

No. 11024/01/2019
Government of India
Ministry of Tribal Affairs
(TRI Division)

Jeewan Tara Building, Ashok Road
New Delhi, Dated: 26 May 2020

To,

The Vice Chancellor
Universities associated with MoTA

Subject: Implementation of GOAL programme – regarding.

Sir,

Ministry of Tribal Affairs and Facebook have launched a digitally enabled mentorship Programme i.e. GOAL (Going Online As Leaders), which is a unique and influential initiative for Scheduled Tribe (ST) youth. The programme aims to enable ST youth in remote areas to assimilate with the digital world and use digital platforms to expand their talents to serve the leading objectives of Digital India in reaching the disadvantaged talents of the tribal community. The moot idea of the initiative is to empower tribal youth by leveraging the power of digital technology and enable youths to become village-level digital young leaders for their communities, by providing mentorship on digital literacy, entrepreneurship and life skills.

2. The programme aims to mentor 5000 youth from tribal communities with the help of 2500 expert mentors who will be leaders from industry, arts, politics, business etc. The selected Mentees will be given a smart phone with internet access for 1 year and study material in digital format. Each mentor will be assigned two mentees and mentor will connect and guide the mentee through online mechanisms. The programme will run for 9 months where weekly sessions will be conducted for first 7 months, followed by an internship opportunity for 2 months in a reputed organization based on skill set of mentees. A dedicated online portal (goal.tribal.gov.in) has been launched to apply under this programme and for any other important communication. All details regarding this programme is also available at GOAL portal.

3. It is understood that Universities have huge capacity and capability to make the program successful by associating with the programme. It would be desirable that not only youth from tribal communities across India apply under this programme domain experts and society change makers also join the programme enthusiastically to be inducted as Mentors.. Accordingly, it is requested as follows:

- a) Generate awareness about the GOAL programme in the campus of your University so that intended ST youth could get opportunity to associate with this programme.
- b) Nominate talented tribal youth from your university to associate with this programme as mentees or mentors. Additional scores have been given for recommendations by Universities and Reputed Institutions in selection of mentees.
- c) Encourage individual influencers who actively work for the welfare and development of scheduled tribes to join this programme as mentors.
- d) Encourage your employees and other members associated with your organization to apply as mentors
- e) Display the features of GOAL programme on the social media sites of your University appropriately through Twitter and Facebook.
- f) Apprise of the scope and feasibility of direct association of your University with the GOAL programme for consideration of the Ministry. One of the suggestions would be to Participate in webinar organized by MoTA-Facebook to show case your work and impact of the work done by your organization on tribal related issues.
- g) Provide suggestions to improve the design of GOAL Programme to fetch tangible results out of it.

4. Annexures containing information about the programme (FAQs and Flyer) have been attached with this letter for your kind reference. For any queries, suggestions and inputs kindly contact us at GOAL portal (goal.tribal.gov.in) or email at facebook-goal@tribal.gov.in.

Yours faithfully,

Navajit Kapoor

(Dr Naval Jit Kapoor)

Joint Secretary to the Government of India

Tele: 23073489

Enclosure: (i) FAQs on GOAL Programme
(ii) Flyer on GOAL programme



Be part of a unique mission to empower Youth from Tribal Communities across India

ABOUT GOAL

Going Online As Leaders (GOAL) is a digital skilling and mentorship initiative that will engage renowned leaders and experts in their respective domains—from business, education, health, politics, arts and entrepreneurship among others, to personally mentor youths from tribal communities across India through digital mechanisms. This program will empower and enable youths to become change makers of tomorrow!



Key features of GOAL program

5000 Youth from tribal communities will be shortlisted as mentees

2500 Mentors across different fields will be shortlisted to guide and mentor youth

9 month program duration including 7 month mentorship followed by 2 month internship

Applications invited through GOAL portal by **14th July 2020**:
goal.tribal.gov.in

Core areas of mentorship

Digital Literacy

- Basics of Computers
- Social Media
- Online Safety & Security
- Digital Information & Careers



Life Skills

- Thinking & Managing
- Living & Being
- Working & Giving
- Relating & Caring



Leadership and Entrepreneurship

- Problem Identification
- Problem Solving
- Leadership Qualities
- Strategic Planning





Recognition to Mentors

Certificate of participation by Ministry of Tribal Affairs and Facebook

Opportunity to interact with like-minded peer group including industry professionals, influencers etc.

Priority access to state level events organized by Ministry of Tribal Affairs or Facebook

Profile will be showcased on GOAL Portal as Mentor

GOAL pilot phase Testimonial

Today I have been put my village on the map using Facebook account. I feel very empowered and continue to help my village girls to get a good education !

Roshini Bakoriya, 20 years
old girl from Itarsi, Madhya
Pradesh



Mentees with the
complete GOAL Kit in
GOAL Pilot phase



Mentees interacting with
mentors via smartphones

Benefits to Mentees

Smartphone and internet access for 1 year

Opportunity to interact and get mentored by experts and industry leaders

Certificate of participation by Ministry of Tribal Affairs and Facebook

Strong visibility and recognition at local/ state/ national level

Opportunity for internship in a reputed organization

Contact us:

✓ Portal : <http://goal.tribal.gov.in/>

✓ Email ID : facebook-goal@tribal.gov.in

✓ Facebook : <https://www.facebook.com/goingonlineasleaders>

✓ Nearest Common Service Centre for assistance in application

GOAL - Frequently Asked Questions

1. What is the GOAL program?

GOAL (Going Online as Leaders) is a digitally enabled mentorship initiative of Facebook India under the guidance of Ministry of Tribal Affairs for empowering 5000 youth from tribal communities to become leaders for tomorrow by leveraging the power of digital technology. GOAL Project is aimed at identifying and mobilizing 2500 renowned people from industry (policy makers and influencers), teachers, artists, entrepreneurs, social workers etc. known for their achievements in their domain areas, to personally mentor tribal youths across India. The initiative has been designed to allocate two mentees to a mentor.

2. Who is anchoring/running this program?

This program is being anchored by the Ministry of Tribal Affairs, Government of India in partnership with Facebook India Pvt. Ltd.

3. What are the objectives of this program?

The initiative primarily targets at capacity building of youths living in tribal areas which will inspire, guide and encourage them to boost their confidence level and ignite higher aspirations among them. The acquired skills and abilities will help them gain leadership skills, identify problems in their society, find solutions to fight the challenges and use their knowledge to support their livelihood as well as the society's socio-economic status. The core areas of mentorship program are Digital Literacy, life Skills and Leadership & Entrepreneurship.

4. What is the Programme Design?

The program targets to work in structured phases including preparatory and design phase; selection of mentors and mentees; execution that includes mentoring, training, internships; and follow-up youth economic and leadership activities. The program also seeks to provide handholding support to the youth even after they graduate out for upcoming jobs or self-employment / entrepreneurial initiatives through government schemes. The program seeks to have a strong component of quality assurance, monitoring, concurrent evaluation protocols and uses analytics and technology for continuous improvement, decision making and sustainability.

It is targeted to have a 1:2 ratio of mentors and mentees. Each engagement with mentee will be of nine months or 36 weeks:

- Month 1 to Month 7 (28 weeks): Mentees from tribal communities will be connected to mentors
- Month 8 and Month 9 (8 weeks): Shortlisted mentees will get internship opportunities in reputed organizations

5. Who can apply to become a mentee?

Any youth from tribal communities between 18-35 years of age who has keen interest in business, education, art, culture, dance, health, politics, research, entrepreneurship can apply as mentee.

6. Who can apply to become a mentor?

Experts in the field of business, education, health, politics, arts and entrepreneurship among others and can inspire, guide and encourage the tribal youth to become village-level digital young leaders for their communities can apply to become a mentor. The prospective mentor is expected to commit his time for a duration of 7 months.

7. Where can I apply as a mentor or a mentee?

Applicants can register on the portal goal.tribal.gov.in by providing basic information about themselves.

8. Most of the tribal communities don't have access to technology, how will this program reach them?

MoTA has partnered with the Ministry of Electronics and Information Technology for leveraging strong network of its Common Service Centres (CSCs). Youth from tribal communities can visit their nearest CSC to apply under this program.

Once tribal youth is selected in program, they will be provided smartphones with internet access for one year. The project will be delivered digitally using video-based mechanisms such as Facebook Messenger and WhatsApp. Mentors and mentees will interact through these apps, and all material will be provided in digital format only.

9. Where can I connect with GOAL program if I have any queries?

The interested tribal youth, can write at facebook-goal@tribal.gov.in if they have any queries related to GOAL program or through 'Contact Us' section on GOAL portal.

10. What are the benefits a mentee will get from this program?

Mentees will get following benefits:

- Smartphone with one-year internet access
- Joint certificate of participation by MoTA and Facebook
- Letter of recognition by Mentor
- Opportunity to intern in a reputed private / government organization
- Strong visibility and recognition at local/ state/ national level
- Opportunity to interact with industry leaders
- Priority access to Facebook and MoTA events at State/ National level

11. What is the proposed recognition for mentors under this program?

The following will be the recognition for mentors under this program-

- Joint Certificate of participation by MoTA and Facebook
- Opportunity to interact with like-minded peer group including industry professionals, influencers etc.
- Priority access to state level events organized by MoTA or Facebook
- Profile will be showcased on Portal as Mentor
- Opportunity to meet business and political leaders

12. What will be the methodology for selection of mentors and mentees?

Selection will be based on predefined criterion according to a standard methodology finalized by the project committee.

13. How many mentors and mentees will be selected under this program?

The program will select 5000 mentees and 2500 mentors. Accordingly, each mentor will be assigned 2 mentees.

14. What are the proposed areas of mentorship?

The proposed areas of mentorship are digital literacy, life skills, leadership & entrepreneurship. Digital Literacy module would cover fundamental topics of basics of computer, smart phone functioning and online safety. Life skills module to include topics like thinking, managing and critical aspects like relating & caring. Modules of leadership & entrepreneurship would impart problem solving issues like problem identification and strategic planning. Apart from above three core modules, special sessions on various schemes of MoTA, other Central and State Government schemes and Fundamental duties shall also be covered.

15. Which sectors are proposed to be covered under the GOAL Project?

Sectors proposed to be included for the project are as under,

I. Agriculture and allied activities

- Horticulture,
- Animal husbandry
- Bamboo products
- Food processing
- Beekeeping

II. Art & Culture

- Painting
- Music
- Tribal dance

III. Handicrafts & textile

- Art & Artifacts
- Fashion

- Jewellery
- IV. Health, Nutrition and education
 - Traditional medicine
 - Medicinal practices
 - Skill up gradation
- V. General leadership
- VI. Entrepreneurship
- VII. Any other relevant field.

16. What guidance/support to be provided to the mentors for delivering this program?

The mentors will be provided with content for modules, relevant presentations and related materials such as videos, case studies and assessment guides. The mentor will be provided with an orientation about the GOAL program and its objectives which would enable them to provide mentorship to mentees as required.

17. Where will the mentoring sessions take place?

Each mentee will be provided with a smart phone and internet access for a period of 1 year. The mentoring sessions will take place digitally through Facebook family of apps such as Facebook messenger, Whats app etc. where the mentor will connect with mentees and deliver training sessions.

18. Has this initiative been implemented before? If yes, what was the impact?

Facebook had undertaken a pilot project on its own in 5 states of India i.e. Madhya Pradesh, Jharkhand, West Bengal, Odisha, Maharashtra during February 2019 to October 2019. In this phase, 25 women leaders mentored 100 tribal girls. The program received an enthusiastic response and has many success stories, such as:

- At the end of the program, 70% of the women cohort wanted to set up their own business
- On completion of the program, every woman has started actively using the Internet as compared to none at the start of the program. 82% of them use the internet to highlight issues their community faces
- All participants developed public speaking skills, on their way to becoming a community leader
- 63% women now have enhanced understanding of their community, government and local institutions