

**IMPACT OF NENASALA (KNOWLEDGE CENTRE)
ON ICT KNOWLEDGE, ICT USAGE LEVEL AND
ECONOMIC CONDITION:
A CASE STUDY OF RURAL COMMUNITY**

MASTER OF BUSINESS ADMINISTRATION



IN
INFORMATION TECHNOLOGY

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January 2007

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By

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The Dissertation was submitted to the Department of Computer Science & Engineering of the University of Moratuwa in partial fulfillment of the requirement for the Degree of Master of Business Administration.

Department of Computer Science & Engineering

University of Moratuwa

January 2007

DECLARATION

“I certify that this thesis does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any university to the best of my knowledge and belief and it does not contain any material previously published, written or orally communicated by another person or myself except where due reference is made in the text. I also hereby give consent for my dissertation, if accepted, to be made available for photocopying and for interlibrary loans, and for the title and summary to be made available to outside organizations”

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Supervisor – Eng. A. T. L. K. Samarasinghe

ABSTRACT

Nenasala (Global Knowledge centre) is the Sri Lankan telecentre model implemented by ICTA to improve ICT Awareness, ICT literacy, ICT usage and economic conditions of the community. By the end of august 2007, 401 Nenasalas had been established islandwide according to ICTA. The target is to setup 1000 Nenasalas by the end of 2008.

The main objective of this case study based research was to test the prime objectives of Nenasala project by evaluating the impact of Nenasala on ICT awareness, usage, literacy and economic condition of the rural community. In addition, the long-term sustainability and impediments to achieving the success of Nenasala were also evaluated.

Using purposive sampling techniques, a sample of 20 Nenasalas was selected in 4 districts and studied in depth through the project implementer, Nenasala operator and community perspectives. 4-7 people around each Nenasala area including Nenasala users and non users were selected for the sample to study the community impact. Interviewing methods, participation observations and telephone conversations were used to collect data from operators, implementer (ICTA) and community. 2 questionnaires prepared for operator and community were used as the basis for interviewing operator and community members.

Based on the analysis on quantitative data (inferences though a proper statistical analysis) and qualitative data, case study research was concluded with following findings.

- a. There is a significant impact of Nenasala on ICT usage of the community.
- b. Impact of Nenasala on ICT awareness and literacy is very low.
- c. Economic condition of the rural community has not been improved by Nenasala.
- d. Nenasala is sustainable in terms of its service and relevancy. However the infrastructure, equipment, human resources and financial sustainability is very low. Therefore the overall sustainability of Nenasala is low.
- e. There are number of impediments to achieving the success of Nenasala. Most of them are due to the lack of innovation and dedication from the operator.

ACKNOWLEDGEMENT

The success of this research project can be attributed to many individuals who supported me in different ways at different stages of the project. I would like to express my sincere gratitude to all of them for all the support given to me during this period.

This research may not have been a reality without the guiding hands of my supervisor, Mr. A. T. L. K. Samarasinghe, Head of the Department of Electronics and Telecommunication Engineering, University of Moratuwa. Therefore I wish to express my sincere gratitude to my supervisor for his advices, guidance and invaluable support extended to me in every aspect of this research.

I would extend my heartfelt gratitude to all individuals including ICTA project coordinator for Nenasala, owners and staff of Nenasala centres, who participated in the research survey for spending their valuable time on my research.



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ABBREVIATIONS

ICT – Information Communication Technology

ICTA – Information and Communication Technology Agency

MNC – Multi National Corporation

ICT4D - Information Communication Technology for Development

DeL – Distance & e-Learning

GIC – Government Information Centre

SBT – School Based Telecentre

OECD - Organization for Economic Co-operation and Development

LCD – Liquid Cristal Display

NGO – Non Government Organization

GOSL – Government of Sri Lanka

LAN – Local Area network



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