

### **5.3 Awareness**

“Information is power” as has been well noted time and time again. Power to empower and power to act. The whole learning process for us in Africa and The Gambia specifically is challenged by how quickly we raise the level of awareness of ICTS. There is no doubt that IT is still a luxury to a greater degree than not. This means that spending money to browse the Internet, buy computers, keep up with technological advances is challenging and a fine balancing act alongside providing the proverbial “daily bread“.

At present, the ICT industry in the Gambia is more focused on selling computers, basic computer training, networking and a few other basic services. The innovation is certainly lacking. It is through this way that PC sales can actually increase because you are actually demonstrating to people what a simple computer program can do for them or their business which can translate to the need for computers.