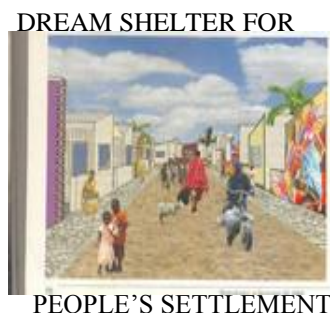


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30th March 2016

Dear Sir / Madam.

Ref: Application Community Regional Outreach Program (CROPP)

My name is James Njoroge, the coordinator and founder of **KASWESHA Community Resource Centre in Nairobi Kenya**. I am an active member of NCUC and have attended recently concluded ICCANN 55 Public meeting courtesy of NCUC travel support. I sincerely request to facilitation to enable my participation at the upcoming Africa Internet Summit 2016 (AIS'16) to be held at Gaborone, Botswana, from 29 May to 10 June 2016 for an outreach programme.

Going with experience I gained during Marrakech meeting I am sure I have what it take to enable me bring more communities at NCUC and this I will prove after during and after my participation in the said summit. This will also be in line of my organization's decision to offer a small office space to NCUC as its African region communication and outreach centre.

Indeed, I founded the KASWESHA Resource Renter as vehicle of reaching internet users in Nairobi who could not get other internet sources. Through the centre, I am committed to mobilizing appropriate responses to Health, Poverty and general development situations of marginalized groups especially in Nairobi through internet access. This programme fits very well into one of my inner strength and belief which I trust lies in my quest to learn and serve the poor and to make positive change in their lives. My strength has endeared me to people and organizations in the region who always consult me for community empowerment strategies by use of ICT.

I have annexed my outreach plan for your perusal and advice. It is against this background and indeed the benefit that will go to many more people through this interaction that I sincerely apply to participate in this worthwhile programme.

Yours Faithfully,

James Njoroge

Introduction

I wish to share my personal outreach strategy which highly motivates me to show interest in the upcoming programme where I wish to share with the other participants. I have an experience and a wealth of platforms which I have created for the community I serve for the community members in Nairobi Kenya who access the internet. Of particular interest in the ICT resource center which I helped to start as a one-size-fits-all strategy for public outreach. I however do appreciate that with the evolving ICT technologies, it is important to consider other methods now gaining traction to help me reach out to the Kenyan and indeed the world in alternate ways to engage the people in different issues through the ICT.

Having attended the just concluded ICCANN 55 International Public Forum courtesy NCUC travel support, it has come realistic to me that, we need to put more effort in mobilizing and out sourcing so as to achieve the NCUC objectives. As a result my organization has decided to give a small office space at our community Resource Centre to serve as the African region NCUC communication Centre (Subject to the NCUC EC).

In today's society, Internet access is vital to a wide variety of community and individual needs. It has been found that it has become useful in:

- Social Connections
- Education
- Employment
- Health and Wellness
- e-Government
- Community Involvement
- Personal Finance
- Paying Bills

Outreach Objective

- To increase awareness of ICT and indeed Internet resources available at as well as positioning Internet access as vital to communities.
- To re-establish the important role ICT play within a community

Planned strategies

Among some of the relevant strategies that I have in mind in devising a public outreach plan include:

- The rise of mobile technology has helped a great deal in sharing information. For instance, I have formed a whatsapp internet user group using the mobile phone. Groups that have traditionally been on the other side of the digital divide in basic internet access are using wireless connections to go online.
- Emailing and search are today's most common Internet activities, but other activities are becoming pervasive as well. Using social networking sites, a pursuit once dominated by

young adults, is now done by many other Internet users- representing a majority of the total adult population.

- In the last few years, social media has become a major component of the Internet. It has become so popular because anyone can do it and no technical or writing skills are needed. There are huge opportunities, both for individuals and organizations. The biggest social networking tools are Facebook, whatapp and Twitter.
- Frame access through KASWESHA resource center that I started as important to Nairobi communities. AT the resource center, we have documented how internet access has been transforming peoples' lives. It's important to share stories about how this has happened. For example: finding a job, connecting with a friend who lives abroad, learning about their tribal heritage/culture or simply paying their bills. I wish to include how the internet improvements and updates will enable more people in more Kenyan communities to accomplish the same transformative tasks.
- Use of media in highlighting the accomplishments of internet access will help a great deal;

Planned Tactics for wider Internet use and Access

- Some of the tactic I have in mind include:
- Internet access campaigns;
- Media Campaigns
- Forming a working team for outreach;
- Enhancing social media activities;
- Increased public relations;