

Executive Summary

The Meeting and ICT Training on “ICT to Empowering ASEAN Homeworkers”

12-23 Feb, 2009



**Proposed to
The Division of ICT Promotion and Development
Ministry of Information Communication and Technology**

**by
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Knowledge Management (CCDKM)
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Executive Summary

Project of ICT to Empowering ASEAN Homeworkers

1. Rational

The Project of “ICT to Empowering ASEAN Homeworkers” among all the 10 ASEAN countries has kept its working among all the first three initiated countries : Malaysia, Indonesia, and Thailand since last 2005 funded by IDRC

Then topping up more with the Project of ICT Community Learning Centre of Thailand which Ministry of Information Communication and Technology (MICT) has assigned CCDKM : STOU to be the consultant of the said project in 2007. Since then we found that one among the main factor to sustain the Community ICT Learning centre should be relevant to any kind of income generating activities as well as other betterment of them.

From the said recommendation, the MICT has continually assigned CCDKM : STOU to topping up the How ICT could be used and applied to any empowerment of all the homeworkers among all the 10 ASEAN countries especially in Thailand which its numbers is around 20 millions both registered and non (Kamolrat, 2007).

2. Criteria of the Pilot Cases Selection :

Criteria to be used as the 3 pilot cases from 3 regions of Thailand aimed to be the show cases of 3 levels : fundamental, immediate, and advance levels as followed;

2.1 focus on the empowered community;

2.2 have some ICT skills or having a positive attitude to the ICT uses;



2.3 have potential products to be sold online as well as aiming to sell online, etc.

3. Activities of the Project :

The project has designed holistically to be 3 main activities as followed; 1) national activities aimed to seek for any potential homeworkers; 2) the regional activities from 3 regions of Thailand : North, South and Central as well as one more volunteer from the South. Its main results are as follow;

3.1 The National Meeting and ICT Training

Had been organized at STOU during 15-17 September, 2008 aimed to call for any active stakeholders to be involved and participated as well as all the 101 representative homeworkers selected from the 35 Community ICT Learning Centre to join the said national event. The main results are as follow;

- Overview of the ASEAN Homeworkers

Found heavily used of their local wisdom as their base for various job creation, income generation both at the individual and as a whole. The result found 2 main types of homeworkers : 1) Piece-rate workers which are more on labor-base, and 2) Own-account workers which have their direct contact with all marketing channels and materials, etc.

Some main findings about the overview of homeworkers from each ASEAN countries were as follow;

Thailand : in the year of 1999, Thailand has its registered homeworkers around 311,790 with majority are female and average age are 20-49 years, married with average monthly income is 4,000 baht. Their main home-base works are under seeds industry, paper industry, leather industry, etc. If they are in Bangkok, they are mostly rent room or house but if at their own hometown, they normally have their own houses.



The Thai homeworkers or the home-base workers could be classified into 4 main groups : 1) the single homeworker; 2) the group homeworkers; 3) the freelance; and 4) the SME ones. Their only main welfare gained from the government is the 30 Baht Health Campaign of the Government.

Their main ICT media used are mobile phone followed by the community radio, community tower and the cable TV, etc.

Their main problems in using ICT are mainly on no money to buy, English illiterate, not aware to the benefit of using ICT, non training for them and considered ICT as their burden, etc.

Singapore : found majority of female Singaporeans has run their own home-base business both small and SME supported from the government; their main home-based works are more on specific / niche markets i.e. handicraft, beauty and health, etc. Majority of them gained well education.

ICT has been heavily used among majority of the Singaporeans especially for all kinds of marketing innovations : E-marketing, Blog, Online Forum , E-mail and Online Advertising because of the well ICT infrastructure as well as strongly supported by the government. Majority of people gained well education and using English as their official language.

Brunei : the status of women gain better i.e. more employment, more education and the strongly support from the government to promote all women to be the entrepreneurs. Various types of trainings are provided as well as setting up the unique agency to support this issue named the Brunei Women's Business Council, (WBC) as well as setting up the e-Government policy as a whole.

Malaysia : has grouped together under strongly supported from the NGOs : eHomemakers Malaysia : Project Salaam Wanita which have about 15,000 members. The average age of them are 26-45 years old, married, widowed, single mother, less education as well as less income which is about 15-250 USD monthly.



Their main home-based works are sewing, cooking, artisan works, beauty, and electronic compartment, tutoring, translation, data processing, etc. which their main ICT tools are mobile phone, SMS, etc.

The main problem of using ICT are non awareness to the benefit of the ICT, English illiteracy, no money, and some about the ICT infrastructure, etc.

The Philippines : there are about 2,025,017 homeworkers during 1993-1995 with 78.8% are female then keep increasing to be 6 millions in 2002. Their main homebase works are sub-contracted type with non contract signed i.e. sewing, beauty saloon, artisan works, and some agriculture and food processing works, etc. Majority of them gained very less education, their average working hours is 15 hrs daily.

One among their outstanding case is the PATAMABA case which have its members about 5,000 from 28 provinces. This project has provided training as well as loan for any SME or small business setting, but still non or very less ICT uses.

Indonesia : the average age of their homeworkers is 30-49 years old, married, less education, less income which is about 5-78 USD monthly. Their main homebase works are more on cooking, artisan works, sewing, and other sports products equipments, etc.

Their main ICT tools are more on mobile phone, public phone which were used more for their commercial communication, etc. and its main problems are no money to buy, non awareness to use it for their business and well as too old to learn about all those technologies or ICT.

Vietnam : there are some trendy among the female Vietnamese to run their own business : small business, family business, and the SME ones. Currently the ILO has joined with the Commercial Hub to run the Project of “Start and Improve Your Business” (SIYB) aimed to empower the all kinds of relevant factors to all women, followed by the others.



Their main ICT uses are telephone, fax, brochure, booklet, namecard with very few internet uses because of their less awareness on the benefits of the internet, etc.

Myanmar : the homeworkers of Myanmar were considered to be under the non-formal economy group which most of their works would mostly be the less skilled labor, less income, and normally work 7 days a week with 8-11 hrs a day. Mostly of them lack of training and money support, etc.

There are some agencies working relevant to the homeworkers i.e. the Myanmar Women Entrepreneurs Association (MWEA), Myanmar Women Affairs Federation, Maternal and Child Welfare Association, etc. Their empowering activities are more on training, ICT especially the internet training, English training, and some fundamental skills about e-Commerce, e-Store, and e-Catalogue, etc. but anyhow there are still no evidences about using ICT related to their home-based works.

Laos : there are some of the female homeworkers grouped together to help each other leaded by the NGOs : HomeNet Laos as well as got support from donor or foreigner aids, etc. Their main home-base works are more on agricultural-base, artisan base, etc. And for the ICT uses or applied into their homebased works still very less because the internet has just being introduced to Laos people in 1996, and 39% of them are still very poor, they can't afford to the buy any kind of ICT, etc.

Cambodia : majority of their homebased workers are the ne who can not access to the education system as well as any kind of training, etc. these made them gained less skills, less income which is about 1-2 USD a day as well as under unfriendly environment, etc.

Their main home-based works are more on weaving, sewing, artisan, wooden works, metal products, etc. and for any ICT uses for their home-base works still non or very less because of their poor condition as well as the un-well developed of their ICT infrastructure. Their people first used the internet in 1994.



3.2 The Regional meeting and ICT training : 3 pilots cases

The 4 days intensive meeting and ICT training was designed and launched in the 3 pilot areas of Thailand aimed to make it as the show cases for the others as follow;

1) The Community ICT Learning Centre : Wat Prang School, Pua District, Nan Province;

2) The Community ICT Learning Centre :Jana District, Songkla Province;

3) The Community ICT Learning Centre BangPreng School, Bang Bau District, Samutprakarn Province

1) Wat Prang School, Pua District, Nan Province :

Very outstanding in their own local wisdom especially in all kinds of artisan works, cotton weaving, silverware, etc. After the given training, the community has grouped together and launched the first website aimed to access more marketing channels, PR, etc to both domestic and internationally;

2) Jana District, Songkla Province:

Very outstanding in their empowered community which have grouped together aimed to heap each other i.e. the vocational group, the widow group, etc. Their main home-based works are more on handicraft i.e. the bird-cage making, the artificial flower, the scarf making, etc. This home-base group used to be very less / seldom in ICT access but since the setting up of the Community ICT Learning Centre, they can gain more access to the ICT uses as well as other children and youths in the community.

Their trainings were supported by the various agencies i.e. the MICT, the Non-Formal Education Bureau, the Local Authority, etc. to empower their skills especially about any relevant to their income generating activities, etc.



3) BangPreng School, Bang Bau District, Samutprakarn Province

The Bangpreng Community is quite a remote area under the out skirt of Bangkok where is under the industrial zone, this empowered community formed up to help themselves for more income generating activities by setting up various groups of vocations i.e. the fish preservation group, the carpet weaving group, the artificial flower group, etc. After the setting up of the Community ICT Learning Centre found lots of positive impact to all groups of people in this area such as the students, the teachers, the vocational groups especially the home-base groups, and the general community people.

3.3 The ASEAN Meeting, and ICT Training

Have focus on the sharing both of the knowledge and experiences about each country among the 10 ASEAN countries as well as using the www.ThaiAseanHomeworkers.org to be as the sharing forum among all the representatives both from the ICT side and the homeworkers side aimed for more further collaboration among all the 10 ASEAN countries i.e. knowledge and information sharing, marketing channel sharing, etc. with its 12 days together (12-23 Feb,2009)

Overall Conclusion and Discussion about “ICT to Empowering Thai Homeworkers” :

The overall conclusion and discussion on “ICT to Empowering Thai Homeworkers” or homeworkers in Thailand gained its overview results as followed;

1. Demographic Information about Homeworkers

Demographic information of the homeworkers from all 3 pilot regions of Thailand found average 70 percent are female homeworkers with average age is around 25-45 years old. Their average education are more on junior and senior high school level, majority of them never gained ICT training (10 percent) except some



small groups who used to be trained the general ICT courses with the Community ICT Learning Centre nearby. The gained results get along well with other researches or studies both in Thailand and abroad.

2. Meeting and Seminar :

Found from all the stakeholders meeting and seminar, the community themselves was appointed to be the host along with the Community ICT Learning Centre, the results are as follow: 1) more de-centralized system should be more aimed to guaranteed the equity access as well as benefits gained to all community members; 2) the shared forum to all relevant stakeholders especially the community themselves to have their direct opportunity to community to any agency who they want to, etc. This help created the information society in all communities over Thailand.

3. The Satisfaction about the ICT Training:

The satisfaction about the ICT training found 5 main findings as follow;

1) Majority of them gained new knowledge in all aspects (more than 50 percents in all aspects);

2) The application of the gained knowledge to develop their careers found about 77.40 percent such as to seek more marketing channels (87.10 percent), and to help in doing the PR (93.50 percent);

3) Others are about the shared trainers strategy which used some of the community people especially from the Community ICT Learning Centre operator to be the co-teaching team. This strategy has gained many positive feedback i.e. the impression and proud to the community people to get the opportunity to help training their own people as well as the feeling to be the host in the said training, etc.

Finally could be concluded that the ICT could be one among the main tools to help develop any betterment, and equity, any transparenence, any confidence, and the most important is the open the equal opportunity to all community people.



Suggestion or Guidance to Use ICT to Empower the Homeworkers in Thailand :

Suggestion for the Policy Level :

The overall suggestion or guidance to use ICT to empower the homeworkers in Thailand could be as follows;

1. Develop any Fundamental Development Facilities to All Homeworkers

Because of the results about their education is averagely low as well as the opportunity to access to any empowering activities in the society especially the ICT training or even the general trainings, etc. The Community ICT Learning Centre could be one among the platform for any stakeholders to help or generate any empowering activities for each community all over the country;

2. Concrete Policy about All the Empowering Activities for the Homeworkers

All the empowering activities could be helped by the ICT system which all the Community ICT Learning Centre already have in each community. From the said centre, the empowering activities could be designed to be both “online” and “offline” then finally could take its role to be as the “One Stop Service Centre” of each community, etc.

3. The Overall Policies about the Homeworkers Training

The overall policies about the homeworkers training would be as follows;

1) Under this rapid change in all levels of the globe, our small homeworkers in Thailand also have to confront the similar situation, they need all kinds of regular and relevant information, knowledge, skills to empower themselves, to earn, to survive, etc. And only one agency could not serve all those rapid demands, all the relevant agencies have to work and coordinate among themselves especially from the policy to the community level

2) About the type and training strategies have to get along well with all the relevant agencies starting from the policy level to the community level because all of



them could help planning, setting policies, even of any facilities to complement to each other.

As well as the type and training strategies should be more de-centralized and participatory-based i.e. to participate in contents design or curriculum design, to help in being the co-trainer team, etc.

3) Have to promote more various channels among all the stakeholders especially among the community people to communicate, coordinate, share, etc. such as the online platform : www.ThaiAseanHomeworkers.org which could be the main hub / platform for all to share and learn, to do the PR activities, marketing activities, as well as about the local wisdom, etc.

Suggestion for the Implementing Level :

1) About the Pilot Areas or the Case Study

Should be promoted to be more areas, more case, more varieties from its beginning of the 3 pilot ones as well as 1 volunteer community (Kampuan Community : Ranong province). The key strategy to be used in considering more cases / areas would as follow; 1) have to be the empowered communities, 2) have to have a very active Community ICT Learning Centre, and 3) have to have an very potential local products / group of homeworkers to be developed more, etc.

2) About the Sustained and Continuous Development

To aim for any sustained and continuous development for all the homeworkers in Thailand especially among all the general communities as well as the empowered communities should be as followed;

- Use More Online System

Use more online system especially the www.ThaiAsenHomeworkers.org to be as the one among the main hub or platform to be linked and shared among all the relevant agencies as well as the communities themselves;



- Use More Variety Training Curriculums

Such as all kinds of vocations training as well as the other necessary curriculums such as leadership, Community SME Management, etc.

- Based on More Networks and Agencies Collaboration

By working more with all kinds and levels of networks and agencies from policy till the community levels, as well as the national and regional levels, and not only in Thailand but also among the other countries especially the 10 ASEAN countries both online and offline, etc.