Improving CLC Presence to Scaling Impact. A Reality?
Rural poor don’t know how ICT can help them earn money

**Poverty profile, Sri Lanka**

<table>
<thead>
<tr>
<th>Poverty incidence at urban sector (2010)</th>
<th>5.3%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poverty incidence at rural sector (2010)</td>
<td>9.4%</td>
</tr>
</tbody>
</table>

Total population 21 million

3 decades of war over. Perfect opportunity for growth.

Source: World Bank statistics
Social Enterprise

Mission: e-Empowerment of rural communities

Capacity building
ICT education and skills

Accessibility

Applications
Fusion Education, FarmerNet, Smart Village

Social bottom line

Economic sustainability of Community + partners + Fusion

Economic bottom line
Organisational sustainability

Sarvodaya
15,000 communities
54 year old national NGO

SEEDS
3000 village micro-enterprises
US$31mn operation

Building partnerships
to leverage impact

ICTA (Gvt)
620 telecentres

Corporate telecoms
Microsoft
HSBC
Donors

Microsoft
HSBC
Dialog
reduce cost of ICT education

Improve quality of Education
Engage in standardization of CLC education demanded by employers

make learning a fun activity!
course book at a fee
CLC do training they get the fee
Online seminar 1 month before exam
Theory exam Paper based
Practical exam online
Results online
Certificate Award Ceremony in Colombo
### Students Touched

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>DICA</td>
<td>219</td>
<td>596</td>
<td>723</td>
<td>635</td>
</tr>
<tr>
<td>KIDS</td>
<td></td>
<td>118</td>
<td></td>
<td>38</td>
</tr>
<tr>
<td>Centers Touched</td>
<td>46</td>
<td>108</td>
<td>127</td>
<td>136</td>
</tr>
</tbody>
</table>
Economic impact

Price advantage to rural youth – **47% cheaper**

than the available options in the market

Revenue to CLC network – **2.5 X**

Revenue to Fusion – **X**

Dots represent telecentres offering the product
SmartVillage  http://fusionsmartvillage.blogspot.com/

» Education

» Micro-enterprise promotion

» Digitizing local information

Project started in 2011 June
## Shared ownership?

<table>
<thead>
<tr>
<th>Ownership Type</th>
<th>Risks</th>
<th>Rewards potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leader oriented (society)</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>CLC ownership (Fusion Education)</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Random ownership (floating)</td>
<td>3</td>
<td>? (too early)</td>
</tr>
<tr>
<td>organisation (SEEDS) ownership</td>
<td>1</td>
<td>4</td>
</tr>
</tbody>
</table>
Android Smart Phones

Android Tablets (5 each)
Coir Brush Production

By Seeds EPC Kurunegala (Albums) · Updated about a month ago · Edit Album

We have 150 self-employer for Coir Brush making..

Like · Share

3 shares

Seeds EPC Kurunegala We can supply your order on time.. Please call us to contact : 0718000993 (Saliya)

November 30, 2011 at 10:55am · Like

Write a comment...
Seeds EPC Kurunegala
We are going to start a new project with Hayleys to develop livelihood of 200 unemployed women in North Western Province.
Thank You!