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Volume 1

Going Online As Leaders
NEWSLETTER

About GOAL

Going Online As Leaders (GOAL) is a digital literacy and mentorship program, with the motto "Education is the key intervention that will open doors to a better world".

This program empowers India's tribal youth in acquiring skills and knowledge via mentorship in three core areas: Digital Literacy, Life Skills and Leadership and Entrepreneurship.

GOAL program launched by Hon'ble Minister Shri Arjun Munda

On 15th May 2020, Hon'ble Minister of Tribal Affairs, Shri Arjun Munda launched GOAL initiative, a Facebook funded program in collaboration with the Ministry of Tribal Affairs, aimed at upskilling and empowering tribal youth across India to become digital young leaders. This event was also graced by the presence of Hon'ble MoS, Smt. Renuka Singh Saruta.



Minister of Tribal Affairs,
Shri Arjun Munda



Minister of State,
Smt. Renuka Singh Saruta

Curriculum Module



Mentorship in 4 modules



Curriculum in English, Hindi and other regional languages



Experiential learning through practical exercises

One-to-one mentee sessions



Expert-led webinars





GOAL 2.0 – Latest Update

GOAL Program went live on 5th April 2021 with over 500 mentors and mentees from over 20 states of India. The onboarding week comprised of one-on-one interactions with the beneficiaries of the program where they expressed their excitement to start the 9-month long program.

We also received strong support from our program partner – The Art of Living Foundation , who would be conducting a 3-day session with the mentees to teach them life skills and techniques of breathing.

Journey So Far



Upcoming Milestones...

- Workshop by Art of Living from 16th to 18th April 2021
- Interactive Webinars with changemakers and industry stalwarts
- Mentorship Module Launch



*PVTGs – Particularly Vulnerable Tribal Groups



Stories of Strength

Ms. Mary Latha Mekala, GOAL Mentee



Mary Lata's journey has been propelled by hard work, determination and grit. This is just a few of the many stories that unfold every day. Born in Hyderabad to a family belonging to the Yerakula tribal community, Mary has seen struggle right from childhood. Her mother, a single parent, despite economic struggles, raised her and her four siblings to be strong ambitious individuals with a vision to serve their community. Growing up, Mary faced a lot of hurdles including financial instability and backlash from her community members. Her mother, despite strong words of dissent from the members of her community regarding the investment in the education of her girl child ensured and encouraged Mary to strive for the best.



Mary grew up to be a strong and independent woman focused on achieving her dream of becoming a social entrepreneur. Post completion of her MBA, she started working as a tele-caller and grew to become a team leader in a short span of time. During this time, she got selected for the Chief Ministers Scheduled Tribe Entrepreneurship and Innovation Scheme launched by the Government of Telangana in 2018. The 3-month training from ISB helped her formulate a business plan. Having grown up seeing issues pertaining to menstrual hygiene in rural areas, she decided to venture into the area of manufacturing low-cost sanitary napkins. She has plans to provide job opportunities to women of her community in her manufacturing facility and help them become self-sufficient. Mary, a mother to three wonderful children is an example for many women who aspire to realize their dreams and fight all odds to achieve it.



As Mary says, – “I might be the first woman in my family to pursue a dream, but certainly not the last. My community is my family, and I will ensure everything in my capacity to empower them”.



Stories of Strength

Mr. Praveen Kumar Dubey, GOAL Mentee



Social warrior making a difference to his community

Praveen Kumar Dubey is currently a PhD scholar at Indian Institute of Food Processing Technology, Thanjavur. Born in a middle-class family in Mau district of Uttar Pradesh, Praveen inculcated the values of community service from his parents. As a child, he often accompanied his mother to the primary school in the village, where she was a teacher. The stories of adversity, lack of proper resources and educational facilities left a lasting impression on his mind. Over the years, Praveen actively participated in community development activities pertaining to his community and was also a part of the NSS.



Praveen has worked on several high impact projects as a part of the FSSAI team in its headquarters in New Delhi and has also published two research papers in international journals. Though he left home very early at the age of 12 to pursue better educational opportunities, however, the pandemic brought him back to his village where he spent the next two months to improve the infrastructure of the school where he had received his early education. He engaged with the local authorities and led the complete revamp of the premises, right from ensuring the presence of electricity and water to building washrooms. Praveen aims to be an entrepreneur in the future and help mobilize local people in skills of their expertise. He is particularly interested to create opportunities for women of his community by leveraging their skills in local indigenous food products. He also wants to spread awareness around the importance of education in India and build a network of community leaders.



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