

Joint Initiative  
of  
Ministry of  
Tribal Affairs  
and  
Facebook India



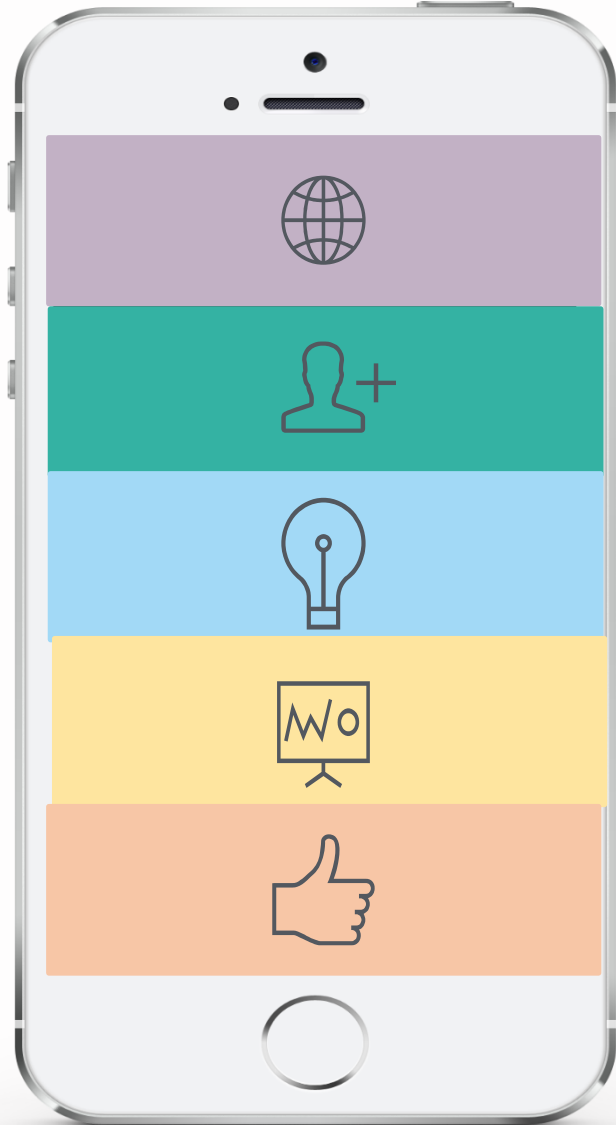
जनजातीय कार्य मंत्रालय  
MINISTRY OF TRIBAL AFFAIRS  
GOVERNMENT OF INDIA

FACEBOOK



**Going Online As Leaders**

# GOAL Objectives



To create learning opportunities for budding and existing entrepreneurs to grow their business through Facebook

To enhance leadership skills of youth from tribal communities to become change-makers of tomorrow

To provide a collaborative and information sharing platform for budding and existing tribal entrepreneurs across India

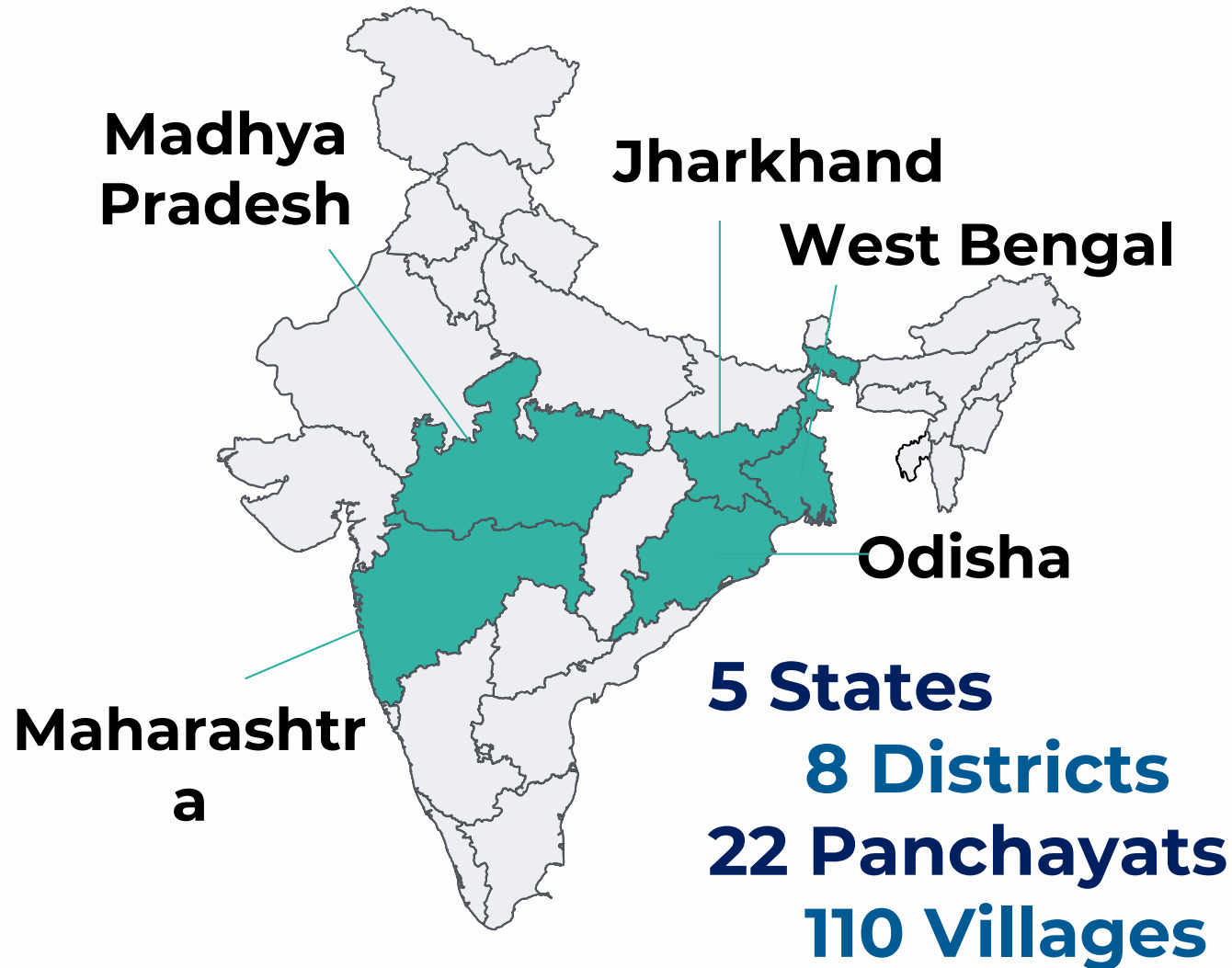
To increase access to information and skills and thereby youth's access to their entitlements

To create opportunities for scheduled tribe youths to get digitally mentored by experts and leaders

# GOAL Pilot Phase – Feb'19 to Dec'19



**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

**Digital Literacy**

**Life Skills**

**Leadership & Entrepreneurship**

**Industry specific skills**

**Applications invited through GOAL portal :  
[goal.tribal.gov.in](http://goal.tribal.gov.in)**

# Benefits to Mentees



Smartphone and internet access for a year

Mentorship certificate from Ministry of Tribal Affairs and Facebook

Opportunity for internship in a reputed organization

Guidance by experts and industry leaders

Strong visibility and recognition at state/national level



# Benefits to Mentors

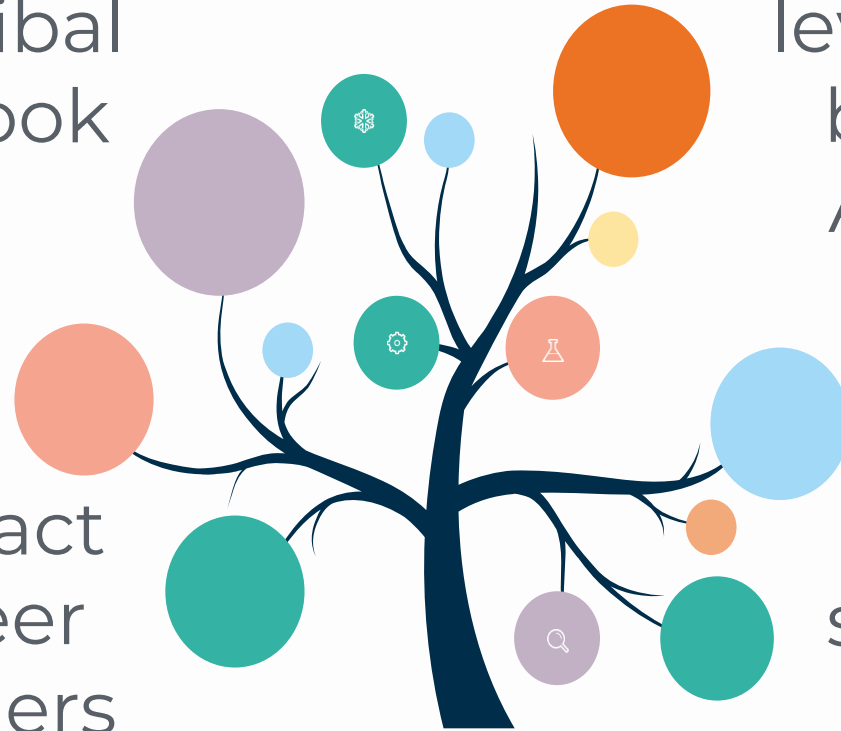


Participation certificate from Ministry of Tribal Affairs and Facebook

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

Opportunity to interact with enthusiastic peer group / industry leaders

Profile will be showcased on GOAL Portal as Mentor



**Thank you**

# GOAL Portal | [goal.tribal.gov.in](http://goal.tribal.gov.in)



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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 Mentee

Apply As Mentor

TOTAL NUMBER OF STATES

28

TOTAL TRIBAL POPULATION

104,000,000

TOTAL YOUTH SHORTLISTED

123

# Apply as a Mentee



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## Apply As A Mentee

Personal Details

General Details

Attach Documents

First Name \*

Middle Name

Last Name \*

Father's Name \*

Father's Occupation \*

Mother's Name \*

Mother's Occupation \*

# Apply as a Mentor



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Personal Details

General Details

First Name \*

Middle Name

Last Name \*

Gender \*

Date of Birth \*

Select Your State, City, District & Village ↓

Residential Address