



जनजातीय कार्य मंत्रालय
MINISTRY OF TRIBAL AFFAIRS
GOVERNMENT OF INDIA



FACEBOOK

August 2020

Going Online As Leaders

NEWSLETTER

GOAL – A unique mission to empower Youth from Tribal Communities across India

About GOAL

Going Online As Leaders (GOAL) is a digital literacy and mentorship program, with the motto "Education is the key intervention that will open doors to a better world".

This program empowers India's tribal youth in acquiring skills and knowledge via mentorship in three core areas: Digital Literacy, Life Skills and Leadership and Entrepreneurship.

GOAL program launched by Hon'ble Minister Shri Arjun Munda

On 15th May 2020, Hon'ble Minister of Tribal Affairs, Shri Arjun Munda launched GOAL initiative, a Facebook funded program in collaboration with the Ministry of Tribal Affairs aimed at upskilling and empowering tribal youth across India to become digital young leaders. This event was also graced by the presence of Hon'ble MoS, Smt. Renuka Singh Saruta.



Minister of Tribal Affairs,
Shri Arjun Munda



Minister of State, Smt.
Renuka Singh Saruta

Program Objectives



Increasing access to information and skills



Enhancing leadership skills of youth from tribal communities



Upskilling and learning opportunities for budding and existing entrepreneurs



GOAL – Program Impact



5000

Youth from tribal communities to be shortlisted as mentees



2500

Mentors across diverse domains to be identified for undertaking mentorship

7 months

one-on-one mentorship covering 4 modules

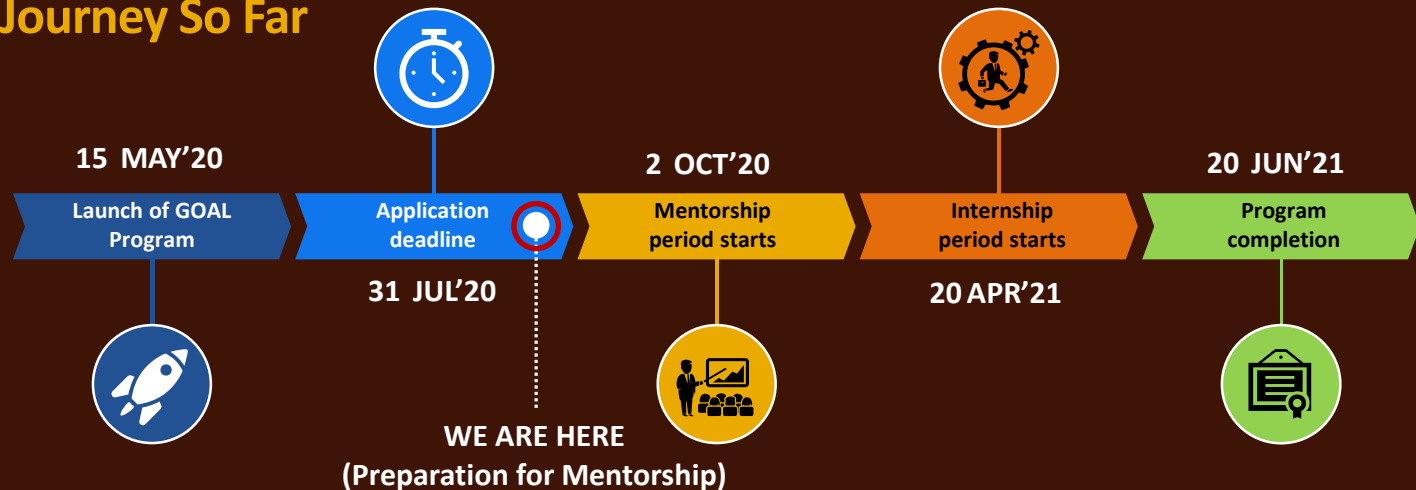


2 months internship

opportunity for qualified mentees



Journey So Far





Outreach through program partners and webinars

Strategic Connects



With the objective to empower India's Tribal Youth, prospective partners with similar ambitions were onboarded.

20+ webinars leveraged to onboard partners

3,000 participants attended the webinars



FB Live Q&A Session



Webinar with Members of Parliament | 10th July 2020

Ministry of Tribal Affairs conducted a webinar with Members of Parliament who enthusiastically participated to discuss the details of GOAL Program



Institutional Partners

GOAL's Institutional Partners are instrumental in the achievement of the program objectives. With their support, the GOAL Portal has witnessed an overwhelming number of high quality mentee/mentor applications.

GOAL's Partners have proactively endorsed the program & enabled an outreach to the ultimate beneficiaries – the Scheduled Tribe Youth of India.





Star Testimonials

Sri Madhu Pandit Dasa, Chairman of The Akshaya Patra Foundation encouraging applicants to join hands with GOAL Program.



Founder of Art of Living Foundation Sri Sri Ravi Shankar emphasizing the need for an empowering program such as GOAL.

These eminent personalities along with other influencers such as Professors of IITs & Presidents of various NGOs have come out to support GOAL.

Shri Acharya Balkrishna, CEO, Patanjali speaking on importance of GOAL Initiative.



#IsupportGOAL



Mr. SN Tripathi, Director, IIPA enunciating on the significance of GOAL Initiative.

Dr. Kuldeep Singh, Dean Academics, AIIMS sharing his views on GOAL



Dr. Pankaj Srivastava, Director, IIFM Bhopal speaking on the importance of GOAL Initiative.





Spreading the word



'GOAL' programme launched for Digital Skilling of Tribal Youth

By Devanshu Kaushik • May 16, 2020



"GOAL (Going Online As Leaders)" programme has been launched by the Union Minister for Tribal Affairs Shri Arjun Munda for Digital Skilling of Tribal Youth. The Going Online As Leaders (GOAL) is a joint initiative of Facebook India with Ministry of Tribal affairs.

Articles about GOAL Program in various newspapers

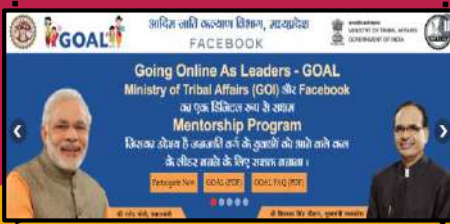


MyGov promoted GOAL on their Social Media Page



TRI Tripura was the first one to exhibit GOAL logo, link to GOAL material and link to GOAL Application Portal on their website

MP State Tribal Department was created and exhibited GOAL banner on their website with link to GOAL Application Portal



UN Volunteers promoted GOAL on their Social Media Page





Impact

FIGHTING ALL ODDS TO CHASE HER DREAMS

Reshma, a 24-year-old mentee from Madhya Pradesh and mother of three, had no hopes with her life. She had lost confidence and thought that rest of her life will only be about raising the children. The society, villagers and her family did little to support her endeavours. But with motivation from her mentor, she is now looking forward to learn computers. "I have now decided to chase my dream of setting up some kind of venture for the village's betterment," she says with gleaming eyes



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“

These calls have inspired me to know more about my village and how I can be an active change-maker here ”

Farhana Parween, Mentee, Jharkhand



Immense response received for Mentee/Mentor applications

300+

tribes applied for
the program

19.8%

mentees belong
to PVTGs*

31,000+

applications
received

38%

women
mentee applications

550+

districts
coverage

For latest updates visit us
on goal.tribal.gov.in
#GOAL #IsupportGOAL



Upcoming Milestones...

- Announcement of selected mentees
- Mobile Distribution
- Mentorship Program launch by Hon'ble Minister of Tribal Affairs
- Guest Lecture by Industry Experts

Contact us:



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

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

Twitter : <https://twitter.com/goalfacebook>