

Mission Ten Lac



Digital Sakshar

Watch, Learn and Grow

Operation Process

**An Initiative of
Pratham InfoTech Foundation**

Mission

- To Reach **10 Lac Students, Youth or Individuals** in span of coming 10 Months
- Ensure **10 lac Subscribers** on Digital Sakshar **You tube Channel**
- Ensure Download of **Digital Sakshar app** :- **Target 10 Lac**
- Ensure **10 lac** Pratham InfoTech Foundation **Facebook page like**
- Intend to minimize the impact of the COVID19 outbreak on **Students, Youth and Individuals**
- Desire is to transform lives through **digital learning**

Digital Sakshar Campaign

Strategy

- Online Content Creation through virtual meetings
- Online mobilization of beneficiaries through PIF Team/Volunteers
- Zoom or Google Meet app will be used for conducting trainings of team members
- WhatsApp will be used to deliver Courses to students/Participants
- Online Assessment and Certification

Innovation

- 6 days online video courses are developed
- 800 PIF Team members will be trained online through Zoom or Meet App.
- Digital Sakshar App will be used for Dissemination of Content

Outreach in next 10 Months

- This Campaign is expected to benefit **7 Lac+ Children**, **1 Lac+ Mother Parent** and **2 Lac + Youth** across country.
 - **800 Direct** PIF Team Member will reach **8 lac+** beneficiaries.
 - **1000+** Volunteers will reach **2 Lac+** beneficiaries.
 - Expecting more volunteers from external organizations to join this campaign will reach more beneficiaries in addition.

Target outreach in May and June 2020



Direct Reach Plan for May and June 2020

SR.NO	STATES	RESPONSIBLE PERSON	PROGRAM	NO OF TEAM MEMBERS	TOTAL TARGET
India Digital Inclusion Program					
1	Maharashtra	Nilesh Thakur/Sikander	IDI	79	14767
Total				79	14767
Computer Aided Learning and Digital Literacy as Life Skill Program					
1	Maharashtra	Reshma Jamadar	CAL	462	95600
2	Maharashtra	Sushnat	Support Team	4	840
3	Maharashtra	Vinit Masavkar	Support Team	1	90
4	Maharashtra	Manoshi and Mugdha	Support Team	2	80
5	Maharashtra	Data cell	CAL	5	1050
6	Karnataka	Nilesh Patil	CAL	26	5460
7	Tamil Nadu	Nilesh Patil	CAL	5	1040
8	Kerala	Nilesh Patil	CAL	5	1200
9	Andhra Pradesh	Loka Raju	CAL	32	6720
10	Rajasthan	Shehzad	CAL	19	3780
11	Haryana	Pradeep	CAL	17	3390
12	Uttar Pradesh	Omprakash	CAL	71	9420
13	Gujarat	Bhavin	CAL	4	840
Total				653	129510
Volunteer Program					
14	Adore IT	Dhiraj	CAL	13	2730
15	Karnataka	Nilesh Patil	Volunteer	5	1050
16	Uttar Pradesh	Omprakash	Volunteer	29	2610
Total				47	6390
Grand Total				779	150667

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Process

Training of

Facilitators



Team of 800+ facilitators across India will be trained in **Listening and Conversational skills**, **Basic English Conversation**, **Basics of Computer Science**, **Digital Skills**, **Soft Skills** to run this campaign



Mobilization

Facilitators will use their personal contacts and social media platforms to mobilize children, parents and youth to enroll in this campaign



Self-Learning

Beneficiaries will learn different skills from courses by using **Digital Sakshar App** for 6 days

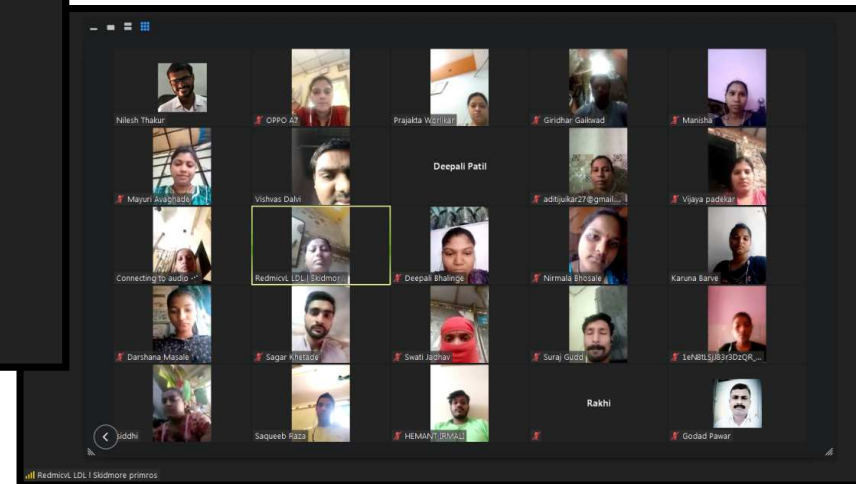
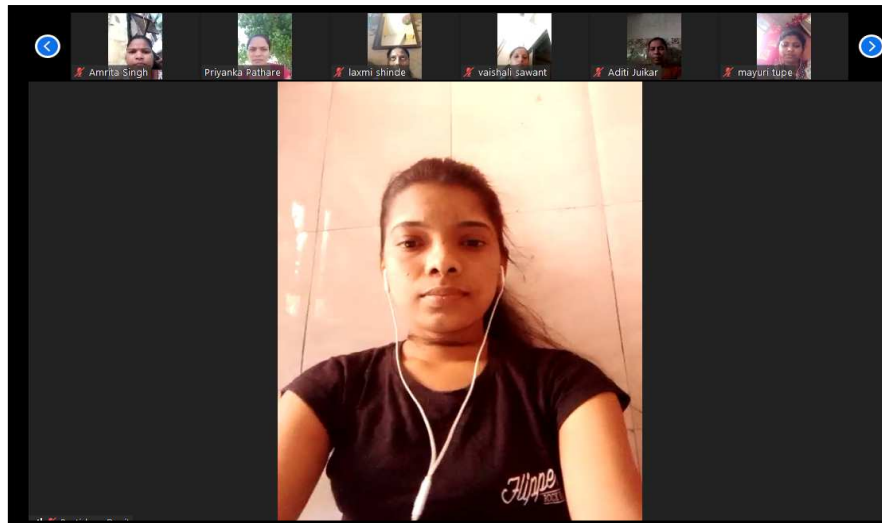


Assessment & Certification

If any beneficiary wish to assess themselves for any particular course , can go for online testing and will get online certificate of that course

Training of Facilitators

- Team of approx 800 Sancharak, Program fellows, Team leaders, Project Coordinators and Community Connectors will be trained by program leaders by using online platforms for 6 courses consist of **Listening and Conversational skills**, **Basic English Conversation**, **Basics of Computer Science**, **Digital Skills**, **Soft Skills** and **Digital Skills (Mother Parents)**.



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Mobilization

- Facilitators will use their personal contacts and social media platforms to mobilize children, parents and youth to enroll in this campaign.
- Every volunteer is expected to enroll 10 school students (Age group of 3 to 18 years), 10 mother parents (Age group of 21+ years) and 10 youth (Age group of 18 to 50 years) for each batch
- There will be total 7 batches till June end.

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Online Learning Crash Course

- Are you bored of the Lockdown?
- Do you want to learn new digital skills?

GOLDEN OPPORTUNITY
FOR ALL AGE GROUP !


15 minutes of daily
FREE LEARNING FOR 6 DAYS

IF INTERESTED KINDLY REVERT WITH YOUR
NAME AND MOBILE NO



An Initiative by Pratham InfoTech Foundation

Stay Home, Stay Safe!

 **DIGITAL SAKSHAR-MISSION ONE LAC!**
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नमस्ते साथियों

डिजिटल बन रहा भारत,
आओ मिलकर करे इसका स्वागत

प्रथम इन्फोटेक फाउंडेशन लाया है सीखने का सुनहरा अवसर जहां आप प्रतिदिन अपना 15 से 20 मिनट समय देकर आसानी से डिजिटल साक्षर बनकर, जागरूक हो जाएंगे वह भी नि:शुल्क।

हमसे संपर्क करने के लिए आपका नाम और मोबाइल नंबर शेयर कीजिए

घर में रहें, सुरक्षित रहें !
सीखते रहें, आगे बढ़ते रहें !



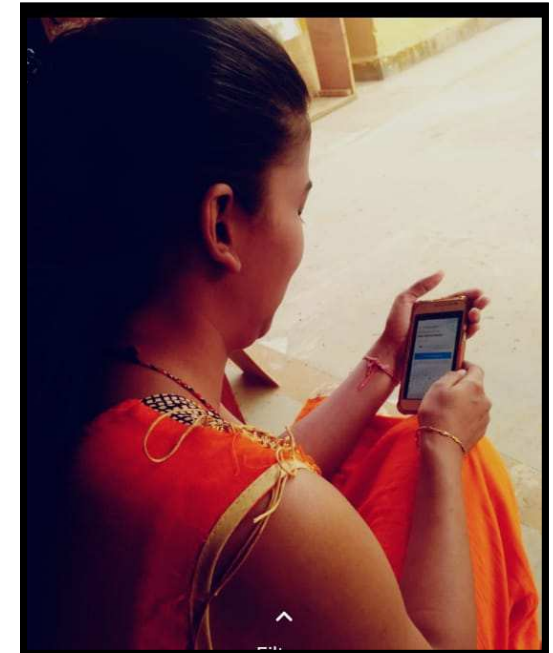
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Academic **Business** **Technology** **Design**

**Mobilization material*

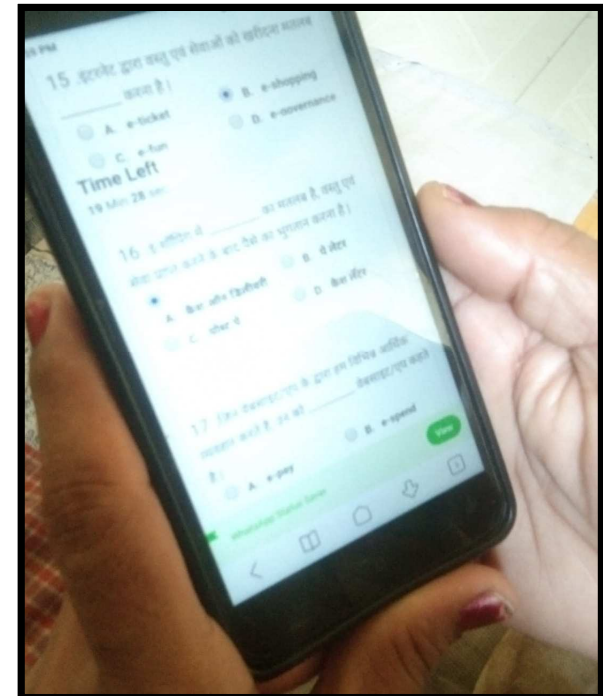
Self-Learning

- Every Participants has to install **Digital Sakshar App** in their mobile.
- As per session plan every day facilitator will share link of activity and assignment through WhatsApp group.
- Participant will spend approx 20-30 minutes to watch those videos on Digital Sakshar app or YouTube channel.
- Participant will complete assignment of that particular activity and send it to facilitator.



Assessment & Certification

- Online testing facility will be available to all participant.
- Those who opt for online testing , online certificates will be awarded to them.





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Thank You