Net Arsa

Despite constant progress in the development in digital technology, Thailand’s digital divide remains significant. To address this situation and based on its vision of Internet for all, in 2014 dtac launched the Net Arsa project, which offers free teaching at home and aims to create equal opportunities by offering everyone access to information and digital technology, thus effectively connecting data. This plays a crucial role in reducing inequality and leading to sustainable social and economic growth.

dtac’s Net Arsa Team is staffed by volunteers with technological knowledge and the potential to reach out to local authorities in order to coordinate and drive operational integration between all relevant parties. The Net Arsa project has been expanded through a training-of-trainers program, which sees Net Arsa volunteers coaching community members to become trainers. This gives the trainees the skills to teach and transfer digital literacy to others in their communities. Net Arsa volunteers also encourage local people to create learning activities through digital community centers under the Office of Non-Formal and Informal Education in Sub-districts (Tambons) nationwide.

With Thailand entering the digital era, which will dramatically disrupt economic and social aspects and affect life quality, dtac expects the Net Arsa project to be a key mechanism in creating a partnership network between the public, private and civil sectors. The aim is to raise awareness of how to reap the benefits of digital technology at the grassroots level across the country without leaving anyone behind (inclusive society).

In moving Net Arsa forwards, dtac has partnered with government agencies and educational institutes to encourage rural people to leverage digital technology through the following projects:

Lifelong Learning with Digital Technology Project

dtac signed a memorandum of understanding with the Ministry of Digital Economy and Society, the Ministry of Agriculture and Cooperatives, the Ministry of Commerce and the Office of Non-Formal and Informal Education under the Ministry of Education to implement the 4-year Lifelong Learning with Digital Technology Project (2016-2019).

The project trains officers at the provincial level of the Office of Non-Formal and Informal Education to become lead trainers. In addition to encouraging the creation of learning activities through digital community centers, they will teach the officers at the district level and those at tambon level. This training-of-trainers model expands knowledge of digital technology to students in the non-formal and informal education sectors as well as to villagers nationwide.

In 2018, the Net Arsa project trained an additional 10,000 Kru Kor from 7,424 community digital centers, raising the total to 886,800 trainees.

The Promotion of Grassroots Economy and Development of Community Entrepreneurs Project

dtac partnered with 4 ministries, namely the Ministry of Digital Economy and Society, the Ministry of Agriculture and Cooperatives, the Ministry of Commerce and the Ministry of Education to implement the project, which runs from 2018-2019. The partnership is designed to integrate the missions and data of all parties as they work to boost confidence in using digital technology. We are determined to encourage cooperatives, farmers, community enterprises and SMEs in tambons to embrace e-commerce business. We also nurture young farmers and startups to develop their businesses. Furthermore, the project aims to stimulate the economy at the community level through the establishment of a Center for Promotion of Digital Economy and Society in each region.

Promotion and Support of SMEs’ Competency Project

dtac partnered with the Small and Medium Enterprise Development Bank of Thailand to implement the project (2018-2021) with the aim of enabling SMEs to have access to financial services through the bank’s application. It will also reinforce the capacities of SMEs, promote collaboration between online business owners and help them become international e-commerce enterprises.

Project to Support the Government's Policy on Improvement of the Telecommunications Infrastructure to Drive the Country's Economy or “Net Pracharat” and Support the Digital Government Policy

In 2018, the Net Arsa Project encouraged residents of rural communities with public internet service hotspots to learn how they could use the internet to their benefit. dtac convinced the villagers to register for the government's Net Pracharat service ( the Village Broadband Internet) and conduct community business online. dtac also joined with the Provincial National Statistics Offices to provide a training course for village representatives in the Net Pracharat village areas. The project aims to develop skills in using digital technology as an effective channel to promote the events organized by the government's agencies, community products and tourist attractions. In addition, the Net Pracharat will help local people transform the way they live and become a digital society safely and wisely.

The project served to make local government authorities aware of the benefits of digital infrastructure. They now plan to adopt digital technology to improve public services. For example, Jainad Narendra Hospital in Chai Nat District, Chai Nat Province has applied digital literacy in designing and developing its appointment system. This new system helps manage patients both with appointments and walk-ins. As a result, patients no longer have to wait in long queues.

Representatives of other government agencies who participated in the training were able to bring their knowledge in the development of online channels to disseminate information to the public. This is in line with Thailand 4.0 policy.

Local business enterprises and the civil sector also supported the project, thus upholding the concept of the Pracharat model (public-private partnership) and creating an ecosystem that fosters the country's economic and social development through digital technology.