

# GOAL (Going Online as Leaders)

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**Source:** *Press Information Bureau*

Recently the Union Minister of Tribal Affairs announced the **second phase of GOAL (Going Online as Leaders), a Facebook program aimed at inspiring, guiding and encouraging tribal girls from across India to become village-level digital young leaders for their communities.**

## **What is it?**

GOAL connects underprivileged young tribal women with senior expert mentors in the areas of business, fashion and arts to learn digital and life skills.

## **Key highlights**

- The second phase is supported by NITI Aayog, Ministry of Tribal Affairs and Facebook
- In the second phase of the program, the Ministry of Tribal Affairs and Facebook together will digitally mentor 5000 young women in India's tribal dominated districts.
- The program will include weekly one-to-one mentoring sessions, focused on a range of skills such as digital literacy, entrepreneurship and online safety.
- In total, more than 200,000 hours of guidance will be provided using Facebook family of apps including WhatsApp and Facebook Messenger.
- Following the program, the participants will graduate to the GOAL alumni and will continue to receive support and guidance from the Ministry of Tribal Affairs and Facebook.
- The Ministry of Tribal Affairs will also work with

district administration and other government agencies to help secure qualified participants with a fellowship, so they can put their newly learned skills to work.

### **Significance**

This program is important because it actively supports the young women to build leadership qualities and encourages them to be champions and help share their learnings with others