

GOAL-Joint Initiative of Facebook and Ministry of Tribal Affairs

Background

Ministry of Tribal Affairs (MoTA) supports Affirmative action initiatives undertaken by corporates, Non-Government and Civil Service Organizations for the welfare of STs through CSR funds or otherwise. In one such Initiative, Facebook India and Ministry of Tribal affairs have designed an innovative program for capacity building of tribal youth through a project 'GOAL (Going Online as Leaders)' across the country for nurturing, developing and promoting the existing and budding talents in various fields with Mentor-Mentee concept. Facebook had done the pilot project during February 2019 to August 2019 in 5 states of India i.e. Madhya Pradesh, Jharkhand, West Bengal, Odisha, Maharashtra in collaboration with NITI Aayog. Enthused by the success of pilot project, Facebook expressed keen interest in implementing the digital entrepreneurship Program in collaboration with Ministry of Tribal Affairs covering tribal youth. MoTA also appreciated the innovative initiative of Facebook because the tribals have not been able to harness the intended gains of digital revolution as compared to other communities due to their locational disadvantages and remoteness. The program was conceptualized and designed under the guidance of Hon'ble Minister of Tribal Affairs, Sh. Arjun Munda.

About the GOAL program

Going Online As Leaders (GOAL) is a digital mentorship program, fully funded by Facebook, which aims to empower 5,000 Scheduled Tribe youth, aged 18-35 years (called as "mentees") across India to become village-level digital young leaders for their communities, with the help of 2,500 experts (called as "mentors") across different fields in the next five years.

The program in each phase would be of nine-month, which will have seven-month of digital mentorship (this includes weekly mentor-mentee sessions) period followed by an opportunity for two-month internship with an organization of repute. The mentor will give 2 hours in a week and interact with Mentee though Video conference through smart phone provided by Facebook. There are four modules for mentorship (3 core modules and 1 industry module):

- Core Modules
 - Life Skills
 - Digital Literacy
 - Leadership & Entrepreneurship
- Industry Specific Module (Each mentee will be mentored across one area, based on their interest)
 - 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

Course curriculum has been designed for core modules and it is available in 12 languages (English, Hindi and ten regional languages). For Industry specific module, mentors will impart their knowledge in terms of good practices, government schemes etc. Detailed learning outcomes has been defined for each session and module, which will be measured by regular feedback of mentors and mentees. Further, multiple knowledge sessions/webinars will be conducted to connect the group with experts and leaders across different domains.

Objectives of program:

- To provide a collaborative and information sharing platform for tribal youth across India
- To increase access to information and skills and thereby youth's access to their entitlements
- To generate awareness about government schemes, initiatives for tribal communities
- To create learning opportunities for budding and existing entrepreneurs to grow their business
- To enhance leadership skills of youth from tribal communities to become change-makers of tomorrow

Intended benefits to Mentees

1. Smartphone and a year's internet connection given by Facebook
2. Opportunity to interact with industry leaders during various sessions
3. Joint certificate issued by Facebook and Ministry of Tribal Affairs
4. Opportunity to intern at an organization of repute
5. Certificate of internship

Intended benefits to Mentors

1. Joint Certificate issued by Facebook and Ministry of Tribal Affairs
2. Opportunity to interact with like-minded peer group and industry leaders
3. Profile will be showcased on Goal Portal as a Mentor

Governance Structure:

There is a robust governance structure for GOAL program. Following is the three-tier structure:

1. **Project Steering Committee** - comprised of representatives of Ministry of Tribal Affairs and Facebook India. The role of this committee is to finalize plan of action, define success and establish metrics and milestones to achieve project objectives. Further, reviewing the project status regularly and resolving challenges arising in project implementation on the ground.
2. **Secretary, MoTA** – takes regular reviews and provide feedback and guidance to ensure the project is executed successfully.
3. **Advisory Committee** – This is an independent group comprised of experts from different fields, to provide vision and expert guidance to the project. The advisory committee has members from renowned organizations such as UNDP, FICCI, NITI Aayog, MeitY, Art of Living, Impulse NGO, Symbiosis International University.

GOAL Portal: In order to bring transparency to the entire process of selection of Mentors and Mentees, a portal (goal.tribal.gov.in) has been developed. All applications from Mentors and Mentees were invited through the portal which are shown on dynamic dashboard. All activities and progress related to the Project is updated on portal. KPMG team is providing consulting to Facebook to implement the program.

Facebook Page of GOAL: The videos and photos of all events are updated on Facebook page of GOAL which has more than 2.4 lakh followers as on 31st Dec 2020.

Progress report of program

May 2020 – July 2020

- On 15th May 2020, the program was launched by Hon'ble Minister for Tribal Affairs Shri Arjun Munda ji and online applications were invited from mentors and mentees through a dedicated portal (goal.tribal.gov.in) developed for this program.
- For getting applications throughout India, an effort was made to reach out to a large number of stakeholders - including NGOs empaneled with MoTA, Educational Institutes and Universities across India, Centres of Excellence of MoTA, Eklavya Model Residential Schools, Tribal Research Institutes, State Tribal Departments, Industry Associations, Members of Parliament etc.

- The application window was supposed to close on 15th July 2020. However, on the request of States, NGOs etc., deadline was extended to 31st July 2020.
- By 31st July 2020, program received 24,115 mentee applications and 5,928 mentor applications.

Aug 2020 – Oct 2020

- A robust selection criterion was developed in consultation with advisory committee to shortlist mentors and mentees, for first phase of the program. Following were the contours of the selection criteria:
 - a) Scores were assigned to each mentor and mentee based on various criteria like educational background, family income, gender, achievements etc. Mentors and Mentees with highest scores were shortlisted
 - b) Mentors and Mentees were mapped according to three common parameters i.e. language, state and area of interest
 - c) Number of mentees in each state was decided basis percentage of tribal population in that state as an input
- After the initial screening, 1040 mentees and 622 mentors were shortlisted, and list was shared with Tribal Departments of respective States / UTs.
- Since the applications were invited online, all mentors and mentees were contacted by PMU team (KPMG), based on information given by them in their application form. Mentors and Mentees were engaged/reached out to through various mechanisms such as WhatsApp groups, Facebook group, Emails, Calls etc. Multiple webinars were conducted to onboard shortlisted mentors so as to brief them about the initiative and their willingness was sought to join the program.
- Various round of discussions were held with partner organizations to finalize the detailed curriculum.

Nov 2020 – Dec 2020

- 383 mentors and 631 mentees who could be contacted were asked about their willingness to participate the program. Out of this, 373 mentees and 277 mentors have shown interest in program (Please see detailed list in annexure to this report.)
- Partnered with network of NGOs, CoEs of MoTA and CSC to facilitate smartphone distribution. Procurement and distribution process of smartphones for GOAL mentees is being undertaken across India. Once completed, the mentorship period for shortlisted mentees to begin in January 2021.

List of mentors and mentees selected under this program in Phase 1:

https://goal.tribal.gov.in/assets/docs/final_shortlisted.pdf

Any suggestions on GOAL program can be sent to facebook-goal@tribal.gov.in