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**

<table>
<thead>
<tr>
<th>Digital Literacy</th>
<th>Life Skills</th>
<th>Leadership and Entrepreneurship</th>
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<tbody>
<tr>
<td>Basics of Computers</td>
<td>Thinking &amp; Managing</td>
<td>Problem Identification</td>
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<tr>
<td>Social Media</td>
<td>Living &amp; Being</td>
<td>Problem Solving</td>
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<tr>
<td>Online Safety &amp; Security</td>
<td>Working &amp; Giving</td>
<td>Leadership Qualities</td>
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<tr>
<td>Digital Information &amp; Careers</td>
<td>Relating &amp; Caring</td>
<td>Strategic Planning</td>
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goal.tribal.gov.in
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!

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.tribal.gov.in
Joint Initiative of Ministry of Tribal Affairs and Facebook India

Going Online As Leaders
## GOAL Objectives

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<tr>
<th>Icon</th>
<th>Description</th>
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<tbody>
<tr>
<td>🌍️</td>
<td>Create learning opportunities</td>
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<tr>
<td>👤</td>
<td>Enhance leadership skills</td>
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<td>🕯️</td>
<td>Provide a collaborative and information sharing platform</td>
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<tr>
<td>📊</td>
<td>Increase access to information about their entitlements</td>
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<tr>
<td>👍</td>
<td>Get digitally mentored by experts and leaders</td>
</tr>
</tbody>
</table>
Onboarded 100 Scheduled Tribe Girls as Mentees and 20 Women Mentors

Success - Impact on Mentees

- **100%** now able to address a gathering confidently
- **82%** now use technology to highlight issues in their villages
- **63%** now have enhanced understanding of their community, government and local institutions
GOAL Features – Launched in May 2020

Coverage and Scope
Pan India
5000 Scheduled Tribe Youth to be digitally mentored by 2500 Experts and Leaders

Program Duration
9 Months
7 months Mentorship followed by 2 months Internship

Core Areas of Mentorship
Digital Literacy
Life Skills
Leadership & Entrepreneurship
Industry specific skills

Applications invited through GOAL portal: goal.tribal.gov.in
Benefits to Mentors

- Participation certificate from Ministry of Tribal Affairs and Facebook
- Opportunity to interact with enthusiastic peer group / industry leaders
- Priority access to state level events organized by Ministry of Tribal Affairs or Facebook
- Profile will be showcased on GOAL Portal as Mentor
Support from Universities

**Awareness Generation:** Post about GOAL on social media handles of your University/Institute and share information through SMS, e-mail / WhatsApp to your database and network (Posts and Messages will be shared every week)

- **Nominations:** Ensure registration of at least 2000 Mentees and 500 Mentors through your nomination

- **Facilitate in application:** Provide support to aspiring scheduled tribe youth in filling application form on GOAL portal (Common Service Centers are also onboarded)

- **Suggestions:** Provide suggestions regarding GOAL program

- **Point of Contact:** Nominate a nodal officer for GOAL program
Thank you
Education is the key intervention that will open doors to a better world. Going Online As Leaders (GOAL) is a digital literacy and mentorship initiative, that lies at the foundation of this motto. Driven to empower and enable India's tribal youth, the key is to indentify, mobilise, and connect 1,250 renowned leaders from the industry, who can personally mentor 5,000 youth from tribal communities across the country.
Apply as a Mentee

Apply As A Mentee

Personal Details

First Name
First Name

Middle Name
Middle Name

Last Name
Last Name

Father's Name
Father's Name

Father's Occupation
Father's Occupation

Mother's Name
Mother's Name

Mother's Occupation
Mother's Occupation
Apply as a Mentor

Apply As A Mentor

**Personal Details**
- **First Name**
  - First Name

**General Details**
- **Middle Name**
  - Middle Name
- **Last Name**
  - Last Name
- **Gender**
  - Choose Your Gender
- **Date of Birth**
  - dd-----yyyy
- **State, City, District & Village**

**Residential Address**
1. **What is the GOAL program?**
   GOAL (Going Online as Leaders) is an initiative launched by Ministry of Tribal Affairs (MoTA) in partnership with Facebook India to digitally skill and empower 5000 youth from tribal communities to become leaders of 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. **Those youth who are already working and taking training in some profession can apply as mentee?**
Yes, youth from tribal communities between 18-35 years of age can apply to become mentee. It is open for all youth from tribal communities irrespective of whether they are part of any educational institute or not or in any kind of profession or even undertaking any training.

7. **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 program requires time commitment from mentor for whole program duration. It is not necessary for the mentor to be from tribal or ST background as a condition to apply.

8. **Where can I apply as a mentor or a mentee?**
Applicants can register on the portal [goal.tribal.gov.in](http://goal.tribal.gov.in) by providing basic information about themselves.

9. **Will there be any financial remuneration for mentor or mentee?**
No financial remuneration will be provided to any mentor or mentee.

10. **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). Youths 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 to [facebook-goal@tribal.gov.in](mailto: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 will be role of various stakeholders and partners in the GOAL program?**
    All the stakeholders and Partner institutes such Tribal Research Institutes, Centre of Excellence, Academic Institutes, Non-Government Bodies and other institutes those who can identify tribal youth who can benefit from GOAL program can handhold them and nominate them. Extra preference in term of weightage will be given to the mentor and mentee nominated by the stakeholders.

15. **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 such will be delivered regarding various schemes of MoTA, other Central and State Government schemes and Fundamental duties etc.
16. **Which sectors are proposed to be covered under the GOAL Project?**

Sectors proposed to be included for the project is 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.

17. **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.

18. **Where will the mentoring sessions take place?**

Each mentee will be provided with a smartphone 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, Whatsapp etc. where the mentor will connect with mentees and deliver training sessions. It is not necessary for mentees to have an existing account of Facebook or any other app.
19. **What will be time required for mentorship by the mentor?**  
Mentor is required to dedicate one hour per week to the mentee during the course of 7-month mentorship period. Each mentor has to provide mentorship to 2 mentees, which means the mentors will have to dedicate 2 hours per week from their schedule as per the agreed time with mentees.

20. **How will the progress of the mentees will be tracked during the 7-month mentorship period?**  
There will be regular assessment and interaction with mentees from both mentors as well as GOAL Program teams where there will be regular tracking of progress made by the mentees.

21. **Is this initiative implemented before? If yes, what is 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