INTERNET / GAP BETWEEN RURAL & URBAN

VU Hoang Lien / Vietnam Internet Association - VIA
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## Internet and Digital divide

## Potential demand of the rural

## Solutions
- Infrastructure
- Access
- Interactive
- Information
- Support

## Project: Internet for the Rural

## VIA
1. Internet and Digital divide

Disadvantages in rural area

Traffic

Information

Public Infrastructure

Internet

Public Services
1. Internet and Digital divide

Communication and Knowledge

1. Self development
2. Attracting interest from outside
3. Welcome cooperation
4. Exchange value
5. Opportunities outside
1. Internet and Digital divide

Information as motivation of evolution

- Material
- Cultural
- Morale
1. Internet and Digital divide

Lever of the development

- Knowledge
  - Information
    - Financial
      - Goods
        - Public Services
          - Public Infrastructure
2. Potential demand of rural

- Information needs are unlimited
- Limited demand because of *ignorance*
- Knowledge raises demand of life
- Potential more than urban
- Business / Charity
- Internet – Converge platform
3. Solutions

3.1 *Infrastructure*

- Wireless + Optical Wireline
- Price & Quality
- Barter
- Advertisement
- Public welfare Fund
- Socialization of investment
- Social nonprofit enterprises
3. Solutions
3.2 Accesses

- Cheap devices
- Secondhand devices
- TV++
- Warranty & Insurance
- Sharing resources
- Access points
Access Points

- Government Public service
- School
- Games booth
- Village P&T Culture House
- Internet Café

*Ecolife Café / Vietnet ICT*
3. Solutions

3.3 Iterative – Browse & Media

- Web
- Social media
- Online service
- Application
- Conferencing
- Email
- SMS
- Messaging
- Chat
- Forum
- Blog
- + + +
3. Solutions

3.3 Iterative

- Listing online browsers & medias
- Typical browser
- Mashing browsers & medias
- Online + broadcasting, publishing & events offline
- Building the Community
3. Solutions

3.4 Information

- Efficiency of existing information
- Improve Feature of services for rural
- Planning information for rural
- Collecting and ordering information
- Creativity
- Reusable information data
- E-government
- Smart Veleage / IoT
3. Solutions

3.5 Support

Local
Remote
Experts
3. Solutions
3.5 Support

- Spontaneous: Onsite + Online
- Service provider
- Government
- School model
- Universities/Institutes
- Volunteers
- Experts
- International organizations
4. Project

Internet for the Rural
Internet for the Rural - Solution
Internet for the Rural - Model

- Government
- Enterprises
- International Organizations
- Financial Entities
- NGOs
- Social
- Investment
- Deployment
- Management
- Beneficiary
Role of Associations

- International cooperation
- Regulatory environment
- Communication
- Connection
- Encourage
- Complement
- Projects
5. Vietnam Internet Association - VIA

- Found 2010 – youngest NGO in ICT sector
- 106 enterprise members
- All bigest service provider in: telecom, mobile, Internet, PayTV, SI, Software, VAS, CP, Domain, SEO, E-Com, E-Marketing, E-Pay,
- Benefit for the members + Legal environment + Social community
- Connecting, Consulting, Training, Technology, Standard, Startup, Trading promotion, PR, Project, Loby,
- Events: ICT Com exhibition-Jul, 4G Summit-Aug, Security Bootcamp-Sep, Startup Festival-Oct, Internet Day-Nov,
Vietnam Internet Association - VIA

- **Hanoi office:**
  3\textsuperscript{rd} Floor, IC Building 82 Duy Tan Str, Cau Giay Distr, Hanoi, Vietnam
  Tel: 04-3-633 0355
  Fax: 04-3-633 0481
  via@via.org.vn
  www.via.org.vn
  facebook.com/internetVietnam

- **Ho Chi Minh city office:**
  750 Su Van Hanh street, 12 ward, 10 District, Ho Chi Minh
  Tel: +94 8 62563737-Ext: 130
  viahcm@via.org.vn
Thank you

VU Hoang Lien
Chairman VIA
+84 91 529 8999
lienvh@via.org.vn
lienvuhoang55@gmail.com