CSR Model of Educational Sector Development by ICT Implementation

Sutanto
UPT Pusat Komputer
Universitas Sebelas Maret, Surakarta
Jl. Ir. Sutami 36A Kentingan
Email: sutanto@uns.ac.id

ABSTRACT

Educational sectors lack of creativity and innovation to develop fund rising, so that they just depends on students and their parents as a primary target. The phenomena of commercialization in education, as a poverty traps could be then avoided. Education as an important tool to cut the *Vicious Circle of Poverty*, should not lose the functions.

We show an example of information and communication technology (ICT) application in the support of educational sector, as a cooperation model to implement corporate social responsibility (CSR). This application could gain *The Fortune in the Bottom of Pyramid* by creating well implemented ICT Program. The simple format which could solve internal management of schools, and the possibility to create channel with stakeholders (universities, telecommunication and banking industries) with the symbiosis mutualism scheme. This scheme could be a generating revenue form and a control function of society.

Case study of its implementation has been developed in SMAN 3 Wonogiri, a sample of high school of rural area in Central Java. This program is expected to be a new model of corporate social responsibility of enterprises and also society dedication from universities.

Keywords:
SMS Gateway, Smart School, ID commands, Host to Host Connection, Corporate Social Responsibility

A. Ocean blue Strategy for exploring the Fortune in the Bottom of Pyramid

The Fortune in the Bottom of Pyramide has given an inspiration to creative team and research division of *UPT Puskom* to construct roadmap from our products which has been built not only useful for *civitas academica* of Sebelas Maret University (UNS), but in the same time also for society with a constraint in financial resources and/or facilities. We are

sure that the fortunes will be always in the below of pyramid, it means that in the economic structure of Indonesian society decribed at Figure 1: the number of poor peoples in society is always higher than the number of rich peoples, and thus, it creates a pyramid model.

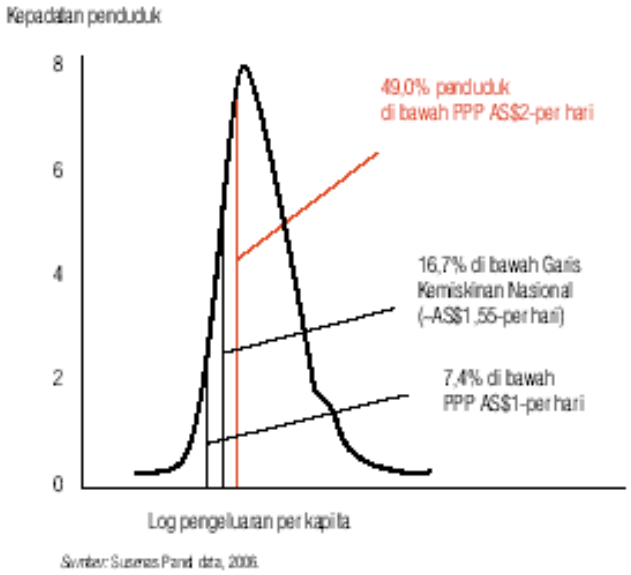

Figure 1. Graphic of People's Income in Indonesia (Susenas Panel Data 2006)

The fundamental problem is to raise an Information and Communication Technology (ICT) products that can be a fortune for the poor peoples and automatically, it will solve poverty for themselves. Strategy announced by W Chan Kim and Rénée Mauborgne in the Blue Ocean Strategy has driven the ICT product's direction developed by UNS into a work based on the precision to open market, creates own game, creates own market, diferentiation, and low cost. Hence, the *red* competition will not be relevant anymore. In the profundity of *Ocean Strategy* we cannot occur the depth anymore, in orther word: the depth is unmeasured. All depends on our innovations.

The philosophy *Innovate or Die* and "*Il n'y a pas des neveaux sous le soleil*" are our keywords to create products and its derivatives. So that, the products can reach and collaborate with all stakeholders: telecommunication industry, banking, press, etc to support the system's sustainability. The form of this collaboration is not "compulsion" but synergie which will be mutually benefit. For example, those products will also open new markets for staleholders in telecommunication and banking industry, that until now play just in the *red ocean*. Off course, in the process of creation, we focus the products that can be efficient to poor society.

B. The Role of University in ICT Implementation as Support System

Implementation of ICT products for university needs a strong system: interconnectivity, safety, and sustainability. Infrastructures to support the system are off course within the scope of university. If we discuss about ICT, it is off course that the facilities are not finite in space or time, and it can be used by everyone wherever they are without consider their social stratification. In conclusion, university becomes *bridging* between organization (state or private), society as users, and industries. This scheme can be reasonable since : 1. it cuts financing sheme implemented by organizations that use ICT application for blinding facility to support their system. 2. organizations that uses ICT do not need an investment to create human capital in ICT, but off course in paralelle, they can demand knowledge and technology transfer from university.

Figure 2 shows the connection scheme between Network Operating Center (NOC) *UPT Puskom UNS* and BNI, BTN, Permata Bank and PT (Persero) Telkom by host-to-host connection., where internet connection with multihoming model from Astinet PT Telkom, INP Indosat & VSAT Sinosat Hongkong with 6.5 Mbps. In short, NOC *UPT Puskom* is:

1. Internet Service Provider (ISP)
2. Content Provider SMS Gateway for users of Telkom with short number access : 1103 (Flexi)
3. Switching the financial services with BNI, BTN and Permata Bank

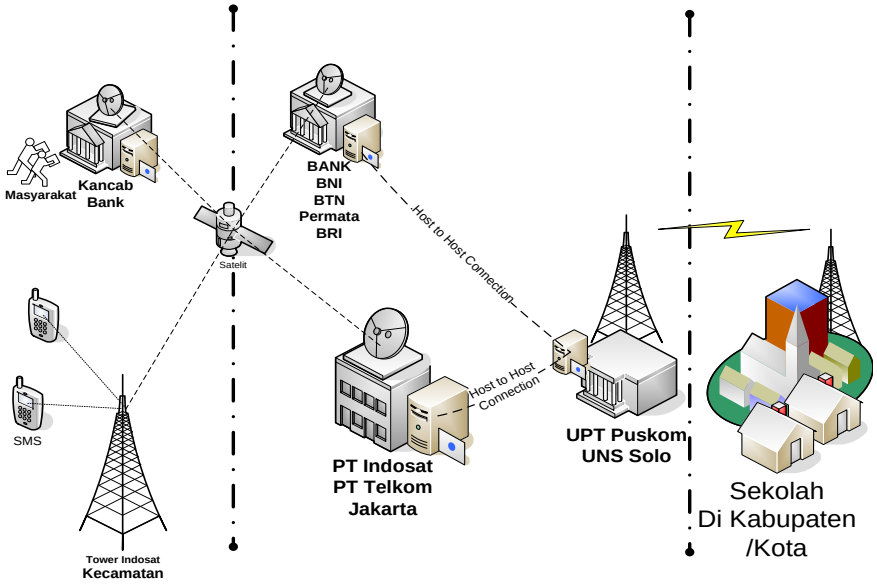

Figure 2. Connection Scheme between UNS and Stakeholders

C. ICT Products for Education: SMart School

There is 4 reasons that can be synthetized from references concerning correlation between poverty and education:

1. Educational institutions lack creativity and innovation in fund raising, so that they just depend on their students as primary target to gain the financing.
2. Poverty chain is more difficult to be solved by educational sectors while there is an educational commercialisation. Because of poverty, peoples cannot go to school, because of lack of skill they cannot get a job, and finally they will be poor again.
3. Educational commercialisation can sustain poverty trap.
4. Education as a tool of development which can cut the *vicious circle of poverty*, has lost their function.

What is SMart School? It is an application / software which is instaled at school. It consists all data from school: from a new student registration to the graduation, and from a daily presence of students and teachers, academic data, discipline monitoring, and student's financial conditions. These data can be accessed by all educational stakeholders (also *Bupati/Walikota*) using internet, SMS, papers: printout and telephone. In short: we can receive educational rapport at every moment. This application has been proved, and changes behavior or services from educational institutions toward the educational's transparency and discipline.This is off course, we also need the strong support from regional government.

Is it not too expensive to build this system? In fact, this is not an appropriate question, but: How much our benefit that we gain by implementing this system? By regarding Figure 2, in fact, schools wherever they are, since there are a telephone cable, these schools can use this application. Why? Because all data which has been written and saved in *xls* or *txt* format can be sent to UPT Puskom UNS by dial up using this application and data will be already accessed. This application will be a generating income for the schools. Telecommunication operators have sinergy with internet access, cellular and SMS, Banking have sinergy with educational financing process, educational institutions (Primagama, private universities, etc) and press company have sinergy to use presence application for information spreading.

Figure 3 and 4 show an estimation of school's income, university, and cellular operators in years at first, second, and third period. The more detailed data from SMS gain can be accessed using: http://sms.uns.ac.id .

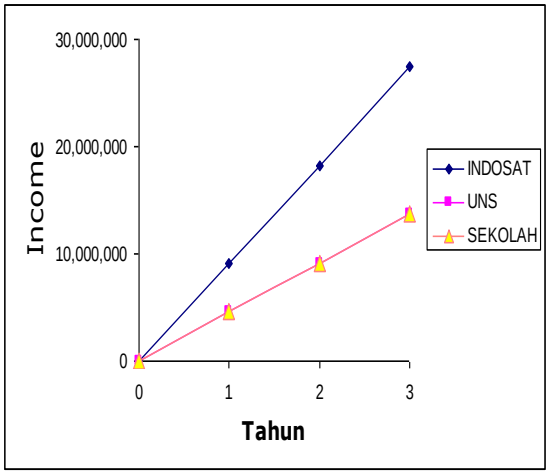

Figure 3. Estimate Accumulation of *Fixed Income*

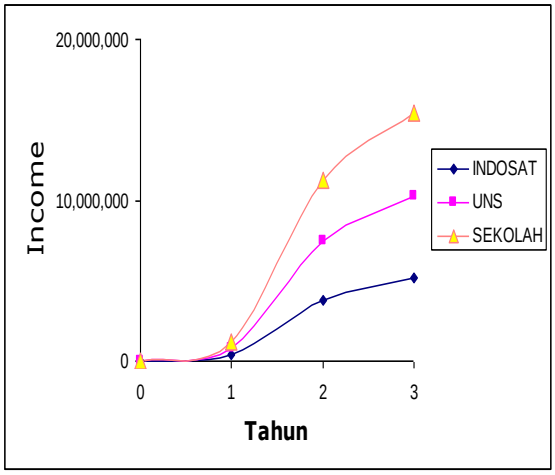

Figure 4. Estimate Accumulation of *Variabel Income*

References :

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