



Voices of @frica
Sustainable Development through
Information Empowerment



BETA

PRESENTS


SPARC
Ignite your potential

“CONTENT IS KING.”

Dr. Bitange Ndemo



Kenya's need

Unemployment Rate is EXTREMELY high!

The age group 15-24 years has the highest rate of 50%, whereas the age group 45-59 years had only 47.9% and age group 60-64 years had 2.1%.

The two largest employers are agriculture and trade.

Youth are approx 75% of the population and need skills for employment or instability will arise

The population is growing rapidly particularly in rural areas



SPARC - VISION & MISSION

Vision:

Connecting the World

Mission:

**Creating Human Networks using new ideas
and technologies.**



SHARED MISSIONS

- Creating shared prosperity
- Promoting Social enterprise
- Increasing stakeholder engagement on many levels
- Maintaining the highest level of integrity and ethics



“One way Tullow strives to achieve corporate responsibility is through the social enterprise programme, which supports local and community-based projects in four areas: health, education, environment and community enterprise development.”

The SPARC fills all of these needs.



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SPARC
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BRIDGING THE DIGITAL DIVIDE

- Fastest and most cost effective way of connecting and making the dream of one global village a reality
- The SPARC provides opportunities in the following areas:
 - Economic empowerment
 - Education
 - Agriculture
 - E-governance
 - Communication
 - Health awareness
 - Environmental sustainability
 - Citizen participation



EMPLOYMENT CREATION

Voices of Africa was created to provide opportunities for gainful employment to youth through learning technology



To meet this end we have a franchise system for setting up training centers who are self sustaining within 3 months.

TRAINING

Voices of Africa for Sustainable Development has designed a brand new curriculum in ICT for Development and Social Enterprise to train African youth to utilize technology for change.

The course answers four main questions:

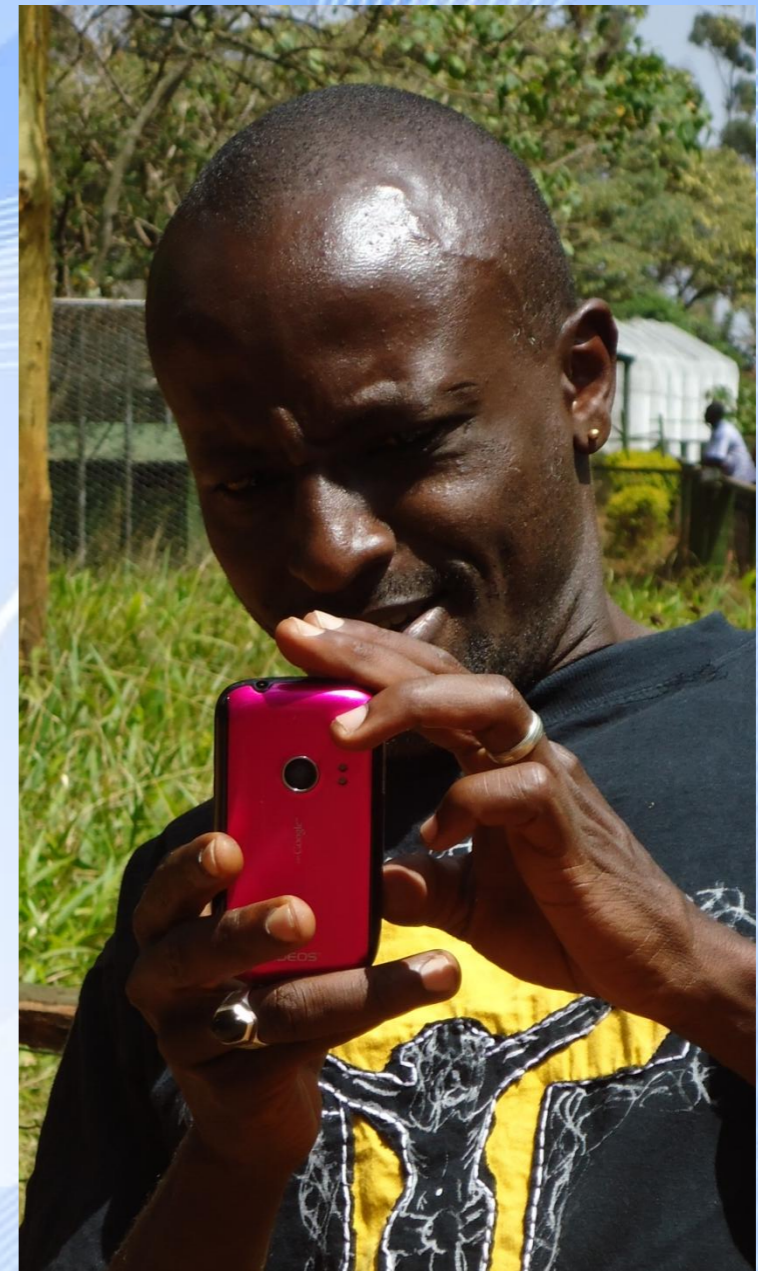
- 1) What are the problems in the community we live in that need to change?
This includes issues such as poverty, food insecurity, water and sanitation and more.
- 2) How can we use technology to change the problems we have found?
- 3) How do we make money while we are doing good for our people?
- 4) How do we share our work and experiences?



PUBLIC PRIVATE PARTNERSHIPS

Thanks to our public private partnerships with technology providers after training our graduates can receive micro-loans for equipment and become technologically savvy.

Course graduation opens up a youth to the SPARC Opportunity Levels.



SPARC Opportunity Levels

Level 1
Training

Level 2
Opening Connectivity Market

Level 3
Expanding Knowledge

Level 4
SPARC Operators



- Training provided to 100 at \$200 each
- Selection done by community based orgs in rural
- \$200 given to youth & group as a loan with 50/50 matching
- Loan is repayable over 1 year term

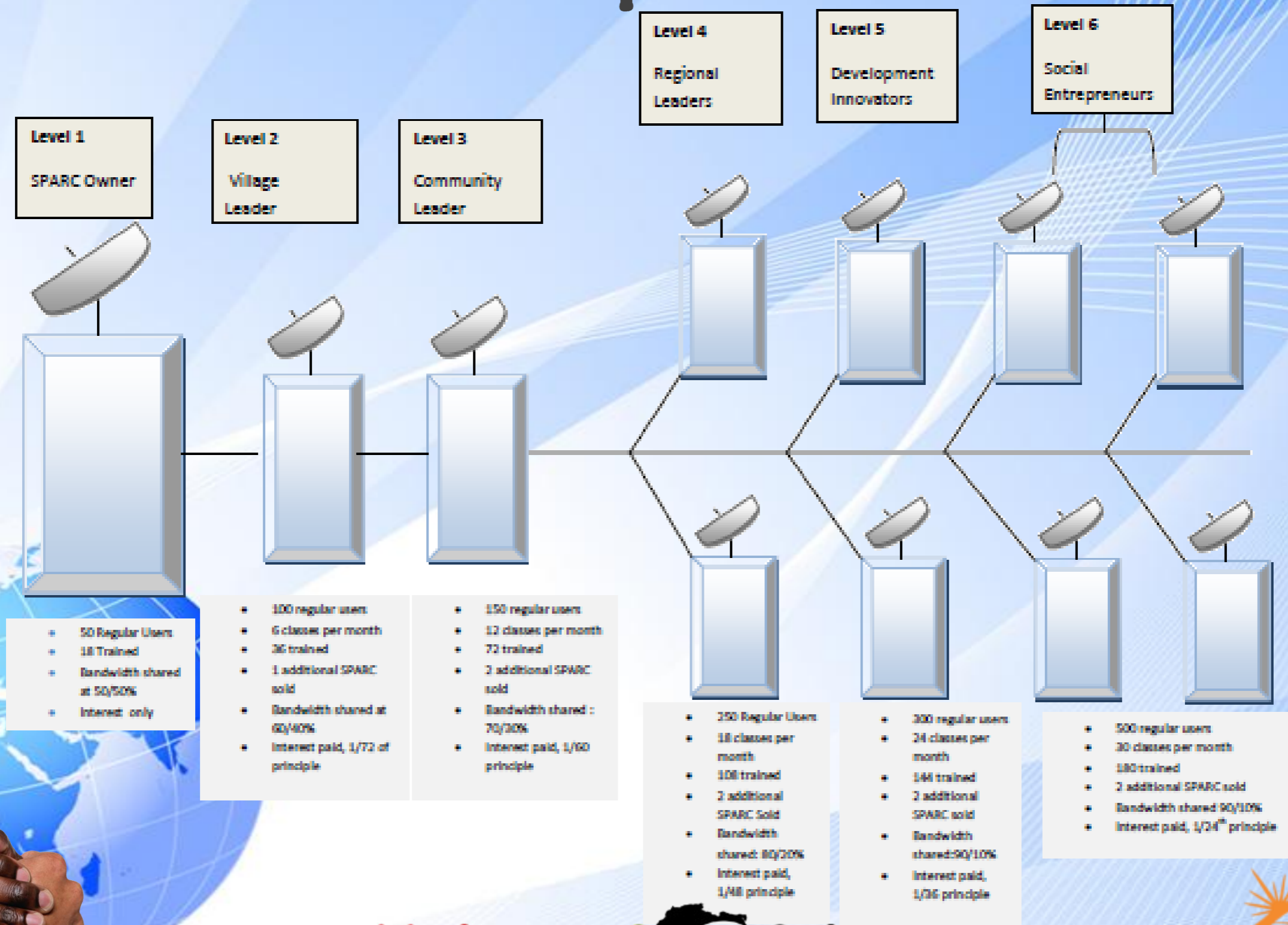
- After class completion, student acquires loan for IDEOS phone for \$100
- Basic promotional materials received & utilizing 8 User connectivity system
- Loan reduced once 25 users are registered with monthly membership @30KSHs for 1st hour
- Phone owners are also phone resellers recommending system to others

- Gives credit for a netbook & router on our chosen connectivity providers
- Loan will be for additional \$500 & given responsibility of enlisting 50 new members in one month
- Additional laptop given on loan as rental for each 50 members registered
- Many of the users will be on IDEOS

- Eligible to take a loan once owner creates a user base of 150 people
- Loan is shared between a minimum of two graduates
- The two graduates move up together in the levels



SPARC Operator Levels



SPARC IN ECONOMIC EMPOWERMENT

AN INFORMATION RICH SOCIETY IS AN ECONOMICALLY RICH SOCIETY

SPARC IMPROVES STANDARDS OF LIVING THROUGH:

- Providing income generation opportunities for community based organization, women's groups, and youth
- Aiding individuals to expand their income opportunities through international networking
- Providing online information and courses regarding best business practices and commodity prices
- Assisting small businesses to develop a web presence
- Significantly lowering costs of information and communications
- Improving merchandise flows from producers to consumers by eliminating the middlemen



SPARC IN EDUCATION

- SPARC provides students in rural Africa with the opportunity to educate themselves via the largest library in the world: the internet
- Online courses and through a vast selection of e-books
- SPARC connects students around the world allowing interaction of the privileged with the underprivileged and the opportunity of knowledge transfer
- SPARC assists in promoting e-learning models, making higher education available to students at their own convenience irrespective of location
- SPARC demonstrates the effective use of multi-user computing – an integral component of implementing low cost ICT for educational purposes



SPARC IN AGRICULTURE

- SPARC assists the farming community by keeping them updated with latest farming technologies
- SPARC educates farmers on cost effective farming practices
- SPARC assists farmers in achieving a better return on their produce by giving them access to world pricing
- SPARC allows farmers to access a larger market
- SPARC opens up a whole world of competitive suppliers to the farming community for sourcing of fertilizers and farm implements
- SPARC provides advice on livestock, horticulture, etc. through vast online and offline libraries
- SPARC assists farmers in reducing the “farm-to-fork” lead time for fresh produce



SPARC FOR E-GOVERNANCE

- SPARC helps fast track e-government by reducing bureaucracy and corruption
- SPARC aids in cost effective tax collection and database creation
- SPARC assists the citizens access government agencies easily and effectively
- SPARC helps ease congestion in government offices by enabling users to make online submissions
- SPARC helps the government to obtain data about the population and their needs



SPARC FOR COMMUNICATION

- SPARC creates a mesh communications network which expands exponentially with increasing number of users reaching millions rapidly
- SPARC helps in promoting email and networking at a low cost compared to sms text messaging
- SPARC is enabled for iptv which is already being hailed as the next generation of mass media communication
- SPARC is voice enabled for web calling through skype, msn, yahoo & google talk
- SPARC utilises the most reliable communication technology of all times - satellite
- SPARC is equipped with a wi-fi access point allowing the local people to gain access on laptops



SPARC IN HEALTH PROMOTION

SPARC SERVES AS A POINT OF REFERENCE FOR INFORMATION PERTAINING TO:

- HIV/AIDS
- MALARIA
- TB
- POLIO
- IMMUNIZATIONS
- FAMILY PLANNING
- WATER AND SANITATION
- PUBLIC HEALTH
- NUTRITION
- MATERNAL HEALTH
- CHILDREN'S HEALTH

Community health workers, nurses, and doctors will benefit from information and from communications with other health professionals internationally.

By combing the SPARC with mobile phone technology data gathering on disease, medical records, and community health will be easier than ever before.



SPARC IS ENVIRONMENT FRIENDLY

- Produced from recyclable materials
- Utilizes green solar energy
- Multi-computing reduces e-waste by 80%



SPARC IN CREATING A GLOBAL COMMUNITY

For the first time in history, Africa will be able to participate in directly telling the stories of their lives.

- Citizen participation can create the sharing of events and information online and can be in the form of blogs, digital storytelling, images, audio files, podcasting and feedback. SPARC raises awareness and promotes discussion of issues faced by the rural African people
- SPARC gives voicing opportunities to people neglected by traditional media sources
- SPARC allows information to be shared in any language on the web
- SPARC is the doorway to local content creation by rural African entrepreneurs



THE SPARC STATION

A Product Of



Powered By



PARTNERS FOR PROGRESS



SES  WORLD SKIES

Newtec

 **ASTRA** Broadband Services

FORSWAY

 **PromElec**

MANDAC
Wireless-To-Go


SPARC
ignite your potential

THANK YOU!



SPARC
Ignite your potential

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