

GOVERNMENT OF INDIA
MINISTRY OF TRIBAL AFFAIRS
RAJYA SABHA
STARRED QUESTION NO- *192
TO BE ANSWERED ON- 03/08/2022

GOAL PROGRAMME

***192 SHRI NIRANJAN BISHI:**

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) the details of money spent on the Going Online as Leader (GOAL) programme from the budgetary allocation for financial year 2021-2022;
- (b) the details of contributions through monetary, technical and other types of support made by Facebook as a partner organization in the financial year 2021-2022; and
- (c) the details of the tribal youths who were successfully mentored under GOAL during the Pilot project in 2019 in accordance with their career trajectory in entrepreneurship?

ANSWER

MINISTER OF TRIBAL AFFAIRS
(SHRI ARJUN MUNDA)

(a) to (c): A statement is laid on the Table of the House.

Statement referred to in reply to Rajya Sabha Starred Question No.*192 for answer on 03.08.2022

(a): The Going Online As Leader (GOAL) Program is fully funded by Meta (formerly Facebook) and has not involved any budgetary allocation or financial commitments from Ministry of Tribal Affairs.

(b): Ministry has no financial implication as far as the GOAL program is concerned and program is aimed at digital skilling of tribal youth. Meta (formerly Facebook) has provided technical and execution support for the program.

- i. For program supervision and management, Meta constituted an internal program management team comprising one Policy Programs Manager and One Head of Policy Programs.
- ii. Meta appointed a leading project management consultancy firm engaged with eight full-time consultants to manage the entire implementation of the program.
- iii. Meta provided learning and content delivery support through Meta's proprietary tools and platforms.
- iv. Meta arranged master class sessions for the participants with tribal leaders.
- v. Meta provided smart phones with an internet connection to the shortlisted participants during the course of the program for ensuring maximum participation and smooth implementation of the program.
- vi. Meta executed and managed an online ad campaign to spread awareness of the program across the country.

(c): During 2019-20, a proof of concept of the program was solely under taken by Meta in partnership with a civil society organization. The Ministry of Tribal Affairs was not a part of this proof of concept. During this proof of concept, 100 tribal girls from five states (Maharashtra, Odisha, Madhya Pradesh, West Bengal, and Jharkhand) were mentored by 20 women leaders on topics related to digital skills. The pilot focused on mentor ship outcomes related to digital literacy. There was no commitment from Facebook for providing financial assistance or securing employment of any kind to the participants. Rather the focus of the program was to develop soft skills of communication, utilizing social media gainfully, accessing internet and increasing the awareness about Government schemes/programmes. Some key outcomes after the proof of concept included that 100% of participants were able to address a gathering confidently, 82% were able to use technology to highlight issues in their villages, and 63% had an enhanced understanding of their community, government and local institutions. The outcomes of this proof of concept were presented to the Ministry of Tribal Affairs, and thereafter Meta entered into a partnership with the Ministry of Tribal Affairs and launched GOAL program in May 2020.
