

NPIC

NATIONAL PC INITIATIVE



Information Technology Authority
Sultanate of Oman

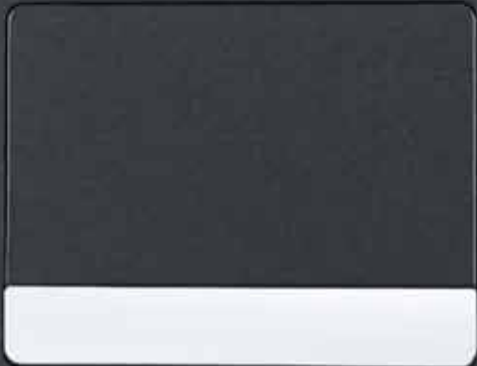


e.oman

NATIONAL PC INITIATIVE

A Success Story of Augmenting National Knowledge Society Through En-Massing
Digital Devices and Enabling Citizens

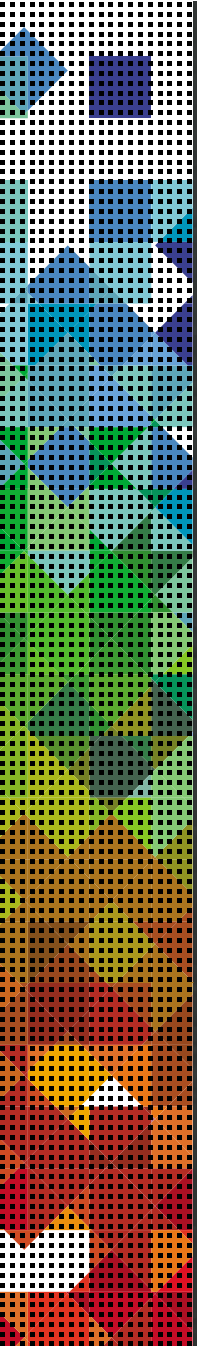
NPC





E.OMAN

NPC



Realizing the need to transform Oman into a sustainable knowledge-based society, the Sultanate of Oman through the National Strategy for Digital Oman and eGovernment set in place plans and mechanisms to achieve this goal. On the basis of this strategy, the e.oman initiative was born, leveraging information & communications technologies (ICT) designed to enhance government services, enrich businesses, and empower individuals to interact with the digital environment. The e.oman strategy aims to create an integrated infrastructure for the provision of eGovernment services for the citizens and the business sector in the Sultanate, develop a robust ICT industry, and provide various job opportunities for citizens. The e.oman strategy has since generated a number of projects that serve different segments of the society and facilitate access to a digital Oman society and eGovernment.



ROYAL GRANT

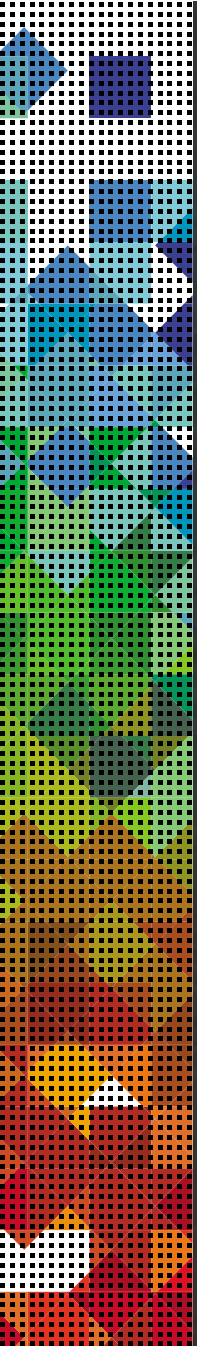
More than

800

Thousand

personal computers (Laptops/Tablets)
have been distributed until March 2013

NPC



*H*is Majesty Sultan Qaboos bin Said -may God protect him- in November 2010 issued a Royal Grant bestowing one free laptop for each beneficiary family of the social insurance that has at least one child or more registered in the K-12 school system, as well as granting one free personal computer per student in these families who are presently enrolled in higher education studies. The grant also includes a subsidization of the cost of a personal computer for students of higher education enrolled in the first year of study in the Sultanate, in addition to teachers who are graduates of the Government IT Training & Certification (GITTC) project to promote their participation in building a digital Oman society.



NATIONAL PC
INITIATIVE

NPC

With the launch of its second phase, the National PC Initiative, continuing the provisions of the Royal Grant and targeting the same categories, focuses on its contribution to digital literacy. The National PC Initiative aims to increase the number of computer users among the Omani society, increase the number of users of the global information network (Internet) and encourage citizens to communicate with the outside world, access knowledge and keep pace with innovation. The NPC initiative goes hand-in-hand with e.oman projects and with the overall objectives of the National Strategy for Digital Oman Society and eGovernment, which, at the same time, seeks to encourage citizens to use eGovernment services. Also part of this initiative is the provision of free training to the beneficiary families receiving social insurance through coordinating with local training institutes in different Governates in the Sultanate, which will enable them to deal with digital technology and effectively utilize the eServices provided by government entities. The National PC initiative since it started in January 2011 has sought to provide a solid package of benefits inclusive of training. Recipients receive a personal computer with basic equipment, enabling the opportunity for various segments of the Omani society to own computers, and the training contributes effectively in building citizen's capabilities to mark the development of a knowledge-based economy in the Sultanate.

Bundle Package:

- > Laptop
- > Licensed Software Tools (ex. Office Suite)
- > Internet Offer
- > Other requirements

PC DISTRIBUTION STATISTICS

Target segments	ITA Subsidy (PC)	Number of devices targeted	Total distributed computers Until March 2013
Social Insurance Beneficiaries (Families having student in school)	100%	14,200	17,267
Social Insurance Beneficiaries (Higher Education Students)	100%	14,000	13,134
School Teachers (Graduates of the Government IT Training & Certification (GITTC) project)	150 R.O	25,000	7,436
Higher Education Students (First-year students enrolled in various institutions of Higher Education within the Sultanate)	150 R.O	60,000	49,236
Total		113,200	87,073

Number of modems distributed as offers from telecommunications companies until March 2013

More than 65,000 Modem devices

The following table shows the implementation steps followed by ITA to reach the initiative beneficiaries:

Social Insurance Families	Higher Education Students	Teachers
Official list of names from the Ministry of Social Development	Official list of the names from the colleges & universities through Admission Center of the Ministry	Official list of the names from the Ministry of Education
Names Registered in a Database		
Coordinate with the Ministry of Social Development's departments, and agree on the distribution dates	Contact the beneficiaries through the local media and provide them with information about the purchase and procedures, including locations	
Contact the families and ask them to come and receive a computer in a nearby distribution place, taking into account the presence of the Beneficiary (i.e. head of the family)	The beneficiaries reach to the nearest listed NPC outlet, select and receive the PCs directly	
The Beneficiary enters the distribution hall and makes sure his/her name is in the database		
Receive the package, internet offer and free training offer		

TRAINING STATISTICS AND DISTRIBUTION OUTLETS

Social Insurance Category (families + higher education students)

Local training institutes that have been contracted to train social insurance families

31 Institutes

The number of families that have been trained

6,134 Families

Number of temporary distribution outlets for the families of social insurance (i.e. in the directorates and departments of the Ministry of Social Development and the Offices of Governors)

35 Distribution points have been covered

Number of temporary distribution outlets for higher education students of the Social insurance category (i.e. in local universities and colleges)

20 Distribution points have been covered



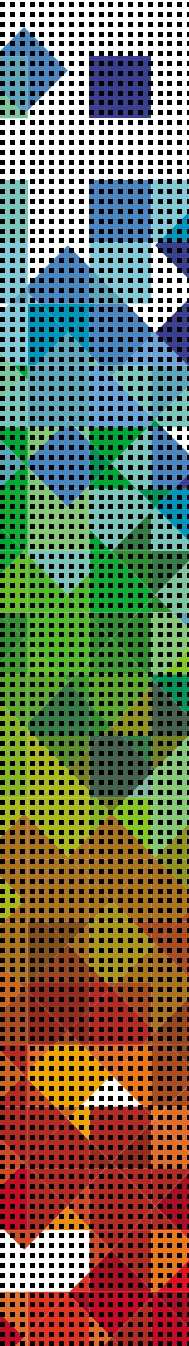
Statistics Related to Computers:

Teachers + Students in Higher Education

Number of approved computers' companies	8 Companies
Approved points-of-sale	113 Selling locations
Approved Brands	10 Brands
Options (models) of approved computers, including options for tablet devices	36 Options

PARTNERSHIP WITH THE PRIVATE SECTOR AND THE POSITIVE RETURN ON THE LOCAL INSTITUTIONS

No.	Business Type	Classification	Impact Details
1	Local training institutes	Small and Medium Enterprises	31 training institutes have been contracted for social insurance target families
2	Taxi / bus drivers	Individuals/Sole traders	Contracted through training institutes to provide shuttle service for trainees
3	Sanad offices (government-backed for individual projects)	Small and Medium Enterprises	14 Offices have been contracted as retail points through a supplier
4	Post Offices	A closed joint stock company - local	11 Offices have been contracted as retail points through a supplier
5	Computer selling shops and its accessories	Small and Medium Enterprises	21 retail shops contracted through a supplier
6	Banks	Public joint stock companies - Local	15 branches of Bank Muscat branch network have been contracted as retail points (in the first year only)
7	Telecommunications companies	Public joint stock companies - Local	More than 65 thousand modems have been Internet activated and offered for the beneficiaries, under the umbrella of the project
8	Major Shopping Places	Retail markets	15 major hypermarkets outlets contracted locally through suppliers



Positive Return on the Community

Increase in the number of computers' users in the Sultanate

More than 50% in 2011 - compared to less than 5% in the year 2003 (according to the National Census statistics)

A positive change in the number of users of the World Wide Web (the Internet) in the Sultanate

More than 70% in the year 2011 - (according to the National Census statistics)

An increase in the Individuals' Readiness rank in the field of information technology, according to the Global IT Report issued by the World Economic Forum 2011

Ranked as NO. 40 in the report issued in 2011, compared to being ranked No. 87 in the previous year

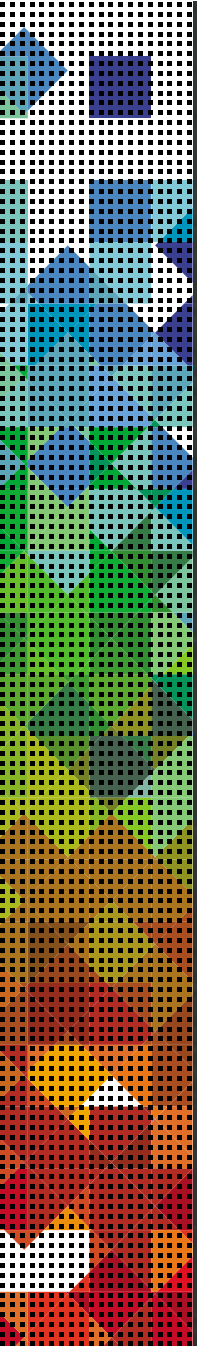
Contact channels available to the initiative beneficiaries:

- › Information Technology Authority website www.ita.gov.om/npc
- › Call center 800- 77777
- › Distribution points in the governorates

TOWARDS A
KNOWLEDGE-BASED
SOCIETY



NPC



The National PC Initiative, which has been gaining impressive results and international recognition in its third year, is one of the main achievements of the National Strategy for Digital Oman Society and eGovernment which first began in May 2003. The most important priorities of the initiative include a focus on activating the government services provided to the citizens and the business sector, creating knowledge-based sectors, developing a robust ICT sector, promoting a better competitive environment, and providing employment opportunities for Omani youth.

Note: The Statistics provided through this booklet are till March 2013

Contact

Information Technology Authority
PO. Box: 1807 Postal Code: 130 Azaiba
Sultanate of Oman

Tel: (+968) 24166777
Fax: (+968) 24166604

Website: www.ita.gov.om