

This document is downloaded from DR-NTU, Nanyang Technological University Library, Singapore.

Title	Creating an IT culture, making IT a way of life
Author(s)	Soh, Pam
Citation	Soh, Pam. (1998). Creating an IT culture, making IT a way of life. In AMIC 7th Annual Conference: Asia's Information Marketplace, Race for Technology, Content and Competence, Bangkok, May 21-23, 1998. Singapore: Asian Media Information and Communication Centre.
Date	1998
URL	http://hdl.handle.net/10220/2002
Rights	

Paper No. 9

Creating an IT Culture, making IT a way of life

The National Computer Board's (NCB) mission is to drive Singapore to excel in the information age by exploiting IT extensively to enhance our economic competitiveness and quality of life. The NCB spearheads the realisation of IT2000, a masterplan that seeks to transform Singapore into an intelligent island, where IT is pervasive in every aspect of our society, at home, work and play.

As the nation advances the information society, Singaporeans must be able to embrace IT into their daily routines. The NCB's IT Culture Promotion function aims to create an IT culture in which people from all walks of life are comfortable with and adept at using computers at home, work and play. The Board has been working closely with government agencies, IT industry partners, mass media and the community to promote the benefits of IT to everyone, and to accelerate the adoption of IT at home, libraries and community centres. The two-prong strategy focusing on awareness promotion and adoption initiatives has proven a winning formula.

Some of the programmes are :

Computer roadshows takes IT to the people
Computer playgrounds to increase IT fluency among the young
Mass media to promote IT literacy
National IT literacy programmes to train the workforce of the 21st century
MITY the IT mascot to reaches out to children
IT ambassadors to proliferate the use of IT
IT junctions offer ease of access and greater affordability to IT resources
Nation-wide digital expression competitions to accelerate adoption
Permanent IT exhibition to showcase how IT touches our lives.

Pam Soh
Deputy Director
IT Culture Promotion
71 Science Park Drive
NCB Building

Tel : 7720402
Fax : 7770120
E-mail : pamsoh @ ncb.gov.sg

To: Mr Joe Ma Carlos