

ARADINA.NET

A CASE STUDY ON HOW A KNOWLEDGE NETWORK IS BEING FORMED IN EGYPT

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ICT Trust Fund Egypt

**Ministry of Communications and
Information Technology**

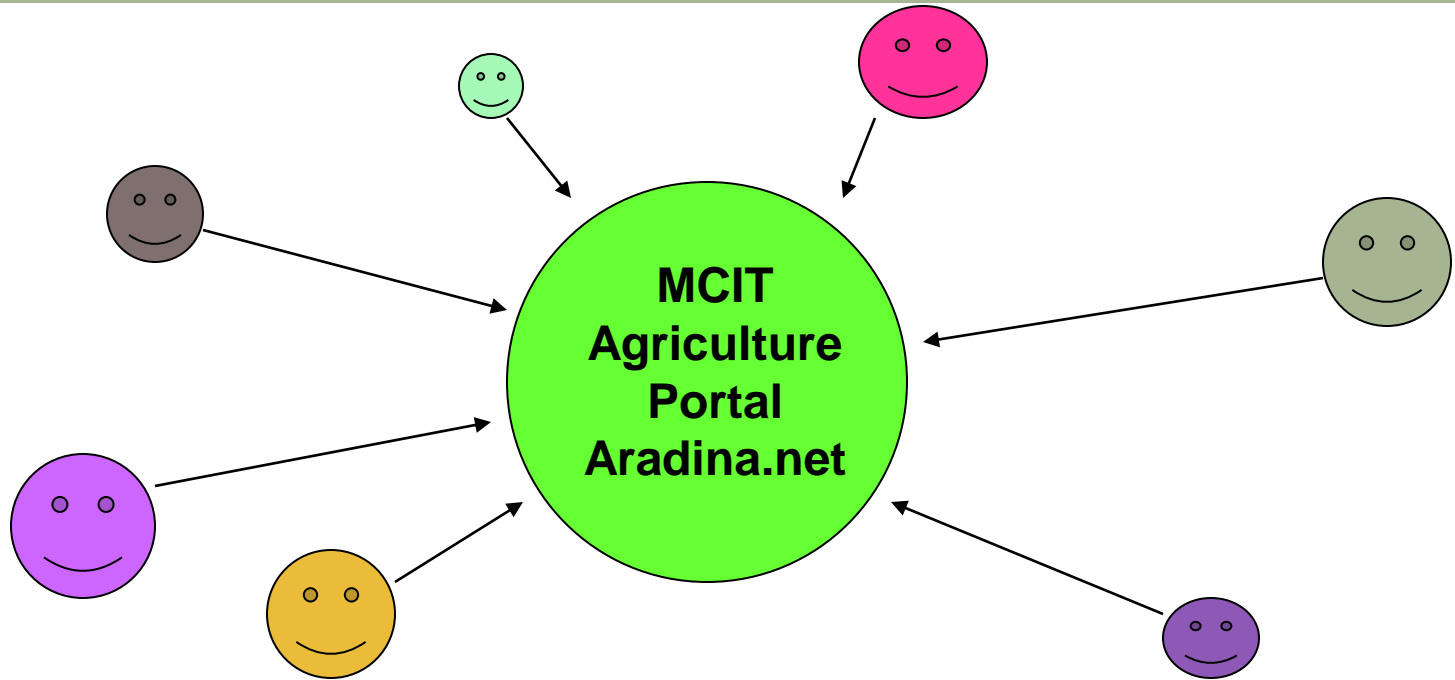
Aradina.net Goal

- To be the 1st web portal in Egypt and Arab World that provides knowledge related to Rural Development, Agriculture, LiveStocks, and Fisheries.

How to reach this mighty goal?

We adopted **two strategies** during the course of the 7 years lifetime of the project.

Centralized Knowledge Store



= Knowledge Contributor

Strategy I: Centralized Knowledge Portal

- Cons:
- MCIT is doing everything:
 - Digitizing Content
 - Publishing Content
 - Paying for Content
 - Updating Content
- Begging Content
- Failing to answer readers questions

Why centralized portal failed?

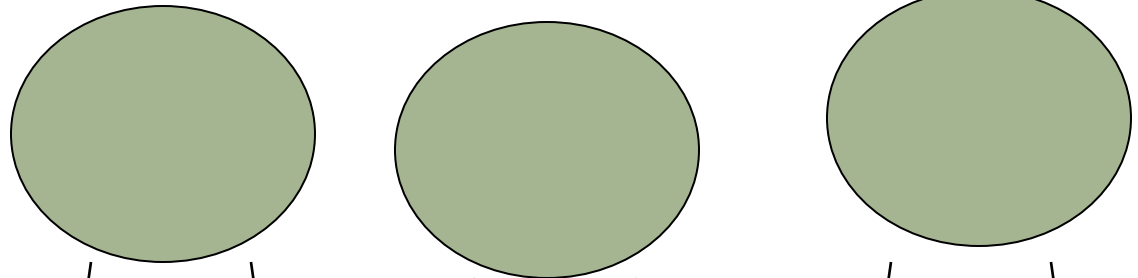
- The business model wasn't just right.
- The contributors/readers has no interest/trust in what we are doing.
- We (the Ministry) were trying to play roles which are not ours. And trying to collect all the credit for ourselves.
- Bottom line: This is not working. It is very expensive to sustain budget wise and content wise.

Strategy II: Loose Decentralize Multi-level networks

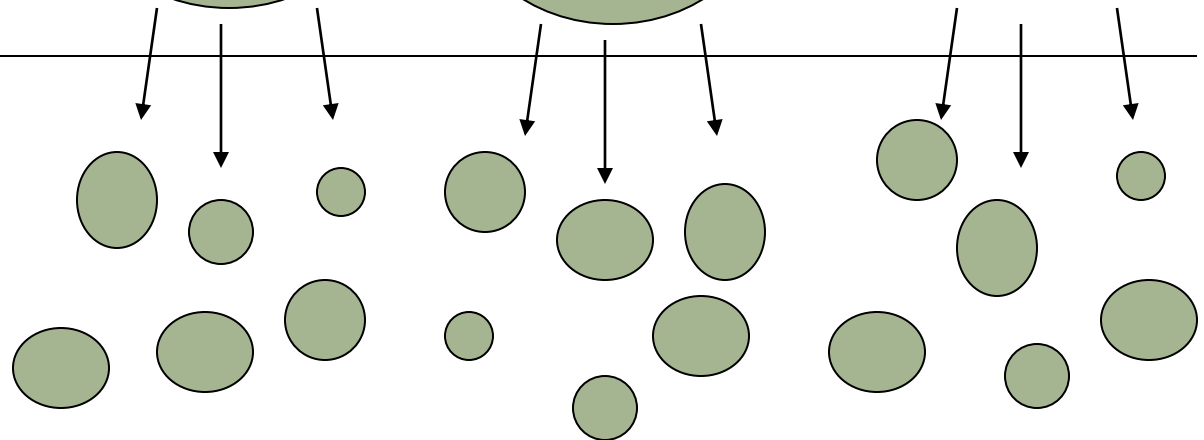
Level 1
The Ministry



Level 2
Strategic Partners



Level 3
Knowledge Contributors



Level 3: Knowledge Contributors

- **Who:** Professors, Researchers, Experts, Farmers.
- **Benefits:**
 - ▣ Owning a website
 - ▣ ICT Capacity Building
 - ▣ Training on Knowledge Management Skills
 - ▣ Opening new markets and Business Opportunities
 - ▣ Direct communications with his/her own readers/potential customers.

Level 3: Knowledge Contributors

□ **Responsibility:**

- Contribute and publish his / her own knowledge online on his /her own website.
- Comply with the publishing polices and guidelines.
- Varies the content formats: video, audio, articles, links...etc

PS. The contributors will happily take their responsibilities because it will return back to them in term of visitors.

Level II: Strategic Partners

- **Who?** : Research Centers, Agriculture projects, Faculties, Ministry of Agriculture, Extensions.

- **Benefits:**
 - Own a knowledge portal rich in content in their respective field, of expertise.
 - Modernize their organizations and make them ready for the information society. (it looks good as an achievement in the annual report)
 - Have their own networks of experts, professors and practitioners.

Level II: Strategic Partners

□ **Responsibility:**

- Establish a Knowledge Management unit.
- Monitor and filter the network generated content and publish it classified in the umbrella portal of the partner.
- Make reports about the content quality, quantity and topics.
- Host awareness sessions to encourage more members to join the network.

PS: It is the role of the partner to pull the content out of his network.

Level 1: The Ministry of CIT

□ Responsibilities:

Provide a high quality service for website, portals and network creation, free of charge.

Level 1: The Ministry of CIT

Responsibilities:

**Provide Technical and Knowledge
Management Support.**

Level 1: The Ministry of CIT

Responsibilities:

eMarketing for the websites to ensure a constant stream of daily visitors.

PS. Each website should be ranked on the first page of Google search results in its topics of expertise.

Level 1: The Ministry of CIT

Responsibilities:

Organize awareness sessions of the knowledge economy and the benefit of knowledge sharing.

PS. If the contributors know how the new knowledge economy works, they will join and will happily make their own knowledge contributions.

Level 1: The Ministry of CIT

Responsibilities:

Competitions, publications, and to develop more partnerships to increase the networks members and the quality of generated contents.

Level 1: The Ministry of CIT

- **Benefits:**

Each added webpage related to socio-economic development will make the internet more useful for the increasing number of Internet users.

Lessons Learned

- From a Network designer point of view:
 - We should put into consideration the different needs for the various members of the network and to design a model that actually fulfills these needs.
 - We should put “Communication” at the core of the network development effort because it is all about culture change.

Success Stories

- 30 Strategic Partners
- 300 Websites
- Over 20 thousands daily visitors
- Over 100,000 published web pages.
- Our network website are ranked in the first page of search results in their respective topics.

Future plans

Targeting Partners and provide our services for the Arab Region at large.

Future plans

Do more than knowledge sharing and develop “**Expert Systems**” service for the public. To “**Capture Knowledge**” in a methodical and easily retrievable means.



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Thank you.