



## GOAL Programme

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### Why in News

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Recently, the Union Minister for Tribal Affairs launched “**GOAL (Going Online As Leaders)**” programme at a webinar in New Delhi.

GOAL is a **joint initiative of Facebook and the Ministry of Tribal Affairs.**

### Key Points

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- The GOAL programme is designed to provide **mentorship to tribal youth through digital mode.**
- The program will focus on **three core areas** - Digital Literacy, Life Skills and Leadership and Entrepreneurship.
- The program intends to upskill and **empower 5,000 tribal youths in the current phase** to harness the full potential of digital platforms and tools to learn new ways of doing business, explore and connect with domestic and international markets.
- The programme has been designed with a **long term vision** to develop the potential of tribal youth and women to help them acquire skills and knowledge through mentorship in various sectors including horticulture, food processing, bee keeping, tribal art and culture, medicinal herbs, entrepreneurship among others.
- The program aims to enable **Scheduled Tribe (ST) youth** in remote areas to use digital platforms for sharing their aspirations, dreams and talent with their mentors.
- All the mentees **will be provided with smartphones and Internet access (for one year) by Facebook** along with exposure to various external forums that will give opportunity to the participants to showcase their entrepreneurial skills and leadership abilities.
- The program will **also create awareness amongst tribal beneficiaries about various schemes** initiated by Central and State Governments for welfare of STs as well as their fundamental duties.

**Source:PIB**