

PCF 10 Market exchange – Demonstration outline

START

We will be exhibiting a poster that showcases how START, a digital learning and Media & Information Literacy (MIL) toolkit designed for first-generation technology users promotes digital inclusion and fights information poverty. An accompanying 2-minute video that will be played via our laptop will briefly showcase its pedagogy that focuses on hands-on training workshops in rural and tribal communities through activities and gamification of the topics. We have also created leaflets highlighting the main features of START as well as the 45-hour digital learning curriculum that covers 30 topics ranging from basics of computers, use of applications, MIL and online security and safety, among others. A 1–2-page cartoon strip on START will highlight the process of implementation and the learning.

Digital Sarthak

Using a poster, we will showcase how the Digital Sarthak initiative has been empowering women entrepreneurs and community development organizations by providing them digital training and skilling. Only 20% of enterprises in India are women-owned and of those 98% are micro-enterprises. The lack of information about the registration process, government subsidies, banking services and welfare schemes often places women in a disadvantaged position where they don't receive enough support to start a new business, expand their business and sustain it for a longer time. A 2-minute video will show how this program is digitally empowering 20,000 women entrepreneurs across India. An illustrated cartoon strip will also show the process of digital empowerment of women entrepreneurs. A leaflet will also explain how 200 women were trained to further train 16,000 women entrepreneurs and 500 women-led Community Development Organizations.

Makerspace

Makerspace is an initiative where physical centers equipped with STEM learning and digital skilling tools are created in DEF's community information centers at the remotest locations. Maker's Space facilitates an unstructured learning space supported by digital/STEM tools that allow children and youth, especially persons with disabilities, to take ownership of their learning and create innovative solutions for their communities. A poster would show how this program promotes innovation. A leaflet will give a brief introduction to the program. A cartoon will show the process of creative learning and a video will have experiences of the learners and the community.

SkillBot

Skill Bot was developed by DEF and Commonwealth of Learning to teach digital literacy, financial literacy, citizen services and data management. Skill Bot is multilingual and employs tutorial lessons, audio graphics, infographics, flashcards, interactive quizzes and activities for teaching. An attractive poster exhibit will give an overview of the Skill bot and its features. A 2-

minute video will show how SkillBot is being used and learner experiences. Leaflets containing a brief introduction to the tool will also be distributed to interested visitors. Our presenters will also guide visitors with Telegram application installed on their mobile phones in accessing the Skill Chatbot.

GOAL

Digital Empowerment Foundation (DEF) initiated the program Going Online as Leaders (GOAL) —to connect urban women who are leaders in their fields with rural women online to provide them guidance and support in digital skills to bridge the information gap. A poster exhibit will highlight the main features of the program. A 2-minute film will show how the urban mentors connect with the mentees and anecdotes of their conversations. A cartoon strip will chronologically represent the transformation of mentees from rural areas from being underconfident to becoming successful entrepreneurs. The leaflets will provide a brief introduction to the program.