

# **Points of Discussion with Policy Makers**

## **Regional Research Component for Content**

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### **Introduction**

The primary purpose of content development by the PAN L10n Phase II CPIs is to aid national development in the respective countries, and that requires that the policy makers are (a) aware of these activities, and (b) supportive of the changes needed to make content as easily and widely available as possible. Among the many issues of interest to the policy makers, one in particular stands out – intellectual property rights related issues when creating content, as well as when publishing content. The other issues involve policy makers' involvement in choosing the target groups and in assessing the content needs of those communities, and in planning the technological and other policy changes needed to make the online content availability a reality across Developing Asia.

This report addresses a few key points of discussion with the policy makers, and a list of relevant organizations, to enable the PAN L10n Phase II project in creating relevant, usable and accessible content across Developing Asia.

### **Key Points of Discussion**

The key points of discussion with policy makers fall in two categories: (a) those involving target group selection and need assessment of those groups, and (b) policy issues involving IPR laws and conventions and technology/social planning for use of content for positive social change. The following are a list of suggested points to discuss with relevant policy making bodies in respective countries within the project.

1. The IPR issues related to content collection, creation, dissemination and use. The IPR laws, or the lack thereof, in a country may very well be a key factor in deciding whether the developed content will be used or not, regardless of how useful and relevant it is.
2. Selecting target groups for content development. The policy makers may have prioritized target groups for content development, and may have specific ideas on how to assess the needs of these target groups.
3. Awareness of the role of available content in affecting positive social change. The various content that is being developed, from training material to linguistic resources, all have the potential for affecting positive social change, and the project partners need to make the policy makers aware of the potential impacts of their development programs.
4. Vehicles for making the content available to the target groups. The online content is often underused in Developing Asia due to lack of access, which is often due to lack of adequate bandwidth, access to information centers, lack of sufficient literacy to understand the content, etc. The policy makers must not only be aware of the potential for positive change, but also must proactively address such access related issues that are required in effect to make content as widely available as possible.