

No. 11024/01/2019  
Government of India  
Ministry of Tribal Affairs  
(TRI Division)

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Jeewan Tara Building, Ashok Road  
New Delhi, Dated: 26 May 2020

To,

The Vice Chancellor  
Universities associated with MoTA

**Subject: Implementation of GOAL programme – regarding.**

Sir,

Ministry of Tribal Affairs and Facebook have launched a digitally enabled mentorship Programme i.e. GOAL (Going Online As Leaders), which is a unique and influential initiative for Scheduled Tribe (ST) youth. The programme aims to enable ST youth in remote areas to assimilate with the digital world and use digital platforms to expand their talents to serve the leading objectives of Digital India in reaching the disadvantaged talents of the tribal community. The moot idea of the initiative is to empower tribal youth by leveraging the power of digital technology and enable youths to become village-level digital young leaders for their communities, by providing mentorship on digital literacy, entrepreneurship and life skills.

2. The programme aims to mentor 5000 youth from tribal communities with the help of 2500 expert mentors who will be leaders from industry, arts, politics, business etc. The selected Mentees will be given a smart phone with internet access for 1 year and study material in digital format. Each mentor will be assigned two mentees and mentor will connect and guide the mentee through online mechanisms. The programme will run for 9 months where weekly sessions will be conducted for first 7 months, followed by an internship opportunity for 2 months in a reputed organization based on skill set of mentees. A dedicated online portal ([goal.tribal.gov.in](http://goal.tribal.gov.in)) has been launched to apply under this programme and for any other important communication. All details regarding this programme is also available at GOAL portal.

3. It is understood that Universities have huge capacity and capability to make the program successful by associating with the programme. It would be desirable that not only youth from tribal communities across India apply under this programme domain experts and society change makers also join the programme enthusiastically to be inducted as Mentors.. Accordingly, it is requested as follows:

- a) Generate awareness about the GOAL programme in the campus of your University so that intended ST youth could get opportunity to associate with this programme.
- b) Nominate talented tribal youth from your university to associate with this programme as mentees or mentors. Additional scores have been given for recommendations by Universities and Reputed Institutions in selection of mentees.
- c) Encourage individual influencers who actively work for the welfare and development of scheduled tribes to join this programme as mentors.
- d) Encourage your employees and other members associated with your organization to apply as mentors
- e) Display the features of GOAL programme on the social media sites of your University appropriately through Twitter and Facebook.
- f) Apprise of the scope and feasibility of direct association of your University with the GOAL programme for consideration of the Ministry. One of the suggestions would be to Participate in webinar organized by MoTA-Facebook to show case your work and impact of the work done by your organization on tribal related issues.
- g) Provide suggestions to improve the design of GOAL Programme to fetch tangible results out of it.

4. Annexures containing information about the programme (FAQs and Flyer) have been attached with this letter for your kind reference. For any queries, suggestions and inputs kindly contact us at GOAL portal ([goal.tribal.gov.in](http://goal.tribal.gov.in)) or email at [facebook-goal@tribal.gov.in](mailto:facebook-goal@tribal.gov.in).

Yours faithfully,

*Navajit Kapoor*

(Dr Naval Jit Kapoor)

Joint Secretary to the Government of India

Tele: 23073489

Enclosure: (i) FAQs on GOAL Programme  
(ii) Flyer on GOAL programme





## Be part of a unique mission to empower Youth from Tribal Communities across India

### ABOUT GOAL

Going Online As Leaders (GOAL) is a digital skilling and mentorship initiative that will engage renowned leaders and experts in their respective domains—from business, education, health, politics, arts and entrepreneurship among others, to personally mentor youths from tribal communities across India through digital mechanisms. This program will empower and enable youths to become change makers of tomorrow!



### Key features of GOAL program

5000 Youth from tribal communities will be shortlisted as mentees

2500 Mentors across different fields will be shortlisted to guide and mentor youth

9 month program duration including 7 month mentorship followed by 2 month internship

Applications invited through GOAL portal by **14<sup>th</sup> July 2020**:  
[goal.tribal.gov.in](http://goal.tribal.gov.in)

### Core areas of mentorship

#### Digital Literacy

- Basics of Computers
- Social Media
- Online Safety & Security
- Digital Information & Careers



#### Life Skills

- Thinking & Managing
- Living & Being
- Working & Giving
- Relating & Caring



#### Leadership and Entrepreneurship

- Problem Identification
- Problem Solving
- Leadership Qualities
- Strategic Planning







## Recognition to Mentors

Certificate of participation by Ministry of Tribal Affairs and Facebook

Opportunity to interact with like-minded peer group including industry professionals, influencers etc.

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

Profile will be showcased on GOAL Portal as Mentor

### GOAL pilot phase Testimonial

Today I have been put my village on the map using Facebook account. I feel very empowered and continue to help my village girls to get a good education !

Roshini Bakoriya, 20 years  
old girl from Itarsi, Madhya  
Pradesh



Mentees with the  
complete GOAL Kit in  
GOAL Pilot phase



Mentees interacting with  
mentors via smartphones

## Benefits to Mentees

Smartphone and internet access for 1 year

Opportunity to interact and get mentored by experts and industry leaders

Certificate of participation by Ministry of Tribal Affairs and Facebook

Strong visibility and recognition at local/ state/ national level

Opportunity for internship in a reputed organization

### Contact us:

✓ Portal : <http://goal.tribal.gov.in/>

✓ Email ID : [facebook-goal@tribal.gov.in](mailto:facebook-goal@tribal.gov.in)

✓ Facebook : <https://www.facebook.com/goingonlineasleaders>

✓ Nearest Common Service Centre for assistance in application