroad) from where you make the call? **(Country specific codes need to be entered)**	(171)	
Less than 1 cent	01	
Between 2c - 5c	02	
Between 6c - 10c	03	
Between 11c - 15c	04	
Between 16c - 20c	05	
Between 26c - 30c	06	
Between 31c - 35c	07	
Between 36c - 40c	08	
Between 41c - 45c	09	
Between 46c - 50c	10	
More than 50c	11	

Q10	**PLEASE ASK ALL** What are the alternative means of communication you use other than telephone calls?	Code (173)	Route
	Send telegrams	1	
	Send letters	2	
	I get a friend or a relative to deliver the message	3	
	I personally go and convey the message	4	
	E mail	5	
	SMS	6	
	Other	7	

Q11	**FOR THOSE WHO CODED 3-11 IN Q5a GO TO Q47a** **Only from those who said *"I used my own mobile"* in question (5a)** Can you please tell me who is the mobile telecommunication service provider that you are using at present? **(Service providers of each country needs to be incorporated)**	Code (174)	Route
	Dialog Telekom	01	
	Celltel	02	
	Mobitel	03	
	Hutch	04	
	Other	05	
	AIS	06	
	True Move	07	
	DTAC	08	

Hutch	09	
Other	10	
Mobilink	11	
UFone	12	
Paktel	13	
Telenor	14	
Warid Tel	15	
PLDT	16	
BAYANTEL	17	
GLOBE	18	
PT&T	19	
SMART	20	
DIGITEL	21	
PILTEL	22	

Q12 **Only from those who said *"I used the fixed line phone which is in my household"* in question (5a)**
Can you please tell me who is the service provider that you are using for the fixed line phone at your household at present?

(Service providers of each country needs to be incorporated)

	Code (177)	Route
Sri Lanka Telecom	01	
Suntel	02	
Lanka Bell	03	
TOT	04	
Telecom Asia (Bangkok Only)	05	
TT&T (Outside Bangkok)	06	
PTCL	07	
EXTELCOM	08	
GLOBE	09	
MOBILINE-PILTEL	10	
SMART	11	

Q13a **Only from those who said "I used my own mobile" in question (5a)**
What is the main reason for you to select..... **(Read out the response in Q11)** as the main service provider for your mobile phone?

Q13b **Only from those who said "I used the fixed line phone which is in my household" in question (5a)**
What is the main reason for you to select..... **(Read out the response in Q12)** as the service provider for your fixed line?

Q13a	Q13b
Mobile Service Provider	Fixed Line Service Provider

	(179)	(216)
I was interested in a particular package	01	01
Cheap outgoing rates in general	02	02
Cheap incoming rates in general	03	03
Wider coverage	04	04
Range of services offered	05	05
Low connection charges	06	06
Better voice clarity	07	07
Better customer service	08	08
Reputation of the company	09	09
No other available options	10	10
Ability to get the connection fast and convenient	11	11
Other	12	12
Other	13	13
Other	14	14

Q14a **Only from those who said "I used my own mobile" in question (5a)**
For how long have you owned either this or any other mobile connection?

Q14b **Only from those who said "I used the fixed line phone which is in my household" in question (5a)**
For how long have you owned either this or any other fixed line connection?

	Q14a Mobile Connection	Q14b Fixed Line Connection
	(218)	(219)
Less than 6 months	1	1
About a year	2	2
About 2 years	3	3
About 3 years	4	4
About 4 years	5	5
About 5 years	6	6
More than 5 years	7	7

Q15 **SHOW CARD**
Only from those who said "I used my own mobile" in question (5a)

Did you have to provide any of the following documents in order to get your mobile connection?

	Code (220)	Route
I showed my proof of identity (ID card/ Passport)	1	
I showed my proof of billing address (Bills/Bank statements, etc)	2	
Deposits	3	

	No, I did not show any proof of document	4	

Q16	**Only from those who said "I used my own mobile" in question (5a)** Is your mobile phone usually also used by other family members?	Code (221)	Route
	Yes, it is used by other family members	1	Q17
	Not Used	2	Q18

Q17	**Only from those who said "I used my own mobile" in question (5a) and responded "Yes" in Q16** For what purpose or occasion is your mobile phone used by other family members.	Code (222)	Route
	For special occasions / Emergencies	1	
	For normal conversations with friends	2	
	For normal conversations with relatives	3	
	To keep in touch with business contacts	4	
	Other	5	
	Other	6	
	Other	7	

Q18	**SHOW CARD** **Only from those who said "I used my own mobile" in question (5a)** If another Mobile Service Provider comes with a low rate package, how likely are you to switch to another operator/ package in the future?	Code (223)	Route
	I would definitely not switch to it	1	Q19
	I might not switch to it	2	Q19
	Cannot be certain	3	Q20
	I might switch to it	4	Q20
	I would definitely switch to it	5	Q20

Q19	**Ask those who said I would definitely not switch / I might not switch** Could you please tell me why you wouldn't change the MSP/ Package?	Code (224)	Route
	Hassle of getting a new connection	1	
	It is important that I keep the number I use at present	2	
	I am happy with the service provided by my current MSP	3	
	Other	4	

Q20	**Only from those who said "I used my own mobile" in question (5a)** What is the type of connection you use for your mobile phone? Is it Pre Paid or Post Paid? If you have more than one connection please consider the connection that you use	Code (225)	Route
	Pre Paid - A top up card is purchased or a payment made in advance	1	Q21

	Code	Route
Post Paid - Receive a monthly bill for the calls made or received	2	Q26

Q21 **Ask Only from those who said "I used my own mobile" in question (5a) and responded (Prepaid) in Q20**

How often do you recharge or buy a fixed amount charge card for your mobile connection?

	Code (226)	Route
Twice a week or more	01	
Once a week	02	
Once in two weeks	03	
Once a month	04	
Once in two (2) months	05	
Once in three (3) months	06	
Once in four (4) months	07	
Once in five (5) months	08	
Once in six (6) months	09	
Less frequently	10	

Q22 **Only from those who said "I used my own mobile" in question (5a) and responded (Prepaid) in Q20**
How long does it take for you to travel to the location where you can recharge or buy a fixed amount charge card for your Pre Paid mobile connection

	Code (227)	Route
About 2 minutes	1	
About 5 minutes	2	
About 10 minutes	3	
About 15 minutes	4	
About 30 minutes	5	
About 60 minutes	6	
More than an hour	7	

Q23 **Only from those who said "I used my own mobile" in question (5a) and responded (Prepaid) in Q20**
What was the amount of your last prepaid card or the electronic recharge?

(R1) Amount ..... | | | | | (228-231)

Q24 **[Interviewer to record verbatim]**
Only from those who said "I used my own mobile" in question (5a) and responded (Prepaid) in Q20
Can you please tell me for how long did you use that top up card or the electronic recharge? If it is not yet over, can please tell me for how long it will probably last considering your current balance?
INT TO RECORD THE DURATION IN TERMS OF DAYS
CALCULATE THE MONTHLY EXPENDITURE BASED ON THAT AND RECORD IT BELOW

(R1) Actual or Expected Duration of usage ..... | | | | | (232-235)

(R2) Monthly expenditure - (To be recorded by the interviewer based on the answers to Q23 and Q24)..... | | | | | (236-239)

Q25	**Only from those who said *"Pre Paid"* in Question (20)** Can you please tell me the main reason as to why you selected a pre paid rather than a post paid connection?	Code (240)	Route
	Per minute rates are lower	01	Q27
	No monthly rental charge	02	Q27
	No billing procedures	03	Q27
	Can control expenditures	04	Q27
	No need to prove the billing address or the identity	05	Q27
	More services available	06	Q27
	Low connection charges	07	Q27
	Other	08	Q27
	Other	09	Q27
	Other	10	Q27

Q26	**Only from those who said "Post Paid" in Question (20)** Can you please tell me the main reason as to why you selected a post paid rather than a pre paid connection?	Code (241)	Route
	Per minute rates are lower	1	
	Don't have to keep recharging the account	2	
	More services available (e.g. CLI, Voice mail)	3	
	So that I have billing records	4	
	Other	5	
	Other	6	
	Other	7	

Q27	**SHOW CARD** **Only from those who said "I used my own mobile" in question (5a)**	Code (242)	Route
	How frequently do you send / receive SMS?		
	Daily	1	Q29
	One in two to three days	2	Q29
	Once a Week	3	Q29
	Once in two to three weeks	4	Q29
	Once a month	5	Q29
	Less than once a month	6	Q29
	I have never used the SMS facility	7	Q28

Q28	**Ask only from those who said "I used my own mobile" in question (5a) and ask only from those who responded "I have never used the SMS facility" in Q27**	Code (243)	Route
	Why haven't you used the SMS facility		

I don't know how to use it	1	Q30
My mobile doesn't allow me to use SMS	2	Q30
SMS's can only be sent in English	3	Q30
None of my contacts use it	4	Q30
Other	5	Q30
Other	6	Q30
Other	7	Q30

Q29 **Only from those who responded 1 - 6 in Q27**
When you SMS, do you write the SMS on your own or does someone else write it for you?

	Code (244)	Route
I write my own SMS	1	Q30
Someone else writes the SMS for me	2	Q30

Q30 **Only from those who said "I used my own mobile" in question (5a)**
Could you please tell me how many SIM cards / connections you have for your own usage?

	Code (245)	Route
1	1	
2	2	
3	3	
4	4	
5 or more	5	

Q31 **SHOW CARD**
Only from those who said "I used my own mobile" in question (5a)
You said you have your own mobile. Could you please tell me which of the following statements best describes your connection?

	Code (246)	Route
It is totally incoming free	1	
It is incoming free during off peak hours	2	
It is incoming free from certain MSP's	3	
It is incoming free for a certain call duration	4	
I have to pay for every incoming second	5	

Q32 **Only from those who said "I used my own mobile" in question (5a)**
Could you please tell me whether your mobile is brand new or second hand?

	Code (247)	Route
Brand New	1	
Second Hand	2	

Q33 **Only from those who said "I used my own mobile" in question (5a)**
You said your phone is brand new/ Second hand **(Read out the response from Q32)**. Could you please tell me how much you paid for it?

(R1) Brand New..... | | | | | | | | (248-254)

(R2) Second Hand ..... | | | | | | | | (255-261)

Q34	**SHOW CARD** **Only from those who said "I used my own mobile" or "Used a house hold fixed phone" in Q5a** Given below is a list of short cuts that some people use to minimize their call charges. Can you please tell me, which are the ones that you usually use.	Code (262)	Route
	Use of missed calls / Beeping	01	
	Use the phone as an incoming device only	02	
	Make calls when the rates are lower (night-time / weekends)	03	
	Make calls to mobiles only from mobiles	04	
	Makes calls to fixed phones only from fixed phones	05	
	Use one kind of connection to make calls and a different one to receive calls	06	
	Sale of Talk time	07	
	Use of load sharing / Transferring talk time	08	
	Use of SMS	09	
	I don't use any of the above	10	
	Other	11	
	Other	12	
	Other	13	

Q35a **Only from those who said *"I used my own mobile"* or "Used a house hold fixed phone" in Q5a**
Can you please tell me, on an average, how much do you spend to make or receive calls during a month?

Q35b **(Try to get a bill of a recent month from post paid or fixed phone user for verification purposes)**

	Q35a	Q35b	
		Verified	Not verified
	(264-269)	(317)	
(R1) Pre Paid Connection	_ _ _ _ _ _	1	2
	(270-275)	(318)	
(R2) Post Paid Mobile Connection	_ _ _ _ _ _	1	2
	(276-316)	(319)	
(R3) House Hold fixed phone	_ _ _ _ _ _	1	2

Q36	**Only from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)** What is the primary reason that you decided to obtain your own phone rather than use public phones or other peoples phones	Code (320)	Route
	For convenience of having my own phone - Accessible at any time	1	
	It is cheaper	2	
	I don't like to ask for calls from other people	3	
	Privacy	4	

Other	5	
Other	6	
Other	7	

Q37 **SHOW CARD**
Only from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)
To what extent has the direct access to a phone worsened or improved the following aspects of life? Please rate the extent in relation to the 1-5 scale where 1 means the access to the phone worsened and 5 means access to the phone Improved.

	Worsened	Slightly worsened	No change	Somewhat Improved	Improved
	(321)				
(R1) Your ability to earn more using the phone or to save a certain expenditure that you have incurred without the phone	1	2	3	4	5
	(322)				
(R2) Ability to act in an emergency	1	2	3	4	5
	(323)				
(R3) Efficiency of my work (Job)	1	2	3	4	5
	(324)				
(R4) Efficiency of my day to day work	1	2	3	4	5
	(325)				
(R5) Family and Social relations	1	2	3	4	5
	(326)				
(R6) My social status/ recognition	1	2	3	4	5

Q38a **Only from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)**
Mark fixed lines and mobile lines separately
Could you please tell me how many numbers of phones are there in your household?

Q38b Now could you please tell me how many phones are accessible to you?

	Q38a	Q38b
	Household	Accessable No. of Phones
	(327-328)	(331-332)
(R1) Fixed	_ _	_ _
	(329-330)	(333-334)
(R2) Mobile	_ _	_ _

Q39a **SHOW CARD**
Only from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)
Do other people outside your family use your phone?

Q39a	
Mobile	Fixed line phone

	(335)	(336)
(R1) They never use it	1	1
(R2) Only few times in a year	2	2
(R3) Once a month	3	3
(R4) Once a week	4	4
(R5) Two - Three times per week	5	5
(R6) Daily	6	6

Q40a **Only from those who responded (2), (3), (4), (5),(6) in Q (39a) for both Mobile and Fixed line phones**
Do you charge for the calls that other people make from your phone. Read out the responses.

	Q40a	
	Mobile	Fixed line phone
	(337)	(338)
(R1) Normally I charge	1	1
(R2) Normally I charge, but I don't charge my close relatives or friends	2	2
(R3) Normally I don't charge, but I have charged a few times	3	3
(R4) No, I never Charge	4	4

Q41 **SHOW CARD**
Only from those who Responded (1), (2) or (3) in Q 40

You said you have charged from other people for using your phone. Can you please tell me which statement best describes the amount you charge.

	Code (339)	Route
Below the cost that I actually incur	1	
An approximate cost	2	
Enough to make a small profit	3	

Q42 **SHOW CARD**
Only from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)

Suppose the cost of using your phone came down by half, which one of these statements best describes how you would change your phone usage?

	Code (340)	Route
I would not change my phone usage	1	

I would increase my phone usage by some amount, but not double my usage	2	
I would double my phone usage	3	
I would more than double my phone usage	4	

Q43 **SHOW CARD**
Only from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)

Suppose the cost of using your phone doubled, which one of these statements best describes how you would change your phone usage?

	Code (341)	Route
I would not change my phone usage	1	
I would reduce my phone usage by some amount, but not by half	2	
I would reduce my phone usage by half	3	
I would reduce my phone usage by more than half	4	

Q44 **Only from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)**
Could you please tell me whether your fixed line or mobile phone contributes to your income or help save costs?

	Code (342)	Route
Yes	1	Q45
No	2	Q47

Q45 **Ask from those who responded yes in Q44**
How does it contribute to your income or help save your cost?

_____

_____

☐☐☐	☐☐☐	☐☐☐	☐☐☐
☐☐☐	☐☐☐	☐☐☐	☐☐☐ (343-346)

Q46 **SHOW CARD**
Only from those who said "I used the fixed line phone which is in my household" in question (5a)
You said that you use the phone which is in your household to make or receive the calls. By looking at the below statements, can you please tell me which suits you the best?

	Code (347)	Route
I can use the phone any time to make or receive calls	1	
I can use the phone any time for receiving calls	2	
There are restrictions for making and receiving calls	3	

Q47a **PLEASE ASK ALL**

You said you use..... **(Read out the Responses in Q5a)** as the modes you use to send or receive calls during the past three months. Could you please tell me whether those modes that you used to send or receive calls were free of charge?

(Pictures to be shown along side of the scale - Smiley faces)

Q47b **Ask only if the answer is not free of charge in Q47a**
SHOW CARD
You said the modes you use to make or receive calls were not free of charge. Could you please rate the cost of using each of the below mentioned modes on a scale of 1-5 where 1 means very cheap and 5 means very expensive.

	Q47a	Q47b				
	Free of charge	Very Cheap	Somewhat cheap	Affordable	Somewhat expensive	Very Expensive
	(348-349)	(350)				
(R1) I used my own mobile	01	1	2	3	4	5
		(351)				
(R2) I used the fixed line phone which is in my house hold	02	1	2	3	4	5
		(352)				
(R3) Public pay phone booth	03	1	2	3	4	5
		(353)				
(R4) Telecommunication centers	04	1	2	3	4	5
		(354)				
(R5) Nena Sela	05	1	2	3	4	5
		(355)				
(R6) Government Post office	06	1	2	3	4	5
		(356)				
(R7) Agency Post office / Private Post office	07	1	2	3	4	5
		(357)				
(R8) One of my relatives / friends phone	08	1	2	3	4	5
		(358)				
(R9) One of my neighbours phone	09	1	2	3	4	5
		(359)				
(R10) My work place / Office phone	10	1	2	3	4	5
		(360)				
(R11) A mobile of another household member	11	1	2	3	4	5

Q48 **PLEASE ASK ALL**
Out of the following statements which one best describes your internet usage?

	Code (361)	Route
Daily	1	Q49
2-3 times per week	2	Q49
Once a week	3	Q49
Once in two weeks	4	Q49
Once a month	5	Q49
Less than once a month	6	Q49
I don't access the internet	7	Q52
I haven't heard about the internet before	8	Q52

Q49	**Ask those who use responded 1 - 6 in Q48** You said you access the internet, can you tell me where do you access it from?	Code (362)	Route
	At home	1	
	I go to an internet cafe (Cyber cafe)	2	
	I access it at my relatives/ friend's place	3	
	I access it at my office/workplace	4	
	I access it at my neighbours place	5	
	Other	6	

Q50	**SHOW CARD** **Ask those who use responded 1 - 6 in Q48** How do you use the internet for communication purposes?	Code (363)	Route
	E mail	1	
	Chatting	2	
	Internet calling (VOIP)	3	

Q51	**Ask those who use responded 1 - 6 in Q48** Now I'll be reading some statements of certain information people surf in the web. If you surf the web to gather information, what information do you surf for?	Code (364)	Route
	To practice my English	01	
	For my school work	02	
	For my own/family business	03	
	To improve my general knowledge	04	
	Information	05	
	To learn specific skills	06	
	For my job	07	
	To make friends	08	
	Entertainment	09	
	To meet/reunite with family abroad	10	
	Personal relationships	11	
	To get health information	12	
	Information on romance	13	
	To get government information	14	
	I do not surf the net	15	
	Other	16	

Q52	**FOR THOSE WHO CODED ONLY 1 OR 2 IN Q5a GO TO Q66** **Do not ask from those who said "I used my own mobile" or "I used the fixed line phone which is in**	Code (366)	Route

	my household" in question (5a) What is the main reason for you to not have a phone of your own?		
	It is too expensive for me to afford	1	
	None of my contacts have a phone	2	
	Don't need to use the phone because my contacts live locally	3	
	I don't see a need to have my own phone	4	
	Unavailability of hand sets (the device which is used to make or receive calls) in the area I live	5	
	Other	6	
	Other	7	
	Other	8	

		Code (367)	Route
Q53	**Do not ask from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)** If you were to buy a new phone, how much would you expect it to cost you? This is inclusive of the hand set and the connection. **(Country specific costs need to be included. Start from approximately 50% less than the cheapest and go up to the most expensive range)**		
	Less than $10	01	
	Between $11 - 25	02	
	Between $ 26 - 45	03	
	Between $ 46 - 85	04	
	Between $ 86 - 115	05	
	Between $ 116 - 145	06	
	Between $ 146 - 175	07	
	Between $ 176 - 205	08	
	Between $ 206 - 235	09	
	Between $ 236 - 265	10	
	Between $ 266 - 295	11	
	Between $ 296 - 325	12	
	Between $ 326 - 355	13	
	Between $ 356 - 385	14	
	Between $ 386 - 415	15	
	Between $ 416 - 445	16	
	Between $ 446 - 475	17	
	Between $ 476 - 505	18	
	Between $ 506 - 535	19	
	Between $ 536 - 565	20	
	Between $ 566 - 595	21	

Between $ 596 - 625	22	
Between $ 626 - 655	23	
Between $ 656 - 685	24	
Between $ 686 - 715	25	
Between $ 716 - 745	26	
Between $ 746 - 775	27	
Between $ 776 - 805	28	
More than $ 805	29	

Q54 **Do not ask from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)**
If you were to buy a new phone, how much would you expect the monthly call charges to be?
(Country specific codes need to be included)

	Code (370)	Route
Less than $ 5	01	
Between $ 5 - 10	02	
Between $ 11 - 15	03	
Between $ 16 - 20	04	
Between $ 21 - 25	05	
Between $ 26 - 30	06	
Between $ 31 - 35	07	
Between $ 36 - 40	08	
Between $ 41 - 45	09	
Between $ 46 - 50	10	
Between $ 51 - 55	11	
Between $ 56 - 60	12	
Between $ 61 - 65	13	
Between $ 66 - 70	14	
More than $ 70	15	

Q55 **Do not ask from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)**
Do you plan to buy a phone for your own use within next two years?

	Code (372)	Route
Yes	1	Q56
No	2	Q59

Q56 **Do not ask from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)**
Only from who said "Yes" in Q55
You said that you plan to buy your own phone, Would it be a fixed line phone or a mobile phone? **(SA)**

	Code (373)	Route
Fixed Line phone	1	Q57

Mobile Phone	2	Q57
Haven't decided yet	3	Q58

Q57 **From those who said Fixed Line Phone or Mobile Phone in Q 56**
Please tell me the main reason for choosing a .....**(Read out the response in Q56)**

	Code (374)	Route
It is easier for me to make calls on this type of a phone	01	
It is easier for me to receive calls on this type of a phone	02	
Low call charges	03	
Convenient to make / receive calls	04	
I need this type of a phone as it can accommodate the type of work I do	05	
I can manage with this type of a phone	06	
It is more trendy and fashionable and it will improve my social status	07	
Other	08	
Other	09	
Other	10	

Q58 **Only from those who said "Yes" in Q 55**
How long do you think it will take you to buy your own phone?

	Code (375)	Route
Less than 6 months	1	
Between 6 - 12 months	2	
Between 1 - 1.5 years	3	
Between 1.5 - 2 years	4	

Q59 **Do not ask from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)**
If you go specifically to make or receive a call, how long does it take for you to reach to the nearest accessible phone?

	Code (376)	Route
Less than 2 - 3 minutes	1	
Between 3 - 5 minutes	2	
Between 5 - 10 minutes	3	
Between 10 - 15 minutes	4	
Between 15 - 30 minutes	5	
Between 30 - 45 minutes	6	
Between 45 - 60 minutes	7	
More than an hour	8	

Q60 **Do not ask from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)**
Do you have to incur an additional cost for transportation in order to reach to the nearest location that has a phone which is accessible to you

	Code (377)	Route

Yes	1	Q61
No	2	Q62

Q61 **Do not ask from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)**
From those who said Yes in Q60
You said that you have to incur an additional transport cost to reach the nearest location that has a phone which is accessible to you. How much would it normally be?

	Code (378)	Route
Less than 10 cents	01	
Between 11 - 15c	02	
Between 16 - 20c	03	
Between 21 - 25c	04	
Between 26 - 30c	05	
Between 31 - 35c	06	
Between 36 - 40c	07	
Between 41 - 45c	08	
Between 46 - 50c	09	
Between 51 - 55c	10	
Between 56 - 60c	11	
More than 60 cents	12	

Q62 **Do not ask from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)**
If you were given a phone at a rate at which you can very much afford, (This will include the initial costs as well as monthly call rates) Will you be interested in buying one

	Code (380)	Route
Yes	1	Q63
No	2	Q66

Q63 **Do not ask from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)**
Only from those who said (Yes) in Q62
You said you will be interested in buying a phone if you were given one at a rate which you can very much afford, what is the initial cost that you think you can afford

(Country specific codes need to be included)

	Code (416)	Route
Less than $10	01	
Between $ 10 - 30	02	
Between $ 31 - 50	03	
Between $ 51 - 70	04	
Between $ 71 - 90	05	
Between $ 91 - 110	06	
Between $ 111 - 130	07	

	Code	Route
Between $ 131 - 150	08	
Between $ 151 - 190	09	
Between $ 191 - 210	10	
Between $ 211 - 230	11	
Between $ 231 - 250	12	
Between $ 251 - 270	13	
Between $ 271 - 290	14	
Between $ 291 - 310	15	
Between $ 311 - 330	16	
Between $ 331 - 350	17	
Between $ 351 - 370	18	
Between $ 371 - 390	19	
Between $ 391 - 410	20	
More than $ 410	21	

Q64 **Do not ask from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)**
Only from those who said (Yes) in Q62
You said you will be interested in buying a phone if you were given one at a rate which you can very much afford, what is the monthly expenditure that you think you can afford
(Country specific codes need to be included)

	Code (419)	Route
Less than $ 5	01	
Between $ 5 - 10	02	
Between $ 11 - 15	03	
Between $ 16 - 20	04	
Between $ 21 - 25	05	
Between $ 26 - 30	06	
Between $ 31 - 35	07	
Between $ 36 - 40	08	
Between $ 41 - 45	09	
Between $ 46 - 50	10	
Between $ 51 - 55	11	
Between $ 56 - 60	12	
Between $ 61 - 65	13	
Between $ 66 - 70	14	
More than $ 70	15	

Q65 **Do not ask from those who said "I used my own mobile" or "I used the fixed line phone which is in my household" in question (5a)**
Only from those who said (yes) in Q62

Code (421)	Route

If you were given a phone at a rate at which you can afford, for what purpose would you mainly use it?		
To enhance my social relations/ To build more links with people	1	
To enhance my income	2	
Only in an emergency	3	
To keep in touch with my family and loved ones	4	
Other	5	
Other	6	
Other	7	

Q66 **PLEASE ASK ALL**
Record the age of the respondent
Age of the respondent

(R1) Respondent Age ..... [ ][ ][ ] (422-424)

Q67 **PLEASE ASK ALL** Record the gender of the respondent	Code (425)	Route
Male	1	
Female	2	

Q68 **PLEASE ASK ALL** Can you please tell me your monthly personal income? **(Country specific income brackets need to be included)**	Code (426)	Route
Below $ 10	01	
Between $ 10 - 25	02	
Between $ 26 - 50	03	
Between $ 51 - 75	04	
Between $ 76 - 100	05	
Between $ 101 - 150	06	
Between $ 151 - 250	07	
Between $ 251 - 350	08	
Between $ 351 - 500	09	
Between $ 501 - 650	10	
Between $ 651- 900	11	
Between $ 901- 1050	12	
Between $ 1051- 1200	13	
Between $ 1201- 1350	14	
Between $ 1356 - 1500	15	

Between $ 1501- 1650	16	
Between $ 1651- 1800	17	
Between $ 1801- 1950	18	
Between $ 1951- 2100	19	
Between $ 2101- 2250	20	
Between $ 2251- 2400	21	
Between $ 2401- 2550	22	
Above $ 2550	23	

Q69 **PLEASE ASK ALL**
Can you please tell me your monthly house hold income?
(Country specific income brackets need to be included)

	Code (429)	Route
Below $ 10	01	
Between $ 10 - 25	02	
Between $ 26 - 50	03	
Between $ 51 - 75	04	
Between $ 76 - 100	05	
Between $ 101 - 150	06	
Between $ 151 - 250	07	
Between $ 251 - 350	08	
Between $ 351 - 500	09	
Between $ 501 - 650	10	
Between $ 651- 900	11	
Between $ 901- 1050	12	
Between $ 1051- 1200	13	
Between $ 1201- 1350	14	
Between $ 1356 - 1500	15	
Between $ 1501- 1650	16	
Between $ 1651- 1800	17	
Between $ 1801- 1950	18	
Between $ 1951- 2100	19	
Between $ 2101- 2250	20	
Between $ 2251- 2400	21	
Between $ 2401- 2550	22	
Above $ 2550	23	

Q70 **PLEASE ASK ALL**
Can you please tell me, what is the highest educational qualification of yours?

Code (432)	Route

(Country specific codes need to be included)		
Primary Education	1	
Secondary Education (Up to GCE Ordinary Level)	2	
GCE Advanced Level	3	
Diploma Level	4	
Graduate	5	
Post Graduate	6	

Q71 **PLEASE ASK ALL**
Can you please tell me to which ethnic group do you belong to?
(Country specific codes need to be included)

	Code (433)	Route
Sinhala	1	
Tamil	2	
Muslim	3	
Other	4	

Q72 **Int. Don't ask the respondent**
Record the occupation by looking at the SEC grid.

	Code (434)	Route
Farming / Agriculture	01	
Administration / Managerial - senior	02	
Administration / Managerial - junior	03	
Labourer / trained	04	
Labourer / untrained	05	
Clerk	06	
Trade	07	
Industrial / trained	08	
Industrial / untrained	09	
Services	10	
Self employed (zero employees)	11	
Business Self employee - Under him / her (1-9) employees	12	
Business Self employee - over 9	13	
Other (specify)	14	

Q73 **Don't ask the respondent**
Please record the SEC of the respondent by looking at the SEC grid.

	Code (436)	Route
A	1	
B	2	

C	3	
D	4	
E	5	

Q74 **Don't ask the respondent** Please record the country.	Code (437)	Route
India	1	
Pakistan	2	
Philippines	3	
Sri Lanka	4	
Thailand	5	

Annex 5: Teleuse@BOP3 qualitative discussion guide - users

PROJECT ALEXANDER: Qualitative study
FINAL DISCUSSION GUIDE AMONGST USERS

1. INTRODUCTION

- ✓ Introduce Self, ACN
- ✓ No right or wrong answers
- ✓ Importance of each and everybody's presence and participation
- ✓ Confidentiality and anonymity
- ✓ Tape Recorder, one to speak at a time

2. WHO IS SHE/ HE

a) Let us begin by introducing ourselves…can you tell me a little about yourself:
- Your name
- How old are you
- Your profession
- How many are there in the family

(Moderator to note on group charts)

b) Now I would like to know how you spend a typical day in your life. From the time, you wake up in the morning till the time you go to bed what do you do? What time do you wake up? Why? Then what do you do?

c) How about weekends…What do you do…How is it different from your weekdays
- Spend time with the family/ friends
- Special meals/ beverages
- Go out

d) How do you spend your leisure time…what are your hobbies …how did you get into it …Why?

3. REACTION TOWARDS COMMUNICATION

a) When I say "Communication" what are your first thoughts/ feelings…why?

b) What kind of a role does Communication play in your life…If you had to associate 'Communication' with a relationship, what would it be …why?

c) Tell me why do people need to communicate…What are the benefits of Communication…why?

- Get information
- To get business
- To keep in touch with friends/ relatives
- Get updated about the current situation of the country/ world

(Moderator to probe on Rational, Emotional benefits)

d) **(Moderator to select a local incident relevant to the respondents and continue the questions. Eg: Flood, Accident, terrorist attack, etc)**

a) How did you get to know about it…who told you…through which medium …did you have to pay for that…why?

b) Did you communicate it to anybody else…who was it…and how did you communicate it to others (Phone, WOM) ….why did you choose this particular mode/method

(Moderator to select a National level incident (e.g.: Tsunami, Terrorist attack, Earthquake, etc.) and repeat Q 3 (d))

e) Tell me, what are the modes of communication that you are aware of?
- Word of Mouth
- Mail
- Telegram

- Telephone
- Internet
- TV
- Radio
- Newspaper/ Magazines
- Posters/ Billboards/ Notices

(Moderator to note on cards)

f) Let us quickly classify these in any which way possible…why have you done so?

- Easily Available vs. Not easily available
- Expensive vs. VFM vs. Cheap
- Popular vs. Not Popular
- User friendly vs. Not user friendly
- Convenient vs. Inconvenient
- Quick vs. Slow

(Moderator to perform a classification exercise using the cards)

g) Tell me which communication modes do you

- Regularly use
- Occasionally use
- Never use …Why?

h) Now I want you to rank these modes of communication according to your preference…why did you do so?

4. REACTION TOWARDS TELECOMMUNICATION

a) What are your first thoughts/ feelings that come to your mind when I say 'Telecommunication '…why?

b) What are the commonly used devices in telecommunication …what are the modes that are available for you?

- Telephone/Fixed line
- Mobile
- Internet
- Fax
- Pagers
- Telegram
- Wireless

c) Now can you tell me from these telecommunication modes what are the options available to you…what are not…why?

5. REACTION TOWARDS MOBILE/ FIXED LINE

a) What are your first thoughts/ feelings that come to your mind when I say 'Mobile'…why?

b) Imagine if you wake up tomorrow in the morning there and find out that there are no telephones/ mobiles…how do you feel…why? Which mode would you use as an alternative…why?

c) What are the advantages of using a mobile…why?

(Moderator to probe on communicational functions as well as the facilities available from the device.)

- Convenient…what do you mean by this
- Cheaper to call
- Stay in touch **(Moderator to probe and understand the need for Net working)**
- Extra functions (Alarm, Clock, Calendar, Reminders, Games, etc) Of these which ones do you use…why?
- Security

d) What are the disadvantages of using a mobile…why?

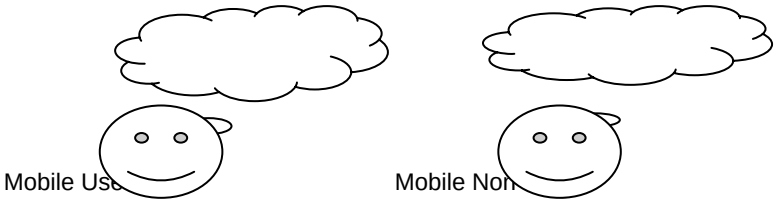
- Expensive
- Need to recharge the battery

- Sans privacy
- Recharging credit (if prepaid)

e) How important is being part of a network...is there a need to be connected to others?... What are the benefits you gain from it?

f) Imagine that there are two people **A** and **B**...**A** is using Mobile to communicate and **B** is not.

- What would be the top 3 reasons for A to use a mobile for communication …why?
- What are the other telecommunication modes that she/ he will use…why?
- What would B say as the top 3 reasons for not using a mobile device?...why? (Moderator to note if non availability of handsets in the rural areas emerges as a reason)
- What would B use to communicate instead of telecommunication devices…why?
- Describe them to me in terms of age, sex, personality traits, place of residence…..why?



g) If 'Mobile Communication' by magic turns into a human being … could you describe the person to me in terms of…

- Sex
- Age
- Personality traits
- Dress code
- Place of residence
- Relationship shared

h) Could you please associate the following with Mobile Communication… why have you done so?

- Animal
- Celebrity
- Vehicle

i) Imagine if you become the Manager of the mobile company what would you do to increase the mobile usage?

(Moderator to get repeat Q5 (a) – (i) for Fixed lines as well)

6. DECISION MAKING PROCESS

a) If you get **only one** chance to make a call,

- From where will you make that call (Multi purpose telecentre Government post office, Private post office Friend, neighbor etc)
- Which mode would you choose (Mobile/ landline)
- Who will decide the place and the mode…why?
- To whom will it be made
- What would the purpose of the call be
- Who would pay for it…why/ why not?
- Is there a budget for it...why? How much? Who decides?

b) Now I want you to recall your last telecommunication interaction that you had…
(Moderator to note that the last communication can be voice or text)

i. When was this …what was the reason for the telecommunication…
(Check to see if personal/family security emerges)

ii. With whom did you communicate …did you directly communicate to the person whom you wished to give the message to or was it somebody else…why?
(Moderator to understand the degree of externality of the communication)

iii. Which device did you use for it …why?
- Fixed line
- Mobile
- Wireless

iv. Was it a vocal message or text message...why?

v. Who owned the facility… Who decided to use that mode…why? Who encouraged/ influenced you to do so?...why?

vi. Who bore the cost for it …was it you or was it someone else…why? Was it pre paid or post paid…why?

vii. If that particular mode of telecommunication was not available for you, which mode would you use as an alternative…why?

viii. If you are to purchase a new telecommunication device

- What are the attributes that you would seek…why?
(Moderator to pile a list of attributes in their priority)
- What mode will you select…why? (Mobile, Landline)
- How do you get the information…Who will assist in the decision making…why? Who will influence you …why?
- From where would you get the money…who bears the cost…why?
- Who takes the final decision…why?

7. GENERAL INFORMATION

Moderator to check on the following hypothesis

a) You mentioned that networking (Moderator to use the term that the respondents have used in the groups) is important …can you explain this to me in detail…what do you actually mean by it (Moderator to understand if the need is nature related or degree related)

- How does it help you in your daily life (Moderator to check at both a physical and emotional level)
- How do you feel about it

b) Somebody mentioned that they feel that telecoms in general and Mobiles in particular has actually reduced the gap between the rich and the poor…What do you think about this…Why do you say so

- Is this facility considered a necessity or a luxury…if so why
- Can you narrate any real life incidents where you have witnessed this
- How do you feel about it

c) If we go on the same lines, what do you think is the effect of telecom/mobiles on the income classes…someone else mentioned that they think it has helped bridge the gap between men and women …what do you think…why do you say so…

- Can you narrate any real life incidents where you have witnessed this
- How do you feel about it

THANK YOU!

Annex 6: Teleuse@BOP3 qualitative discussion guide - non-users

PROJECT ALEXANDER: Qualitative study

FINAL DISCUSSION GUIDE AMONGST NON USERS

1. INTRODUCTION

- ✓ Introduce Self, ACN
- ✓ No right or wrong answers
- ✓ Importance of each and everybody's presence and participation
- ✓ Confidentiality and anonymity
- ✓ Tape Recorder, one to speak at a time

2. WHO IS SHE/ HE

b) Let us begin by introducing ourselves…can you tell me a little about yourself:
- Your name
- How old are you
- Your profession
- How many are there in the family

e) Now I would like to know how you spend a typical day in your life. From the time, you wake up in the morning till the time you go to bed what do you do? What time do you wake up? Why? Then what do you do?

f) How about weekends…What do you do…How is it different from your weekdays
- Spend time with the family/ friends
- Special meals/ beverages
- Go out

g) How do you spend your leisure time…what are your hobbies …how did you get into it …Why?

h) You mentioned you watch a lot of TV…which channels do you watch, which programmes do you watch….which one would you say is your favorite …why?

i) As you mentioned you enjoy listening to radio…which stations do you listen to, which programmes do you listen to….which one would you say is your favorite …why?

j) You said that you like reading …what do you normally read …why

3. REACTION TOWARDS COMMUNICATION

i) When I say "Communication" what are your first thoughts/ feelings…why?

j) What kind of a role does Communication play in your life…If you had to associate 'Communication' with a relationship, what would it be …why?

k) Tell me why do people need to communicate…What are the benefits of Communication…why?
- Get information
- To get business
- To keep in touch with friends/ relatives
- Get updated about the current situation of the country/ world

(Moderator to probe on Rational, Emotional benefits)

l) Tell me, what are the modes of communication that you are aware of
- Word of Mouth
- Mail
- Telegram

- Telephone
- Internet
- TV
- Radio
- Newspaper/ Magazines
- Posters/ Billboards/ Notices

(Moderator to note on cards)

m) Let us quickly classify these in any which way possible…why have you done so?

- Easily Available vs. Not easily available
- Expensive vs. VFM vs. Cheap
- Popular vs. Not Popular
- User friendly vs. Not user friendly
- Convenient vs. Inconvenient
- Quick vs. Slow

(Moderator to perform a classification exercise using the cards)

f) Tell me which communication modes do you

- Regularly use
- Occasionally use
- Never use …Why?

(Moderator to get quantitative measures for regular and occasional use)

g) Now I want you to rank these modes of communication according to your preference…why did you do so?

7. REACTION TOWARDS TELECOMMUNICATION

d) What are your first thoughts/ feelings that come to your mind when I say 'Telecommunication '…why?

e) What are the commonly used devices in telecommunication …which are the modes that are available to you?

- Telephone
- Mobile
- Internet
- Fax
- Pagers
- Telegram
- Wireless

f) Now can you tell me from these telecommunication modes what are the options available to you…what are not…why?

g) You mentioned that you occasionally use the phone…can you tell me why…how do you normally communicate…why?
(Moderator to understand the need of Networking)

h) If you get **only one** chance to make a call,

- From where will you make that call (Multi purpose telecentre Government post office, Private post office Friend, neighbor etc)
- Which mode would you choose (Mobile/ landline)
- Who will decide the place and the mode…why?
- To whom will it be made
- What would the purpose of the call be
- Who would pay for it…why/ why not?
- Is there a budget for it...why? how much? Who decides?

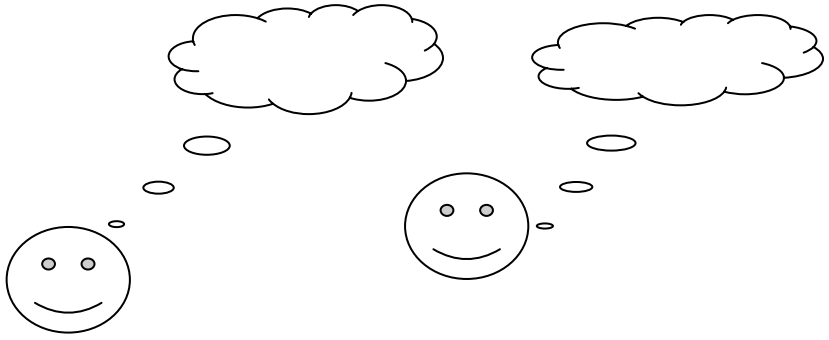
i) Imagine if you wake up tomorrow in the morning and find out that there are no telephones/ mobiles…how do you feel…why? Which mode would you use as an alternative…why?

IMAGERY

j) Imagine that there are two people **A** and **B**...**A** is using Telecommunication to communicate and **B** is not.

- What would be the top 3 reasons for A to use telecommunication for communication …why?

- What are the telecommunication modes that she/ he will use…why?
- What would B use to communicate instead of telecommunication devices…why?
- What would B say as the top 3 reasons for not using telecommunication devices?.....why?
- Describe them to me in terms of age, sex, personality traits, place of residence…..why?



Telecommunication User Non User

5) EXTERNALITY FACTOR

(Moderator to select a local incident relevant to the respondents and continue the questions. Eg: Flood, Accident, terrorist attack, etc)

c) How did you get to know about it…who told you…through which medium …did you have to pay for that…why?

d) Did you communicate it to anybody else…who was it…how did you communicate it to others (Newspaper, TV, Radio, WOM etc) …why did you choose that particular mode of communication?

(Moderator to select a National level incident (eg: Tsunami, Terrorist attack, Earthquake, etc.) and repeat Q 5 (a) – (b))

6) REACTION TOWARDS MOBILE/ FIXED LINE

e) What are your first thoughts/ feelings that come to your mind when I say 'Mobile'…why?

f) What are advantages of using a mobile…why?

(Moderator to probe on communicational functions as well as the facilities available from the device.)

- Convenient
- Cheaper to call
- Stay in touch
- Extra functions (Alarm, Clock, Calendar, Games, etc) of these which ones do you use…why?

g) What are the disadvantages of using a mobile…why?

- Expensive
- Need to recharge the battery
- Sans privacy
- Recharging credit
- People can always contact you

h) Imagine that there are two people X and Y. X is using a mobile to communicate and Y is not. Could you tell me the reasons why X is using a mobile and why Y is not?

i) If 'Mobile Communication' by magic turns into a human being … could you describe the person to me in terms of

- Sex
- Age
- Personality traits
- Dress code
- Place of residence
- Relationship shared

j) Could you please associate the following with Mobile Communication… why have you done so?

- Animal
- Celebrity

- Vehicle

k) Can you tell me three key reasons not to use mobile communication for the last three months…what do you use instead…how do you keep in touch then
(Moderator to probe extensively on this question and arrive at both rational and emotional reasons. Also to note if non availability of handsets in the rural area is a barrier)

l) Imagine if you become the Manager of the mobile company what you would do to increase the mobile usage.

(Moderator to get repeat Q6 (a) – (h) for Fixed lines as well)

7) DECISION MAKING PROCESS

b) If you are to purchase a new telecommunication device/ service what are the attributes that you would seek…why?
(Moderator to pile a list of attributes in their priority)

c) What mode will you select…why? (Mobile, Landline, Wireless)

d) How do you get the information…Who will assist in the decision making…why? Who will influence you …why?

- Friends
- Spouse
- Children
- Shop keeper

e) From where would you get the money…who bears the cost…why?

f) Who takes the final decision…why?

g) Who else will benefit from this facility apart from you…How?

8) GENERAL INFORMATION

Moderator to check on the following hypothesis

d) You mentioned that networking (Moderator to use the term that the respondents have used in the groups) is important …can you explain this to me in detail…what do you actually mean by it (Moderator to understand if the need is nature related or degree related)

- How does it help you in your daily life (Moderator to check at both a physical and emotional level)
- How do you feel about it

e) Somebody mentioned that they feel that telecoms in general and Mobiles in particular has actually reduced the gap between the rich and the poor…What do you think about this…Why do you say so

- Is this facility considered a necessity or a luxury…if so why
- Can you narrate any real life incidents where you have witnessed this
- How do you feel about it

f) If we go on the same lines, what do you think is the effect of telecom/mobiles on the income classes…someone else mentioned that they think it has helped bridge the gap between men and women …what do you think…why do you say so…

- Can you narrate any real life incidents where you have witnessed this
- How do you feel about it

THANK YOU!

Annex 7: Cell Broadcasting in a Public Early Warning System

Cell Broadcasting in a Public Early Warning System

Case Study of the Maldives

Abstract

The mobile phone is increasingly becoming a tool for more than simple conversation. With the advent of Mobile 2.0, it is rapidly gaining ground as a means of paying bills, surfing the internet, taking video, and so much more. Cell broadcasting – a technology that allows a text or binary message to be defined and distributed to all mobile terminals connected to a set of cells[1] – has gained significant momentum as a viable means for mass notification of important events, particularly, hazards.

LIRNE*asia,* through its research in the uses of Mobile 2.0 for the Bottom of the Pyramid (BOP) and research on appropriate technologies for the dissemination of hazard information to the "last-mile" of a national early warning system, within a closed user group of a community-based model, understands the uses of cell broadcasting for a public early warning model.

Studies from LIRNE*asia* suggest that the trend is that Asians will spend money on improving existing mobile communication rather than ensuring that their homes and businesses are connected to broadband Internet. Mobile usage in Asia is rising exponentially. In the Maldives, for instance, mobile usage is at an astounding 97%. Government officials in that island nation have taken an interest in the use of cell broadcasting as a means to alert its citizens and tourists about impending hazards, an important prerequisite for implementation of this technology.

Thus, LIRNE*asia* proposes that research be conducted in the Maldives to assess as to whether cell broadcasting would be a viable means of hazard information dissemination within a public warning system. This study will determine the necessary pre-conditions for cell broadcasting to function within the context of the Maldives.

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1 From "Cell Broadcast Forum – What is Cell Broadcast" at http://www.cellbroadcastforum.org/whatisCB/frmset_about_techn.html

Background: Disaster and Telecommunications in Maldives

The Maldives is prone to a number of hazards including tsunamis, earthquakes, flash floods, tidal waves, thunderstorms, tornadoes and waterspouts, strong winds, drought and cyclones. The December 2004 tsunami submerged many of its islands and wrought considerable devastation to its infrastructure, particularly telecom. Not only did it destroy shelters, but it affected five major nodes, disrupted service to 13 atolls (163 islands), destroyed power systems and batteries, and damaged radio equipment.

Currently there are two main GSM service providers in the Maldives. Each has the in-built capability for cell broadcast. Recently, several emergency telecommunications working committees have been set up. Notably, a technical committee on early warning and emergency telecommunications, and a national plan on early warning dissemination and emergency communication. Some of the emergency alert in-roads that the island nation has made on these issues include emergency alert via broadcasting (EAB), and the use of bulk SMS on a mobile network, priority calling and national roaming, and the establishment of a national Emergency Operating Center. Moreover, regular communications drills, awareness programs and inclusion of emergency telecommunications in curriculum continue to inculcate a prepared environment.

Yet, despite measures taken to prepare its population, the Maldives has not come to a viable conclusion for a means of disseminating a hazard warning. It has established hotlines with the National Meteorological Center, Ministry of Defense, TV Maldives, and Voice of Maldives. It has licensed satellite phones for emergency alerts and placed one on each of its inhabited islands, and one each for resorts and airport.[2]

What is Cell Broadcast?

Cell broadcast is an integrated open system that allows emergency officials one-touch notification to cell phones with guarantee of covering all carriers. Cell broadcast technology enables a government entity to securely transmit an emergency alert of natural or manmade disasters to cell phones in an affected area within two minutes, regardless of the size of the area and regardless of the subscriber's carrier.

2 Adam, Abdullah Shiham. "Emergency Telecommunications Initiatives for Disaster Management in the Maldives". ITU/ESCAP Disaster Communications Workshop.

The cell broadcast alert causes the cell phone to sound a ring and to display a warning message on the screen. The message is relayed with greater efficiency than a two-way call or a SMS text message without overloading the network, as frequently occurs in disasters when thousands of concerned citizens and emergency managers are attempting to place cell phone calls. Cell broadcast is a more advanced technology than SMS text messaging.[3]

Cell broadcasting is currently used in Berlin, South Korea, and the Netherlands.[4] Currently, in Turkey, cell broadcast is being used for *e-government* and *e-democracy* purposes. It has also been used to advise migrant workers of employment opportunities.

Basic Requirements for Cell Broadcast

- The networks must be capable of CB, which means they must be GSM, UMTS or IS 95CDMA. They must command the cell broadcast feature on, which is done by typing in the license code from the Base Station Controller (BSC) vendor. They may or may not have to pay for the license.
- Then the BSCs need to be connected to a cell broadcast center, this can be provided by the network in their own network operations center, or provided on a shared basis by a third party.
- A front end that is capable of supporting graphical user interface as well as Common Alerting Protocol (CAP).

Advantages of Cell Broadcast

- Rapid Deployment. Cell broadcast "talks" to the tower, not to the phone. Therefore, there is no limit to the number of phones that can be reached. Reaching phones can be done within 20 seconds.
- Network-friendly. Cell broadcast capacity is fixed and reserved as part of the network. Thus, it avoids full capacity and overload has no impact on CB.
- Addressability. Cell broadcast has the ability to notify different neighborhoods or specific communities of specific instructions.

Disadvantages of Cell Broadcast

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3 From Klein, Paul. "Cell Broadcast Technology for Emergency Alert Notifications". CellCast Technologies.

4 www.cellalert.com/news/jan_10_2006.html

- Annoyance. Cell broadcasts may be intrusive and annoying to recipients if abused.
- Security Issues. Some critics argue that it is yet another form of "Big Brother" – citing potential security infringements and misuse of user information.
- Distraction (i.e. usage for services such as traffic alerts).
- Error Margins:
    - Might CB create panic?
    - How might the broadcaster potentially misuse it?
- Language. Cell broadcasts have not yet been done in scripts other than the Latin alphabet. Applications for non-Latin alphabet languages would have to be developed.

Research Question

What other pre-conditions must exist in a country in order for cell broadcasting to function effectively for a public warning system?

Proposed Methodology

1. Assess mobile providers in Maldives and their use of cell broadcasting.
2. Meet with providers and GoM to determine prerequisites for the use of cell broadcasting in a public warning system (i.e. modifications to existing system, Dhivehi/English, alarm, etc.)
3. Determine a process to achieve prerequisites within a predetermined timeframe for initiating cell broadcasting.
4. Assess alternative uses of cell broadcasting within the Maldives context.

Deliverable

- A report on the pre-conditions for using mobile cell broadcasting in a public warning model in the Maldives
- The report will include ways in which cell broadcasting can be used for other issues besides public warning.

Annex 8: Media coverage: Telecom Regulatory Environment survey (2006-2008)

02/25/2008
Pakistan Ahead of Regional Countries in Telecom Regulatory Environment
Pakistan Telecommunication Authority (PTA)
Print
http://www.pta.gov.pk/index2.php?option=com_content&do_pdf=1&id=955

02/08/2008
Pakistan exceeds in Telecom Regulatory Environment
PakTelecom.Net
Web
http://www.paktelecom.net/blogging/pakistan-exceeds-in-telecom-regulatory-environment/

10/08/2007
Don't waste public money on telecom infrastructure
The Daily Mirror
Print
http://www.dailymirror.lk/2007/10/08/ft/17.asp

07/01/2007
Pakistan has more conducive regulatory environment for telecommunications services than India, Sri Lanka, Philippines, and Indonesia
Asia Pacific Telecom
Web
http://goliath.ecnext.com/coms2/summary_0199-6823165_ITM

06/16/2007
Telecom regulation termed best in region
Dawn Internet Edition
Web
http://www.dawn.com/2007/06/16/nat19.htm

06/15/2007
Mobile telecommunication: Pakistan now offers better regulatory environment
Daily Business Recorder
Print
http://www.brecorder.com/index.php?id=577736&currPageNo=1&query=&search=&term=&supDate=

06/15/2007
Pakistan holds better environment for mobile telecommunication
AAJ News
Web
http://news.aaj.tv/news.php?pg=2&show=detail&nid=69576

06/15/2007

Pakistan exceeds in Telecom Regulatory Environment
The PakTribune
Web
http://www.paktribune.com/news/index.shtml?181154

06/15/2007
Pakistan has better telecom regulatory environment
Daily Times
Print
http://www.dailytimes.com.pk/default.asp?page=2007%5C06%5C15%5Cstory_15-6-2007_pg5_9

06/15/2007
Pakistan ahead of regional countries
Daily Times
Print
http://www.dailytimes.com.pk/default.asp?page=2007%5C06%5C15%5Cstory_15-6-2007_pg5_19

06/15/2007
Mobile regulatory environment exemplary
The News
Print
http://www.news.com.pk?daily_detail.asp?id=60531

06/15/2007
Pakistan exceeds in Telecom Regulatory Environment
Pakistan Online News
Print
http://www.onlinenews.com.pk/details.php?id=113546

06/15/2007
Pak ahead of regional countries
Pakistan Observer
Print

06/04/2007
Telecom regulatory environment and its future
The Nation
Web
http://www.nation.com.pk/daily/jun-2007/4/bnews8.php

Telecom Quarterly Review
Pakistan Telecommunication Authority
March 2007
Print

http://www.itinsight.info/Pakistan_Telecom_Authority_Quarter_Report_March_2006_Pakistan_Telecom_Magazine_IT_Insight.pdf

02/11/2007
Pak betters India
Business World
Web
http://www.businessworldindia.com/jan2207/news07.asp

02/02/2007
Telecom survey gives RP passing marks
Manila Bulletin Online
Web
http://www.mb.com.ph/issues/2007/02/02/INFO2007020286095.html

01/21/2007
Keep politics, telecom regulations separate, RP told
Inquirer.net
Web
http://technology.inquirer.net/infotech/infotech/view_article.php?article_id=44710

01/16/2007
RP has sound telecoms environment - study
Inquirer.net
Web
http://technology.inquirer.net/infotech/infotech/view_article.php?article_id=43739

12/21/2006
Pak beats India in telecoms regulation
The Nation
Web
http://www.nation.com.pk/daily/dec-2006/21/bnews3.php

12/21/2006
Pakistan beats India in telecoms regulations
Wireless Federation
Blog
http://wirelessfederation.com/news/pakistan-beats-india-in-telecoms-regulation/

12/20/2006
Pakistan beats India in Telecom Regulation
The Hindustan Times
Print
http://www.hindustantimes.com/news/181_1874656,0002.htm

10/23/2006
The way to go
The Hindu Business Line
Print

http://www.thehindubusinessline.com/ew/2006/10/23/stories/2006102300100200.htm

3/23/2006
Interview with Rohan Samarajiva along side Rajendra Singh (TRAI) on TRE study
Channel One (MTV): Biz 1st
TV

Daily the post, Islamabad
Print

National Herald Tribune: The Harbinger of Change
Print

Local language coverage in Pakistan, June 2007:
Daily Ausaf Islamabad
Daily DIN Rawalpindi
Daily AlAkhbar
Daily JINNAH (Islamabad, Rawalpindi)
Daily MASHRIQ (Peshawar)
www.dailyasas.com.pk
Daily Express
Daily KHABRAIN
The Daily Jang (Rawalpindi)
Daily Nation, Islamabad

Annex 9: LIRNE*asia*'s practice on research➔policy

LIRNE*asia*'s practice on research➔policy

Rohan Samarajiva

1.0 The research that LIRNE*asia* does will never get a Nobel Prize. We work on **applied research** topics that are theoretically informed, but involve for the most part close engagement with what is actually happening on the ground in some country, preferably one that is in Emerging Asia. This allows not only a focus on policy and regulation as actually practised (a signature of our work), but also more effective communication to policy-makers using analogies.

1.1 However, this does not mean that we do not generate **new knowledge**. Aggressive interrogation of applied research allows us to abstract certain concepts and methods that are of general applicability. Examples are the Telecom Regulatory Environment (TRE) assessment instrument extracted from the work on regulation and investment and "banded forbearance" regulatory tool being worked up based on the indicators work.

2.0 **Selection of research topics** is decided on the basis of an intuitive understanding of the research likely to be in demand a few months or years in the future. The understanding is derived from close interactions with the consumers of research and vigorous debate among researchers who interact with the users of our research. Can this be made more systematic? We have not figured it out yet.

3.0 Our focus on policy and regulation as actually practised necessitates a reliance on **"in-situ" expertise**. This is interpreted at a regional rather than national level, allowing for example, an Indian researcher to take on work in Indonesia. To our surprise, the Indian researcher's work in Indonesia had the most impact on the policy process among all the initiatives of LIRNE*asia*. If an independent and credible researcher from the country itself is available, it is of course, better, because he/she is usually in a better position to intervene when policy windows open up. In our experience, policy makers have never rejected our research because it was done/presented by a foreigner. The fact that we try very hard to

make our work speak to more than one country's experience and problems may contribute to this.

4.0 LIRNE*asia*'s **mode of research** has an "open source" quality, wherein early drafts are made available on the website or otherwise and comments are criticisms incorporated into subsequent drafts. In some cases, the recommendations embodied in early drafts that have been made available to key decision makers have found their way into official recommendations and reports, resulting in the research having an impact even before it is finalized. This was the case with our recommendation on changes to the Indian universal service policy implementation.

4.1 The **Expert Forum** idea developed within LIRNE.NET was adapted to good effect by LIRNE*asia*. Here, key decision makers are invited to a short (1.5 days) meeting in a central location; the research is presented to them in easy-to-absorb form; plenty of time is built into the program for the participants to give comments. The challenge is to ensure attendance by the right mix of stakeholder representatives. The only way this can be done is through the maintenance of good relations over time with the relevant stakeholders, supplemented by leveraging the authority and relationships of a good partner. In one case, we had the Telecom Regulatory Authority of India issuing invitations and in the other, the Institute of South East Asian Studies (ISEAS) of Singapore.

5.0 LIRNE*asia* sees policy makers as functioning within a "**symbolic universe**" constituted by the media. It considers gaining media coverage for its work as an essential complement to the direct communication of the research findings to the relevant audiences. In the most difficult media market of India, it has been found necessary to retain the services of a communications consultancy firm to obtain the desired kinds of media, for the most part financial press, mostly print.

5.1 The considerable attention given to attracting media coverage has a long-term payoff in terms of **building the LIRNE*asia* brand**. It is necessary to do this in order to cut through the clutter and reach key decision makers, not all of whom may be familiar with LIRNE*asia*, especially given its location in a small country and its relatively young age.

6.0 LIRNE*asia* strives to break from the project mindset and be **opportunistic in its policy interventions**. We understand that demand from policy makers does not

fit into specific funding cycles that we may be subject to. Understanding that policy windows open and close depending on factors we do not control, we grab available opportunities. For example, the fact that we did not have funded research on access to submarine cables did not stop us from intervening in Bangladesh. The fact that the work on least-cost subsidies for extending networks to rural areas had been completed in a previous project cycle did not prevent us from intervening when the Sri Lanka government began to test the waters in 2007. The flexibility afforded by IDRC's approval of a **rapid response program** as part of its funding has made these kinds of interventions possible.

6.1 The opportunism also extends to **mid-course corrections** in research plans (e.g., despite the original research on indicators not including work on broadband quality of service, we started work on it in late 2007 based on understanding the increased salience of the project) and not waiting for perfect results before intervening.

7.0 **CPR*south*** is an important, but not short-term, component of the overall strategy. Here, the objective is identifying and fostering policy intellectuals in a larger number of countries than LIRNE*asia* works in, and across a larger range of topics than LIRNE*asia* addresses. It is not the explicit purpose of CPR*south* to have its members (defined as all those who participate in its activities by giving papers, attending tutorials as young scholars or serving on the Board) impact the policy processes in their countries immediately. The intention is to identify existing or prospective policy intellectuals, embed them in support and mentoring networks, improve their communication and other policy-intervention skills, and create the necessary profiles so that they become credible and effective policy intellectuals. Systematic follow-up actions such as survey that check on their policy-related activities will also reinforce the policy orientation. We also try to involve persons identified through CPR*south* in other LIRNE*asia* activities. LIRNE*asia* is an organization with strict entry and exit conditions; its members are subject to normal organizational disciplines. In contrast, CPR*south* is a network with much looser structures.

Annex 10: Outcome mapping / Evaluation Plan

LIRNE*asia* is a policy and regulation research, capacity-building and advocacy organization, not an implementation organization. In the final analysis, it is engaged in changing mindsets.[5] In the less-than-final analysis, it is about changing laws, policies, and regulation. Its primary stock in trade is ideas. Its audiences are, in ranked order, government policy makers, regulators, the managers of service providers, and opinion leaders, including, but not limited to civil society. Where civil-society organizations have assumed quasi-government roles (as with Sarvodaya in Sri Lanka), such organizations would also constitute a prime audience for LIRNE*asia*.

A policy and regulation research organization cannot be evaluated in the same way that an implementing organization would be. Our outputs are research reports, meetings at which these results are disseminated, media coverage, academic publications, etc. Our outcomes are changes in law, policy, and regulation and changes in products and services offered by companies (and, of course, mindsets). It is not possible to hold us accountable for the subsequent layer of actions following changes in laws, policies and regulation and changed products and services. At that level, multiple factors come into play, which are not within our control in any way.

A few of LIRNE*asia*'s projects or sub-projects look different, on first glance, from policy and regulation research of the type described above. For example, the Last-mile HazInfo project has the look and feel of an implementation project. Yet, it is not. It was a pilot project and a field trial. The last year of the project involved the extraction of generalizable research findings and their dissemination to the relevant policy audiences (supplemented of course by the usual efforts to change the symbolic environment through media work). It is possible that the 32 villages that were included in the Last-mile HazInfo project are today better prepared to face a tsunami than they were before. But that was not the outcome we sought, but a beneficial side effect. The outcome is improvement of overall disaster risk-reduction practices in a way that would benefit not only the 30,000 villages in Sri Lanka, but the many thousands of villages in the entire region and beyond.

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5 Weiss, C.H. (1983). Ideology, interests, and information: The basis of policy positions. In *Ethics. The social sciences and policy analysis,* eds. D. Callahan and B. Jennings. New York: Plenum: 213-45.

Even with regard to our outcomes, we do not see ourselves actually creating the outcomes, but instead playing a catalytic role. In most cases, there are no direct cause and effect links between research interventions and policy change. Influencing regulatory and policy processes through research is more challenging than simply doing research, but as documented in our proposal, it is doable. From our first year itself we were proactive in our research program in identifying desirable policy outcomes in our studies and then actively disseminating the research findings through media and in our meetings with policy makers. We also made it a point to monitor media coverage and track policy changes if any in our area of activity.

Therefore, the "like to see" column in outcome mapping is defined in terms of awareness and the "love to see" column in terms of statutory, policy or regulatory actions or product or service changes resulting from awareness. We do not go beyond this level to actually claim responsibility for the consequent actions that result in people actually benefiting or not from the changes we catalyzed.

The very composition of LIRNE*asia* as well as its track record shows that it is an organization that takes gender equity seriously. Therefore, the absence of repeated references to men and women in the outcome mapping presented below should not be misinterpreted as a lack of concern about gender equity. The point is that it is not possible to break down actual benefits to men and women from policies and regulations. We can endeavor to ensure that, for example, Pakistan's rural subsidy policies take into account our research findings that Pakistani women's use of common-access facilities is dramatically lower than men's. If the policies address this concern satisfactorily, we achieve our desired outcome. Whether women actually walk in through the door of the resulting common-use facility is not something we have any influence on.

Advancing evidence-based policymaking by LIRNE*asia*: Outcome Map 2008-10				
1. Research				
Objectives	**Expected results**	**Results LIRNEasia would like to see**	**Results LIRNEasia would love to see**	**Indicator(s)**
Teleuse @BOP				
To continue the	A better	Policymakers,	Policies are	Please see section

research of teleuse at BOP extending the previous year's work both horizontally (more countries added if private sector funding mobilized) and vertically (questionnaire to include modules linking to Mobile 2.0); comparison of the results with previous work.	understanding of how the use of ICTs is changing at the BOP, what the demand is and how they use it ICTs; what barriers stand in the way of greater use	operators and opinion leaders are aware of research findings.	changed to facilitate use by BOP; operators created services tailored to BOP. Civil society and donor thinking on sustainable ICTs changed.	3 for general dissemination indicators. A documentary video
Mobile 2.0@BOP				
To analyze the different modes of mobile use at the Asia Pacific BOP for more-than-voice purposes (including payments, agri applications, e-gov applications, content services, voting, early disaster warning, etc) and thereby make policy proposals; see if there is an alternative to the computer-centric narrative of how people will use ICTs	A better general understanding of BOP use of non-voice mobile services, demand, specific strategies and any differences of use between men and women	Policymakers, operators and opinion leaders are aware of research findings.	Policies are changed to facilitate use of more-than-voice mobile services at BOP; operators create products/services tailored to BOP mobile 2.0 usage	Please see section 3 for general dissemination indicators. Individual reports and a summative report on Mobile 2.0 @ BOP A photo documentary that will be displayed at an exhibition and online.
	Specifically, a more accurate picture of implications for bank regulation of using mobile phones for payments/ local and international remittances	Bank regulators aware of the research findings	Decision makers change policies based on the findings to reduce barriers to making mobile transactions	
	Understanding the mechanisms and advantages/disadvantages of using	Government policymakers and operators are aware of research	E-gov applications are tailored for delivery via mobiles to the	

	mobile 2.0 to deliver e-gov services to BOP in addition to telecenters	findings.	BOP in addition to telecenters/ information kiosks; government agencies introduce innovative e-gov solutions delivered via mobiles	
	Understanding the incentives for greater use of agricultural price information; a better understanding of the ability of ICTs to reduce transaction costs in agricultural markets .	Policy makers and stakeholders aware about the research findings	Appropriate policies for reducing transaction costs in value chains adopted; private actors throughout the value chain innovate to reduce transaction costs	
	Further understanding of the use of ICTs in disaster risk reduction through public and community based early warning systems.	Policy makers and stakeholders including disaster management practitioners aware about the research findings	Appropriate policies adopted in public warning systems and in community-based warning systems; functioning of existing systems improves	
	Specifically, a comprehensive knowledge of system and frequency licensing issues, spectrum reframing, mobile number portability, new business models etc that would	Policymakers and operators are aware of research findings.	Regulatory environment is changed to remove barriers to realization of full potential of mobile 2.0 model to give access to BOP; mindsets changed	Please see section 3 for general dissemination indicators. Rapid-response interventions

	impact the Mobile 2.0			
Indicators, continued				
To continue the work on improving telecom regulatory environment by developing inter-country benchmarks for the regulatory environments of each - adding three new countries and quality of service as a dimension; to collect indicator data to help explain difference in regulatory performance	More accurate picture of telecom sector and regulatory environment in these countries obtained through TRE exercise.	Regulators are aware of the research findings.	Regulators change behaviour based on the findings.	Country data reports on TRE. Media coverage Journal articles and research publications Research findings disseminated at workshops
	A better understanding of how NRA use web site as an interactive window with their stakeholders.	Regulators aware of research results.	Regulators use research findings to improve their present sites; NRAs without web sites use the research findings as a guide to build new sites.	Journal articles and research publications Research findings disseminated at workshops
	Development of a new regulatory instrument "banded forbearance" with potential to simplify telecom regulation aimed for countries with limited capacity, for example micro states	Regulators aware of research results.	Regulators modify behaviour based on the findings.	Journal articles and research publications Research findings disseminated at workshops to the focused audience
	Collection and regular publication of broadband QOS data; collection and	Regulators, operators and telecom users aware of research findings; wide	Regulators and operators modify behaviour based on the findings.	Journal articles and research publications Research findings

	regular publication of price and other indicator data for broadband and mobile services	publicity received by media		disseminated at workshops
	Effective intervention in indicator standard setting at regional and international meetings	Government actors aware of LIRNEasia research and positions	Actual data collection practices changed as a result	Attendance at indicators events
To improve mutual learning and collaboration among the constituent entities of LIRNE.NET	Cooperation between LIRNE*asia* and other regional units of LIRNE.NET for mutual learning.	Information sharing at regional level	Inter-regional replication of research	A meeting coinciding with the International Telecom Society biennial conference and a follow up meeting
2. Capacity Building				
	Expected results	**Results LIRNEasia would like to see**	**Results LIRNEasia would love to see**	**Indicator**
To continue the development of an Asia-Pacific scholarly network on ICT policy and regulation supported by LIRNE*asia*; with lessons being drawn for developing effective knowledge networks; build capacity in the area of telecom policy research	**CPRSouth**			
	Asia-Pacific based scholars brought together as a ICT policy and regulation scholarly network that has its own organizational structure	The scholarly network attracts the attention of ICT policy and regulation scholars throughout the South	The indicators of connectivity within the scholarly network improve significantly and members' institutions support network	Conference in Beijing in Nov-Dec 2008 Conference in location TBD in 2009 Participation of researchers from 15 countries, based on knowledge mapping Maintenance and improvement of CPRSouth website
	Tutorials			

	Have substantial representation of young scholars (Asia-Pacific based or with Asia-Pacific interests) for the tutorials	A keen interest shown by young scholars to attend tutorials shown by increasing demand	Universities and regional entities commit resources to support LIRNEasia's programs for young scholars	Tutorials offered for young scholars Increased number of local and international scholarships
	Internships			
	Internships offered at LIRNEasia	Interns are trained to have expert knowledge in telecom policy research within the internship period	Greater demand for internships met by greater participation by new centers	Number of internships offered with mentorship
	NRA/NSO capacity building			
	Capacity building workshops for National Regulatory Agencies (NRAs) and National Statistical Offices (NSOs) on ICT indicators offered	Workshop attracts significant participation both from NRAs and NSOs	Participants use the knowledge to improve the collection of ICT indicators	Indicators workshop in 2008 Training workshops
	Scholarships for training course			
	Training course on Telecom Regulation with broad participation offered for the staff of National Regulatory Agencies (NRAs) and key operators in the region; opportunities are provided for those who cannot finance themselves	Good demand from interesting applicants for scholarships; improved mix of participants at course	Scholarship holders add value to course; generate enthusiasm from donors to give more scholarships	10 scholarships

3. Advocacy and dissemination				
	Expected results	**Results LIRNEasia would like to see**	**Results LIRNEasia would love to see**	**Indicator**
To disseminate the output of above activities in multiple ways to different audiences capable of influencing reform, including carefully targeted rapid-response interventions, and new media presence	Research findings disseminated to the multi stakeholders using multiple tools	Awareness of LIRNEasia's research by policy makers, regulators, operators, civil society, researchers and public	Demonstrable effects on policy and regulatory changes from LIRNEasia research	Journal articles and research publications Rapid response interventions Conferences and workshops: Participation in 15 such events (other than those organized by LIRNEasia) Number of researchers trained to communicate in ways that will be effective with media Fifth anniversary international conference Media interactions: multi clusters of media interaction activities Video: A video depicting research findings of T@BOP, will be distributed to media,

				stakeholders and also available in the net at YouTube Strategically placed newspaper articles and news stories/ news stories / appearances in electronic media Maintenance of a widely read and frequently updated LIRNE*asia* blog site; online versions of all the deliverables will be made available through the web site Active engagement of getting our research findings into Wikipedia and comments in active and relevant blogs.

Annex 11: Proposed budget for two years commencing April 1, 2008

Annex 12: Personnel

Erwin Gaspar A. Alampay, Ph.D.: Research Fellow, LIRNE*asia*

Erwin is an Associate Professor at the National College of Public Administration and Governance (NCPAG) in the University of the Philippines (UP). He completed his PhD on development policy and management at the School of Economics and Development (SED) at the University of Manchester, United Kingdom. He also has a degree in Master of Public Administration (MPA) from UP and a Master of Arts in Development Studies from the Institute of Social Studies in the Hague, The Netherlands.

Lara Alawattegama: Researcher, LIRNE*asia*

Lara is responsible for the compilation of LIRNE*asia*'s Broadband Benchmark report under the guidance of Rohan Samarajiva (Ph.D.) and Helani Galpaya; the report is published twice a year and attempts to capture the changes in the prices and the quality of service of broadband and leased line services. She is also involved in research on Korea and the Information Society and the way in which it can be replicated in the South Asian region. Lara has also worked on compiling the Telecom Regulatory Environment (TRE) manual, for use as a benchmark in undertaking future TRE studies. Before joining LIRNE*asia*, Lara was attached to a United Nations Development Project dealing with poverty alleviation where she worked as an intern; she also completed internship programs with Outokumpu, Australia. Lara holds a Bachelor's degree from the University of Sydney, with majors in Government and International relations and International Business and a minor in Political Economy.

Sanchala Arangalage: Manager, Operations, LIRNE*asia*

Sanchala is responsible for all administrative functions at LIRNEasia. She started her career in 2003 as a secretary at the Public Interest Program Unit (Ministry for Economic Reform, Science and Technology, Sri Lank) and joined the Public Utilities Commission of Sri Lanka in 2006. While handling administrative functions in the office she assisted the head of the office in other operations. Organizing meetings with ministerial officials – local and foreign, government and non government – coordinating and organizing seminars as well as public lectures were the core duties that she carried out. Sanchala was selected to the Sri Lanka Law College in 2006 and is now completing the final year of her Attorney-at-Law degree. She completed the International Professional Secretaries

Diploma at Singapore Informatics in 2006. She also has professional qualifications in graphic design, and is conversant in design packages Corel Draw, PhotoShop, Illustrator, and Flash.

Subhash Bhatnagar, Ph.D.

Subhash Bhatnagar is a Professor at the Indian Institute of Management, Ahmedabad (IIMA), India. Previously he has spent two full years and four half years at the World Bank in Washington DC (October 2000 to June 2006) to mainstream e-Government into activities of the World Bank. He represented the Bank in various conferences, conducted training programs for the Bank staff, advised client countries on eGovernment strategies and supervised the creation of a new web site on eGovernment. Professor Bhatnagar's academic research, teaching and consulting work has covered National IT Policy, Corporate IT strategy, IT for development, E-Government and E-Commerce. He was previously a member of the 'Computer Science Board' set up by All India Council for Technical Education as well as a committee set up by planning commission to look into manpower needs of the Indian software industry. He was also on the Advisory Committee of the Andhra Pradesh IT Initiative. He is currently a member of the National Advisory Council on eGovernment.

Harsha de Silva, Ph.D.: Lead Economist, LIRNE*asia*

Harsha is a development economist focusing on infrastructure policy, particularly ICT policy in the emerging Asia Pacific. Besides policy, Harsha has been involved in designing and developing some of Sri Lanka's unique ICT for development projects in the recent past. He co-founded and built what is today Sri Lanka's largest market and media research agency, AC Nielsen Lanka, and also has served at a senior management position at DFCC Bank. As LIRNE*asia*'s Lead Economist, he is involved in Measuring ICT indicators and regulatory performance as well as the Teleuse@BOP study. He was also involved in two of LIRNE*asia*'s projects in 2005, one which assessed India's universal service tools, and the other that evaluated the success of least cost subsidy auctions to extend rural connectivity in Nepal. He teaches economics of infrastructure at the University of Moratuwa, Sri Lanka and consults with the ADB and USAID on economics of rural infrastructure. Harsha hosts a popular weekly television show on

economics and business in Sri Lanka. He holds a Ph.D. in Economics from the University of Missouri, Columbia.

Sajeevani de Silva: Project Assistant, 3R, LIRNE*asia*

Sajee is a Project Assistant for the 3R initiative at LIRNE*asia*. At present, she works with the Gampaha Municipal Council in Sri Lanka, and other committed individuals and organizations in the area, to build a network of stakeholders who are able to inform and educate the public, and to implement the '3R' principle throughout that. Her research interest is in environmental science. She holds a Bachelors degree in Agriculture from the University of Ruhuna, Sri Lanka. She is currently following a marketing course from the Chartered Institute of Marketing (CIM), UK.

Helani Galpaya: Director of Strategic Development, LIRNE*asia*

Helani leads a regional collaboration with the National Regulatory Agencies (NRAs), National Statistical Organizations (NSOs) and operators in the SAARC and ASEAN regions to develop, collect and report comparable ICT and Telecom sector indicators. She also works with Harsha de Silva (Ph.D.) in studying the potential ICTs have for reducing transaction costs in agricultural markets and with Rohan Samarajiva (Ph.D.) on how research influences the policy process. Before joining LIRNE*asia*, Helani worked at ICTA, the apex ICT policy-making body in Sri Lanka. Prior to that, in the US, she worked in the field of strategy consulting and financial services. She has an M.Sc. in Technology and Policy from the Massachusetts Institute of Technology.

Sujata Gamage, Ph.D.: **Director of Knowledge Networks, LIRNE*asia***

Sujata is a specialist on assessing, planning and building knowledge capacity. After a career as a university teacher and researcher in chemistry she moved to capacity building while serving as the administrator for the research support programs at the Board of Regents in Ohio. Since being responsible for managings a grant program of USD10 million per year to develop research capacity in universities in the state of Ohio, USA, she has taken on several assignments and consultancies on assessing and building knowledge capacity in both developed and developing countries. She has served as the Director General of Tertiary and Vocational Education Commission of Sri Lanka and revitalized the implementation of an ADB funded project to implement a national vocational qualification framework for Sri Lanka; as the Analytic Director of a team of

QRC Macro consultants responsible for conducting and reporting on science resource surveys of the US National Science Foundation; and as a strategic planning specialist at the Ohio State University, USA, developing an academic quality scorecard for the University. She is currently involved in research on assessing and building capacity for telecom reform in Asia for LIRNE*asia*, best practices in North-South research collaborations for the National Science Foundation of USA and initiatives in tertiary education at the Education Forum of the Pathfinder Foundation of Sri Lanka. She also heads the 3R Initiative at LIRNE*asia*.

Samangi Hewage: Project Manager, 3R, LIRNE*asia*

Samangi works with the Gampaha Municipal Council in Sri Lanka, and other committed individuals and organizations in the area, to build a network of stakeholders who are able to inform and educate the public, and to implement 3R through that network. She holds a Bachelors degree in Forestry and Environmental Science from University of Sri Jayewardenepura. She is also reading for her Ph.D. in Botany at the University of Sri Jayewardenepura. Previously she worked as a Research Assistant at the University of Sri Jayewardenepura which for nearly three years.

Tahani Iqbal: Researcher, LIRNE*asia*

Tahani began her work at LIRNE*asia* as a researcher on the 2005 Teleuse@BOP study, focusing on gender patterns. She currently manages *CPRsouth*, LIRNE*asia*'s capacity and field-building program to develop an Asia Pacific knowledge network on ICT policy regulation, and is also involved in developing price and affordability indicators for the ICT sector. She commenced her professional career in April 2002 when she worked as Administrative Assistant at the National Agribusiness Council. She subsequently served as Assistant to the Department of Economic Affairs at the Secretariat for Coordinating the Peace Process. Tahani holds a Bachelors degree in Economics and Management from the London School of Economics (External).

Nilusha Kapugama: Researcher, LIRNE*asia*

Nilusha currently assists Chanuka Wattegama on LIRNE*asia*'s Virtual Organization project and the Broadband Quality of Service in India and Sri Lanka. She is also involved in the capacity-building initiative, CPR*south*, where she assists Sujata Gamage (Ph.D.) on outcome mapping exercises and assists in organizing the annual conference. She has

previously worked as project intern at the Institute of Policy Studies, Sri Lanka, on projects relating to the telecom industry. She has also worked as an intern at the Standard Chartered Bank, Sri Lanka, as well as a Teacher in Economics (A/L) at the Colombo International School. Nilusha has obtained her Masters in Development Economics and Policy from the University of Manchester in September 2007.

Miraj Khaled: Graduate Student, Simon Fraser University (Canada)

Miraj's research interests include the regulatory environments in Bangladesh and Canada with a focus on mobile communication and broadband wireless technologies. He is also interested in the implications of mobile devices on the socio-economic and technological developments of developing countries. Miraj will be coordinating LIRNE*asia*'s TRE study for Bangladesh commencing in April 2008. His prior work experiences include a spell as Research Assistant on the Knowledge Transfer Pilot Project at Simon Frasier University in Canada, ICT Expert at the Dhaka Transport Coordination Board, and Executive Officer at the ICT Business Promotion Council in Dhaka, Bangladesh. Miraj holds a Master of Social Sciences in International Relations from the University of Dhaka, Bangladesh, and is currently reading for a Masters of Science degree in Information Technology at Simon Frasier University.

Malathy Knight: Research Fellow and Head of Industry, Public Enterprise Reform and Regulatory Policy Research at the Institute of Policy Studies (Sri Lanka); Research Fellow, LIRNE*asia*

Malathy has written extensively in the areas of public enterprise reform and regulatory policy, both locally and internationally, and has also contributed directly to national economic policy by producing policy briefs and serving on various committees appointed by the government. She was the lead researcher on the Sri Lanka study which attempted to measure ICT sector and regulatory performance at LIRNE*asia*. She also led a study which investigated the replicability of GrameenPhone's micro-finance approach to extending rural connectivity in Bangladesh and co-authored a concept paper which set out the institutional requirements for an effective disaster warning system for Sri Lanka, in the aftermath of the Indian Ocean Tsunami of 2004. She is currently reading for a Ph.D. at the Institute of Development Policy and Management (IDPM), University of Manchester, focusing on the political economy of telecommunications reform and regulation in Sri Lanka.

Priyadarshani Liyanage: Assistant Accountant, LIRNE*asia*

Priyadarshani assists Prashanthi Weragoda with all finance-related functions at LIRNE*asia*. Having started her career in 1992 at the Sri Lanka Ports Authority where she handled loans for the ports of Galle, Colombo and Trincomalee and recruitment, she moved to Shaffy M Jiffry & Co in 1994 as an Accounts/Audit Trainee. Here she carried out several audit assignments covering trading organizations, manufacturing units, plantations and banks, including internal audits covering three garment factories. In 1994 she joined Shell Solar Lanka Ltd as an Assistant Accountant in charge of preparing final accounts for management information for the Mother Company, Shell Solar Energy BV Netherlands, checking payroll and bank remittances for employees and agents, preparing taxation reports, annual reports and audits. Priyadarshani is a Member of the Association of Accounting Technicians of Sri Lanka (AAT), and has completed the Licentiate Level and Professional Level (Part I) at the Institute of Chartered Accountants of Sri Lanka. She has also completed a Higher National Diploma in Accountancy from the Sri Lanka Technical College (Ministry of Higher Education).

Sriganesh Lokanathan: Senior Researcher, LIRNE*asia*

Sriganesh is currently working on developing online resources to improve collaboration between NRAs, NSOs, operators, civil society groups & researchers in the collection and dissemination of standardized ICT indicators in the Asian region. He is also researching organizational models to actively engage participation and promote ownership amongst the target beneficiaries of this exercise. Previously, he was one of the initiators of the current supply-side indicators research work being carried out by LIRNE*asia*. He has also worked with Harsha de Silva (Ph.D.) on the Govi Gnana Seva (Farmer Knowledge Service) project, which aims to reduce information asymmetries in the agricultural sector in Sri Lanka. He previously worked as a software architect at Affno, a Sri Lankan software firm. He has also worked as a researcher at the Department of Electrical Engineering and Computer Science at MIT, MIT's Laboratory for Financial Engineering and MIT's Media Lab on various technology projects. He is currently reading for a masters degree in public policy at the National University of Singapore. He holds a Bachelors degree in Computer Science, from the Massachusetts Institute of Technology, and is currently reading for a Masters degree in Public Policy at the National University of Singapore.

Payal Malik: Senior Research Fellow, LIRNE*asia* & Senior Lecturer, University of Delhi (India)

Payal is a Reader in Economics at Delhi University. Her research and consulting interests have focused on the infrastructure sector, where she has undertaken extensive policy based research on the issues of market structure and regulatory design for sectors like power, telecommunication and water. She has been a consultant at the National Council of Applied Economic Research (NCAER), New Delhi since 1997. Payal has also been a Senior Researcher at LIRNE*asia* since 2004, where she has led a study on India which attempted to measure ICT sector and regulatory as well as a study which assessed the effectiveness of India's universal service tools. She has written extensively on the economic problems of network industries both in popular press and professional journals. She has presented her research on ICT and Infrastructure regulation and policy at various domestic and international forums. She received her Master of Philosophy, and Master of Arts in Economics from the Delhi School of Economics, University of Delhi. She also has a Master of Business Administration from the University of Cincinnati, Cincinnati, OH, USA.

M. A. Mobarak (Bangladesh)

Mr. Mobarak was formerly a senior level member of the public service of Bangladesh; he will participate in LIRNE*asia*'s TRE study for Bangladesh commencing in April 2008.

Dimuthu Ratnadiwakara: Researcher, LIRNE*asia*

Dimuthu leads the statistical analysis component of LIRNE*asia*'s five-country telecom user study Teleuse@BOP, which looks at the use of telecom services among low income earners in India, Pakistan, Philippines, Sri Lanka & Thailand. His research also includes studying the potential of ICTs to reduce transaction costs in the agricultural value chain; he also works with LIRNE*asia*'s Lead Economist, Harsha de Silva (Ph.D.) on the Govi Gnana Seva (Farmer Knowledge Service) project, a unique ICT for development project aiming to reduce information asymmetries in the agricultural sector of Sri Lanka. Dimuthu is also a member of the team developing a decentralized database for collection of accurate ICT statistics with incentive-based participation facilities to stimulate cooperation amongst regional regulators. Among his other tasks, Dimuthu assists the Lead Economist in his activities, including analysis work, presentation, etc. He has a

B.Sc. (First Class) in Computer Science and Statistics from University of Peradeniya, Sri Lanka and is a passed finalist of CIMA (UK).

Rohan Samarajiva, Ph.D.: Executive Director, LIRNE*asia*

Rohan is Executive Director of LIRNE*asia*. He is Senior Advisor to the Networking Grassroot Movement of Sarvodaya (Sri Lanka's leading Community Based Organization) and serves on the ICT Subcommittee of the Ceylon Chamber of Commerce and on the Board of the Lanka Software Foundation. He is Board Member of Communication Policy Research south, which has organized two conferences and related programs intended to identify and foster policy intellectuals active in ICT policy and regulation. He is a visiting faculty member at the TERI University in New Delhi and serves on the editorial boards of seven academic journals and writes an online business column.

Samarajiva was Team Leader at the Ministry for Economic Reform, Science and Technology (2002-04) responsible for infrastructure reforms, including participation in the design of the e Sri Lanka Initiative. He was Director General of Telecommunications in Sri Lanka (1998-99), a founder director of the ICT Agency of Sri Lanka (2003-05), Honorary Professor at the University of Moratuwa (2003-04), Visiting Professor of Economics of Infrastructures at the Delft University of Technology (2000-03) and Associate Professor of Communication and Public Policy at the Ohio State University (1987-2000).

He was a member of the intergovernmental Joint Study Group on the India-Sri Lanka Comprehensive Economic Partnership Agreement (2003) and chaired the GATS Advisory Committee of the Department of Commerce, Sri Lanka (2002-2004). Samarajiva chaired the expert workshop on fixed-mobile interconnection for the International Telecommunication Union (ITU) in 2000 and the first Digital Opportunity Forum for the Korea Agency for Digital Opportunity and Promotion (KADO) in 2006. He moderated the Ministerial Roundtable on ICT for Development at the Asian Forum on Information and Communication Technology Policies and Strategies in Kuala Lumpur in October 2003 and was an invited panelist at the World Bank infoDev sessions held in conjunction with the World Summit on the Information Society in Tunis in November 2005.

Puree Sirasoontorn: Assistant Professor, Faculty of Economics, Thammasat University (Thailand); Research Fellow, LIRNE*asia*

Puree's research interests include economics of regulation, industrial organization, and energy economics. Her experiences in the policy and regulatory field have been extensive; she was part of a project studying the privatization policies under the Thaksin Administration in 2007 and has played an active role in many policy-related research projects conducted by the Thammasat University Research and Consultancy (TU-RAC) since 1997. She will be coordinating the LIRNE*asia*'s TRE study for Thailand commencing in April 2008. Puree is also part of the referee committee of two journals: International Energy Journal, Thammasat Economic Journal, and has been the recipient of many scholarships and awards for her education and research. Her most recent awards are from the Thammasat Faculty of Economics for the Project of 'Energy Act: Implications for the Energy Sector in Thailand', and Thai Research Fund for Project of 'Electricity Price Regulation in Thailand: An application to the Enhanced Single Buyer Model' in 2007-08. Puree holds a Ph.D. in Economics from the Australian National University.

Nirmali Sivapragasam: Intern, LIRNE*asia*

Nirmali is primarily involved in research on Teleuse@BOP. She currently explores the development and use of cost-saving strategies, specifically, the use of missed calls at the bottom of the pyramid and its likely economic and policy implications for users, operators and policy-makers. She will also be contributing to the 'Measuring ICT Sector and Regulatory Performance' study and is in charge of LIRNE*asia*'s Media Coverage Database. Prior to joining LIRNE*asia*, she worked as a Project Intern at the Institute of Policy Studies of Sri Lanka. Attached to the Industry, Public Enterprise Reform and Regulatory Policy Division, she assisted senior researchers in the development of a Concept Paper regarding the formulation of guidelines for an effective Industrial Policy for Sri Lanka. During this period, she gained experience in the collection of information via interviews and literature, analysis and evaluation of information and the preparation of summary reports. Nirmali also worked as a part-time Field Research Officer for Nielsen Lanka (Pvt.) Ltd and was involved in several quantitative and qualitative research projects during this period. In 2005, she was selected as part of a delegation to the Republic of Maldives, on behalf of the World Bank, where she conducted fieldwork operations for a global World Bank Investment Climate Assessment report on the

Maldives. Nirmali holds a Bachelor's Degree in Economics and Management with First Class Honours from the London School of Economics (External), University of London.

Thiruchenduran Somasundaram: Project Assistant, 3R, LIRNE*asia*

Thiru is a project assistant for the 3R initiative at LIRNE*asia*. At present, he works with the Gampaha Municipal Council in Sri Lanka and other committed individuals and organizations in the area, to build a network of stakeholders who are able to inform and educate the public, and to implement 3R through that network. He holds a Bachelors degree in Food Science and Technology from Sabaragamuwa, University of Sri Lanka.

Shamistra Soysa: Researcher, LIRNE*asia*

Shamistra Soysa is primarily involved in LIRNE*asia*'s ICTs, Transaction Costs and Traceability in Agricultural Markets project; she is also involved in organizing the Workshop on Transaction Costs and Traceability: Potential for ICTs in the Agricultural Value Chain in Kandalama, Sri Lanka, which aims to discuss the policy level implications and business level possibilities of using ICTs to reduce transaction costs in the agricultural value chain and improve traceability. In the past, she worked on improving the TRE methodology for Measuring ICT Sector and Regulatory Performance and was part of a team that developed a manual for implementing the TRE Assessment. She has also worked with Helani Galpaya on various research papers and a book chapter on aspects of teleuse at the Bottom of the Pyramid and e-Governance and is interested in the potential use of mobile Internet in developing countries in terms of development. Before joining LIRNE*asia*, Shamistra was a part of the United Nations Office for the Coordination of Humanitarian Affairs. During this period, she also served as a Liaison Officer to the Ministry of Disaster Management and Human Rights and worked directly with the Ministry on United Nations responsibilities. Shamistra graduated from the University of Bristol in the United Kingdom with a B.Sc. (Honours) in Experimental Psychology in 2005.

Natasha Udu-gama: Dissemination Manager, HazInfo, LIRNE*asia*

In her capacity as Dissemination Manager, Natasha has organized two of three international HazInfo dissemination workshops with practitioners and experts in Bangladesh, India. The third is scheduled to be held in Indonesia in 2008. Her research interests include community-based disaster risk management and appropriate

technologies for community-based disaster risk information systems in poor urban areas and information technologies for risk communication. Her practical experience includes community-based disaster risk management at the All India Disaster Mitigation Institute, India and Sarvodaya Shramadana Movement's Community Disaster Management Centre, Sri Lanka. She has also supported disaster management projects and initiatives in Nicaragua, Bangladesh and Thailand. Natasha has an MSc in Disaster Management from the Royal Military College of Science at Cranfield University, Shrivenham, UK, and a B.A. in International Affairs and Development Studies from George Washington University, Washington, DC.

Nuwan Waidyanatha: Project Manager, HazInfo, LIRNE*asia*

Nuwan led LIRNE*asia*'s disaster related project 'Evaluating Last-Mile Hazard Information Dissemination' in Sri Lanka between 2005 and 2007. He is also the Director of Spot On Solutions, which provides specialized affordable 'service type' information technology enterprise planning solutions using Free and Open Source Software, especially targeting the small and medium-sized industries in Sri Lanka. Nuwan was a founding member of the post-tsunami-work volunteer group: Community Focused Disaster Response, an ongoing project focused on giving the people in Komari, of the East-coast of Sri Lanka, a better life He also played an instrumental role in launching and developing Infocraft Limited, as the IT arm of one of the largest conglomerates, Hayleys Ltd Sri Lanka with expertise in software engineering, management and operations research. Nuwan has worked in the IT field since 2000, and has also worked as an Instructor in Operations Research at the Department of Mathematical Sciences, University of Montana, USA, and as an Analyst Programmer at the Montana World Trade Center, Montana, USA.

Chanuka Wattegama: Director of Organizational Development, LIRNE*asia*

Chanuka is currently in charge of creating and maintaining a virtual environment and supporting knowledge networks. He was also the lead researcher on LIRNE*asia*'s project to Benchmark National Telecom Regulatory Authority websites of the Asia-Pacific Region in 2005. Chanuka was previously a Programme Specialist ICT4D at the United Nations Development Programme (UNDP) Asia-Pacific Development Information Programme (APDIP) out-posted to Colombo Regional Center's Millennium Development Goals (MDG) Initiative. His focus was on using ICTs for poverty

reduction in order to achieve the MDGs, and in this capacity he worked on various projects covering poverty reduction, telecom regulation, gender and ICTs, disaster management and e-Government. He has over fourteen years experience at specialist and management level in for development. As a researcher, he has co-authored the Sri Lankan chapters for the books Cyber Communities of Asia (AMIC, Singapore), Media in Asia (Sage Publishers, New Delhi), Internet in Asia (AMIC, Singapore) and Digital Review of Asia Pacific (APDIP, Orbicom and IDRC). He was also the lead researcher for Sri Lanka in a nine-country study on ICT for Human Development in Asia, by UNDP. He is a regular writer and commentator on ICT issues in the Sri Lankan media. He was the founder consultant editor of 'Pariganaka', the largest selling ICT magazine in Sri Lanka with a circulation of more than 40,000 copies. He has won the Science Writer of the Year Award, presented annually by the Sri Lanka Association for the Advancement of Science, twice.

Prashanthi Weragoda: Director of Finance & Operations, LIRNE*asia*

Prashanthi is in charge of finances and accounts at LIRNE*asia*. She introduced general financial procedures at LIRNE*asia* and developed an auditing system to establish the first draft accounts. She has 15 years of financial related experience in the fields of merchant banking, corporate finance and general financial management, including budgeting and performance monitoring. She was attached to two listed investment banking companies in the Colombo stock exchange and subsequently worked at Shell Renewables Lanka Limited. Prashanthi moved to Australia in 2002 where she undertook a number of assignments including monitoring subsidy funding to aged care facilities while working for the Department of Health and Ageing. She and also worked for Air Services Australia, which is responsible for all aviation support services. She holds a Bachelors degree in Commerce and is an Associate Member of Chartered Institute of Management Accountants of UK (CIMA).

Ayesha Zainudeen: Senior Researcher, LIRNE*asia*

Ayesha is involved in research in ICT policy and regulation in the Asian Region at LIRNE*asia*. Her research focus is on understanding ICT needs of as well as improving ICT access for the marginal user. She manages the multi-country studies of telecom use at the bottom of the pyramid (Teleuse@BOP 2006, 2005). She is currently co-editing a book based on the findings of the 2006 Teleuse@BOP study. She is also co-editor of

ICT Infrastructure in Emerging Asia: Policy and Regulatory Roadblocks, with Rohan Samarajiva (Ph.D.), a book which draws from Asian experiences in expanding ICT access. She 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. She previously worked at the Public Interest Program Unit (Ministry for Economic Reform, Sri Lanka) as a Young Professional, engaged in research assistance in infrastructural reform projects. Prior to that, she was employed at the A.C.S. Hameed Peace Foundation involved in social research. She holds a Bachelors degree in economics from the London School of Economics.