

THE MYANMAR INTERACTIVE CORE APPLICATION



COMMON EORE TOOLKIT AND APPLICATION

Common EORE Toolkit

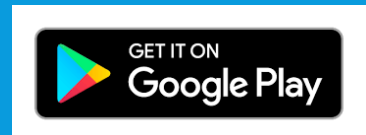


Application based on the field tested Toolkit (2018)



FEATURE OF INTERACTIVE EORE APPLICATION

- Designed for **smartphone application or computer program**;
 - **OFF LINE** (no internet required for sharing);
 - **No cost**, available through distribution services such as Google Play and App Store;
 - Contribute to a more **interactive and dynamic learning experience** for users, including both **EORE facilitators and target audiences**;
- Application is in: **Myanmar Language**



COMPARATIVE ADVANTAGES OF APPLICATION

- Cost: traditional printing MRE toolkit at 60USD per piece.
- Weight: Full MRE tool kit Bag around 5kg.

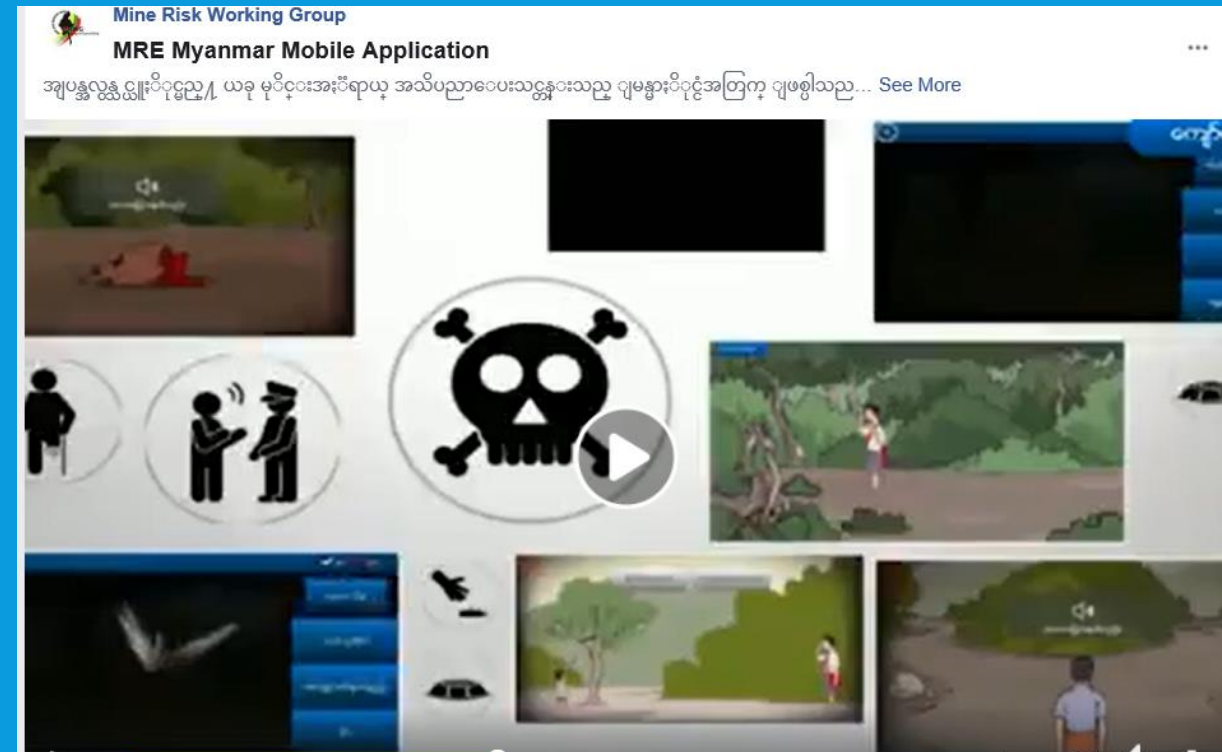
- Cost effectiveness: Smartphone available at 19 USD in Myanmar
- Lighter to transport: Smartphones and tablets between 0.2 kg - 0.8 kg + easy to reach remote affected communities when no access of roads.

Rapid growth in mobile, internet and social media use



CHALLENGES AND WAY FORWARD

- Measuring the effectiveness of the Application.
- Feedback from the users usually take times.
- Planning to add additional features to provide up to date information.
- Maximizing the use of Application eg, targeted location through the Facebook.





THANK YOU