

*Bhutan International IT & Training Event
2014*

The Role of ICT in
Gross National Happiness

The Association of Thai ICT Industry

22 May 2014





INFORMATION TECHNOLOGY



Gross National Happiness



INFORMATION TECHNOLOGY

Best means to fulfill a human purpose

Programmable machine

Needs server

Wants fulfiller

Contextual enabler



Brian Arthur



The Now Reality

- *IT brings about Reality that never existed*
- *Today realities happen fast and unpredictably*
 - New Social Behavior, New Businesses, New Markets, **New Metrics**
 - No Time/Distance/Location limit to Communication
- *IT is no ordinary tool. It's the learning machine which does our wants, not just our chores*
- *IT is no longer computer but living & working*
- *Weak IT signals weak living and weak work life*

The Rolling Harmony

CULTURE



*INFORMATION
TECHNOLOGY*

Global GNH Survey

Total Wellness

- *Economic*
- *Environmental*
- *Physical*
- *Mental*
- *Workplace*
- *Social*
- *Political*



The Diverse Wants

Business



Individual



Government



happiness

The Policy Challenge

Affordability

PROGRESS
SOFTWARE

software™

Adobe™

JetBRAINS

Google™

hp®

TIBCO®

intel®

Inclusion

RALLY
SOFTWARE

ACTUATE
The people business

vmware™



redhat.

SAP®

Adobe™

IBM

NOKIA

eclipse

Culture

Supporters

Microsoft

ORACLE™



Speed of Transformation

- *Priority of IT Policy*
- *Localness*
Resources and Readiness
- *Follow Success Stories*
- *Private Sector-led Implementation*



IT POLICY

& Key Focuses

- *Agreement of Local Culture & IT*
- *Clear Sub-Goals*
- *Metrics & Measurements*
- *Ample IT Infrastructure*
- *Priority Sectors to be Developed*
- *User vs. Co-creator*
- *HR Readiness*

accelerator

Speed of Development

- *Tech-Lag Gap Filler Solutions*

Kenya mobile money transfer, Afghan police payroll, Bangladesh farming information, DHL last mile delivery, United Arab Emirates non-telecom applications, India missed call

- *Investment and Development Incentives*

FDI, IT professional income tax incentives, IT solution contests & awards, Easy flow of cross border skill transfers

- *Healthy IT Industry*

Readiness in IT skills and uses of individual, business and government, Support private sector IT businesses, Support IT Associations

- *Cloud Computing*

Create local cloud services for local SW/Solution development

- *Leveraging ASOCIO*

22 economy members & 7 guest members

Application



- *Education*
Policymakers, Public, Users
IT professionals skills and proficiency
Private sector education & training services
- *Healthcare*
Solutions under healthcare system
- *Security and Safety*
Individual & community
- *Government Services*
Public information, public services



Success Stories

- *ICT in Wellness and Healthcare*
- *ICT in Entrepreneurship Development*
- *Social Media – Are We Creating Happy Society?*
- *ICT for Tourism, Culture and Food*
- *ICT for Educational Skill Development*

*Embracing benefits of
Cooperation*



thank you

