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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.

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