

GOAL (Going Online as Leaders)

October 28, 2019

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