

GOVERNMENT OF INDIA
MINISTRY OF TRIBAL AFFAIRS
LOK SABHA
UNSTARRED QUESTION NO- 66
TO BE ANSWERED ON- 18/07/2022

META IN ODISHA

66. SHRIMATI SARMISTHA SETHI:

Will the Minister of TRIBAL AFFAIRS be pleased to state:

- (a) whether there is any proposal to collaborate with Meta (formerly Facebook) for providing digital skill training to tribal youth and women;
- (b) if so, the details thereof;
- (c) the number of tribal youth and women from Odisha that will be given training under this project; and
- (d) whether there has been any discussion with State Governments in this regard and if so, the details thereof?

ANSWER

MINISTER OF STATE FOR TRIBAL AFFAIRS
(SMT. RENUKA SINGH SARUTA)

(a) and (b): GOAL (Going Online as Leaders) is a joint initiative of Ministry of Tribal Affairs and Meta (formerly Facebook), which aims at digital empowerment of tribal youth and women through concept of mentor and mentee.

The first phase of the GOAL programme was launched as a pilot project in May 2020 and it was completed by Dec 2021. The mentees in the first-phase were provided with 40+ hours of training across three course pillars: (1) Communication & Life Skills; (2) Enabling Digital Presence, and (3) Leadership & Entrepreneurship. The programme is fully funded by Meta (Facebook India). As part of the phase 1 of GOAL program, 176 tribal youth from 23 States across India were selected through an online application process. The mentees were also given a smart phone and Internet Connectivity by

Facebook. The programme is fully funded by Meta (Facebook India) and Ministry of Tribal Affairs has not incurred any expenditure or provided any funds for implementation of the program.

The second phase of the GOAL Programme (GOAL 2.0) was launched on 28th June, 2022 with an aim to digitally upskill tribal youth by promoting entrepreneurship and opening up opportunities for them using digital technology.

In Phase-I, the digital mentorship was provided online by attaching one mentor to 2 mentees. Based on learnings from Phase-I, there is change in the design in Phase-II. Rather than inviting applications to become mentees under the scheme, Goal 2 program would be open to all people from tribal communities. The program aims to upskill and digitally enable tribal youth via Facebook live sessions and Meta Business Coach, a digital learning tool. There will be special focus on more than 10 lakh members of 50000 Vandhan Self Help Groups. They will be digitally trained with regard to market demand, packaging, branding and marketing of their products. The GOAL 2 will enable maximum participation and percolation of benefits of the training within the tribal youth with provision of Chatbot, need based on line sessions from Industry experts in different fields as per requirements from the mentees.

(c) and (d): The Going Online as Leaders (GOAL) is a pan-India program and there are no state-specific targets. Goal 2 program would be open to all people across all States including Odisha. During the first-phase, the Ministry of Tribal Affairs organized consultations for the Program with officers from the state Tribal Welfare Departments and Tribal Research Institutes to brief them on the program for awareness.
