



គណៈកម្មាធិការ
សហប្រតិបត្តិការដើម្បីកម្ពុជា
Cooperation Committee
for Cambodia
Comité de Coopération
Pour le Cambodge

Learning Forum

ICT Documentations in 2017



Compiled by: Keo Mara,
Learning Specialist
January 2018

ICT Working Group and Advisory Group Members

We appreciated ICT Working Group and Advisory Group members for their great contributions to ensure the high quality of Learning Forum on **Information Communications and Technology**. They have shared the experience and expertise since 2011.



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I. Introduction

As the longest established membership organization in Cambodia, the Cooperation Committee for Cambodia (CCC) has played a unique role since 1990 in strengthening the cooperation, professionalism, accountability, governance, and development effectiveness of the Civil Society Organizations (CSOs) that are working across diverse sectors in Cambodia.

Phase 3 of CCC's Governance Hub Program (GHP) for the five year period 2017-2021, the goal of CCC is for a "strong and capable civil society, cooperating and responsive to Cambodia's development challenges". The GHP's goals are 1) enhanced effectiveness and impact of civil society organizations (CSOs), and 2) improved enabling environment for CSOs. Responding to its goals CCC offers a range of capacity development and learning opportunities for NGO staff to influence their thinking and practices and to deliver high quality services appropriately respond to the true needs of those CSO.

One of seven program strategies is the **Learning and Capacity Development** for CCC members and other interested CSOs. Among this program the learning forum on Human Resource Management (HRM), Monitoring and Evaluation (M & E), Information Communication Technology (ICT) and Finance Management forum is very importance to build the capacity of its members for better performance of their service delivery.

To ensure the quality of the learning forum CCC has formed the Working Groups to provide inputs and advice for NGO learning community in Cambodia. The Working Group will play role as an oversight committee to provide strategic and technical support to NGO community to promote and improve their Monitoring and Evaluation, Financial Management System, Human Resource Management and **Information Communication Technology (ICT)** within their organizations for effectiveness and efficiency development in NGO sector of Cambodia.

II. Objectives of the learning forum on Information Communication Technology (ICT)

- Stimulate action learning to transform knowledge; skills and experiences of individual people and organizations into a community of practices for a betterment of NGO community in Cambodia related their field;
- To create a learning and sharing environment as well as build a strong network among ICT practitioners and professionals for ongoing learning on ICT matters and issues related;
- Provide opportunity to CCC members to reflect and learn from experiences and the best practices on ICT in order to improve their own performance

III. Compiling Documentations

The two learning forums of **Information Communication Technology (ICT)** in 2017 were compiled to be a booklet for participants, it was shared and opened for all in CCC website.



វេទិកាវៀនសូត្រលើកទី២២ The 22nd Learning Forum

ក្នុង

On

ប្រព័ន្ធសង្វែងយុទ្ធសាស្ត្រ គោលនយោបាយបច្ចេកវិទ្យាព័ត៌មាន និង បំណុលសំខាន់ៗនៃបច្ចេកវិទ្យា "Social Media, ICT Policy and Technology Highlight"

ថ្ងៃ ២៦ ខែ កក្កដា ឆ្នាំ ២០១៧
អាគារបាយភូមិស៊ីនធើ

26 July 2017
Diakonia Center/KSSA Building

រៀបចំដោយ: អង្គការគណៈកម្មាធិការសហប្រតិបត្តិការដើម្បីកម្ពុជា (គ ក ក)
Organized By: Cooperation Committee for Cambodia (CCC)

**Welcome to
The 22nd of ICT Learning Forum
On
"Social Media, ICT Policy and
Technology Highlight on AR"**

26 July 2017, 8:00-5:00pm,
Diakonia Center/KSSA



Vision: Sustainable development for Cambodia.



Objectives

**Strengthen Skill
On
"How to make
Internal Control
Strong "?**

**Better
understanding
"How to
Manage
Financial Risk
and Analysis"**

**Create
environment
learning,
sharing, build
a stronger
network**

Agendas and Speakers

<p>Open Remark and Review Session</p>	<p><input type="checkbox"/> Mr. Soeung Saroeun, ED, CCC Ms. Y Sophany , ICT Specialist CCC</p>
<p>Group Discussion, Presentation and sharing on Social Media</p>	<p><input type="checkbox"/> Mr. Bunlong HONG IT Officer, Media One</p>
<p>Presentation and sharing ICT4D and Bong Pheak</p>	<p><input type="checkbox"/> Mr. Mak Puthea, ICT4D Network Manager, Open Institute Ms. Manickam Sunnary, Project Officer and Mr. Federico Barreras, Project Manager</p>
<p>-Group Discussion and sharing on <i>how to develop ICT policy in workplace?</i></p>	<p><input type="checkbox"/> Ms. Raty Ouk Chief of Party/Country</p>
<p>-Technology highlight on Augmented Reality(AR) - Selection topic and learning, Evaluation - Closing Remark</p>	<p><input type="checkbox"/> Mr. Uy EAR, Co-Founder/CEO, Sabay Osja CCC Team and Mr. Khorn Bunthong, HOO, CCC</p>

Review Session
The last ICT Learning Forum

“Effectiveness of ICT Engagement & Digital Insight and Website Security”

on 29 March 2017

Ms. Y Sophany, ICT Specialist , CCC

Review Last Learning Forum on 29/3/2017		
No.	Topics	Speakers
1	M&E App (Mobile data collection tool) , the Basics of Kobo Toolbox	Mr. Phorn Sarith, Project Manager, E-Soft group
2	Digital Insight	Mr. Pon Pork, M&E Specialist, DI
3	Youtube 101 (practical tips for CSOs)	Mr. Vantharith, ICT4D Advisor, DI
4	Tips on digital design for both youtube and facebook	Mr. Chy Sophat, Digital Design Specialist, DI

Tips on Digital Design both Youtube and Facebook

1. Use Visual content (10% information, 65% image)
2. Elements of good graphic design 90%
3. Typography (Font) English (www.font.google.com) Khmer : www.salapa/khmerfonts or www.aksorkhmer.com
4. Shapes:
 - Shapes can make your design look nice
 - Shapes direct the eyes to the core of the design
 - Use them approximately
 - Less is more, don't use too many shapes to drag your viewers eyes over the place
 - It is also important to make attractive to audience
5. Balancing: of light, picture, side, color, text, and shape
6. Best ways to brainstorm creative ideas:

សូមស្វាគមន៍

វេទិការៀនសូត្រព័ត៌មានបច្ចេកវិទ្យាលើកទី២២

ប្រព័ន្ធផ្សព្វផ្សាយសង្គម

By: Bunlong HONG

IT Officer, Media One

26 July 2017, Diakonia Center

FACEBOOK PAGE

We're on
facebook

មាតិកា

1. ព្យាយាមស្វែងរករូបភាពដែលល្អបំផុតមួយ ហើយអោយត្រូវទៅនឹងចំនងជើងរបស់យើង
2. នេះជាភាពលទ្ធផលរបស់ខ្ញុំ
3. ព្យាយាមប្រើ hashtag
4. នេះគឺជាលំនាំ hashtag របស់ខ្ញុំ
5. ព្យាយាមបង្ហាញវីដេអូនៅលើ Facebook Page របស់អ្នក
6. តែប្រព័ន្ធព័ត៌មានPageរបស់អ្នក
7. កំណត់ពេលវេលាដើម្បីបង្ហាញ
8. វីដេអូផ្សាយបន្តផ្ទាល់
9. តើធ្វើដូចម្តេចដើម្បីអោយគេស្គាល់មាតិកា និង pageរបស់អ្នកបានល្អ?



ព្យាយាមស្វែងរករូបភាពដែលល្អបំផុតមួយហើយអោយត្រូវទៅនឹងចំនងជើងរបស់យើង

ហេតុអ្វីបានយើងត្រូវការស្វែងរករូបភាពដ៏ល្អបំផុតមួយដើម្បីបង្ហាញលើ facebook page អោយត្រូវទៅនឹងចំនងជើងរបស់យើង?

តាមបទពិសោធន៍របស់ខ្ញុំ ខ្ញុំព្យាយាមរករូបភាពដែលល្អបំផុតមួយអោយត្រូវជាមួយនិងចំនងជើងរបស់ខ្ញុំដើម្បីបង្ហាញលើ Facebook page ហើយខ្ញុំក៏ទទួលបានលទ្ធផលល្អមួយ។ ពីព្រោះរូបភាពដ៏ល្អបំផុតមួយគឺគ្រប់គ្រាន់ដើម្បីទាក់ទាញពីទស្សនិកជនអោយដឹងពីអត្ថន័យនៃរូបភាពនេះជាមួយនិងចំនងជើងរបស់យើង។ ហើយខ្ញុំក៏ទទួលបានការ like និងចែករំលែកច្រើន ពីទស្សនិកជនរបស់ខ្ញុំ។ ជាពិសេស Facebook page របស់ខ្ញុំក៏កើនឡើង like ច្រើនផងដែរ។ ហេតុដូច្នេះហើយខ្ញុំណែនាំអោយអ្នកព្យាយាមបង្ហាញរូបភាពល្អបំផុតមួយជាជាងបង្ហាញរូបភាពច្រើនក្នុងពេលតែមួយ ។



នេះជាការលទ្ធផលរបស់ខ្ញុំ



ព្យាយាមប្រើ HASHTAG

- Hashtags គឺភ្ជាប់មាតិការបស់អ្នកជាមួយមនុស្សទូទៅដែលនិយាយអំពីចំនងជើងដូចគ្នា ឬ ស្វែងរកព័ត៌មានដែលទាក់ទងគ្នា។ ដូច្នេះ បើសិនជាអ្នកសរសេរអត្ថបទដែលទាក់ទងពីជំនួញ គំរោងរបស់អ្នក ហើយប្រើប្រាស់ #FacebookTips hashtag មនុស្សទូទៅជាច្រើននឹងកាន់តែងាយស្រួលស្វែងរកមាតិការបស់អ្នក ។
- ប្រើប្រាស់ hashtags (១ ឬ ២ បានហើយ) នៅពេលដែលយើងប្រើប្រាស់វាអោយស្របទៅតាមអត្ថបទរបស់យើង ដែលមនុស្សទូទៅអាចស្វែងរកអត្ថបទដែលស្រដៀងនឹងអត្ថបទយើងងាយស្រួល ។
- ឧទាហរណ៍: ខ្ញុំបានបង្ហាញព័ត៌មានដែលទាក់ទងពីគំរោងយើងដូចគ្នា ហើយខ្ញុំចង់ចាប់ផ្តើមប្រើ hashtag មួយ #យើងដូចគ្នា ហើយព័ត៌មានរបស់ខ្ញុំដែលទាក់ទងពីយើងដូចគ្នានឹងបង្ហាញចេញមកនៅពេលដែលយើងស្វែងរក hashtag #យើងដូចគ្នា

នេះគឺជា

លំនាំ

HASHTAG

របស់ខ្ញុំ

ព្យាយាមបង្ហោះវីដេអូនៅលើ FACEBOOK PAGE របស់អ្នក

- វីដេអូគឺទទួលបានការចាប់អារម្មណ៍ច្រើនជាងរូបភាពដែលអាចទាក់ទាញទស្សនិកជនយើងអោយ Like page របស់យើងបានច្រើនផងដែរ ។
- នៅក្នុងឆ្នាំ៧៧នេះ, វេបសាយ [Socialbakers](#) បានរកឃើញថាការបង្ហោះវីដេអូដោយផ្ទាល់ចូលក្នុង Facebook គឺទទួលបាន40% ខ្ពស់ជាងយើងទាញយកវីដេអូពីក្នុង YouTube ។

ព្យាយាម

បង្ហោះ

វីដេអូនៅលើ

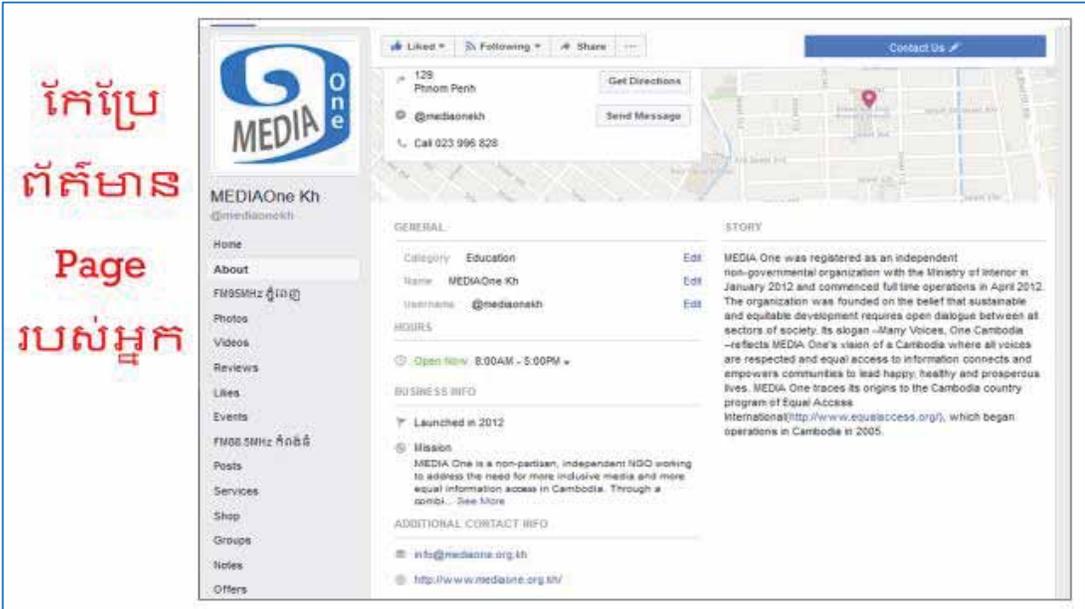
Facebook

Page

របស់អ្នក

កែប្រែព័ត៌មាន PAGE របស់អ្នក

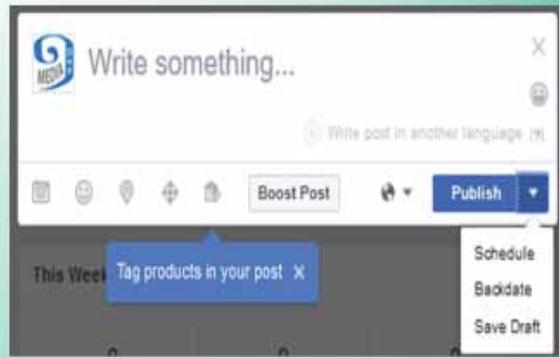
- ទស្សន៍ទាយចង់ដឹងថា Page របស់អ្នកនិយាយអំពីអ្វី ពីព្រោះពួកគេចង់ស្វែងយល់ពី **Page** របស់យើង? ដូច្នេះសូមយើងមើលព័ត៌មាន Page របស់អ្នកម្តងទៀតរួចធ្វើការកែប្រែព័ត៌មានដែលអ្នកខ្លះខាតនៅក្នុង **About page** របស់អ្នក ។
- ជាពិសេស **user account** របស់អ្នក ពីព្រោះវាងាយស្រួលដល់ ទស្សនិកជនស្វែងរក **Page** របស់យើងលឿន ។
- ធ្វើអោយ **Page** របស់យើងមើលទៅមានភាពជឿជាក់ និង ងាយវិជ្ជាជីវៈ ។



កែប្រែ
ព័ត៌មាន
Page
របស់អ្នក

កំណត់ពេលវេលាដើម្បីបង្ហាញ

- បើសិនជាទស្សនិកជនគោលដៅរបស់អ្នកលេង **Facebook** ក្នុងកំឡុងពេលទំនេរនៅចុងអាទិត្យ ហើយអ្នកមិនបានបង្ហាញ មាតិកា ដូច្នេះអ្នកនឹងបាត់បង់ការទាក់ទាញពីទស្សនិកជនជាច្រើន ។
- កំណត់ពេលវេលាបង្ហាញដើម្បីបង្ហាញរាល់ចុងអាទិត្យ ហើយត្រៀមតែឆ្លើយរាល់សំណួរពីទស្សនិកជនបានហើយ ។
- ដើម្បីកំណត់ពេលវេលាបង្ហាញ, សូមចុចលើសញ្ញាត្រៀមដំកូលចុះក្រោមដូចរូបខាងក្រោម ។



វីដេអូផ្សាយបន្តផ្ទាល់

- ការផ្សាយបន្តផ្ទាល់តាម Facebook គឺជាផ្លូវដ៏ល្អមួយដើម្បីទទួលបានការទាក់ទាញច្រើនពីទស្សនិកជន
- ការផ្សាយបន្តផ្ទាល់តាម Facebook អនុញ្ញាតអោយអ្នកភ្ជាប់ទំនាក់ទំនងជាមួយទស្សនិកជន ដែលបានចាប់អារម្មណ៍ពីការផ្សាយរបស់អ្នកដោយទទួលបាននូវសារដាស់តឿន នៅពេលដែលអ្នកចាប់ផ្តើមផ្សាយបន្តផ្ទាល់ ។
- នៅក្នុងមុខងារផ្សាយបន្តផ្ទាល់នេះវាមានមុខងារតូចៗជាច្រើនទៀត ដែលធ្វើអោយទស្សនិកជនមានការរីករាយ សើចសប្បាយជាមួយយើង ។

តើធ្វើដូចម្តេចដើម្បីអោយគេស្គាល់មាតិកា និងPAGEរបស់អ្នកបានល្អ?

- ជាដំបូងអ្នកត្រូវមាន VISA card ផ្ទាល់ខ្លួនជាមុនសិន
- មុនពេល promote(ធ្វើអោយល្បី) មាតិការបស់អ្នក ត្រូវប្រាកដថាអ្នកបានរៀបចំរូបរាងនូវចំនងជើង, ការពិពណ៌នារូបថត ឬវីដេអូ ។
- ត្រូវប្រាកដថាអ្នកបានពិភាក្សាជាមួយក្រុមរបស់អ្នករួចរាល់ហើយក្នុងការជ្រើសរើសទស្សនិកជនគោលដៅរបស់អ្នកដើម្បីបង្ហាញមាតិការបស់អ្នកបានទៅដល់ពួកគេ ។
- ត្រូវប្រាកដថាពួកគាត់មានអាយុចន្លោះពីប៉ុន្មានទៅ? ហើយពួកគេរស់នៅទីណា? ពួកគេជាមនុស្សប្រភេទណា? ហើយពួកគេនិយាយភាសាអ្វី?



Small Group Discussion

1. តើខ្លឹមសារប្រភេទណាខ្លះដែលធ្វើអោយគេចាប់អារម្មណ៍?
 1. What kind of the contents that makes people interested?
2. តើបង្កើតទំព័រ Facebook ដែលមានប្រសិទ្ធភាពដូចម្តេច និង ផ្សព្វផ្សាយដោយរបៀបណា?
 - 2_How to create effective Facebook page and How to promotion it?
3. តើអ្នកវិភាគព័ត៌មានសង្គមដូចម្តេច ក្នុងការធ្វើសេចក្តីសម្រេចចិត្តលើអ្វីមួយ?
 - 3_How to analyze data of Social Media for your decision making?



ICT for Development Work in Cambodia

Puthea MAK
ICT4D Network Manager
Open Institute
ICT Learning Forum
26 July 2017, Diakonia Center

2

What is ICT4D Cambodia Network?

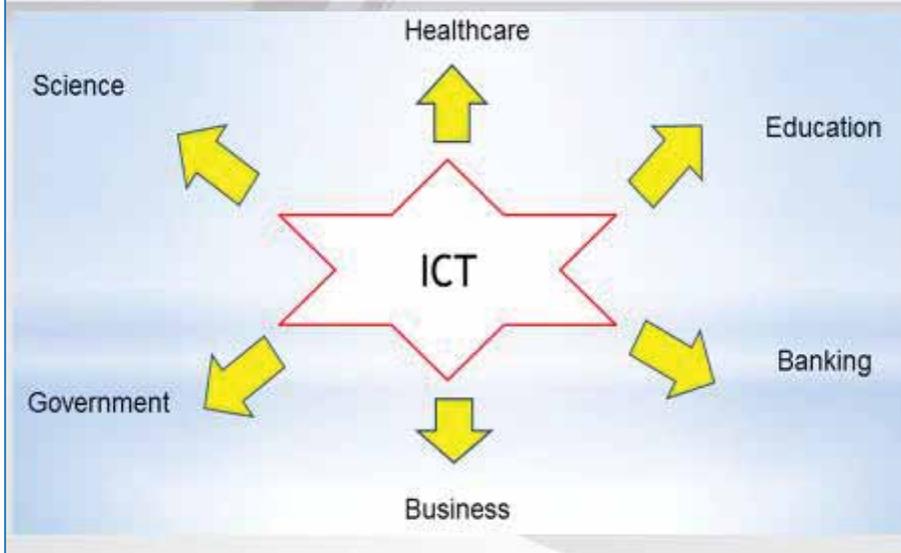
A group of Inter and Local NGOs in Cambodia have been established to works on leveraging Information and Communication Technology (ICT).



What is ICT for Development (ICT4D)?

-Stands for the use of various forms of communication technologies in development works to improve the life in developing countries; in term of “Access to” and “Skills” in the use of ICTs

ICT4D



What is ICT for development (ICT4D)?



3 motivations to use ICT in development works

- ✓ **Improve better communication**
 - ✓ *I and C of ICT is about having access to relevant information and getting your voice heard*
- ✓ **New technologies offer new possibilities**
 - ✓ *ICTs is not only about technologies BUT include 'access to information'*
- ✓ **Closing Digital Divide**
 - ✓ *Refers to the big gap between populations in the developed and developing world in terms of access to and skills to use the ICTs.*

ICT for Education

Open Institute



InSTEDD & KAPE

With the support from SPIDER, a new app, Sor Se Khmer (Khmer Writing), has been created to help children in grade 1 to grade 3 to improve their Khmer writing, vocabulary, and speech.



Aide et Action Cambodia



Produced series of Educational app, providing reading materials to thousands of book in Khmer and foreign languages for Cambodian children, teenagers and adults.

- ✓ Khmer Library
- ✓ Khmer Rean An I, II, III, and IV
- ✓ Khmer Educator

World Education Cambodia and KAPE

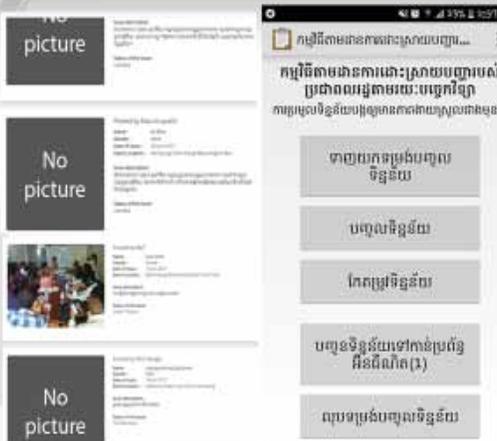


TEST app in Early Grade Reading is a digitized early grade reading assessment program for use in Cambodia for grade 1 and 2



PACT Cambodia

Tracking and Sharing Multi-Sector Issues with Technology (TRANSMIT) is a web-based platform and runs on mobile/tablet to report and real-time update on ground issue from the network of trained citizen to the local government authority.



ICT for Health/mHealth

InSTEDD iLab South East Asia



115 project: Reporting of detected cases of infectious diseases
Operational District



Reporting of detected cases of infectious diseases

Technology is not always worked somehow, dealing with that, simple solution introduced the Reporting Wheel overcomes this literacy barrier.



Improvement of maternal health through media's innovative tools

Mobile Technology gives Cambodian a voice

*“Do not say that what technology is, but
say that this is an issue and how can
technology improve this!*

For technology is doable”

Recommendation

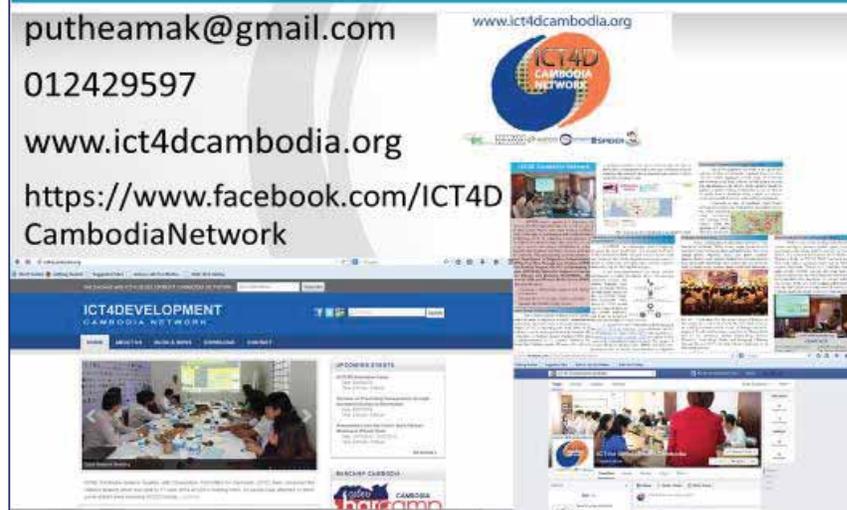
- if you want to introduce any technologies solutions
 - ✓ Make that solution design based on what people have (end users)
- Start first with the 'Problem driven',
 - ✓ what issue you want to address through technology?
- Who is going to use technology (end users)?
 - ✓ How (capable) will they use the system?
 - ✓ what devices do they have?
- How to make it scalable, cost effective, and long-term solution?

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www.ict4dcambodia.org

<https://www.facebook.com/ICT4DCambodiaNetwork>



The collage features the ICT4D Cambodia Network logo at the top right. Below it, there is a screenshot of the organization's website, which displays the name 'ICT4DEVELOPMENT CAMBODIA NETWORK' and navigation links. To the right of the website is a screenshot of the Facebook page, showing various posts and images. At the bottom left, there is a photograph of a group of people sitting around a table in a meeting or training session.

bongpheap

“ការងារសម្រាប់ទាំងអស់គ្នា”

សេវាកម្មការងារ បងភ័ក្រ

បងភ័ក្រ ជាសេវាកម្មការងារដែលបង្កើតថ្មី និងរចនាយ៉ាងពិសេសសម្រាប់អ្នកគ្មានជំនាញ និងមានជំនាញកម្រិតទាបដែលស្ថិតក្នុងវិស័យ បដិសណ្ឋាគារ អាងចក្រ ឬក៏សំណង់។ បងភ័ក្រ ជួយក្រុមហ៊ុន និងនិយោជិត/កម្មករមានទំនាក់ទំនងទៅវិញទៅមក

- ផ្តល់ព័ត៌មានការងារ ដែលមានទាំងអស់ទៅកាន់អ្នកស្វែងរកការងារ(ឬមិត្តភក្តិ និងក្រុមគ្រួសារ)ដែលកំពុងស្វែងរកការងារ។
 - អនុញ្ញាតិអ្នកស្វែងរកការងារដាក់ពាក្យដោយផ្ទាល់, ទំនាក់ទំនងជាមួយក្រុមហ៊ុន។
 - អនុញ្ញាតិអ្នកស្វែងរកការងារចែករំលែកឱកាសការងារទៅកាន់មិត្តភក្តិ និងសាច់ញាតិដែលចាប់អារម្មណ៍, ទោះបីជាពួកគាត់មិនចេះប្រើប្រាស់អ៊ីនធឺណែតក៏ដោយ

គោលបំណងនៃសេវាកម្មការងារ បងភ័ក្រ

បងភ័ក្រ ជួយផ្សព្វផ្សាយព័ត៌មានការងារទៅកាន់ប្រជាជន ដែលគ្មានជំនាញ និងមានជំនាញកម្រិតទាប

បងភ័ក្រ ជួយឆ្លាប់ទំនាក់ទំនងរវាងអ្នកស្វែងរកការងារ និងក្រុមហ៊ុន
បងភ័ក្រ ផ្សព្វផ្សាយព័ត៌មានការងារដល់ប្រជាជនខ្មែរទាំងអស់ ឲ្យមានឱកាសចូលការងារនៅក្នុងប្រទេស ដើម្បីកាត់បន្ថយការចំណាកស្រុកទៅក្រៅប្រទេស។

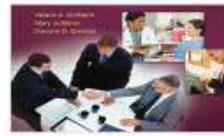
វិស័យការងារនៅក្នុង បងក្រុម



វិស័យអាងចក្រ



វិស័យសំណង់



វិស័យពាណិជ្ជកម្ម



វិស័យបដិសណ្ឋារកិច្ច



វិស័យសន្តិសុខ



វិស័យសេវាកម្ម



វិធីសាស្ត្រ បងក្រុម



- បងត្រូវ រួមបញ្ចូលបច្ចេកវិទ្យាដ៏មានប្រសិទ្ធិភាព
- គេហទំព័រ
- ហ្វេសប៊ុក
- ការហៅទូរសព្ទដោយស្វ័យប្រវត្តិ
- ដើម្បីធានាឲ្យបាន ព័ត៌មានការងារទាំងអស់ត្រូវបានផ្សព្វផ្សាយទៅដល់ប្រជាជនខ្មែរដែលកំពុងស្វែងរកការងារ



បងក្រុម

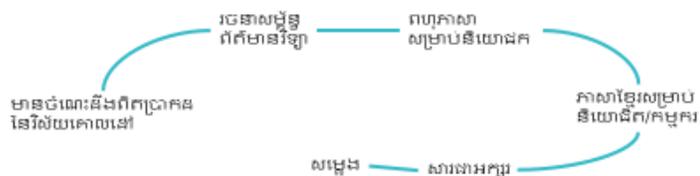


ការដោះបញ្ហា



បច្ចេកវិទ្យា
ដែលបង្កើតថ្មី

ជាសេវាកម្មផ្តល់ព័ត៌មានការងារដំបូងគេសម្រាប់ប្រជាជនកម្ពុជាដែលគ្មានជំនាញ និងមានជំនាញកម្រិតទាប



អត្ថប្រយោជន៍សម្រាប់អ្នកស្វែងរកការងារ



1. ទទួលបានព័ត៌មានការងារដែលមានប្រាក់ខែសមរម្យ និងលក្ខខណ្ឌការងារល្អ
2. ចំណាយពេលតិចក្នុងការចុះឈ្មោះ និងដាក់ពាក្យ
3. ឥតគិតថ្លៃរាល់ការដាក់ពាក្យ និងចុះឈ្មោះ
4. មើលឃើញព័ត៌មានការងារដែលនៅជិតគ្រួសារ និងបងប្អូន និងនៅក្នុងស្រុក
5. អាចរំលែកខ្លឹមសារការងារតាមរយៈសូរសព្ទដែលនៅកាន់សាច់ញាតិ មិត្តភក្តិ និងអ្នកដែលស្គាល់គ្នា
6. អ្នកស្វែងរកការងារអាចធ្វើការងាររៀនការងារប្រើប្រាស់នៅកន្លែងការងារ តាមរយៈបងភ័ក្រ្ត



បងភ័ក្រ្តដំណើរជិតមួយឆ្នាំ...



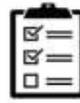
125,000+
មេត្តាប្តូក Followers



35,000
ម្ចាស់ប្រើប្រាស់គេហទំព័រ



7,000+
បុគ្គលិក/កម្មករដែលបានផ្សព្វផ្សាយ



5,000
ការដាក់ពាក្យធ្វើសុំការងារ



200,000
ការចូលមើលការងារ



បងភ័ក្រ្ត
សូមអរគុណ



USAID
FROM THE AMERICAN PEOPLE



វិទ្យាស្ថានបើកទូលាយ
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IT Policy & Procedure

ICT Learning Forum on July 26, 2017

Presenter: Raty Ouk



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Data powers the information economy and the risks associated with it continue to skyrocket in today's rapidly evolving digital economy. Organizations and consumers of all types are at risk.

Developing strong privacy and data protection policies and procedures can either prevent or minimize costly exposure or threats.

IT policy and procedure in your organization helps:

1. Safeguarding the soundness of your IT equipment, systems, and data
2. Staff compliance and control in the workplace

General Usage

Is it strictly for business use or a combination of business and personal?

This also highlight about:

- Computer usage
- Internet usage
- Email usage
- Confidentiality
- Copyright



Password policy

A password policy which automatically enforces the frequency of change and complex combination:

- ✓ Strong passwords: i.e A combination of capital letters, special characters, numbers, etc.
- ✓ Frequency: 3 to 6 months



Accessing control...

Information Categories:

- Public
- Internal Use Only
- Restricted



Are access rights to information and systems restricted to only need-to-know persons?

Secure your system from malware

Some websites host Spyware, Adware or Trojans that hijack an internet browser's start and search settings.

Does your organization have up-to-date anti-virus software in placed?



Prepared by Ms. Katy Oulu. For more information, please contact koul@hspc.org

Most NGO's perform regular backup from the server/computers to the external storage media, and store at the office.

Some data is backed up but not synced to the external storage.

Avoid these mistakes ...

Back up file storage...

Backups stored onsite are kept in an access-controlled area. However, it imposes the risk of complete data loss in the event of a disaster, such as fire.

Storing them off-site can mitigate the risk by ensuring that the organization has a copy of pertinent data in a second location and that the data can be recovered quickly.

Back up file storage...

Online backups are considered if the service meets the criteria of specified standards

In case your IT infrastructure loss, does your organization have any assigned person who you can talk to?

Well-written IT Policy and Procedure should highlight:

- General use
- Access control
- Information security policy violation and disciplinary action
- Moderation of the access to social media and social networking
- Incident management and response
- Back up and IT Disaster Recovery Plan



Communications Plan or Strategy



Why you need a plan or strategy

1. To support **transparency and understanding** of your organization
2. To increase awareness and support for key issues among your target **audiences**
3. To build **public engagement**. This is essential to advancing your organization
4. Communication is a primary function of leadership and responsibility of **all employees**
5. Well-informed employees are effective ambassadors for developing support—**communicate with them, too!**
6. Open communication **maintains good relationships** with people inside and outside your organization

Prepared by Ms. Katy Ouk. For more information, please contact kouk@iac.org

Prepare

A good communications strategy requires preparation.

- Align your communications strategy with your overall **organizational strategy**. Communications is a critical element of a an NGO strategy.
- Know your **budget**. A strategy is no good if you don't have the money or people to execute it.
- Be **ambitious but realistic**.

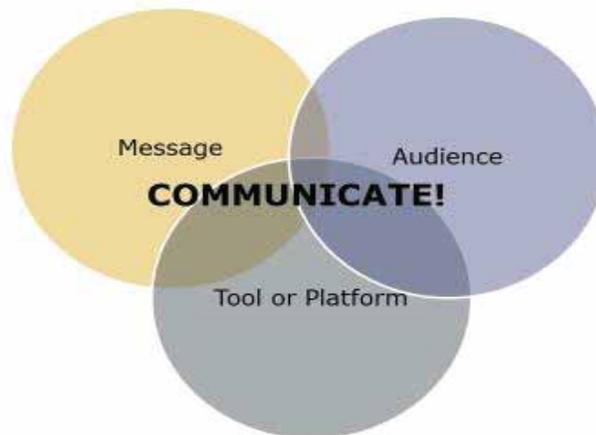
Prepared by Ms. Katy Ouk. For more information, please contact kouk@iac.org

Elements of a communications plan

- Key Messages
- Target Audiences
- Goals and Objectives
- Tools and Tactics
- Challenges
- Products and Deliverables



It's all connected



Prepared by Ms. Katy Ouk. For more information, please contact rouk@aac.org

Challenges

Know what your roadblocks are and plan for them!

- Government inaction
- Lack of resources (time and money)
- Demanding Board of Directors
- Lack of communications infrastructure (phone, internet, etc)
- Language barriers
- Lack of knowledge



Products and deliverables

What do you need to create/produce, and when:

- Website
- Brochures
- Social media
- Media coverage
- Reports
- Presentations

*These all take time and money. Make sure they're in your budget. Don't try to do too much.

Prepared by Ms. Katy Ouk. For more information, please contact rouk@aac.org

Now that you have a plan. . .

Use it. Go back to it. Revise it.

Don't do this:



Get help

Talk to other NGOs.
Help each other.

Search online for
presentations and
examples
for developing a plan.

There are a lot of FREE
resources out there. *But
remember: not all of them
are good.*

Find a volunteer consultant
to help. Or CBCLO. ☺



ICT Policy

Write down all of the steps that you take
when managing IT property in your
organization. This becomes your **ICT Policy**.

If you already have an IT Policy, go through
these slides to see if anything is missing;
revise your policy accordingly and train staff
on the new procedure.

If you already have an ICT Policy, go through these slides to see if anything is missing; revise your policy accordingly and train staff on the new procedure

Distributing Sample IT Policies



What Do We Do?

- Game Development for Mobile
- Interactive App Development
- Concept Art
- 3D Modeling
- 3D Animation
- 2D Animation
- Augmented Reality App Development



Our Game Projects



Osja AR



King of Cards



Ey Sey Storytime



You Think You Know Traffic



Yak Aww Candy



Kravity



Haunted Hut



Ninja Impossible



Asva The Monkey



Santa Adventure

Client's Projects



Super Data Race



Angkor Sankranta



Charlie Bit Me:
The Game



AIA Puzzle Map



I Am Me



Pennychute



Astro Cat



Popper Pets



Cat Hop

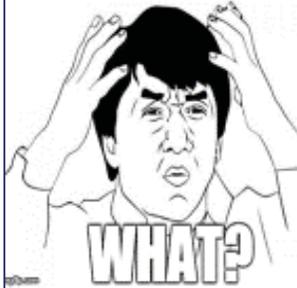


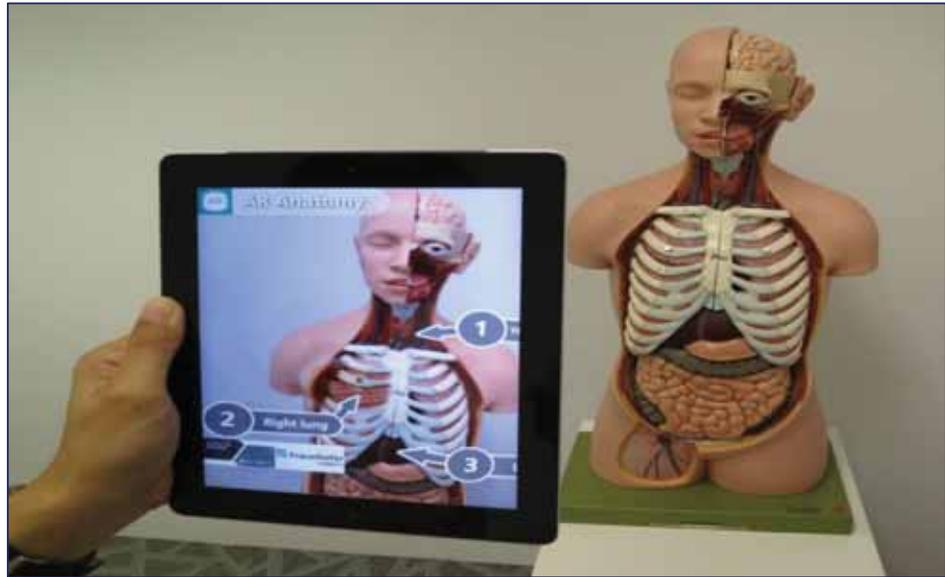
Good Men Quiz

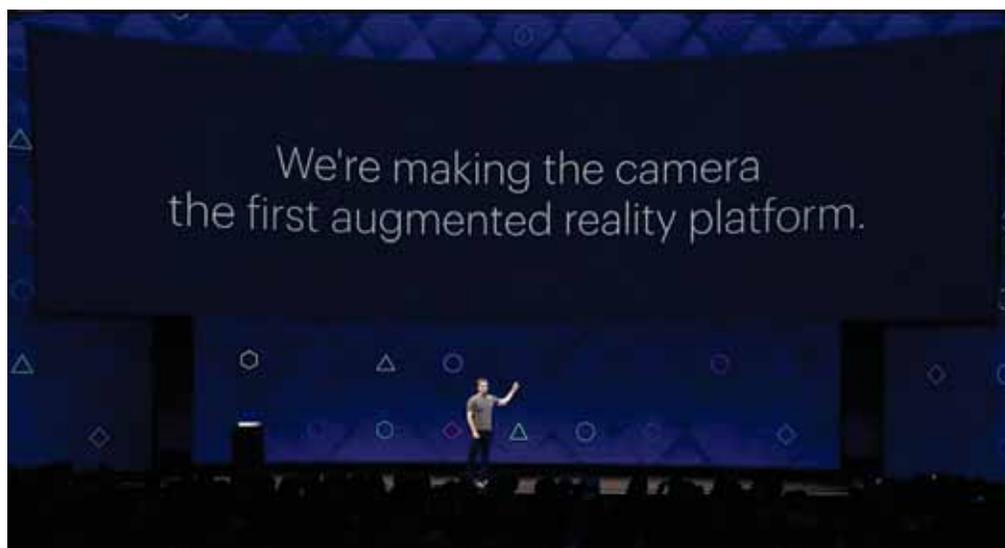
What is AR?

Augmented reality is the integration of digital information with the user's environment in real time. Unlike virtual reality, which creates a totally artificial environment, augmented reality uses the existing environment and overlays new information on top of it.

Boeing researcher Thomas Caudell coined the term augmented reality in 1990, to describe how the head-mounted displays that electricians used when assembling complicated wiring harnesses worked. One of the first commercial applications of AR technology was the yellow "first down" line that began appearing in televised football games sometime in 1998. Today, Google glass and heads-up displays in car windshields are perhaps the most well-known consumer AR products, but the technology is used in many industries including healthcare, public safety, gas and oil, tourism and marketing.











Osja AR

Download on the  **App Store** GET IT ON  **Google play**

Experience The First Augmented Reality App in Cambodia.

Released **February 2017**
Downloads (IOS and Android)
60,000+






Angkor Sankranta

Download on the  **App Store** GET IT ON  **Google play**

The giant festival is much more exciting with the app to get all info related to the festival and especially, with AR Camera to take amazing photo with the virtual character of the festival.






Super Data Race

Download on the
App Store

GET IT ON
Google play

The first reality racing in Cambodia to use mobile app with AR technology to locate, challenge, and compete with each other to win real prize with real people and location.







Sabay Osja Co., Ltd.

No. 41, St. 576, Phnom Penh, Cambodia
 sabayosja@osjastudio.com +855 12 222 838
www.osjastudio.com

Welcome to

The 21st of ICT Learning Forum

On

"Effectiveness of ICT Engagement & Digital Insight and Website Security"

29 March 2017, 8:am – 5:00pm,
Diakonia Center/KSSA



Vision: Sustainable development for Cambodia.



Review Session

The last ICT Learning Forum

"Effectiveness of ICT Engagement & Digital Insight and Website Security"

on 29 March 2017

Ms. Y Sophany, ICT Specialist, CCC

Objectives

To improve the capacity of participants on Account YouTube, Power of Digital Design and Maintains & security of website.

To share Monitoring and Evaluation App (M&E APP) and experience of organize and manage for IT work or networking

To build network among ICT practitioners for future collaboration for better use of ICT4D

Agendas and Speakers

<p>Open Remark and Review Session</p>	<p>Mr. Soeung Saroeun, ED, CCC Ms. Y Sophany , ICT Specialist CCC</p>
<p>How to use Monitoring and Evaluation App (M&E APP)</p>	<p>Mr. Phon Sarith, Team Leader of E-Soft Company</p>
<p>Digital Insights and how it can be applied with CCC Members (Member Insights)</p>	<p>Mr. Ponn Pork, M&E Specialist of USAID's Development Innovations (DI)</p>
<p>-Manage for IT work or networking -Why YouTube?</p>	<p>-SEATEL Group -Mr. Oum Vantharith, ICT4D Advisor of USAID's , DI</p>
<p>-Tips on digital designs - both for YouTube and Facebook. - Selection topic and learning, Evaluation - Closing Remark</p>	<p>-Mr. Chy Sophat, Digital Design Specialist, DI CCC Team</p>

Review Session The last ICT Learning Forum

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ICT Learning Forum 2016

Topics	Guest Speakers
Present the overview of online HR management system on Odoo App	Mr. Eng Sophara, ICT Specialist, CCC
Social Media Handbook (SMH) Launching Khmer language	Mr. Seang Lida, ICT Assistant, CCC
Introduction of Livestream	Mr. Ngeth Moser, Head Unit of Media, Central

ICT Learning Forum 2016

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The Basics of Kobo Toolbox

E-SOFT-GROUP
ON 29-MARCH 2017

PRESENTED BY
MR. PHON SARITH



COMPANY PROFILE

E-Soft-Group is one of a lead software development and web design provider in Cambodia. We provide a customize software solution with high quality, affordable and attractive rates for customers; yet powerful and cost effective for business as well. The team has been committed to provide enterprise-class components enabling developers to rapidly build robust web and desktop application.

OUR HISTORY

E-Soft-Group is group of talented individual and team from different field including IT and M&E specialist with many years of experience working with many institutes such as private sector (garment factories, construction company, restaurant, tour company, mart), government and NGOs (RACHA, CWS). Almost a decade ago of services, our team was already develop several customize software solution, providing clients the user friendly visualize, monitor and manage their business data and report. Below are the most recent clients that we supported.








toot.com



Outline

1. Introduction
2. Target Audience
3. Creating your form online
4. Using your form online and offline
5. Sources and references



What is Kobo Toolbox?

- KoBoToolbox is a suite of tools for field data collection which you can use with your mobile devices and laptops
- It is similar to the Open Data Kit (ODK), a de facto open source mobile data collection
- It allows you to create forms and use them on your mobile devices as it creates an offline or online database of your form responses.



Setting-up your account

<http://kobo.humanitarianresponse.info>

KoBo Toolbox

HOME FEATURES GET STARTED ABOUT US CONTACT SUPPORT

CREATE AN ACCOUNT OR LOG IN

UNLIMITED USE FOR HUMANITARIAN ORGANIZATIONS Provided by UN OCHA. Benefit from professional user support.	RESEARCHERS, AID WORKERS & EVERYONE ELSE Provided by KoBoToolbox. Get support from our community.
Sign Up or Log In	Sign Up or Log In

OR INSTALL KOBOTOOLBOX ON **YOUR** COMPUTER OR SERVER
[Learn More](#)



Who is it for?

- Anyone who needs to use a mobile-based data collection system
- Students, journalists, government staff, humanitarian and development actors
- Unlike other ODK platforms, Kobo Toolbox provides unlimited ever space to humanitarian organizations, taking off from the frequent use of ODK and other similar tools during humanitarian response.



CREATING YOUR FORM ONLIN

- Draft your survey form - write down your questions and possible answers.
- Remember: Kobo Toolbox can only create a form if your questions are answerable with the following:

Select One	Select Many	abc Text	123 Number
1.0 Decimal	Date	Time	Date & time
GPS	Photo	Audio	Video
Note	Barcode	Acknowledge	1+1 Calculate
Matrix / Rating	Ranking		



Create your form

- On your Kobo Toolbox account, click Add Form. You can either start from Scratch or use your own form (Excel).
- From the New Form page, you can start adding questions based on your draft questionnaire.
- Once you have finished your questionnaire, save the project. You can now launch the project in Kobo Collect.



USING YOUR FORM ONLINE AND OFFLINE



What is Kobo Collect?

- Kobo Toolbox app for data collection
- can only be used in phones or tablets using the Android Operating System
- not available in iPhones and Blackberry phones
- can be downloaded via Google Play



Installing Kobo Collect

- Using your phone, go to your Applications and open Play Store. Search for KOBO COLLECT.
- Install Kobo Collect on your phone.
- Once installed, open Kobo Collect and look for the General Settings (you need to press the three dots on the side of your screen or press the left button on the bottom of your phone).



Setting up your Kobo Collect account

- In the General Settings page, you will be required to type the URL. Get your Kobo Toolbox account username and type <http://kc.humanitarianresponse.info/yourusername>

- Type your username.

Under Google account, type your Gmail account if you have one.

- Go back to the main page (where you will see the form options).



Collecting and saving data

- Press GET BLANK FORM. Press the check mark beside the form that you want to use and press GET SELECTED.
- To start collecting data, press FILL BLANK FORM and choose the form that you want to use.
- Once you are done in collecting the information, you will reach the last page which says YOU ARE AT THE END THE FORM.
- Change the NAME of the form if needed.
- If you are not yet sure with your response, uncheck MARK



Submitting your form

- Press SAVE FORM AND EXIT. For saved forms but not yet submitted, look at EDIT SAVED FORM and retrieve the form.
- Click GO TO START, review your responses until you reach the end. Repeat step 11 and make sure that MARK FORM AS FINALIZED has been checked. You will return to the main page.
- You will see your completed forms under SEND FINALIZED FORM.
- Once you have Internet access, check all your finalized forms and press SEND.



Using your form online

Under FORMS, select PROJECTS and choose the project which you're working on.

- Once selected, look for Add Data and click on Enter Data in a Web Browser.
- Share the form link to your users.



SOURCES AND REFERENCES



Want to learn more?



Digital Insights:

How Digital Insights can be applied in Cambodia,
specifically with CCC NGO Members

29 March 2017

Presented By: Mr. Ponn Pork,
M&E Specialist of USAID's Development Innovations (DI)

1

Contents

- What is Digital Insights?
- How is it different?
- Why Digital Insights?
- Case Study
- How can Digital Insights apply in Cambodia?

WHAT?

What is
Digital
Insights?



What is Digital Insights?

- Digital Insights is based on the private sector's 'consumer insights' methodology.
- A consumer Insight is a non-obvious understanding of a population, which if acted upon, has the potential to change behavior.
- Digital Insights mirrors this process, but focuses specifically on information flows, ICT access, usage and norms.

How it is different?

Big Scale Research: LARGE but SHALLOW



- **96% of Cambodia people own phone**
 - 76% own phone with Khmer script
 - 48% own at least one smart phone
- **48% access to internet or Facebook,**
 - Almost all of them access to Facebook through Smart phone

Digital Insights: SMALL but DEEP



- **All interviewees (trade association leaders) owned a mobile telephone.**
 - 95% (38/40) owned a smart phone
 - Majority of respondents indicating that they spend between 1 and 8 hours using their phones on any given day.
 - All respondents that estimate that they use their phones for more than 3 hours a day are smartphone users.

Why Digital Insights?

- Use collected data to understand how specific audiences receive and share information
 - => Initial step in the design process for a digital outreach/engagement campaign
 - => Design of a digital tool



Designing a sustainable and high-impact ICT intervention will always start with knowing the what, how, and why of users' ICT habits

Case Study

Ecosystem Insights: How Trade Associations in Rural Afghanistan Use Mobile Tech

- To understand how key groups of stakeholders use digital tools to connect with each other and share information
- To gain insights into how groups access and use ICT in both their personal and professional lives
- To use appropriate platform/mean for sharing business related information among those trade association leaders and members

<https://dai-global-digital.com/ecosystem-insights-afghanistan.html>

Can Digital Insights in Cambodia?

CCC Member Insights: Communication technology and ICT usage patterns of Cambodian CSOs

- Identify current ICT usage patterns of Cambodian CSOs at the organization level, in particular tools and online sources of information utilized in order to do their work
- Identify needs and/or challenges that Cambodian CSOs can identify that would help them do their job better that could potentially be solved by ICT
- Analyze trends in both of the above areas across the group of CSOs interviewed

Can Digital Insights in Cambodia?

Why CCC Member Insights?

- Understand how member organizations and their staffers find and share information, what ICT tools they are using and/or in need
 - => Customize outreach to member organizations based on results
 - => Design training programs based on results
 - => Can design outreach or programs targeted to the group, or to individual organizations

Can Digital Insights in Cambodia?

Who will be the target respondents?

- Staffs of CCC's NGO members

(Specific staff position will be identified after the topic or area of focus identified and finalized).

See more of DAI's Digital Insights:

dai-global-digital.com



USAID
FROM THE AMERICAN PEOPLE

DEVELOPMENT
INNOVATIONS



**Thank
you!**





东南亚电信集团 SEATEL GROUP

Topic: Organize IT work and Network Strategy

By Mr. Le Vichhaka

South East Asia Telecom Group Ltd
www.seateltel.com

ការណែនាំអំពីក្រុមហ៊ុន



- ក្រុមហ៊ុន South East Asia Telecom Group Pte Ltd (ហៅកាត់ Seatel Group) បានបង្កើតឡើងឆ្នាំ២០១៤នៅប្រទេសសិង្ហបុរី គឺជាក្រុមហ៊ុនវិនិយោគលើប្រព័ន្ធទូរគមនាគមន៍ចល័ត និងសេវាបណ្តាញអ៊ិនធឺណិត។ ក្រុមហ៊ុនបានអនុវត្តនូវយុទ្ធសាស្ត្របណ្តាញអ៊ិនធឺណិតចល័តគ្រប់ជ្រុងជ្រោយ។
- ក្រុមហ៊ុន South East Asia Telecom (Cambodia) Co, Ltd (Seatel Cambodia) គឺជាបុត្រសម្ព័ន្ធរបស់ក្រុមហ៊ុន South East Asia Telecom Group Pte Ltd បានបង្កើតឡើងឆ្នាំ២០១៥ ហើយបានបើកសេវាទូរគមនាគមន៍នៅខែសីហា ឆ្នាំ២០១៥ ដែលទទួលបានអាជ្ញាប័ណ្ណទូរគមនាគមន៍ពីក្រសួងព័ត៌មានជាតិកម្ពុជាមូលដ្ឋានលើ ទូរគមនាគមន៍ចល័ត (4G LTE) , ISP , Fixed Wireless Phone , VOIP ជាដើម ដែលមានគណៈកម្មាធិការបណ្តប់លើទូរគមនាគមន៍ចល័ត និងសេវាអ៊ិនធឺណិត។
- សហពិភពរបស់អង្គការទូរគមនាគមន៍អន្តរជាតិ GSM: ខែកុម្ភៈ ឆ្នាំ២០១៤ អង្គការទូរគមនាគមន៍អន្តរជាតិ GSM (Groupe Speciale Mobile Association) បានទទួលយកក្រុមហ៊ុន Seatel ធ្វើជាសមាជិករបស់ខ្លួនជាផ្លូវការ។



ក្រុមហ៊ុនអន្តរជាតិសមត្ថភាពខ្ពស់ កំណែប្រកួតប្រជែងខ្លាំង

- អគារការិយាល័យកណ្តាល
Seatel
ស្ថិតនៅកណ្តាលរាជធានី
ភ្នំពេញ
- អគារកម្ពស់ ៨ជាន់ ទំហំ
៤.៦៦០ ម៉ែត្រការ៉េ



ក្រុមហ៊ុនអន្តរជាតិសមត្ថភាពខ្ពស់ កំណែប្រកួតប្រជែងខ្លាំង

- មានបណ្តាញអាជីវកម្ម (Seatel Shop) នៅទូទាំងប្រទេស ផ្តល់នូវសេវាកម្មដែលល្អបំផុតជូនដល់អតិថិជន។



ក្រុមហ៊ុនអន្តរជាតិសមត្ថភាពខ្ពស់ កំណែប្រកួតប្រជែងខ្លាំង

- ឧទ្យានមជ្ឈមណ្ឌលទិន្នន័យ Seatel ស្ថិតនៅរាជធានីភ្នំពេញ គ្របដណ្តប់លើផ្ទៃដីទំហំ ១៩.២០០ម៉ែត្រការ៉េ។
- បានកសាងមជ្ឈមណ្ឌលបណ្តុះបណ្តាលយុវជនដែលមានលក្ខណៈឈានមុខគេនៅកម្ពុជា។



ក្រុមហ៊ុនអន្តរជាតិសមត្ថភាពខ្ពស់ កំណែប្រកួតប្រជែងខ្លាំង

- មានក្រុមការងារចម្រុះជាតិសាសន៍ច្រើនជាង ៥០០នាក់ មកពីប្រទេសផ្សេងៗគ្នាមាន៖ កម្ពុជា ចិន ភូមិខាងត្បូង អ៊ីស្រាអែល ម៉ាឡេស៊ី ជប៉ុន និងបារាំងជាដើម។
- ដៃគូសហការយ៉ាងស្អិតម្នាក់ផ្នែកគាំពារជួសជុលបណ្តាញ និងផ្នែកទីផ្សារមានចំនួនលើសពី ២០០០នាក់។



១. ការរៀបចំយុទ្ធសាស្ត្រគ្រប់គ្រងការងារ IT និង បណ្តាញ

1. កម្លាំងចម្បង

- Technology Management
- Cost Management
- Human Resource Management
- Hardware & Software Management
- Vendor Management
- Risk Management



ប្រតិបត្តិការទូរគមនាគមន៍ទំនើបបំផុតនៅកម្ពុជា

- បណ្តាញទូរគមនាគមន៍ចល័ត
4G VoLTE 100% ទំនើប
បំផុតនៅអាស៊ីអាគ្នេយ៍។



ប្រតិបត្តិការទូរគមនាគមន៍ទំនើបបំផុតនៅកម្ពុជា

- មជ្ឈមណ្ឌលទិន្នន័យទំនើបបំផុត
នៅកម្ពុជា
 - IDC Server Hosting
 - Cloud Computing Resource Service
 - Entire Technical Solution



ប្រតិបត្តិករទូរគមនាគមន៍ទំនើបបំផុតនៅកម្ពុជា

- ក្រុមហ៊ុនផ្តល់នូវគម្រោងដំណោះស្រាយរួម
 - ទូរគមនាគមន៍ចល័ត 4G
 - ផ្គត់ផ្គង់បណ្តាញអ៊ិនធឺណិត
 - Cloud Hosting
 - វីដេអូ Conference
 - ប្រព័ន្ធការិយាល័យចល័ត OA
 - ការគ្រប់គ្រង និងការកំណត់ទី តាំង យានយន្ត



ពហុបណ្តាញទូរគមនាគមន៍ដែលអាចទុកចិត្ត និងសុវត្ថិភាព

- សុវត្ថិភាពនៃប្រព័ន្ធដំណើរការ៖ ប្រព័ន្ធផ្គត់ផ្គង់ថាមពលមានការធានាខ្ពស់និងច្រើនគម្រិត ប្រព័ន្ធស៊ីនក្រូម៉ាតក់ស្តង់ដារ បណ្តាញខ្សែកាបអុបទិកក្រោមដី កម្រិតបញ្ជូនទិន្នន័យមានស្ថេរភាពខ្ពស់ និង dual-system hot backup
- ប្រព័ន្ធការពារVirus៖ ប្រព័ន្ធការពារមានសុវត្ថិភាពខ្ពស់ច្រើនគម្រិត បច្ចេកវិទ្យាគ្រប់គ្រងហានិភ័យ។
- ការពារការលេចធ្លាយព័ត៌មាន៖ End-to-End Solution និងប្រព័ន្ធផ្ទៀងផ្ទាត់យ៉ាងតឹងរឹង។



ពហុបណ្តាញទូរគមនាគមន៍ដែលអាចទុកចិត្ត និងសុវត្ថិភាព

- បានភ្ជាប់បណ្តាញខ្សែកាបអុបទិកក្រោមដីទូទាំងប្រទេសប្រវែង ៤.០០០គីឡូម៉ែត្រ ដែលមានកម្រិតបញ្ជូនទិន្នន័យខ្ពស់ ស្ថេរភាពខ្ពស់ អាចទុកចិត្តបាន និង Multi-loop protection។
- Multi-Direction Independent International Outlet

The Sketch Map of Seatel Fiber Optic Network Route

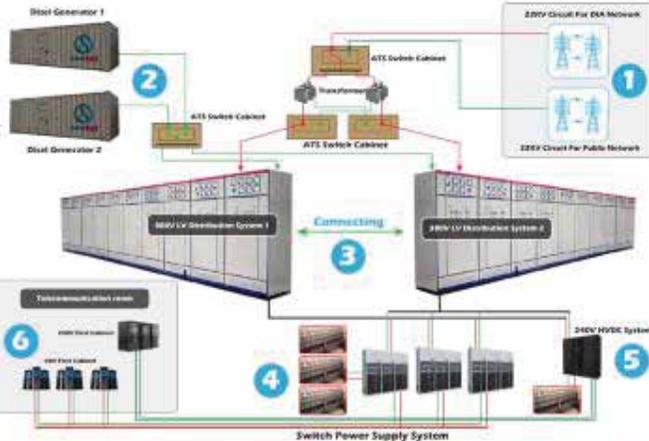


Symbols:
● Phnom Penh Capital City
● Main City and Province



ពហុបណ្តាញទូរគមនាគមន៍ដែលលេចឧត្តិកម្ម និងសុវត្ថិភាព

- ប្រព័ន្ធផ្គត់ផ្គង់ថាមពល មានការធានាសុវត្ថិភាពឯកប្រីត (ខ្សែបញ្ជូនថាមពលគង់ស្បែកខ្ពស់ចំនួន២ខ្សែ ម៉ាស៊ីនភ្លើងថាមពលខ្ពស់ចំនួន២គ្រឿង អាគុយថាមពលខ្ពស់ចំនួន២គ្រឿង) ដែលអាចផ្តល់ឧត្តិកម្មបានខ្ពស់បំផុត!



ពហុបណ្តាញទូរគមនាគមន៍ដែលលេចឧត្តិកម្ម និងសុវត្ថិភាព

បន្ទប់ផ្គត់ផ្គង់ថាមពល



ម៉ាស៊ីនភ្លើងប្រភេទទូកុងទុយន័រ



ធានាសុវត្ថិភាព



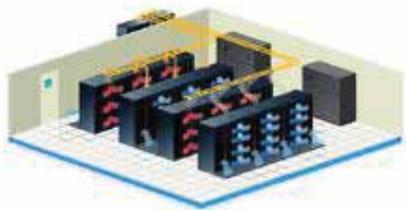
បន្ទប់តែក ចាយអគ្គិសនី គង់ស្បែកខ្ពស់



ពហុបណ្តាញទូរគមនាគមន៍ដែលលេចឧត្តិកម្ម និងសុវត្ថិភាព

- ប្រព័ន្ធម៉ាស៊ីនត្រជាក់ស្តង់ដារ ដែលមានប្រសិទ្ធភាពខ្ពស់ សន្សំសំចៃខ្ពស់ ទំនើប និងទ្រង់ទ្រាយធំបំផុតនៅក្នុងវិស័យនិយមស្បែកម្មបច្ចេកវិទ្យានិងទូរគមនាគមន៍កម្ពុជា។

Precision Air Condition System



កម្មវិធីប្រើប្រាស់សម្បូរមែប



បណ្តុំសភាពាណិជ្ជកម្ម SEACC
បណ្តុំនៃព័ត៌មានសំខាន់ៗពាក់ព័ន្ធ
នឹងពាណិជ្ជកម្មគ្រប់ប្រភេទ



មគ្គុទ្ទេសក៍ទេសចរណ៍
ផ្តល់ទំនុកចិត្តចំពោះ
ដំណើរការសារ្ត!



Seatel Shop App
ផ្តល់សេវាកម្ម២៤ម៉ោង!



ការអប់រំតាមបណ្តាញអ៊ិនធឺណិតចល័ត
អប់រំវិទ្យាសាស្ត្រ តាមបណ្តាញអ៊ិនធឺណិតចល័ត
ចំណាយប្រាក់តិច សន្សំពេលវេលា!



YouTube 101: Practical Tips for CSOs

By: Mr. Vantharith OUM
ICT4D Advisor, Development Innovations (DI)



https://docs.google.com/presentation/d/1Ok_eTdnZ17fSxF7OadowG496mw9GOZHGuH8zYpbjiGwI/edit?usp=sharing

21st ICT Learning Forum on 29 March 2017 at
DI Building

“Tips on digital designs - both for YouTube and Facebook”

By: Mr. Chy Sophath
*Digital Design Specialist of USAID's Development Innovations
(DI)*



https://docs.google.com/presentation/d/1PRuDh9-E6DEITG0IBC7n90LxcIOLCRcwqD0nQB90ScI/edit#slide=id.g202352a910_0_483

21st ICT Learning Forum on 29 March 2017 at DI
Building

Annexes:

- **Agendas of ICT Learning Forum 2017**
- **Minutes of ICT Learning Forum in 2017**

Concept Note
For
The 22nd of ICT Learning Forum
On
“Social Media, ICT Policy and Technology Highlight on AR”

26 July 2017, 8:am – 5:00pm, at Diakonia Center (ICF/KSSA Building)
#19-21, Street 330, Boeung Keng Kang III, Chamkamorn, Phnom Penh

I. Introduction

As the longest established membership organization in Cambodia, the Cooperation Committee for Cambodia (CCC) has played a unique role since 1990 in strengthening the cooperation, professionalism, accountability, governance, and development effectiveness of the Civil Society Organizations (CSOs) that are working across diverse sectors in Cambodia.

Phase 3 of CCC’s Governance Hub Program (GHP) for the five year period 2017-2021, the goal of CCC is for a “strong and capable civil society, cooperating and responsive to Cambodia’s development challenges”. The GHP’s program goals are 1) enhanced effectiveness and impact of civil society organizations (CSOs), and 2) improved enabling environment for CSOs. Responding to its goals CCC offers a range of capacity development and learning opportunities for NGO staff to influence their thinking and practices and to deliver high quality services appropriately respond to the true needs of those CSO.

One of seven program strategies is the **Learning and Capacity Development** for CCC members and other interested CSOs. Among this program the learning forum on Human Resource Management (HRM), Monitoring and Evaluation (M & E), Information Communication Technology (ICT) and Finance Management forum is very importance to build the capacity of its members for better performance of their service delivery. To ensure the quality of the learning forum CCC has formed the Working Groups to provide inputs and advice for NGO learning community in Cambodia. The Working Group will play role as an oversight committee to provide strategic and technical support to NGO community to promote and improve their Human Resource Management, Monitoring and Evaluation, Information Communication Technology and financial management system within their organizations for effectiveness and efficiency development in NGO sector of Cambodia.

To keep responding to the needs of the NGO community; CCC had conducted the 21st ICT Learning Forum on 29 March 2017 with the main topic is **“Effectiveness of ICT Engagement & Digital Insight and Website Security”**. On the other hand, to strengthen the capacity on NGO governance in Cambodia, the ICT Working Group members decided to select the main topic which raised by NGO participants during the previous learning forum is **“Social Media, IT Policy and Technology Highlight on AR” for the 22nd ICT Learning Forum in 2017.**

The 22nd ICT Learning Forum is designed for ICT practitioners who come from members and non-members organizations of CCC. This event will be full-day conducted on 26 July 2017 at Diakonia center (ICF/KSSA) with specific objectives, expected outputs, and agenda as below:

III. Objectives of the ICT Learning Forum

- To strengthen participant's how create effective content Facebook and analysis social media data for decision making
- To strengthen participant's to understand how to develop ICT policy in workplace
- To aware the Augmented Reality
- To create a learning and sharing environment and build a stronger network of ICT practitioners among CSOs community.

IV. Expected outputs

- The participants will be aware more on the how create effective content Facebook and analysis social media data for decision making
- The participants will have better understanding how to develop ICT policy in workplace
- The participants will have better aware on what is Augmented Reality
- Practitioner participants will have more chance to learn, share, and build up more relationship among people who have same interest from similar fields.

V. Target Participants

This ICT learning forum is offered to a maximum of 80-100 participants from CCC members and non-members organizations who are ICT practitioners and other interested NGOs. Each participant should be assigned by the senior management of their organization and committed to apply what has been learned from the forum to their organization. Participants from non-CCC member are welcomed but are subjected to pay attendance fee as stated in the CCC Policy to support the Learning Forum's logistic arrangement.

VI. Detailed Agenda

Time	Key Contents	Resource Facilitators
07:30-08:00am	Registration	<ul style="list-style-type: none"> • Ms. Keo Mara, Learning Specialist, CCC • Ms. Y Sophany, ICT Specialist, CCC
08:00-08:10am	Welcome and Introduction of the forum objectives	<ul style="list-style-type: none"> • Ms. Keo Mara, Learning Specialist, CCC
08:10-08:25am	Opening remarks	<ul style="list-style-type: none"> • Mr. Soeung Saroeun Executive Director, CCC
08:25-09:00am	Session1: Review the learning points from the last ICT learning forum on 29 March 2017	<ul style="list-style-type: none"> • Ms. Y Sophany, ICT Specialist, CCC
09:00-9:45am	Session 2: Group Discussion and sharing on the real practical of participant on: <ul style="list-style-type: none"> - What kind of the contents that makes people interested? 	<ul style="list-style-type: none"> • Mr. Bunlong HONG IT Officer, Media One

	<ul style="list-style-type: none"> - How to create effective Facebook page and promotion - Social Media data analytic for decision making - Group presentation and sharing the results 	<ul style="list-style-type: none"> • All participants
9:45:-10:00am	Coffee Break	<ul style="list-style-type: none"> • All
10:00:-11:00am	Session 3: Presentation and sharing on Social Media: <ul style="list-style-type: none"> - Creative content and Promotion - How to create effective Facebook page - Social Media data analytic for decision making - Q&A 	<ul style="list-style-type: none"> • Mr. Bunlong HONG IT Officer, Media One
11:00-12:00pm	Session 4 : Presentation and sharing Technology <ul style="list-style-type: none"> - ICT4D and its context in Cambodia: How ICT solve social needs - Bong Pheak (ICT Platform): Employment Service help to sharing Information of jobs to unskilled and low skilled workers in Cambodia • Q&A 	<ul style="list-style-type: none"> • Mr. Mak Puthea, ICT4D Network Manager, Open Institute • Ms. Manickam Sunnary, Project Officer, Open Institute • Mr. Federico Barreras, Project Manager, Open Institute
12:00-01:30pm	Lunch Break	All
01:30-01:35pm	Energizer game	<ul style="list-style-type: none"> • All
01:35-02:40pm	Session 5 : Group discussion and sharing on "How to develop effective ICT policy in workplace?" <ul style="list-style-type: none"> - Group sharing the result - Q&A 	<ul style="list-style-type: none"> • Ms. Raty Ouk Chief of Party/Country Representative of IESC/CBCLO program • All participants
2:40-3:30pm	Session 6 : Presentation and sharing the how to develop ICT policy in workplace? <ul style="list-style-type: none"> • Q&A 	<ul style="list-style-type: none"> • Ms. Raty Ouk Chief of Party/Country Representative of IESC/CBCLO program • All participants
3:30 - 3:45pm	Coffee Break	All
3:45-4:30pm	Session 7 : Plenary sharing on: Presentation and sharing Technology highlight on Augmented Reality(AR)	<ul style="list-style-type: none"> • Mr. Uy EAR Co-Founder/CEO, Sabay Osja
4:30-4:50pm	Session 8 : <ul style="list-style-type: none"> - Discussion by Table on the Next Topics - Forum Evaluation 	<ul style="list-style-type: none"> • Ms. Keo Mara, Learning Specialist, CCC
4:50-5:00pm	Conclusion and Closing	<ul style="list-style-type: none"> • Mr. Khorn Bunthong, HOO, CCC

Note: CCC reserves the rights to change the agenda based on the availability of the speakers and time constraints.

Concept Note of The 21st ICT Learning Forum

On

“Effectiveness of ICT Engagement & Digital Insight and Website Security”

29 March 2017, 8:am – 5:00pm,

At CCC meeting room at Development Innovations (DI) office
(Building), # 296, Str 271, Sangkat Toul Tompong II, Khan Chamkarmorn, Phnom Penh

I. Introduction

As the longest established membership organization in Cambodia, the Cooperation Committee for Cambodia (CCC) has played a unique role since 1990 in strengthening the cooperation, professionalism, accountability, governance, and development effectiveness of the Civil Society Organizations (CSOs) that are working across diverse sectors in Cambodia.

Phase 3 of CCC’s Governance Hub Program (GHP) for the five year period 2017-2021, with two goals that are: 1) enhanced effectiveness and impact of civil society organizations (CSOs), and 2) improved enabling environment for CSOs. Responding to its goals CCC offers a range of capacity development and learning opportunities for NGO staff to influence their thinking and practices and to deliver high quality services appropriately respond to the true needs of those CSO.

One of seven program strategies is the **Learning and Capacity Development** for CCC members and other interested CSOs. Among this program the learning forum on Human Resource Management (HRM), Monitoring and Evaluation (M & E), Information Communication Technology (ICT) and Finance Management forum is very importance event to build the capacity of its members for better performance of their service delivery.

To keep responding to the needs of the NGO community; CCC and ICT Working Group decided to organize the 21st ICT Learning Forum on using ICT for accessing the information with security to CCC members and other interest NGOs.” This forum will be conducted full-day on 29 March 2017 **from 8:00am – 5:00pm** at CCC meeting at Development Innovations (DI) Building with specific objectives, expected outputs, and agenda as below:

III. Objectives of the ICT Learning Forum

1. To improve the capacity of participants on Account YouTube, Power of Digital Design and Maintains & security of website.
2. To share Monitoring and Evaluation App (M&E APP) and experience of organize and manage for IT work or networking

- To build network among ICT practitioners for future collaboration for better use of ICT4D

IV. Expected outputs

- The participants improved their knowledge on Account YouTube, Power of Digital Design and Maintains & security of website.
- The participants was aware and showed their commitment to use Monitoring and Evaluation App (M&E APP) and join IT work or networking
- The participants knew each other and made connection for future collaboration for better use of ICT4D

V. Target Participants

This ICT learning forum is offered to a maximum of 80-120 participants from CCC members and non-member organizations who are ICT practitioners. Each participant should be assigned by the senior management of their organization and committed to apply what has been learned from the forum to improve the performance in their organization. Non-CCC members are welcome but subjected to pay attendance fee as stated in the charging policy of CCC to support the forum's logistic arrangement.

VI. Detailed Agenda

Time	Key Contents	Resource persons
07:30-08:00am	Registration	<ul style="list-style-type: none"> Ms. Keo Mara, Learning specialist, CCC
08:00-08:10am	Welcome and Introduction of the forum objectives	
08:10-08:20am	Opening remarks	<ul style="list-style-type: none"> Mr. Soeung Saroeun, Executive Director, CCC
08:20-09:00am	Session1: Review the learning points from the last ICT learning forum in 2016	<ul style="list-style-type: none"> Ms. Y Sopany, ICT Specialist, CCC
09:00-9:45am	Session 2: <ul style="list-style-type: none"> How to use Monitoring and Evaluation App (M&E APP) 	<ul style="list-style-type: none"> Mr. Phon Sarith, Team Leader of E-Soft Company
9:45:-10:00am	Coffee Break	All
10:00-11:00am	Session 3 : <ul style="list-style-type: none"> Digital Insights and how it can be applied with CCC Members (Member Insights) 	<ul style="list-style-type: none"> Mr. Ponn Pork, M&E Specialist of USAID's Development Innovations (DI)
11:00-12:00pm	Session 4 : <ul style="list-style-type: none"> Share experience of organize and manage for IT work or networking How to maintains and security of website 	<ul style="list-style-type: none"> Mr. Jo Yong, International Business Development , SEATEL Group
12:00-01:30pm	Lunch Break	All
01:30-03:15pm	Session 5 : <ul style="list-style-type: none"> Why YouTube? 10 Fundamentals of Creative Strategy for YouTube Tips on how to manage your institutional YouTube effectively Techniques to publish your video contents both on YouTube and Facebook. 	<ul style="list-style-type: none"> Mr. Oum Vantharith, ICT4D Advisor of USAID's Development Innovations (DI)
3:15-3:30 pm	Coffee Break	All

3:30-4:00pm	<u>Session 5 : continue</u> <ul style="list-style-type: none"> • Tips on digital designs - both for YouTube and Facebook. 	<ul style="list-style-type: none"> • Mr. Chy Sophat, Digital Design Specialist of USAID's Development Innovations (DI)
4:00-4:15	<u>Session 6 :</u> <ul style="list-style-type: none"> • Discussion by Table on the Next Topics • Forum Evaluation 	<ul style="list-style-type: none"> • Ms. Keo Mara, Learning specialist, CCC
4:15-4:40	Conclusion and Closing	<ul style="list-style-type: none"> • Mr. Soeung Saroeun, Executive Director, CCC

Note: CCC reserves the rights to change the agenda based on the availability of the speakers and time constraints.

**MINUTE OF
THE 22ND ICT LEARNING FORUM
ON
“SOCIAL MEDIA, ICT POLICY AND TECHNOLOGY HIGHLIGHT ON AR”
26 July 2017, Diakonia Center**



I. Introduction

As the longest established membership organization in Cambodia, the Cooperation Committee for Cambodia (CCC) has played a unique role since 1990 in strengthening the cooperation, professionalism, accountability, governance, and development effectiveness of the Civil Society Organizations (CSOs) that are working across diverse sectors in Cambodia.

To keep responding to the needs of the NGO community; CCC and ICT Working Group decided to organize the 22nd ICT Learning Forum on using ICT for accessing the information with security to CCC members and other interest NGOs. The 22nd ICT forum was conducted full-day on **26 July 2017 from 8:00am – 5:00pm** at Diakonia Center/ICF building.



II. Objectives

- To strengthen participant's how create effective content Facebook and analysis social media data for decision making
- To strengthen participant's to understand how to develop ICT policy in workplace
- To aware the Augmented Reality
- To create a learning and sharing environment and build a stronger network of ICT practitioners among CSOs community.

III. Opening Remarks

The 22nd ICT learning forum was opened by Mr. Soeung Saroeun, Executive Director of CCC. He expressed that the ICT is very important for all NGOs as today we will be focused on **"Social Media, IT Policy and Technology Highlight on AR"**, he encouraged participants come to learn and share together to improve our work. He added that learning forum today; CCC has invited the key experts from **Media One, Open Institute, CBCLO and Sabay Osja**. The social media is important such as we should make sure information before click like and share to others, as well as ICT policy; some donors required their partners have ICT policy, so the participants will understand how to develop this policy and apply in their organization, CCC also has resource person who can support members in developing policy.

Summary output of the 22nd ICT Learning Forum

There were 56 participants (15 women) including CCC staff. They were from nine INGOs, 27 LNGOs and two private sectors.

Session 1: Review the last ICT learning forum "Effectiveness of ICT Engagement & Digital Insight and Website Security" on 29 March 2017

The last ICT learning forum on 29 March 2017 was reviewed by Ms. Y Sophany, *ICT Specialist of CCC and she also a member of ICT Working Group*.

She explained briefly of the main topics that focused on:

1. M&E App (Mobile data collection tool) , the Basics of Kobo Toolbox

- It's similar to ODK
- Customize from Kobo
- Do a data collection and reporting
- 18 question types
- Language : Khmer and English
- We can use online and offline data collection
- Many kind of report : auto report, Free Style report , Pivot , chat
- <https://ccc-digitalme.org> by: Mr. Yeng Seng, M&E Specialist

2. Digital Insight

- Focuses specifically on information flows, ICT access, usage and norms.
 - Small but deep
 - Initial step in the design process for a digital outreach/engagement campaign
 - Design of a digital tool
 - CCC use this tool for member insights
- 85% of MIs have an active internal group chat through Facebook Messenger
- Formal internal communication channels: Emails & phone calls
- 96% mobile phones and internet use and 48% smartphones for Cambodia
- 81% mobile phones and 57% smart phones during interview
- Smart phone users: 62% Android and 38% iPhone
- **Methodology:** Survey interview with 48 respondents represent to 20 member insights (MIs) by using Google Form for data interpretation and analysis.

3. Youtube 101 (practical tips for CSOs)

Techniques to publish your video contents both on YouTube and Facebook:

- 4.6 billion views of you tube of NGO
- NGOs are becoming major players in the ecosystem
- 24K plus non profits partners use our platform to do good You tube still
- important for CSOs in Cambodia to share their information
- #2 top site in Cambodia after Sabay.com.kh, followed by Kohsantepheap Daily & Khmer Note, Facebook is #11

10 Fundamentals of Creative Strategy for YouTube

https://docs.google.com/presentation/d/1OkeTdnZ17fSxF7OadowG496mw9GOZHGuH8zYp_bjiGwl/edit#slide=id.gbd4e91414bd0149_5

4. Tips on digital design for both youtube and facebook

1. Use Visual content (10% information,65% image
2. Elements of good graphic design 90%
3. Typography (Font) English (www.font.google.com) Khmer : www.salapa/khmerfonts or www.aksorkhmer.com
4. Shapes:
 - Shapes can make your design look nice
 - Shapes direct the eyes to the core of the design
 - Use them approximately
 - Less is more, don't use too many shapes to drag you viewers eyes over the place
 - it also important to make attractive to audient
5. Balancing: of light, picture, side, color, text, and shape
6. Best ways to brainstorm creative ideas

Please see the detail information in CCC website.

Session 2: Sharing the real practical of Participants and Speaker on “Social Media”

The “Social Media” was shared by Mr. Bunlong HONG, IT Officer of Media One. Before he shared his sessions; he gave the chance to participants share their practical that focused on main point to small group discussions:

1. What kind of the contents that makes people interested?
2. How to create effective Facebook page and promotion
3. Social Media data analytic for decision making

The consolidated result of Group Discussions

1. What kind of the contents that make people interested?
 - Sort but meaning full
 - Easy to understand
 - Know the orient
 - Attractive picture/video (cartoons)
 - Clear purpose
 - Sectoral achievement (focus on what is produce, case study)
2. How to create effective Facebook page and How to promote?
 - Branding
 - Basic information (our institute information, clear goal)
 - know your audience
 - posing calendar
 - use picture /video/cross pose/ tag / hashtag (story of the week)
3. How to analyze data of social media for your decision making?
 - balance information
 - Clear source of information
 - You have to verify the information before you continue posting
 - True information



The “Social Media” was shared by Mr. Bunlong HONG, IT Officer of Media One. He focused on the key contents as below:

1. Try to find only one best photo with the right caption
2. Reference
3. Try to use hashtag
4. sample hashtag
5. Try Uploading Video to Facebook (FB)
6. Update your About Pages
7. Scheduled Weekend Posts
8. Video live
9. How to promote FB content and page?

The detailed information was hosted in CCC website.

Session 3 : Sharing the real practical of speakers on “Technology”

The “Technology” was shared by Mr. Mak Puthea, ICT4D Network Manager of Open Institute. And Bong Pheak (ICT Platform) was shared by Ms. Manickam Sunnary, Project Officer of Open Institute.

Employment Service help to sharing Information of jobs to unskilled and low skilled workers in Cambodia
He shared and focused on the main points:

1. ICT4D and its context in Cambodia: How ICT solve social needs?
2. **Bong Pheak (ICT Platform):** Employment Service help to sharing Information of jobs to unskilled and low skilled workers in Cambodia?

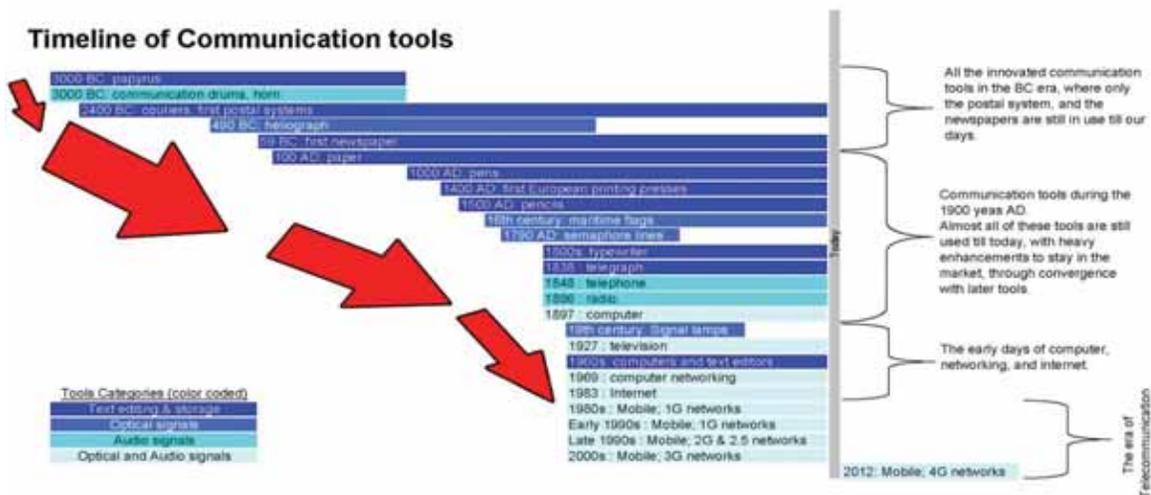
1. What is ICT4D Cambodia Network?

- A group of Inter and Local NGOs in Cambodia have been established to works on leveraging Information and Communication Technology (ICT).

2. What is ICTs?

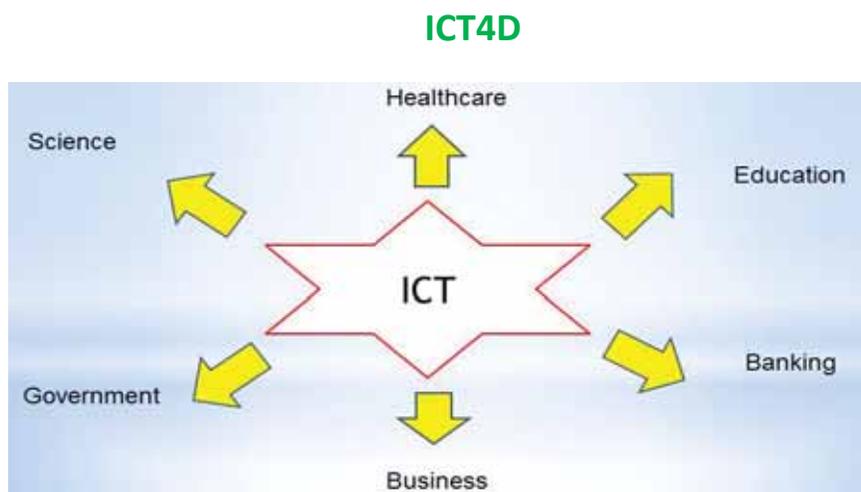
- a. ICT encompasses all communication technologies that disseminate, receive/gather or even store information.
- b. includes both OLD technologies (radio, TV, print media) and NEW technologies (mobiles, Internet, smart phone, Social networks).

3. Communication technology revolution



4. What is ICT for Development (ICT4D)?

- Stands for the use of various forms of communication technologies in development works to improve the life in developing countries; in term of “Access to” and “Skills” in the use of ICTs



❖ Mr. Mak Puthea and Ms. Manickam Sunnary continued their sessions on “ICT4D and Bong Pheak (ICT Platform)” (please find the detail slide presentations in website of CCC.

Session 4: Sharing experiences of participants and speaker on “How to develop ICT Policy in workplace?”

This session was shared by Ms. Ouk Raty, Chief of Party/Country Representative of IESC/CBCLO program. Before she shared her session, she gave chance to participants share their experience on “How to develop ICT policy?” by leading the question that “ Does your organization have a written ICT policy & procedure?”

If Yes?

1. What are the key contents which stated in IT policy?
2. How does your organization applied it?
3. Do you have any challenge when you applied this policy? How does your org. addressed it?

If No?

1. Do you want to have IT Policy? If Yes or No. Why?
2. What are the key contents should state in IT policy?

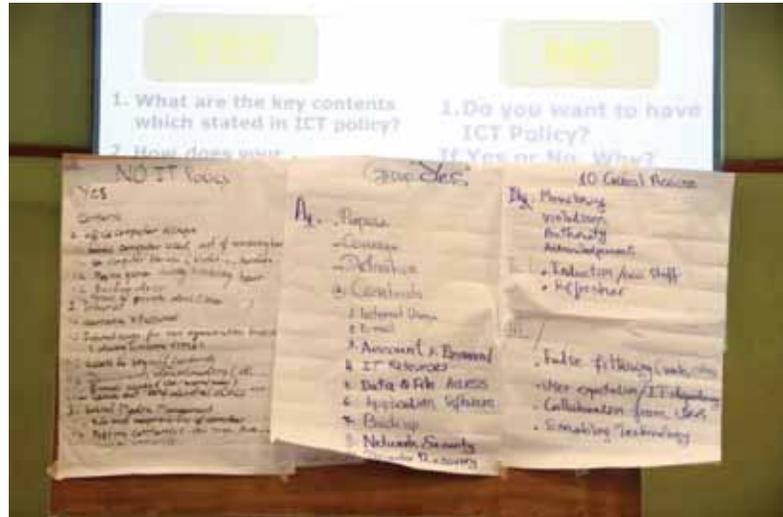


The consolidated the results of group sharing:

All participants wanted to have ICT policy and they shared their experiences by following the questions of speaker.

Key contents of ICT Policy

- 1) Purpose
- 2) Hard were
 - Computer usage
- 3) Soft were
 - User authorization
 - Internet usage
 - Maintenance
 - Backup procedure
 - Capacity development
 - Management system
 - Updating system
 - Filing system /storing information
 - Security protection
 - Information sharing procedure
 - Games playing
 - Assess to private information
 - Download documents/video
 - Email control
 - Social media management, posting content
- 4) Existing policy
 - a) Purpose
 - b) Coverage (Scope)
 - c) Definition
 - d) Main contents
 - e) Internet usage
 - Primary conection
 - Secondary conection
 - f) Email usage
 - Using purpose (work focusing)
 - Account and password
 - Hard were (computer, copier, printer,)
 - Data and files access (management)
 - Permission procedure
 - g) Softwere instalation
 - h) Backup procedure
 - i) Network security
 - j) Monitoring
 - k) Auditing
 - l) Authorization



- m) Revision
- n) Disclosure user
- o) Refresher training
- p) Filtering information

Challenges in applying IT policy

- Limited on Protection procedure
- Expense more budget
- Some users relainced on IT team
- Limited resources both human resource and budget

Shared by speaker: Ms. Ouk Raty (her session and IT policy sample were posted in CCC website)

She shared by focused on:

1. Overview of policy
2. General usage:
3. Password policy
4. Accessing control
5. **Secure your system from malware**
6. Backup files storage
7. **Well-written IT Policy and Procedure should highlight:**
 - *General use*
 - *Access control*
 - *Information security policy violation and disciplinary action*
 - *Moderation of the access to social media and social networking*
 - *Incident management and response*
 - *Back up and IT Disaster Recovery Plan*

Session 4: Sharing the real practical of Technology highlight on "Augmented Reality(AR)"

Mr. Uy EAR, Co-Founder and CEO of Sabay Osja shared his session by focused on the main points of "Augmented Reality(AR)":

- *Game Development for Mobile*
- *Interactive App Development*
- *Concept Art*
- *3D Modeling*
- *3D Animation*
- *2D Animation*
- *Augmented Reality App Development*



Please kindly the detail of slide presentation through CCC website

Session 5: The Selection Topic for next learning forum

The key topics which selected by participants are below:

1. **VIR, ODK and Video Animation**
2. **Recovery plan on idea, technique and tools**
3. **Server management**
4. **Best practice for collecting content and Story form field staff**
5. Website development(Website design, contents and management)
6. Video shooting
7. IT System protection from Cyber-Attack(Ransom-ware)
8. ICT service charter/ Service level agreement
9. IT system procedure and backup
10. ICT 4D and contents situation of ICT 4D implementation in Cambodia
11. Online forum

Session 6: Evaluation Results of the Learning Forum

Based on the evaluation sheet showed the overall results of the learning forum as detail below:

Topics	Very Unsatisfied (%)	Unsatisfied (%)	Normal (%)	satisfied (%)	Very satisfied (%)
Venue			6.25%	56.25%	37.50%
Logistics providing			6.25%	93.75%	
Understanding the key contents			25 %	75%	
Explanation of speakers			37.50%	62.50%	
Sharing Experience of speakers			25%	75%	
Duration		6.25%	37.50%	56.25%	

1. **The key points that the participants have captured well from the learning forum are:**
 - *FB management and attractive posting*
 - *Contents of IT policy and how to compliance*
 - *Effective FB page and Bong Pheak job*
 - *AR and Sabay Osja*
 - *Social Media*
 - *How to develop IT policy*
 - *ICT 4D*
2. **The key points will be applied to improve their own skills as well as their organization's performance:**
 - *IT policy*
 - *How to create effective FB page and promotion*
 - *Communication strategy, toolkits and Planning*
 - *Social media*
3. **The key points that the participants will share with others:**
 - *AR and IT policy*
 - *FB page*
 - *Social media*
 - *Bong Pheak*

- FB management and content design
-
- 4. **The key commented by participants to improve for the next learning forum:**
 - *Topic and Explanation (should add visual aid)*
 - *Share documentation*
 - *Should share all Contents in agenda*
 - *Should one or two topic (we can manage all questions and time)*
 - *Should starting without waiting for someone coming late*

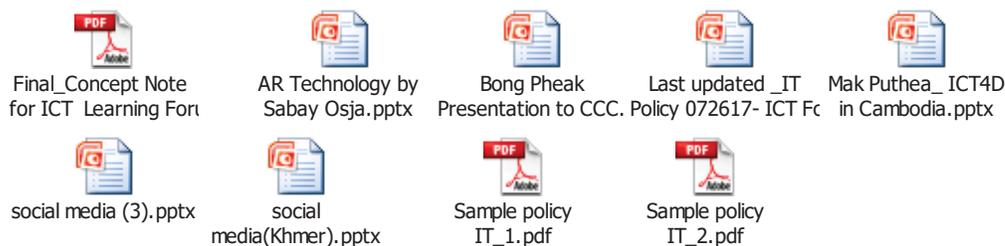
Conclusion

In generally, based on the evaluation learning forum result showed that participants appreciated and satisfied with the ICT learning forum related to the venue, logistics providing, key contents and sharing of each speakers related to their experiences. The participants have learnt a lot from the speakers and group discussion included questions from the participants. Moreover, the participants have committed to share their colleagues and apply what they learnt to improve their skill and daily performance.

Closing Remarks

The ended of the ICT Learning Forum, Ms. Sin Putheary, Head of Communications and Member Development of CCC thanks giving to all donors and ICT Working Group who supported CCC both fund and technical, and she also thanks giving to the speakers who shared their knowledge and skills as well as thankful to all CCC staff in spending value time organized this learning forum. She added that CCC will try to find to the best in updating new information to respond the market needs. Finally, she thanks giving to more than 30 representative NGOs participants who spent their value time to attend the forum until the end, and she wished that participants will further share to others on what they have learnt today and wished all have good luck, good health and safe trip all the time when thy back home.

Annexes: Documentations



**MINUTE OF
THE 21TH ICT LEARNING FORUM
ON
“EFFECTIVENESS OF ICT ENGAGEMENT & DIGITAL INSIGHT AND
WEBSITE SECURITY”**

29 March 2017, CCC Event Space _DI Office



*Prepared By: Ms. Keo Mara, Learning Specialist
Supported By: Mr. Lim Sokly, Network Specialist
Mr. Sok Sovann, Mentoring and Coaching Specialist*

Introduction

As the longest established membership organization in Cambodia, the Cooperation Committee for Cambodia (CCC) has played a unique role since 1990 in strengthening the cooperation, professionalism, accountability, governance, and development effectiveness of the Civil Society Organizations (CSOs) that are working across diverse sectors in Cambodia.

To keep responding to the needs of the NGO community; CCC and ICT Working Group decided to organize the 21st ICT Learning Forum on using ICT for accessing the information with security to CCC members and other interest NGOs. This forum has conducted full-day on **29 March 2017 from 8:00am – 5:00pm** at CCC meeting room at Development Innovations (DI) office.

Summary output of the ICT 21st Learning Forum

There were 65 participants (10 women) attended they came from: 36 NGOs, 3 private companies and CCC staff.

Welcome remark was delivered by Mr. **Soeung Saroeun**, CCC executive director. He impressed about APP, ICT system and the importance of ICT for development. He had 3 concerns related to the use of ICT system, those were as below:

1. *Ethic/moral of ICT use for insult,*
2. *Cybercrime law in which has 1 article is dangerous for the freedom of ICT use.,*
3. *The interest of ICT use is still limited*

He hoped that ICT learning forum today is very useful by using these topics with morality, legal and capable manner in sending and receiving information.



Mr. Soeung Saroeun expressed that in 2017, ICT plays important role for each political party in order to get fully support from citizen. He also encourage participants to use ICT for peace because commune election is very important that is required to involve in the commune election campaign together without discrimination against any party.

Ms. Keo Mara, Learning Specialist of CCC presented the key sessions and speakers for today ICT learning forum. Then **Ms. Sophany**, ICT specialist of CCC, asked participants who has attended the previous learning forum (2016) and distribute the questionnaire for outcome evaluation and then she reviewed the session of the previous ICT learning forum in 2016 by asked the question what topic that participants have learned?, few participants shared that what they has learnt in the previous forum are Social media hand book, live stream etc.

Mr. Lida Seang, Video Production Officer of CCC added that the Social Media Hand Book is very useful for the users (based on evaluation), however ICT always upgrade so we would like to update the social media hand book to reflect to the current situation, so we would like to invite you all to be a members of interim working group for updating this social media book. **Mr. Veasna Prom**, Communication Specialist of CCC presented briefly of the importance of social media hand book, audience and contents, as well as suggested to all participants to join to update of this book.

Topic 1: How to use Monitoring and Evaluation App (M&E APP)

The Basic of Kobo Toolbox was presented by Mr. Phon Sarith, Team leader of E-Soft group.

The main purpose of this topic is to introduce the Kobo Toolbox for developing a M&E application. The key outlines of this session are:

1. Introduction
2. Target Audience
3. Creating your online
4. Using your form online
5. Sources and References.

He explained and demonstrated the key points as below:

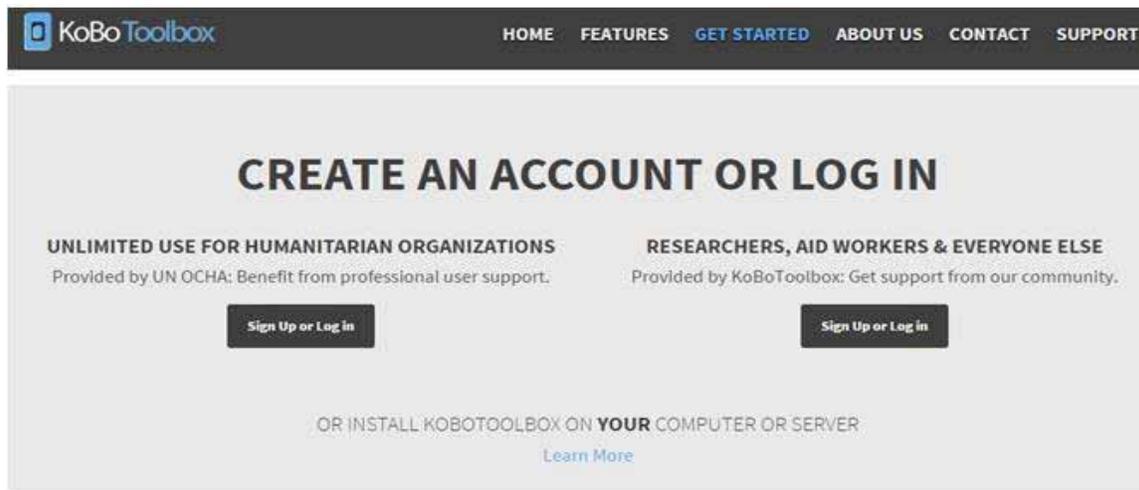


➤ **What is Kobo Toolbox?**

- It is a suite of tools for field data collection which you can use with your mobile devices and laptops
- It is similar to the Open Data Kit (ODK), a de facto open source mobile data collection
- It allows you to create forms and use them on your mobile devices as it creates an offline or online database of your form responses.

➤ **Setting-up your account**

- <http://kobo.humanitarianresponse.info>



KoBo Toolbox

HOME FEATURES GET STARTED ABOUT US CONTACT SUPPORT

CREATE AN ACCOUNT OR LOG IN

UNLIMITED USE FOR HUMANITARIAN ORGANIZATIONS
Provided by UN OCHA: Benefit from professional user support.

RESEARCHERS, AID WORKERS & EVERYONE ELSE
Provided by KoBoToolbox: Get support from our community.

Sign Up or Log in

Sign Up or Log in

OR INSTALL KOBOTOOLBOX ON **YOUR** COMPUTER OR SERVER
[Learn More](#)

➤ **Target Audience (Who is it for?)**

- Anyone who needs to use a mobile-based data collection system
- Students, journalists, government staff, humanitarian and development actors
- Unlike other ODK platforms, Kobo Toolbox provides unlimited ever space to humanitarian organizations, taking off from the frequent use of ODK and other similar tools during humanitarian response.

➤ **CREATING YOUR FORM ONLIN**

- Draft your survey form - write down your questions and possible answers.
- **Remember:** Kobo Toolbox can only create a form if your questions are answerable with the following:

Select One	Select Many	abc Text	123 Number
1.0 Decimal	Date	Time	Date & time
GPS	Photo	Audio	Video
Note	Barcode	Acknowledge	1+1 Calculate
Matrix / Rating	Ranking		

➤ **Create your form**

- On your Kobo Toolbox account, click Add Form. You can either start from Scratch or use your own form (Excel).
- From the New Form page, you can start adding questions based on your draft questionnaire.
- Once you have finished your questionnaire, save the project. You can now launch the project in Kobo Collect

➤ **USING YOUR FORM ONLINE AND OFFLINE**

● **What is Kobo Collect?**

- Kobo Toolbox app for data collection
- can only be used in phones or tablets using the Android Operating System
- not available in iPhones and Blackberry phones
- can be downloaded via Google Play

➤ **Installing Kobo Collect**

- Using your phone, go to your Applications and open Play Store. Search for KOBOLLECT.
- Install Kobo Collect on your phone.
- Once installed, open Kobo Collect and look for the General Settings (you need to press the three dots on the side of your screen or press the left button on the bottom of your phone).

➤ **Setting up your Kobo Collect account**

- In the General Settings page, you will be required to type the URL. Get your Kobo Toolbox account username and type <http://kc.humanitarianresponse.info/yourusername>
- Type your username.
 - o Under Google account, type your Gmail account if you have one.
 - o Go back to the main page (where you will see the form options).

➤ **Collecting and saving data**

- Press GET BLANK FORM. Press the check mark beside the form that you want to use and press GET SELECTED.
- To start collecting data, press FILL BLANK FORM and choose the form that you want to use.
- Once you are done in collecting the information, you will reach the last page which says YOU ARE AT THE END THE FORM.
- Change the NAME of the form if needed.
- if you are not yet sure with your response, uncheck MARK

➤ **Submitting your form**

- Press SAVE FORM AND EXIT. For saved forms but not yet submitted, look at EDIT SAVED FORM and retrieve the form.
- Click GO TO START, review your responses until you reach the end. Repeat step 11 and make sure that MARK FORM AS FINALIZED has been checked. You will return to the main page.
- You will see your completed forms under SEND FINALIZED FORM.
- Once you have Internet access, check all your finalized forms and press SEND.

➤ **Using your form online**

- Under FORMS, select PROJECTS and choose the project which you're working on.
- Once selected, look for Add Data and click on Enter Data in a Web Browser.
- Share the form link to your users.

Topic 2: Digital Insights and how it can be applied with CCC Members (Member Insights)

Digital Insights-How Digital Insights can be applied in Cambodia, was demonstrated by **Mr. Ponn Pork**, M&E Specialist of USAID/ Development Innovations (DI).

Digital Insights-How Digital Insights, it is very important for business management, when we design project it's always think ahead in the program who are our audiences.

The key contents:

1. **What is Digital Insights?**
2. **How is it different?**
3. **Why Digital Insights?**
4. **Case Study**
5. **How can Digital Insights apply in Cambodia?**

1. What is Digital Insights?

What is Digital Insights? Is consumer insight in the purpose of business growth consumer Insights is the study of trends in human behaviors which aims to increase effectiveness of a product or service for the



consumer, as well as increase sales for mutual benefit. Digital Insights mirrors this process, but focuses specifically on information flows, ICT access, usage and norms.

- **First**, such insight is “*non-obvious*”, so it does not normally come from just one source of information and often does not come from just analysis or just research; rather there is a need to converge evidence to glean insights.
- **Second**, true insights need to be “*action-able*”; hypotheses which stay theoretical and cannot be tested in practice are not insights.
- **Third**, customer insights should be powerful enough that when they are acted upon customers can be persuaded to “*change their behaviour*”.

What is Digital Insights?



A non-obvious understanding of a particular group of population, which if acted upon, has the potential to change behavior

4

2. How it is different?

How it is different?

Big Scale Research: **LARGE** but **SHALLOW**



- **96% of Cambodia people own phone**
 - 76% own phone with Khmer script
 - 48% own at least one smart phone
- **48% access to internet or Facebook,**
 - Almost all of them access to Facebook through Smart phone

Digital Insights: **SMALL** but **DEEP**



- **All interviewees (trade association leaders) owned a mobile telephone.**
 - 95% (38/40) owned a smart phone
 - Majority of respondents indicating that they spend between 1 and 8 hours using their phones on any given day.
 - All respondents that estimate that they use their phones for more than 3 hours a day are smartphone users.

5

Differences:

- Respondents (many different groups vs specific group)
- Location of study (many different locations vs specific location)
- Survey design (many questions but not so in deep vs many or less questions but more in deep on specific topic or area of focus)
- Reporting: Long reporting and hard to customize recommendation for specific action vs short and specific report and easy to take further action based on actual findings)

3. Why digital insights?

Why Digital Insights?

- Use collected data to understand how specific audiences receive and share information
 - => Initial step in the design process for a digital outreach/engagement campaign
 - => Design of a digital tool



Designing a sustainable and high-impact ICT intervention will always start with knowing the what, how, and why of users' ICT habits

6

4. Case Study

To use collected data to understand how specific audiences receive and share information. And understand tech and media consumption habits to guide your ICT strategy.

Case Study

Ecosystem Insights: How Trade Associations in Rural Afghanistan Use Mobile Tech

- To understand how key groups of stakeholders use digital tools to connect with each other and share information
- To gain insights into how groups access and use ICT in both their personal and professional lives
- To use appropriate platform/mean for sharing business related information among those trade association leaders and members

<https://dai-global-digital.com/ecosystem-insights-afghanistan.html>

7

5. How can Digital Insights apply in Cambodia?

Can Digital Insights in Cambodia?

CCC Member Insights: Communication technology and ICT usage patterns of Cambodian CSOs

ICT Usage Patterns



ICT Needs

Challenge, ICT could help?



Trend



8

Q: how to develop tool for creating questionnaire?

A: This is face to face interview.

➤ Why CCC Member Insights?

- ICT Design
- Outreach Program
- Training

Topic 3: Organize IT Work and Network Strategy

Presented By Mr. Le Vichhaka, Seatel Company.

As start of the topic he introduced about the Seatel company back ground, company alliance and becoming as international member of GSMA (Group Special Mobile Association). Target provinces in Cambodia, numbers of Seatel staff with cross-culture, and Seatel members.



➤ Organizing IT Work and Network Strategy

Main force:

- Technology management
 - Cost management
 - Human resource Management
 - Hardware & Software management
 - Vendor management
 - Risk management.
- **Most Modern ICT Operator in Cambodia**
- **Mobile ICT network 4G VoLTE 100% which is most modern in southeast A sea.**
- **Modern data center in Cambodia:**
- IDC Server Hosting
 - Cloud Computing Resource Service
 - Entire Technical Solution
- **Company delivers common solution**
- Mobile ICT 4G

- Supply of internet
- Cloud Hosting
- Video Conference
- Mobile office system-OA
- Management and location determination of vehicle.

➤ **Multi-network of reliable and secured ICT**

- Security of system
- Virus protection
- Protection system of information leak
- Connection of optical system underground
- Multi-Direction Independent International Outlet
- Management system of energy
- Air conditioners system

Topic 4: YouTube 101: Practical Tips for CSOs

By **Mr. Oum Vantharith**, ICT4D Advisor of USAID's Development Innovations (DI)

Mr. Vantharith shared and showed on You Tube 101: Practical Tips for CSOs by focusing on the key contents and linked to website:

<https://docs.google.com/presentation/d/1OkeTdnZ17fSxF7OadowG496mw9GOZHGu8zYpbjiGw/edit?usp=sharing>

Key Contents:



I. Why YouTube?

II. 10 Fundamentals of Creative Strategy for YouTube

III. Tips on how to manage your institutional YouTube effectively:

- Channel Branding
- Playlist Curation
- Video Discoverability
- You Tube Create Studio
- You Tube & FaceBook co-promotion

I. Why YouTube? Non-Profits

Techniques to publish your video contents both on YouTube and Facebook:

- 4.6 billion views of you tube of NGO
- You tube still important for CSOs in Cambodia to share their information
NGOs are becoming major players in the ecosystem
- 24K plus non profits partners use our platform to do good

II. 10 Fundamentals of Creative Strategy for YouTube

1. Share ability:

- a. Be Topical
- b. Be Valuable
- c. Be relatable

2. Conversation: this not really feet to NGOs

- a. In mean content
- b. In supplementary content

3. Interactivity (make interesting to our content)

4. Consistency

- a. Schedule
- b. Personality
- c. Format (repeat your well-packaged
- d. Voice

5. Targeting (we should as the key below)

- a. Video level
- b. Show level
- c. Channel level

6. Sustainability

- a. If the audient love it

7. Discoverability

- a. Trending
- b. Evergreen (ongoing and time-tested video searches

8. Accessibility (ensure that the audience can access it any with linkage)

9. Collaboration (Is there a way to feature guest stars?)

10. Inspiration (is this idea coming) *Useful resources:* www.youtube.com/nonprofits



III. Tips on how to manage your institutional YouTube effectively:

1. Building your YouTube channel branding

Best Practices:

- Channel Icon
- Channel Art
- Channel Description
- Custom thumbnail
- Cards
- Hover Cards
- Watermark
- Featured video or playlist
- Channel Trailer

2. **YouTube Creator Studio**
3. **Understanding the numbers: YouTube Analytics**
4. **Playlist Curation**
5. **Video Discoverability:**
 - Video title
 - Description
 - Tags
6. **Publish your video contents: YouTube Vs Facebook**
 - Full-version (and/or hi-res HD) video on You Tube
 - Trailer version (and /or low-res) or a photo post on FaceBook with link to your You Tube video
 - Later republish your full video on FaceBook
 - Then comparing if any impact on your YouTube channel

Topic 5: Tips on digital designs - both for YouTube and Facebook

Mr. Chy Sophath, Digital Design Specialist of USAID’s Development Innovations (DI), he showed and shared the **“Tips on digital designs - both for YouTube and Facebook”** as following:

“Better to see something once, then to hear about it a thousand times”

1. Use Visual content

- When people hear information, they are likely to remember only 10% of that information three days later
- If image paired with that some information people retain 65% of that information three days later
- 90% of information transmit into our brains are visual



2. Elements of good graphic design :

- Color: 90% of snap judgments made about products can be based on color alone. Color is one of important aspect of any social media

3. Typography (Font) English (www.font.google.com) Khmer : www.salapa/khmerfonts or www.aksorkhmer.com

4. Shapes:

- Shapes can make your design look nice
- Shapes direct the eyes to the core of the design
- Use them approximately
- Less is more, don't use too many shapes to drag you viewers eyes over the place
- it also important to make attractive to audient

5. Balancing: of light, picture, side, color, text, and shape

6. Best ways to brainstorm creative ideas:

- Play word games to generate ideas
- Take a break
- Get the timing right
- Collect every pieces of the information
- Situation includes: understand of the time, social context, cultural and social custom and others socio-economic conditions.
- Practices make a perfect

(Innovation can create a thing while sitting)

Topic 6: Discussion to select new topic for the next learning forum

Facilitated by Ms. Mara Keo, Learning Specialist of CCC

Based on the results of each group discussion related to the selection new topics for the next learning forum shows as below:

1. *User Interface website and App builder*
2. *How to take video and photo?*
3. *How to write case study?*
4. *Social Media*
5. *Notwork system(Notwork System security)*
6. *Website(Development tool, technical to improve website)*
7. *Effective strategies to manage ICT in organization(how, strategy, trend and leadership)*
8. *Ethical standard and style for public relation(Guide and style of writing, strategic/focus, how and why?)*
9. *Homepage Create (themes, layout, create content and languages)*
10. *How to develop website /Blog using Word press*
11. *How to create effective FaceBook page*
12. *Backup & Data recovery (window server...)*
13. *IT security and Policy*
14. *Tools of security soft and Hard (App and web protection from hacker)*
15. *New Update on IQ technology (how to recovery on IT and develop)*
16. *M&E App store*



Evaluation of the Learning Forum

Based on the evaluation sheet showed the result overall of the learning forum as detail below:

Topics	Very Unsatisfied (%)	Unsatisfied(%)	Normal (%)	satisfied (%)	Very satisfied (%)
Process	-	-	23.08	61.54	15.38
Venue	-	-	23.08	57.69	19.23
Logistics providing	-	7.69	34.62	53.85	3.85

Contents	-	7.69	46.15	34.62	11.54
Understanding the key contents	-	3.85	38.46	46.15	11.54
Explanation	-	15.38	42.31	38.46	3.85
Sharing Experience	11.54	3.85	38.46	42.31	3.85
Duration	3.85	15.38	30.77	46.15	3.85

Conclusion and Closing Remarks

In generally, the participants are satisfied with the learning forum such as the 46.15% well understood the key contents of each session such as:

- YouTube Channel, YouTube creation point
- Kobo Toolbox , ICT 4D.....etc.
- Visual Contents and how to use visual contents
- Key point and strategy to create account YouTube
- Develop Visual Contents, Digital Insight, Innovation in designing logo

Moreover the 42.31% of participants are satisfied that they received the new experiences from the speakers as showed the result of evaluation sheet above.

The ended of the 21st ICT Learning Forum, Mr. Typo thanks giving to the participants has spent their value time to attend the forum until the end, he also thanks giving to all speakers who shared their knowledge and experiences in the learning forum, and the last one is CCC staff who organized the learning forum. Moreover, he wished participants and all have good luck, good health and safe trip all the time and everywhere.

Documentations

-  Eng_Concept Note for CCC ICT Forum 2
-  1-KH_Concept note of ICT Learning Forur
-  Review topic in 2016 (Sohany_Slide.pdf
-  Phon Sarith_Kobo-Training.
-  Ponn Pork 20170324_Digital Insi
-  Seatel presentation (Khmer)
-  Vantharith_YouTube 101_pptx.pdf
-  Mr. Chy Sophath_Tips on digit
-  Attendant list 21st ICT Learning Forum 2



