

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The main title is centered in a large, bold, black, sans-serif font.

# UTILISING TECHNOLOGY TO DECREASE BARRIERS IN L&D

LEARNING BY DOING FOR RURAL DEVELOPMENT AND USING  
TECHNOLOGY FOR GROWTH

## THE PRESENTER

SAMIRAH FARUK IS THE FOUNDER/CEO OF SERENDIPITY HEALTHCARE FOUNDATION AND MERCY MISSION GLOBAL LTD. SHE IS A CERTIFIED L&D PROFESSIONAL WITH SPECIALIZATION IN ENTREPRENEURSHIP, RURAL DEVELOPMENT, PERSONAL AND FINANCIAL MANAGEMENT AND HAVE TRAINED OVER 1000 WOMEN AND YOUTHS IN NORTHERN NIGERIA USING THE PRINCIPALS OF LEARNING.



# RURAL DEVELOPMENT IN NORTHERN NIGERIA

RURAL COMMUNITIES IN NORTHERN NIGERIA FIND IT DIFFICULT TO DEVELOP TO ITS FULL POTENTIAL BECAUSE OF THE DEARTH AND DECAY OF INFRASTRUCTURE AND LACK OF DEVELOPMENTAL POLICIES IN AREAS THAT AFFECT THEIR FUNDAMENTAL HUMAN RIGHTS. ANOTHER FACTOR CONTRIBUTING TO LOW DEVELOPMENTAL GROWTH IS THE LACK OF COMPETENCY ON THE PART OF THE LOCAL ADMINISTRATORS, GOOD GOVERNANCE AND ACCOUNTABILITY, CONTINUOUS PROFESSIONAL DEVELOPMENT ON THE PART OF ENTREPRENEURS AND ADMINISTRATORS AMONG OTHERS.

# DIGITAL DIVIDE ACROSS BORDERS

WHAT IS A DIGITAL DIVIDE? THIS SIMPLY MEANS INEQUALITY IN THE ACCESS TO INTERNET AND ICT.

IT AFFECTS 52% OF WOMEN AND 44% OF MEN WORLDWIDE, BACK HOME IN AFRICA ONLY 43.1% OF ITS INHABITANTS HAVE ACCESS TO THE INTERNET COMPARED TO 88.4% OF EUROPEANS AND 93.4% OF THE AMERICANS.

BRINGING IT CLOSER HOME TO NIGERIA, THE DIGITAL DIVIDE AFFECTS 59% OF WOMEN AND 42% OF MEN AND EVEN FURTHER TO THE SIX GEOPOLITICAL ZONES WITH THE NORTHERN PART HAVING 89% OF WOMEN AND 62% OF MEN.

# DIGITAL DIVIDE ACROSS BORDERS CONT'D

THIS CLEARLY SHOWS A TECHNOLOGICAL GAP BETWEEN SOME COUNTRIES DESPITE 3G AND 4G NETWORKS AND THE MOVEMENT TOWARDS 5G THUS, IT IS IMPORTANT TO DISTINGUISH BETWEEN ACCESS TO THE INTERNET AND DIGITAL LITERACY, THAT IS, THE LEARNING PROCESS THAT ENABLES A PERSON TO ACQUIRE THE SKILLS TO UNDERSTAND AND BENEFIT FROM THE EDUCATIONAL, ECONOMIC AND SOCIAL POTENTIAL OF THE NEW TECHNOLOGIES.

ACROSS THE WORLD, ACCESS TO INFORMATION AND COMMUNICATION TECHNOLOGIES (ICTS) AND DIGITAL LITERACY, WHICH IS VITAL TO KNOWLEDGE EMPOWERMENT, INFORMATION GENERATION, AND UTILIZATION, IS UNEQUALLY DISTRIBUTED BOTH IN TERMS OF ACCESS TO DIGITAL TOOLS AND INFRASTRUCTURE (IFIJEH ET AL., 2016).

# CAUSES AND TYPES OF DIGITAL DIVIDE

THE DIGITAL DIVIDE WAS INITIALLY ATTRIBUTED TO UNDERDEVELOPMENT AND WAS PERCEIVED AS SOMETHING TEMPORARY THAT WOULD DISAPPEAR WITH THE POPULARISATION OF TECHNOLOGY. INSTEAD, THE DIVIDE PERSISTS TODAY DESPITE THE MASS MARKETING OF ELECTRONIC DEVICES WITH INTERNET ACCESS.

THERE ARE THREE MAIN TYPES OF DIGITAL DIVIDE;

- ACCESS DIVIDE
- USE DIVIDE
- QUALITY OF USE GAP

# CONSEQUENCES OF DIGITAL DIVIDE AND RURAL DEVELOPMENT

TECHNOLOGICAL DISCRIMINATION IS A FORM OF POVERTY AND SOCIAL EXCLUSION, DEPRIVING SOME CITIZENS OF ESSENTIAL RESOURCES FOR DEVELOPMENT AND WEALTH GENERATION IN PARTICULAR DURING THE COVID 19 PANDEMIC EXPOSED THE GREAT DIVIDE AS WORKING OR STUDYING ONLINE IS NOT A NORMAL FOR THEM AND COULD NOT COPE, THUS THE MAIN EFFECTS ARE AS FOLLOWS;

- LACK OF COMMUNICATION AND ISOLATION
- BARRIER TO STUDIES AND KNOWLEDGE
- ACCENTUATES SOCIAL DIFFERENCES
- GENDER DISCRIMINATION

# STRATEGIES AND SOLUTIONS FOR RURAL DEVELOPMENT

- L&D IS NOW A KEY DRIVER OF DEVELOPMENT ALL AROUND THE WORLD. AS THE POPULATION GROWS AND THE WORLD IS BECOMING DIGITAL, THE FOCUS IS SHIFTING TOWARDS TECHNOLOGY AND THUS IMPORTANT WE FIND NEW AREAS FOR DEVELOPMENT.
- THIS IS WHY ALL COUNTRIES, REGIONS, COMPANIES MUST RELOOK AT THEIR L&D FUNCTION, ADOPTING DIGITAL TRANSFORMATION TO PROVIDE THE HIGHEST LEVELS OF ENGAGEMENT, MOTIVATION, AND VALUE-ADDITION. DATA-DRIVEN L&D TRANSFORMATION IS AN EFFECTIVE WAY TO DEPLOY TARGETED LEARNING THAT IS IN SYNC WITH THE RIGHT REQUIREMENTS.




# STRATEGIES AND SOLUTIONS FOR RURAL DEVELOPMENT

- IMPROVE ON DATA COLLATION IN THE RURAL COMMUNITIES FINDING OUT THE ROOT CAUSES OF DIGITAL DIVIDE.
- EXPLORE THE DIGITAL NEEDS OF THE RURAL/REMOTE AREAS AND GET STRATEGIES TAILOR FIT FOR THEM.
- BRIDGING THE GAPS IN DIGITAL DIVIDE THROUGH THE USE OF LOW COST TECHNOLOGY SUCH AS VIDEOS, SMS, ROLE PLAYS, SIMULATIONS AND DIGITAL LITERACY PROGRAMS USING THE LOCAL LANGUAGE AS A MEANS OF SUCCESS.
- PUBLIC PRIVATE PARTNERSHIPS AS A FUNDING MECHANISM TO AID IN CLOSING THE DIGITAL DIVIDE GAPS.



# STRATEGIES AND SOLUTIONS FOR L&D PROFESSIONALS WORKING IN RURAL DEVELOPMENT

DATA HAS FUELED TRANSFORMATION IN EVERY FIELD, FROM MARKETING TO WORKFORCE MANAGEMENT, FROM ENTREPRENEURSHIP TO PERSONAL DEVELOPMENT, L&D REQUIRES AS MUCH DATA TO BE EFFECTIVE. IT GIVES YOU VISIBILITY INTO DOMINANT TRENDS ACROSS THE TARGET AUDIENCE, HELPING TO UNDERSTAND WHICH L&D STRATEGIES, CONTENT TYPES, AND DISTRIBUTION PLATFORMS WORK BEST FOR YOUR TARGET BENEFICIARIES.



# STRATEGIES AND SOLUTIONS FOR L&D PROFESSIONALS WORKING IN RURAL DEVELOPMENT

THREE REASONS WHY DATA SHOULD BE AT THE CENTER OF L&D PROFESSION AS FOLLOWS

## **WITHOUT PARTICIPATION DATA, YOU RISK SUNK INVESTMENTS AND POOR ENGAGEMENT**

- THE FIRST STEP TO L&D TRANSFORMATION IS ANSWERING SOME FUNDAMENTAL QUESTIONS ABOUT YOUR CURRENT L&D PROGRAM.
- ARE PARTICIPANTS COMING BACK TO LEARN MORE?
- HOW MUCH TIME ARE THEY SPENDING LEARNING?
- ARE THEY USING ALL THE RESOURCES YOU HAVE OFFERED – VIDEOS, PDFS, QUIZZES, PODCASTS, AND SO ON?
- WHICH IS THEIR MOST PREFERRED LEARNING MEDIUM?

ANSWERS TO THESE QUESTIONS ARE INDICATORS OF PARTICIPATION AND ENGAGEMENT LEVELS. BY CONTINUALLY MEASURING THESE LEVELS, YOU CAN INVEST IN BETTERING YOUR L&D MODULES AND BYPASS LOW-ENGAGEMENT COURSES.

# STRATEGIES AND SOLUTIONS FOR L&D PROFESSIONALS WORKING IN RURAL DEVELOPMENT

## **DATA ON CURRENT SKILL LEVELS AND SKILL GAPS SYNCHRONIZES L&D WITH TRAINING OBJECTIVES**

- THE PRIMARY RESPONSIBILITY OF L&D PROFESSIONAL IS FIRST TO IDENTIFY WHICH SKILLS PARTICIPANTS NEED TO DEVELOP TO STAY RELEVANT TO THE OBJECTIVES. THEN, THEY NEED TO BUILD AN APPROPRIATE PROGRAM TO CLOSE THIS SKILL GAP.
- TO DO THIS CORRECTLY, BEGIN BY ZEROING ON THE TOP SKILLS RELEVANT TO THE SOCIETY/ORGANIZATION, THE COMMUNITY/ORGANIZATION MEMBERS, AND THE ROLE OF EACH COMMUNITY/ORGANIZATION MEMBER. ONCE THIS IS DETERMINED, A SKILL TEST CAN SHOW HOW THEIR CURRENT LEVEL OF KNOWLEDGE AND WHAT THEY NEED TO LEARN TO GAIN ALL THE SKILLS.

# STRATEGIES AND SOLUTIONS FOR L&D PROFESSIONALS WORKING IN RURAL DEVELOPMENT

## **DATA AND FEEDBACK FROM EXISTING LEARNERS IS CRITICAL TO INCREASING ADOPTION RATES OF FUTURE LEARNERS**

- FEEDBACK FROM PREVIOUS LEARNERS IS WHAT WILL HELP YOU DEVELOP BETTER LEARNING MODULES FOR YOUR PROSPECTIVE LEARNERS. IN ADDITION, IT CAN HELP YOU TRANSFORM YOUR STRATEGY AS AN L&D PROFESSIONAL AS WELL. WITH THE FOCUS ON TREATING PARTICIPANTS AS CUSTOMERS, YOU NEED TO DEVELOP A MARKETING PROGRAM TO ATTRACT NEW LEARNERS.
- CONTINUOUSLY REWIRE THE PROGRAM AND PERSONALIZE L&D OFFERINGS TO MEET LEARNER NEEDS

***THANK YOU!!***



**QUESTIONS?**