CLOSE THE DIGITAL GAP
ARZAK KHAN-INTERNET POLICY OBSERVATORY PAKISTAN
The Observatory

- Internet Policy Observatory Pakistan (www.ipop.org.pk)
  was founded in April 2014 to fulfill the gap between academia, policy makers, advocacy groups and industry.

- iPOP conducts policy research on ICTs in collaboration with leading institutes.

- Playing an active role on issues like Net Neutrality, Cybercrime legislation, Cyber Security, increasing access and Tactical Operation (TaCOPS) during disaster.
CLOSE THE DIGITAL GAP

- Connecting The Unconnected
- Geographic Challenges
- Internet Gidan
- Outreach
HOW IT STARTED?
MAP OF BALOCHISTAN PROVINCE

Area: 347,190 km²
INTERNET GIDAN (HOUSES)
Different Mind-set

Different Way of Thinking and doing Things
THE VALUE EQUATION OF CONNECTIVITY

Technology

Accessibility

Content, tools, services

Community, participation, interaction, content, sustainability

http://www.flickr.com/photos/wespionage/
Achievements

- Establishment of 26 internet Gidans across remote and rural areas of Balochistan.

- Quarterly internet Training Programs administered at Internet Gidans across Balochistan.

- Free access to all community users.

- Increasing uptake of female internet users.
Challenges

• Lack of Government or International Support.
• Lack of Resources for setting up more internet Gidans.
• Unavailability of basic infrastructure like Power.
• Security and Remoteness of Population.
• Financial Sustainability.
THINK ABOUT HOW YOU MEASURE

It’s not all about page impressions

Broader use of hard metrics - users, time spent, interactions, pass-alongs
...combined with digital ethnographic measures
ACCEPT UNCERTAINTY

Be flexible

Experiment more

Embrace failure
AND...
MAKE IT HAPPEN
Thank You

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