Agenda


Mobile for
Development
Increasing Inclusion and Impact
24th-27th Aug - Dhaka, Bangladesh

Agenda

25th August 2014

0845-0915	**Welcome Coffees**	
	OPENING ADDRESS	
0915-1015	• Overview of the Mobile GSMA mobile for development Programme	Corina Gardner, Senior Manager, M4D Impact
	• Morning Keynote Speaker Innovation in Mobile for Development	Kamal Quadir, CEO, bKash
1015-1045	**Refreshment Break**	
	PLENARY SESSION	
1045-1145	**The importance of local content in mobile social innovation services**	
	• What is 'local'? • Why is local content relevant? • What are the challenges to creating and delivering a trusted, relevant content service? • What impact can open mobile platforms have in increasing the supply of local content?	**Richard Lace**, Head of Project, BBC Media Action **Taro Araya**, CEO, Miaki Group **Nick Wilwayco**, Senior Manager for Corporate Communications, Smart Communications, Philippines **Uzair Alvi**, Assistance Manager VAS, Ufone PTML, Pakistan
1200-1300	**Data and social impact – what's going on in Bangladesh?**	
	• What different players are doing in the area of mobile data analytics in Bangladesh • How MNOs have been, or could be involved in this work • Clarify the partnership incentives, as well as perceived opportunities for MNOs to conduct work in this area	**Olly Parsons,** GSMA Disaster Response **Linus Bengtsson,** Flowminder **Asif Muhammad Iqbal,** Business Intelligence Specialist, Grameenphone **Mohammad Enam Ur Rahman Khan,** General Manager, Grameenphone **Mohammad Maksud Hossain**,Vice President, BI/DW & CLM Systems, Robi Axiata Limited
1300-1430	***LUNCH BREAK***	
	PARALLEL WORKSHOP SESSIONS	
1430-1730	**Workshop: *mAgri (Session One)***	**Workshop: Mozilla – M4D Impact**
	▪ The Mobile Agriculture Market Opportunity ▪ Fundamental principles of mAgri service development: Balancing bottom-up innovation with a top-down mandate ▪ mAgri Tools and Resources: an introduction to the GSMA's practical resources for mAgri service providers ▪ Networking opportunities	▪ In this interactive workshop, Mozilla will present "Appmaker" and other R&D concepts. ▪ Operators and others are invited to explore some solutions for enabling more local content creation on mobile.

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Increasing inclusion and impact

A joint seminar from GSMA and AMTOB

26th August 2014

0845-0915	**Welcome Coffees**	
	OPENING ADDRESS	
	PARALLEL WORKSHOP SESSIONS	
0900-1230	**Workshop: mAgri (Session Two)**	**Workshop: Mobile Enabled Community Services**
	▪ Challenges in user adoption: quantitative and qualitative insights from mAgri services ▪ How to design mAgri Services to meet your customers' needs ▪ Networking opportunities	The **"Leveraging Mobile for Water and Energy Access"** workshop will explore various uses of mobile to introduce innovative business models; expand reach; and improve viability of energy/water products and services to the underserved. • The Bangladesh context • Can mobile increase access to finance? • Adopting digital currencies for bill pay • Mobile applications for water
1230-1330	***LUNCH BREAK***	
	PARALLEL WORKSHOP SESSIONS	
1330-1700	**Workshop: Disaster Response**	**Networking**
	▪ Disaster Response and the Mobile Industry – Global, regional and national insight ▪ Presentations from Grameenphone and Flowminder ▪ Breakout groups – Identifying Challenges and Opportunities	The M4D Team and other industry experts will be available in the ballroom area, so please join us from some afternoon tea
	CLOSE	

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Increasing Inclusion and Impact

Optional Field Trip hosted by BRAC

27th August 2014

Dorogram, Manikganj	
7.00 am	Leave Hotel for field location
8.30 am	Reach Area Office, Dorogram
8.30 am – 9.00 am	Tea and Refreshment
9.00 am – 10.00 am	Visit BRAC Microfinance Programme (Dabi) • Observe Village Organisation(VO) meeting • Talk to the clients
	Observe monthly savings collection through Bkash
10.15 am – 11.15 am	Visit BRAC Health, Nutrition and Population Programme • Talk to Health Volunteer and Health Worker • Health education forum • *DOTS for TB Control Programme, A collaboration with Government (Directly Observed treatment short course)*
11.30 am – 12.30 pm	Observe BRAC Education Programme (BEP) • Visit a BRAC Primary school • Talk to teacher and students
12.30 pm – 1.30 pm	Lunch at Regional office Manikgonj
2.00 pm – 3.00 pm	Visit ICT based multipurpose community learning centre at Manikganj sadar
3.10 pm	Leave for Dhaka
5.00 pm	Return to Dhaka