Development and Delivery of Livelihood-based e-Service for ASEAN Women

2014

Table of Contents

Chapter   1

Chapter   2

Chapter   3. Country-wise Analysis

    3.1. Thailand
      3.1.1. Current Status of e-Services
      3.1.2. Country Specific (Potential) Demand for e-Services
      3.1.3. Future Directions of e-Services

Chapter   4

Chapter   5

Chapter 1

Chapter 2

Chapter 3. Country-wise Analysis

Directions

- ✓ Fill in the blanks in the Basic Information Data Table below,
- ✓ Use the same sub-chapters with Brunei,
- ✓ Per country, at least 20 pages except the statistical tables,
- ✓ Format Detail
  - ・ Margin: Normal
  - ・ Font: Times New Roman, Size 11
  - ・ Line spacing: 1.15

Table 1 : General Information of Thailand and Thai Women

Indicator	Thailand
Basic Information	**Data**
1. Country name	Thailand
2. Area (km²)	510,890.0
3. National population	67,010,502
4. Rural population	43,643,136
5. Key Economic Sector(s)	Tourism, Service Industry, Agriculture, Garment Industry, Electrical and Electronics Industry, Automotive Industry, Alternative Energy Industry, Financial Services
6. Industry (%)	39.2%
6-1. Agriculture (%)	8.4%
6-2. Fisheries (%)	-
6-3. Livestock industry (%)	3.2%
6-4. Other sectors (%)	-
7. GDP per capita	5,779 USD
8. Employment (%)	72%
8-1. Employment - Urban (%)	-
8-2. Employment - Rural (%)	-
Gender	
1. Education (% of female)	
1-1. Primary education (% of female)	90%
1-2. Secondary education (% of female)	87%
1-3. Higher education (% of female)	54.28%
2. Literacy (% of female)	97%
3. Labor Force Participation (% of female)	64%
3-1. Labor force in agriculture (% of female)	38%
3-2. Labor force in fisheries (% of female)	-
3-3. Labor force in livestock industry (% of female)	-
3-4. Labor force in other sector (% of female)	Industry: 18%; Services: 44%

ICT	
1. Telephone lines (%)	45%
1-1. Telephone lines - Urban (%)	33%
1-2. Telephone lines - Rural (%)	12%
2. Cell phone subscriptions (%)	With 95 million numbers by the end of 2013 (by NBTC 2014)
2-1. Cell phone subscriptions - Urban (%)	Nearly 100%
2-2. Cell phone subscriptions - Rural (%)	Around 70%
3. Internet use (%)	Around 70% (affected by the mobile phone internet)
3-1. Internet use - Urban (%)	Around 45%
3-2. Internet use - Rural (%)	Around 25%
3-3. Internet use - Women (%)	Around 15 % (via mobile phone, internet-cafe, and telecentre)
4. Households with internet access	Around 40%
4-1. Households with internet access - Urban (%)	Around 25%
4-2. Households with internet access - Rural (%)	Around 15%
5. Telecenter	
5-1. The number of telecenters - Urban	300 telecentres (under the Ministry of ICT only)
5-2. The number of telecenters - Rural	1,700 telecentres (under the Ministry of ICT only)
6. Online Social Networks	
6.1 Facebook	28 Million accounts (the 9th global rank)) by Zocial Inc. 2014 and Telecom Journal
6.2 Line	24 Million accounts by Zocial Inc. 2014 and Telecom Journal
6.3 Twitter	4.5 Million accounts by Zocial Inc. 2014 and Telecom Journal
6.4 Instagram	1.7 Million accounts by Zocial Inc. 2014 and Telecom Journal

3.1. Thailand

Relevant Media & Society Reform Scenario of Thailand and in ASEAN;

The growth of civil society especially the Constitution Law of 1997 has been considered to be one of the remarkable holistic changes in Thailand especially about the politics, along with the communication and media reform especially about the media freedom. Because it was the first time that the constitution has initiated the independent regulatory agency affected to be the first independent TV Station name ITV to be independent from all kinds of political power along with the promotion of public communication, media freedom, and people' right to communicate, freedom of expression all over the country. Transparency and good governance in all sectors are promoted via the media freedom. More concrete laws and regulations are actively launched and monitored as follow;

1) The Constitutions of Thailand, 1997

2) The Press Act 1941

3) The Criminal Code 1956

4) The Civil Procedure Code 1924

5) The Act for the Suppression of the Dissemination and Trade in Pornographic

   Materials 1928

6) The Copyright Act 1994

7) Code of Ethics (Journalist Association of Thailand) 1997

And others relevance such as the Act to Establish Youth and Family Courts and the Procedure for Youth and Family Cases 1991. Along with more collaborations among all active media agencies as follow; the Broadcast Journalist Association of Thailand (BIA), the Journalist Association of Thailand (TJA), the Press Council of Thailand, the Council of Communication Arts Education Institution of Thailand, the Southeast Asian Press Alliance (SEAPA), the National Human Right Commission (NHRC), the Campaign for Popular Media Reform (CPMR), the Campaign for Popular Democracy (CPD), the Thai Volunteer Service Foundation (TVSF), the Civic Net, the Media Monitor Project, the Netizen, the Thai PBS (Thai Public Broadcasting Services), and others.

Thai and ASEAN Scenario : e-Society & e-Government Services

The e-ASEAN initiative was launched at the 3rd ASEAN Informal Summit in Manila in November 1999 to facilitate the growth of e-commerce in ASEAN, to establish a free-trade area in ICT products, services and investments, to develop an e-society in ASEAN, and promote e-Government services.

On 4 July 2000, the government of Thailand addressed its attention on the e-ASEAN initiative and ordered the National IT Committee (NITC) to work on creating an *e-Thailand* as part of the national development agenda. The vision for e-Thailand is to exploit the potential of Information and Communication Technologies (ICT) to strengthen the country's economic competiveness, reduce poverty, and achieve sustainable development (NITC, 2002).

Women and homeworking and home-based production have long been practiced in Thai society. In 1999, for the very first time, the government of Thailand provided formal support for setting up a registration system for disadvantaged and marginalized women under the category of "Homeworkers" (HWs). Homeworkers or work-base workers are mostly women base which are mostly the group of small homeworkers or the poor homeworkers who are mostly working at home

after finishing all her household works, or farm works. Many of these homeworkers are also need to taking care some of the dependent family members i.e. the babies, the elderly parents, the handicap children or even the relatives, etc.

There are around 311,790 homeworkers in Thailand which their average age is between 20-49 years old, mostly married and with an average monthly income of 5,000 Thai Baht. About their quality of life i.e. their accommodations, the women who live in Bangkok are mostly the migrant from the rural areas with her husband and children, so they usually rent rooms, apartments,   houses or shared houses; while those who live in their hometowns or in rural areas stay with their extended families or have their own houses. Homework or home base works in Thailand covers a wide range of small or home-base industries: ready-made garment and clothing industry, jewelry cutting, wood and paper making, artificial flower making, food, beverage and tobacco processing, leather products making, glass and ceramic industry, furniture making, recycling industry, and others.

Thai homeworkers can be classified into four main groups: 1) individual household production / the family-base production, 2) group homeworkers/ the vocational groups, 3) the freelancers and 4) the Small Medium Enterprise (SME). Homeworkers or home-base workers in Thailand are under the category of "**informal sector**" which has been ignored from the government for long till under the government of Taksin Chainawatra   who has initated the OTOP policy to help all the marginal groups in Thailand since 1997.   "One Tambon (sub-district) One Product" (OTOP) has been kicked off concretely by the government, aims to support Thai rural communities in the production and marketing of locally made products in each tambon/ village in Thailand. The aim of this initiative is to preserve Thai indigenous knowledge, skills, craftsmanship and heritage, which has been passed on for centuries from one generation to the other.

OTOP include a variety of products including handicrafts, silk and cotton garments, textiles, household items, pottery, food and beverages, among other products. Traditionally, these products were not meant for mass production, rather destined to be exchanged, bartered, or sold to other villages in Thailand.

OTOP : the One Tambon One Product Policy has been initiatated to help all kinds of homeworkers / home-base workers strengthening.   Financial loans, Micro-finance supports, as well as some kinds of fundamental welfares have been initiated to help all women homeworkers. Homeworkers' main welfares from the government are as followed : 1) the 30 THB Public Health Campaign, 2) the SME Loan, 3) the Vocational Micro-Finance Loan, 4) the Elderly Citizen monthly support, 5) the handicapped monthly support.   And the most update is the Women Empowerment Fund by the previous government Yingluck Chinawatra.

The ICT that homeworkers most commonly use to engage in e-service activities are: mobile phones, tablet, community radios, community towers, cable TV, and telecentre or the ICT Community Learning Centre.   However, there are obstacles to the use of ICT, accordingly the costs of internet, the accessibility to the internet, the illiteracy, the high costs of ICT capacity building trainings, English illiteracy, and lack of awareness of the potential of ICTs for their own development.

However, with the increasing and opening of more positive scenario i.e. more friendly ICT, more accessible and affordable ICT, new regional and international markets, Thai homeworkers, women homeworkers have understood the importance of ICT for their life-long and self- learning i.e. the new commerce and trading skills, marketing strategies, and all kinds of new ideas or creative knowledge and skills, etc.

"I learnt how to create a Fan page on Facebook; I will use this space to sell my own products, my family's products online and reach to more people from different countries", said one of the homeworkers named Ball from Sa Kaeo province.

3.1.1. Current Status of e-Services

The Ministry of Information Communication Technology of Thailand (MICT) is the leading agency for all the e-Service initiatives in Thailand. The ETDA (Electronic Transactions Development Agency (Public Organization), the EGA (Electronic Government Agency) Ministry of ICT (MICT). The EGA has kicked off its policy in 2014 : **"e-Government for All"**. The GAC (Government Application Center), the EGA Smart Box to welcome all kinds of e-Cards to access to any kind of government services i.e. the Driving test for license, the tax payment, the I.D. application and process, etc. also has been kicked off to all mobile devices. But all those e-Services are designed for the general people as a whole. There are still none or least e-Services that are targeted exclusively to women as well as the other marginal groups i.e. the handicap, the elderly people, etc. Besides, the NTC (National Telecommunication Commission) : USO (Universal Service Bureau) also try to help more accessibility to all marginal groups along with increasing more telecommunication service area to all over the country. E-Government: e-Services has been set as one of Thailand's priority policies under its mission of "Smart Thailand".

More evidences of success stories among the small women homeworkers all over Thailand have keep increasing as example…

Ms. Kalaya, the single mom homeworker in small village, she has the intention to make the textile in her hometown more well-known. "My dream is to build a brand of Lee District that will

associate with the community as well."

"The community has their capability to develop their own quality of life by addressing and empowering their own potential; facilitating their working seriously towards the hopes, the dreams and the love of the land. Mostly, it was ignored by using all kinds of appropriate technology and e-services".

"ICT has completely helped the community to improve products advertising and marketing as well as finding some other sources of raw material. Access to ICT gives us the opportunity to gain new knowledge, techniques as well as designs that helps to promote the product, and also gain more new customers".

Table 2 : Some Key Policies Have Been Launched and under Developing:

Goals	Outcomes
EGA, ETDA (MICT)	MICT (Ministry of Information Communication Technology of Thailand) is the leading agency for all e-Government Services to all at its current first phase now.
All government agencies need to have websites.	All government agencies have done their websites at 1-3 levels: (Information , Interaction , Interchange Transaction). The next step is to develop all websites to reach the levels of Integration and Intelligence.
All government agencies need to have a Web-board	All government agencies have created their Web-board.
All government agencies have to offer the e-Citizen Portal.	The Thai government has provided www.ecitizen.go.th aimed to support all integrated services to be Single Point Service / Single Window Services.
All policy levels of all government agencies have to have their e-mail account.	All policy levels of all government agencies have their e-mail account.
Develop the ICT One-Stop Center	Undergoing in offering the "Single Point Service" to all people
Gov. Data Exchange (GDX)	In 2004, the Government has launched the One Stop Service for Food Industries.
Gov. Contact Center (GCC)	In 2004, the Government has launched the "Government Call-center". Using *Number* 1111, people are able to access all Government services as well as address their complaints.
Citizen Smart Card	In 2004, the Government has integrated its work with the Ministry of Interior
Cyber Inspector	The Cyber Inspector Team has been set up.
Back Office	In 2004, the GFMIS has been set up for all Government's budget monitoring and control.
e-Procurement	e-Auction system has been launched.
CIO	CIO Association has been set up.

The agencies who are currently in charge of all e-Government : e-Services in Thailand are; the Office of the Electronic Transactions Commission (http://www.etcommission.go.th/); the ETDA (Electronic Transactions Development Agency (http://www.iqnewsclip.com) (Public Organization); the EGA (Electronic Government Agency) (www.ega.or.th) Ministry of ICT (MICT), and others.

The Survey Results of the 100 Thai Women on the Development and Delivery of Livelihood based e-services for ASEAN Women

From the results of the 100 Thai women surveyed on the Development and Delivery of Livelihood based e-services for ASEAN Women, most respondents acknowledged the importance of e-services for women and girls. 97% of respondents access Internet from their workplace and 52% affirmed to be online most of the day. While 56% of women use Internet for online communication and networking, 44% use Internet for shopping online. Information about e-Services in Thailand is still very dispersed and fragmented. The general women, women homeworkers and members of the non-formal economy who open up e-commerce platforms and Facebook pages to market and sell their local products online often do not reach the national and international visibility they hope to get. For this reason, most women that were part of the survey addressed the need for a more systematic approach to e-services and a greater awareness raising on the e-services available in Thailand. The need for multi-sector collaborations and partnerships at the local, regional and international levels was also stressed in order to advance through e-services, the interests and needs of different marginal groups in Thailand including women and women homeworkers.

Table 3 : High lights of the survey result :

Thai Women and e-Services	**Personal Information**	**Internet Usage Behavior**	**Perception, Understanding, and the E-Services Usages from the Government agencies) e-services)**
	1.1 Ages Most average age is 31-40 year with 40.0% followed by 20-30 year with 27.0%, 24.0 % with 41-50 year, and the other is 9.0% with 50 year old.	**2.1 Convenience in Using Internet** 97.0% found most convenient in using internet, just only 3.0% not so convenient in using internet.	Found 82.0% acknowledged that the government agencies has provided some relevant websites about women/ women development. Only 18.0% don't know about it.
	1.2 Average Income 57.0% has average income with 25,001 Baht, followed by 15.0% with 15,001-20,000 Baht, 10.0% with 10,001-15,000 Baht, 8.0% with 20,001-25,000 Baht, and 2.0% with less than 5,000 Baht.	**2.2 Places of using internet** 71.0% using internet at their workplace, 29.0 % using at home. **2.3 Frequency of using internet** 52.0 % using internet all day, 24% uses once in a day, and the last one is 2-3 times/week.	**3.1 the Satisfaction of those websites** 89.0 % found of in using all those websites, 6.0% found like it… **3.2 What kinds of e-Service for women development from the government that you want from the government?**
	1.3 Vocation 39.0% works with private company, 30.0% with government agency, 15.0% with their own business, 7.0% as the student, 5.0% as the house keeper, and 4.0% as the general employee.	**2.4 The Objectives of using internet** 56.0% using internet for online communication i.e. email, chat, line, facebook followed by 44.0% for online shopping and services at the moderate level. **2.5 Popular websites** 34.0 % found online social media i.e. facebook, line at the top level followed by 29.0% of website about	Found much wanted, and very much wanted accordingly as followed; 1. Being the hub of Women talents/talents/ idols/ success women = 68.0% 2. Being the hub for any ombudsman / any voice / any communication channel = 58.0% And for the type of information / e-services for women development that will be

		search engine. And 18.0% using the government agencies websites.	benefited to women development as followed; - News release/ e-Newsletter = 79.05 - for all kinds of daily living i.e. agriculture, fishery, animal raising, etc. = 75.0% - being the hub for announcement / any news post =68.0% - being the hub for all kinds of relevant media : audio/video for women development = 68.0%

* more details of the survey result is in appendix

Some Highlights Recommendations from the Survey:

1. Would like to see all accessible internet coverage area and also cover the important issues for women development.

2. Should have exact/ precise/ professional   women websites / hub / e-services which affected to more income generating, family development as well as other relevant benefits to women. The regular / continuous PR about any success story of women i.e. example / idol, etc.

3. Should do all kinds of intensive PR about the women website / e-Services to be most known / most benefited to all groups & levels of women.

4. Should develop any kind of e-service / program from any relevant agency to develop / empower women as well as the general public at the best and the most they can.

5. Should have some e-Services about e-commerce, e-marketplace, e-education, e-vocation, e-training about ICT, languages learning, products design, etc.

6. The e-service from the government   is very important to women development   because of some reasons as follow;

   6.1. Should be all kinds of relevant information about women development

   6.2. Should classify any information & service to any different of women interest. Because women have all kinds of different needs and problems.

   6.3. The e-service system design should   be friendly   to all especially women.

   6.4. Should do the continuous PR   as well as the systematic system of the e-service . And also should collaborate with all agencies at all levels : local, national, regional, and international those are working relevant to women development aims to coverage all groups of women.

3.1.2. Country Specific (Potential) Demand for e-Services Related to Women

Table 4: Main of e-Service Areas in Thailand

Application Areas	Current e-Services
1) General Policy Outreach	- The EGA has kicked off its policy in 2014 : e-Government for All. The GAC (Government Application Center, - All kinds of telecentre / the community ICT Learning Centre -One Tablet per child -Smart School -The Institute for Women and Family, Ministry of Social Development & Human Security -Thai Women Empowerment Fund, the Prime Minister Office
2)Women's Economic development : small homeworkers, SME, and entrepreneurs	- OTOP (One Tambon One Product) - ICT training for all women & girls with all holistic economic involvement & development - Women, homeworkers, artisan's registration system - Vocational Training - SME start Up & loans
3) Women & Girls Education & Empowerment	- Girls schools both for formal & informal education; -Vocational schools for girls and scholarship; - Vocational and ICT training for further development; - Thai women Empowerment Fund
4) Women & Girls' Health	- Online health education; - HIV Aids education and protection
5) Women & Girls' Self Development, Identity, Violence, Creativity, Networking, Mentor	- Women & Girls Knowledge Gateway by UN-Women; - Thai Women Empowerment Fund for all kinds of Women & Girls empowerment as well as protection.
6) Gender Policy Support	-Thai Women Empowerment Fund, the Prime Minister Office - Set up a more concrete Gender Statistics Archive

Table 5: Situational Analysis about e-Services Relevancy among Thai Women & Thai Women Homeworkers

Situational Analysis by SWOT	
Strengths	**1. Women Homeworkers**: In the last years, an increased number of NGOs, civil society organizations and government agencies have been working on issues related to the HWs: Homenet Thailand, ILO, the Ministry of Labor, SMEs, the Thaitambon.com, the Thaicraft.com, civil society groups in Thailand are some of the actors involved. Partnerships among different stakeholders and sectors help create synergies in developing e-services that are useful for the community's sustainable development.

	Situational Analysis by SWOT
	2. E-Services and ICT: The government of Thailand has a very concrete ICT Policy Framework that includes 4 key priorities: e-Commerce, e-Society, e-Industry, and e-Government. Ministry of ICT as well as its agencies i.e. the EGA, the ETDA, and others have been keeping its development of e-Services to serve all groups of people under the policy "e-Government for All" as well as the GAC (Government Application Center) aims to access more kinds of government services to all groups of people.
Weakness	**1. About the women homeworkers**: 1.1 There are still no concrete or specific policies and framework on women homeworkers' rights, welfares, career paths. The policy about informal or the non-formal economy still under pending for long. In addition, the definition of "homeworkers" in Thailand is still not clear. This has made it difficult for agencies to support homeworkers. 1.2 There are quite less collaboration among all relevant agencies which work relevant to women development i.e. the Ministry of Labor for homeworkers or the informal economy besides from the formal economy; the Ministry of Human Development and Welfare; the Ministry of Interior, the Prime Minister Office. **2. About the E-Services and ICT**: 2.1 Majority of women homeworkers are mostly being the small homeworkers with less education, less opportunities, less budget for their own investment, less knowledge and skills of ICT. This made most of the women homeworkes can not or gained less benefits from ICT. And also from the government side, there are still very least ICT training for the marginal groups including women especially the women homeworkers. There are some ICT trainings provided by some of the agencies (GOs, NGOs, BOs, POs) but still have less and least integration between the ICT and the needs or the problem solving of the women homeworkers. This made all women and women homeworkers gained very least awareness on the potential of ICT for their own development. ICT is the other world from themselves. E-services also the similar situation because the women, the women homeworkers still have all fundamental skills, knowledge and awareness; 2.2 e-Service and ICT form all relevant agencies still mainly for the middle class and upper class. Some of main barriers are ICT illiteracy, the English illiteracy, and the relevancy between the e-Services and their needs, etc.

Situational Analysis by SWOT	
Opportunities	1. More and more concrete policies, and strategies for women, women homeworkers under the e-Society policy of the government leading by the Ministry of ICT, and the others; 2. More accessible coverage areas of telecommunication to all groups of people all over the country, the USO is one among the accessible policy to all by NBTC as well as the telecentre / the ICT Community Learning Centre by MICT, the Community Learning Centre, etc.; 3. More affordable to all marginal groups especially after the FTA regulations implementation in all telecommunication sectors. Less monopolization, more friendly investment competitions and networks, etc. All those made price down in all telecommunication products and services; 4. More friendly devices and huge of applications for all epically all the online social media i.e. Line, Facebook, etc. *"Facebook amuses me. I can communicate with friends and instantly receive news. I am aware that social media has both advantages and disadvantages. Some might use Facebook for propaganda, other may use social media as their business channel", said one of the women homeworkers Nid from Satul province.*
Threats	1. Relevant agencies and stakeholders spend quite less investments on ICT to empower all marginal groups including women, women homeworkers, handicaps, and the elderly citizen. This leads to weak policy, regulations, laws and welfare plans in favor of all those groups; 2. Still less policy and actions about e-Security for all marginal groups including women, women homeworkers, and etc. while more and more high risks from all ICT accessibility, etc.;

3.1.3. Future Directions of e-Services for Thai Women & Thai Women Homeworkers

Under this current policy and plan of the Thailand Information and Communication Technology (ICT) Policy Framework (2011-2020) or IT 2020 has guided the development of Thailand's ICT in the first decade of the 21st century until the present. Its' flagships, the "5 e's strategy", emphasize the development and applications of ICT in five strategic areas, namely, e-Government, e-Industry, e-Commerce, e-Education and e-Society aiming to enhance the economy and quality of life of the Thai people and lead Thailand towards a knowledge-based economy and society then being the Smart Thailand as a whole.

In the development of the ICT2020 Policy Framework, the previous policy framework and the current status as well as the ICT development scenario of the country have been integrated. Furthermore, the consideration about all kinds of technological development and changes have been considered aims to serve all groups of people in the society : individuals, economy, industry and social transformation of the country as a whole. Besides, Thai government also focused on the preparation of Thailand to ASEAN in the year 2015. The six strategic areas are as follow especially the 6th strategy aiming for all kinds of e- inclusiveness development. Some high-lights are as follow;

- **Strategy 1** Economic Change (Economic transformation) is to prepare an appropriate environment to do business in order to attract trade, investment and business creation in the field of information technology and communications.

- **Strategy 2** The participation of the people and capacity building for the people (People empowerment and engagement) to improve the quality of life through access to ICT thoroughly and evenly at reasonable prices.

- **Strategy 3** Innovation is to promote information and communication technology industry for the Environment (Green) by using creativity and novelty including the promotion of research and innovation to strive for academic excellence.

- **Strategy 4** Infrastructure development (Infrastructure development) is the development of infrastructure, ICT to support services, information technology and communications across all communities in the region, including the management and integration of meteorological information warning systems and disaster (Disaster Management) to effectively and timely.

- **Strategy 5** Human capital development (Human capital development) is the development of human resources with ICT skills and capabilities to support the growth of the ICT industry and help promote other economy industries.

- **And Strategy 6** Reducing the digital gap (Bridging the digital divide) is to develop and promote the adoption of ICT to good use on a daily basis to build careers.

Some Details of the Relevant Strategy : Strategy 6 -ICT to Enhance Social Equality or e-Inclusiveness

This strategy aims to allow people to have secure rights in accessing and making use of telecommunications services and information in order to create economic, social and cultural opportunities in a comprehensive and just manner. The strategic actions and measures are as follows:

1.1 Provide information infrastructure which is distributed equitably,
in order to narrow the digital divide, by aiming to disseminate ICT as a basic utility needed for ICT work as well as the high-speed internet network. In addition, promote and support research and development in ICT technology, tools and devices at affordable

prices, along with assistive technologies for the PWD.   Support technology transfer for production and service.

1.2   Reinforce knowledge, understanding and skills in using ICT for the general public
in order to create knowledge and skills in the development and use of ICT that relates directly to the ways of life of people, various communities and to ensure astuteness about information.   This is with a view to apply ICT to meet the needs of individuals, communities and localities, which will give rise to opportunities for increased employment and income.

1.3   Promote digital media which can be used in daily life and learning by the people. Communications resources should be allocated for educational television, developing electronic content in local languages, translating content or books, and creating content in sign language for the deaf.   In addition, accelerate the definition of national standards for the format of electronic document archive modules.   Support voluntary work in creating content that is suitable for communities, by using online social networks as the collaboration platform.

1.4   Provide electronic government services through various access channels and ensure that these services meet the needs of people in their daily life.   This in order to facilitate people's access to information and social services and increase their participation in public administration and services.   In any case, appropriate ICT standards should be used, for instance, standards for web accessibility that allow the PWD and elderly to access the government information and services on an equitable basis.

1.5   Promote the creation of online creative communities or learning society, web portals, diverse electronic content, and social groupings that are robust.   Learning networks should be set up among educational institutions, temples, libraries and community learning centers in order to facilitate access to useful learning and information resources. They will also stimulate the dissemination, exchange, learning and enhancement of local wisdom with modern science.   This will lead to a lifelong learning society, along with the creation, enhancement, transfer and integration of knowledge that is suitable for the development of communities.   Promote people to access, be aware of, understand and respect social and cultural diversity that exists in the country.

1.6   Strengthen trust and confidence as well as security in using electronic media by accelerating the development of laws or regulations that are necessary for using electronic media safely.   Encourage the people to have knowledge and understanding about existing laws and self-protection from online threats.   Organize activities to disseminate knowledge or training activities to develop knowledge, understanding and wisdom about information and to become astute in using media.   This is with a view to people being aware of risks and dangers that might occur in the online community.   Promote the use of social mechanisms to build online communities or society in a creative manner, in line with the approach of self-monitoring.

The ICT2020 framework pays special attention to creating opportunities or reducing gaps in accessing critical basic services among all groups of people of the country under its mission of "Smart Thailand".   So, the E-Government : e-Service is currently the top priority among the other policies of Thailand.   Because under the Electronic Government Agency (EGA) is exploring emerging technologies such as cloud computing and mobile development, and is now making its way towards better government IT infrastructure. EGA Director, Sak Segknoonthod said "The goal is for Thailand

to offer universal government services online by 2015, allowing public access via any device around the clock." The future direction for the government is to achieve integrated services development by sharing data, information and services across government organizations, establish high-level management oversight and supervision in the implementation of e-government programs, fostering innovation and combining better services and lower costs while still having impact on more people.

When it concerns women and girls' accessibility to public e-services such as e-health, e-education and employment, organizations and agencies such as the Prime Ministry Office, the Ministry of Social Development and Human Security, the Thai Women Empowerment Fund, the Ministry of Labor, the Ministry of Interior, the Institute of SME, UN Women, Telecentre Women Academy, ILO, UNESCO, FAO, UNICEF, the Population Development Association, the Rural Women's Craft Co-operative, HomeNet Thailand, Thai Women Empowerment Fund, and others, are also playing an active role in guiding the direction that e-services in Thailand should take. One of the concrete drive of women e-literacy in Thailand is as follow;

OVER 1 MILLION WOMEN EMPOWERED WITH DIGITAL LITERACY SKILLS

The Telecentre Women: Digital Literacy Campaign launched by the International Telecommunications Union (ITU) and the telecentre.org Foundation has reached its goal this month with a total of **1,014,096** disadvantaged women trained in basic digital literacy skills. This result is a key step forward towards the achievement of goal 3 of the UN Millennium Development Goals – promote gender equality and empower women.

Since 2008, the Thai Ministry of ICT has made the Telecentre program one if its top policy priorities in its effort to reduce the digital divide in Thailand and provide Internet access to all members of society. Since then, The Research Centre of Development and Communication Knowledge and Management (CCDKM) at Sukhothai Thammathirat Open University (STOU), APTN (Asia Pacific Telecentre Network) and many other stakeholders including UN agencies, NGOs, and academia, have been effortlessly working together to reduce the digital divide and alleviate poverty at the grassroots by promoting ICT literacy, life-long learning initiatives, entrepreneurship and e-commerce strategies.

Today, as an outcome of the Telecentre Women: Digital Literacy Campaign, over 1 million disadvantaged women have been empowered with the digital literacy skills required to improve their employability, access information, and utilize e-Government : e-Services. A Certificate of Appreciation for the strong support given to this successful Campaign was awarded to Dr. Kamolrat

Intaratat, Chair of APTN, for actively involving in this global initiative thousands of grassroots telecentres in Thailand and in the Asia Pacific.

Learn more about Thai Telecentres from e-Women Award winner Ms. Saiyud Poonsawas at: http://www.youtube.com/watch?v=vCBVN4HZgsU or visit APTN Asia Pacific Telecentre Network (www.APTN.asia)

References

The Ministry of Information Communication Technology of Thailand (MICT)   2010 "**Thailand Information and Communication Technology (ICT) Policy Framework (2011-2020): ICT2020"** Executive Summary;

The Telecom Journal, July 2014 **"Statistics of Online Social Media"** by Zocial Inc. 2014

Kamolrat Intaratat, et al. 2006- 2014, **"Homeworkers and ICTs, Thailand"** CCDKM, Sukhothaithammathirat Open University – Thailand

http://www.mediamonitor.in.th/ cited 30-3-2014).
http://www.youtube.com/watch?v=vCBVN4HZgsU
www.APTN.asia
www.CCDKM.org

Chapter 4

Chapter 5