

# TOWNSHIP.BLOG


## PREPARING THE ELECTRONIC GOVERNMENT THROUGH BLOG TECHNOLOGY



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# E-Government

- Communication is an integral part of development
  - Enabled transformation of gov services based on customer needs rather than administrative convenience
  - About transformation rather than automation
  - Requires BRP and executive training
  - Not only providing services to citizens, but also aims to make them part of governing processes
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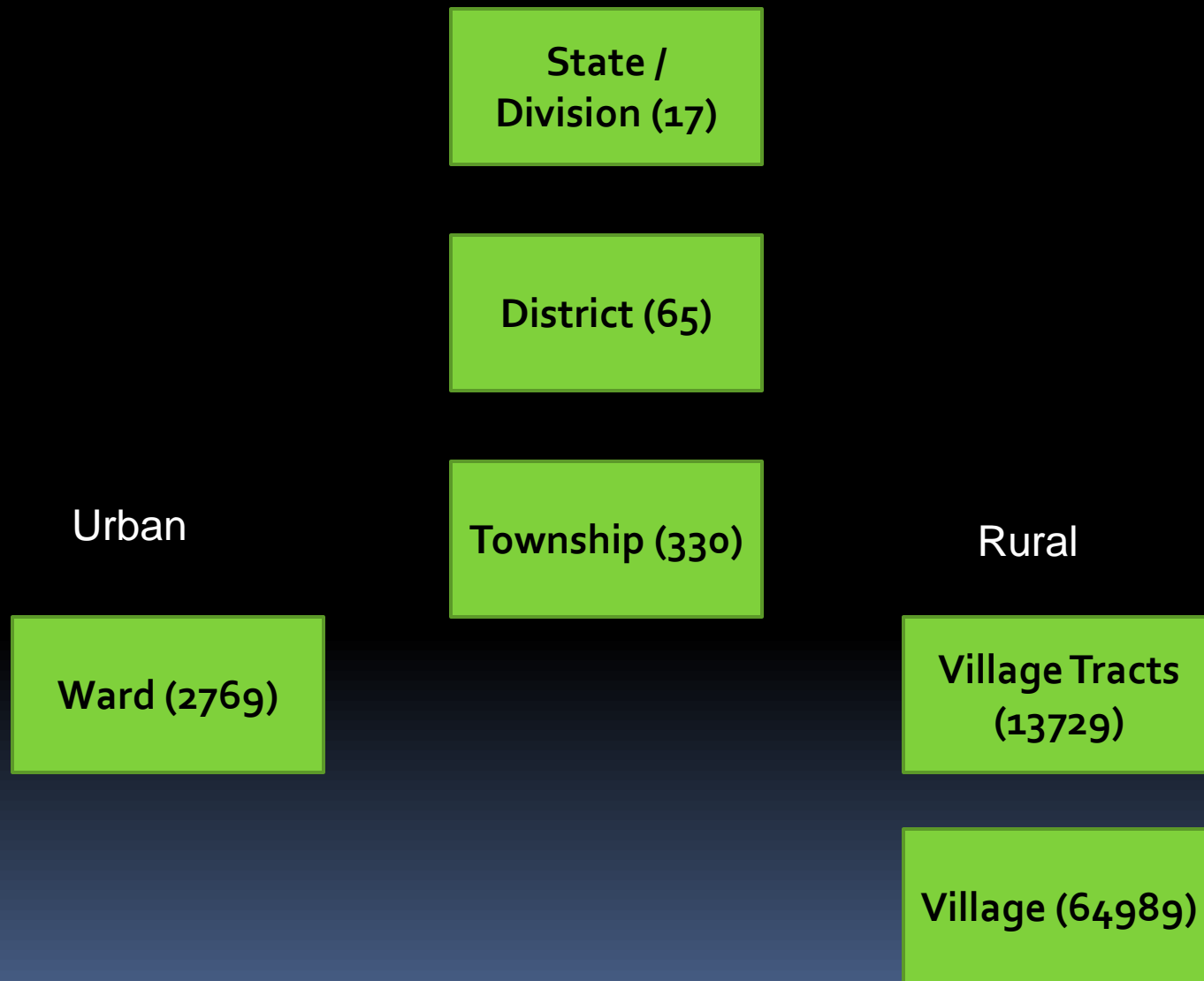
# E-Government Cont.

- Does not change the fundamental role of government or its primary objectives
  - Acts as a complement to the fundamental duties of government which are
    - to develop and administer policies
    - Provide service access and delivery
    - Management enforcement and compliance
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# E-Government Cont.

- Electronic government should focus
  - on 'government', not on 'e',
  - on Citizens, not on Computers,
  - on transforming the process, not on the translating the process,
  - on software, not on hardware
  - plan the pilot first, not the rollout and
  - on people, not on systems

# Myanmar Administrative Structure

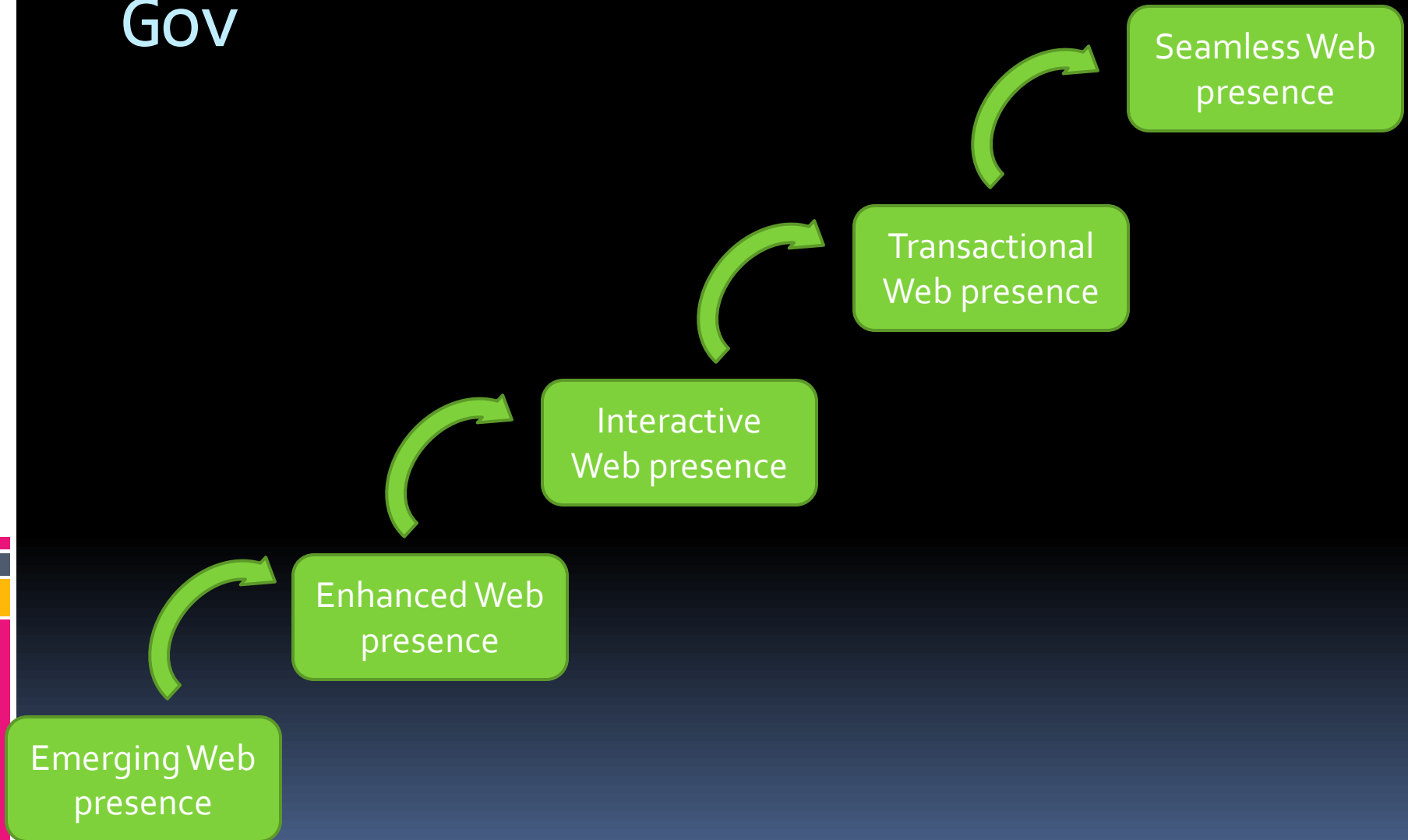




# Blog

- Blog can be varied based on the blogger's intention
- Fundamental idea of blog is democratized sharing of information on the same topic
- Blog should be analyzed based on its content and from communication perspective
- Blogs also have many favourable and unfavourable effects for online community

# Implementation and Types of E-Gov





# Policy Principles

- Market-driven, industry-led approach
- Global coordination and harmonization
- Open competition to promote investment and economic growth
- Minimized regulatory intervention
- Transparent and predictable rules
- Technology neutral (environment) and
- Government and industry partnership




# Functions and Services

- News
  - Events
  - Weather forecast
  - Community forum
  - Government information
  - Payment of taxes, utility bills
  - Meet the experts
  - Online registrations
  - Education and training
  - Communication
  - Health services
  - Photo shop
  - Job market
  - Marketplace
  - Banking services and
  - Advertisements
- 



# Township.Blog

- Ordinary blogs which government involved blogs, G2C
  - Purpose is similar to rural information system
  - Township-wise blogs are based on ideas of rural self governance and public relations
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# Township.Blog Cont.

- To attain transparency between government and public, the use of blog technology is proposed. Blog is low cost, efficient technology and easy to use. In this paper, bottom-up e-government approach is proposed rather than top-down.
- The objectives of this paper are
  - to propose the development of e-gov services through blogs
  - to get e-gov readiness for government of Myanmar as well as new government in 2010
  - to integrate with e-Asean



# Services in Details

1. Registration of Birth
2. Registration of Death
3. Registration of Marriage
4. Issue of Certificates
5. Registration of Public Complaints
6. Follow-up of Complaints
7. Contact with Officials
8. Display of Government Orders
9. Employment Opportunities
10. Trade Opportunities
11. Services Opportunities
12. Industrial Opportunities




# Services in Details

13. Information on Institutions, Business Units and Natural Resources
14. Publicizing Welfare Measures
15. Display of Catalogues
16. Tourist Information
17. Information on Market Centers
18. Obtaining Licenses
19. Vertical and Horizontal Communication
20. Help Desk Service
21. Notification of Tenders and Quotations
22. Communication with Contractors
23. Banking Transactions
24. Auctions and Biddings
25. Office Management



# Supports

1. Resource Mapping
  2. Asset Management Plan
  3. Developing Educational Plan
  4. Budgeting
  5. Resource Mobilization
  6. Identification of Resource Requirements
  7. Optimal Allocation of Resources
  8. Participation of People
  9. Public-Private Partnership
  10. Cost Effectiveness
  11. Co-ordination
  12. Social Audit
  13. Performance Audit
  14. Environmental Audit
  15. Grant from Central/State Government
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# References

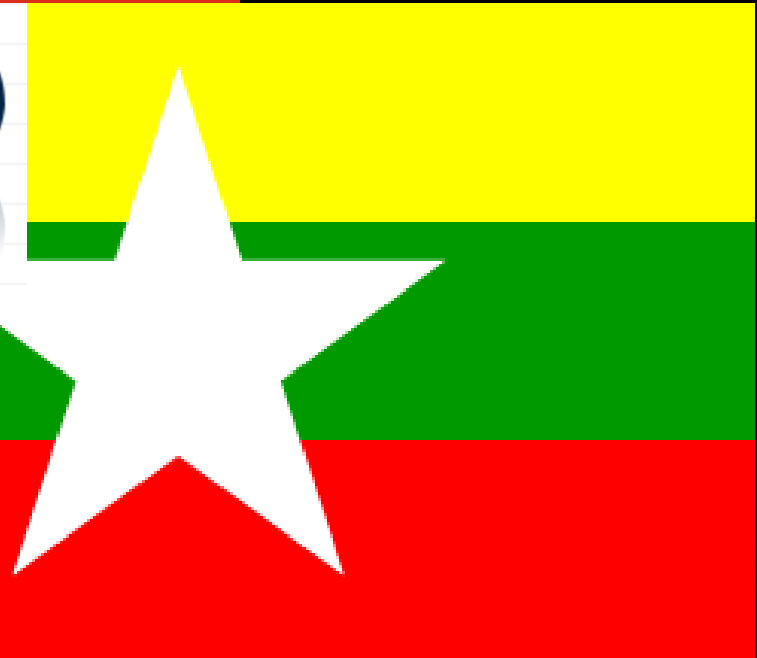
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Any Questions?

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**THANK YOU**  
**THE END**