

Fast Facts

Project: Extending ECHO to Homenet Indonesia
Lead Organization: eHomemakers (Corpcom Services S/B) in collaboration with Homenet Indonesia
Country: Organization based - Malaysia
Project implemented-Indonesia
Budget: AUD 30,000.00



Situation

eHomemakers Malaysia innovated and developed an integrated organizational management cloud application (Internet-mobile), ECHO for non-profits. The tool saves up to 98% of resources, enabling NPOs to reach out to mass numbers of members, beneficiaries, supporters, donors, buyers and suppliers. NPO staff/key volunteers access ECHO using the Internet to organise the replies, and to ensure effective supervision and follow-up. This project extended ECHO to Homenet Indonesia, an organization working through ten chapters and supporting over 10,000 women below poverty.

Solution

In this project, eHomemakers researched on the telephony set-up to deploy ECHO to Indonesia, developed an appropriate app for the software to enable the cross-boundary deployment, solve technical glitches encountered, fully test the infrastructure set-up for Indonesia before the final roll-out to Homenet Indonesia.

To properly utilize the new ICT enablement, Homenet Indonesia, under the guidance and immense support both financial and managerial from Rotary Club Jakarta Metropolitan and UnLtd-Indonesia, initiated the first phase of a business centre for homeworkers' products. This project trained Homenet Indonesia to be an ECHO user. The Homenet Indonesia staff working at the business centre will use ECHO to organize skill training and quality control sessions, raw material sourcing, production, deliveries and marketing. The staff of five out of existing ten chapters were also trained in computer skills and office ICT including using email and SMS for work. There were 300 women homeworkers at poverty level were briefed about the usage of mobile phones and ECHO while those who could afford to join a mobile phone micro-loan scheme were trained to use mobile phones, send revert messages back to Homenet Indonesia so that ECHO can summarize their replies for quicker follow-ups, thus saving Homenet Indonesia staff time and resources. Eventually, the efficient communication will enable Internet marketing of Homenet Indonesia members' goods (around 10,000 members).



Training to grassroots women

The objectives of this project were:

- To technically enhance some features in ECHO to make it more user friendly for non-English admin organization users.
- To research technical viability to deploy ECHO to NPOs in Indonesia.

- To deploy ECHO to Homenet Indonesia to prove that integrated platform can be used for the betterment of homemakers' welfare all over the world.
- To train three Homenet Indonesia staff for 3 days in eHomemakers office so that they become the trainers for their members and know how to use ECHO for activity organizing, production chain organizing, sales/marketing.
- To train 300 members in 5 branches on reverting to ECHO for activity/training attendance, participation in production chains and marketing activities, acceptance of goods-in-kind from donors and others.
- To enable Homenet Indonesia to save funds and staff resources eventually so that it can convince subcontractors to also use ECHO to organize their orders to homeworkers, thus subcontractors can afford to pay Fair Wages which will entitle them to sell to fair trade shops in the west.

Outcomes

- Beginning of an ICT work culture in the Homenet Indonesia office.
- Beginning of cost reduction.
- Beginning of an ICT culture in work and personal life.
- Review of eHomemakers's history in developing an ICT tool for the grassroots and for NPOs in poverty alleviation.
- Further research on ICT4D issues globally for a better understanding about ICT intervention for the digital divide groups.
- Dissecting of project issues from different perspectives, weighing the pros and cons, analyzing the multi-factorial contribution to a result in order to draw lessons learnt.



ICT Training and ECHO campaign

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