



TribalVikas

Unlocking Digital Pathways for Tribal Students

Executive Summary

TribalVikas is a culturally-centered digital literacy initiative aimed at empowering students from India's underserved tribal communities by bridging the digital divide and promoting economic development through digital literacy, cultural preservation, and entrepreneurship training. Understanding that many tribal communities are cautious about embracing digital tools due to concerns over preserving traditional values, TribalVikas offers a balanced approach that strengthens cultural identity while introducing essential digital skills. In its first year, the program will target 2,500 students in remote areas of Rajasthan, Gujarat, Madhya Pradesh, and Maharashtra. By teaching digital competencies, marketing skills, and financial management, TribalVikas empowers students to build sustainable businesses while fostering pride in their cultural heritage. Through Student Digital Ambassadors and a curriculum that honors tribal identities, TribalVikas will bridge the digital divide, instilling pride in cultural roots alongside digital empowerment.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



Problem

Tribal communities in India, which make up approximately 8.6% of the population (around 104 million people), face significant barriers to social and economic progress, particularly due to their geographical isolation and limited access to education, healthcare, and technology. Moreover, many tribal communities are hesitant to adopt digital tools, fearing that modern technologies could erode their traditional values and cultural practices. This concern of cultural erosion is significant, as tribes integrate into the digital world. Without digital literacy, tribal students miss out on vital opportunities such as e-learning platforms, competitive exam resources, and access to government schemes that could improve their lives. The lack of access to technology leaves them further behind in education, career development, and access to essential information on health and employment, perpetuating cycles of poverty and isolation. In addition to these educational challenges, many tribal communities rely on livelihoods rooted in traditional practices, such as tribal textiles, paintings, wall art, superfoods, medicinal plants, and forest produce. However, these sectors remain undervalued and underdeveloped due to limited access to modern marketing platforms, financial tools, and entrepreneurial skills. While these communities hold valuable traditional knowledge, they lack the means to leverage digital tools for scaling their businesses and creating sustainable economic opportunities, further stifling their potential and contributing to ongoing poverty. TribalVikas seeks to bridge this digital divide by providing culturally relevant digital education, which respects and incorporates traditional knowledge, empowering tribal students with skills to thrive in the digital age while preserving their cultural identity.

Solutions

TribalVikas provides tribal students with essential digital skills through a comprehensive, culturally-centered approach:

- **Culturally Aligned Digital Modules:** The curriculum integrates digital literacy with local traditions, art, folklore, and indigenous knowledge. Students will not only learn foundational digital skills but also explore and preserve their cultural heritage, such as traditional crafts, local history, and environmental wisdom.
- **Multilingual Mobile App for Cultural Content Creation and Entrepreneurship:** The TribalVikas app will serve as more than a digital literacy tool; it will be a sustainable hub for continuous education. Available in Hindi and local tribal languages, the app will not only teach foundational digital skills but also provide ongoing educational content, including cultural modules and entrepreneurship tools. By regularly updating the app with new resources and features and adding an offline mode for usage during poor connectivity, TribalVikas ensures that students and community members can access relevant educational materials and entrepreneurial guidance which will ensure asset creation.
- **Student Digital Ambassadors:** Local top-performing students will be trained as Digital Ambassadors, receiving in-depth digital literacy training. These leaders will guide their peers, creating a self-sustaining, peer-to-peer learning network within the community and fostering digital empowerment among students.
- **Digital Arts, Storytelling Workshops, and Traditional Knowledge:** These workshops will teach students how to use digital tools for storytelling, graphic design, and multimedia arts with a focus on culturally relevant themes. They will create content based on local stories, practices, and cultural knowledge, using digital tools to share their traditions with the world. Additionally, the program will include training on sustainable farming, traditional healing practices, and indigenous environmental knowledge, demonstrating how these vital traditions can be preserved and shared using modern technology.
- **Career Skills Development:** The program will also provide training on career-related digital skills such as basic diploma courses, resume creation, online job searches, and digital citizenship.

EXECUTION PLAN

Phase 1: Pilot Program (Year 1)

Objective:

Test the model in select communities, gather feedback, and refine the program.

• **Community Selection & Partnerships:**

- Target tribal communities in Rajasthan, Gujarat, Madhya Pradesh, and Maharashtra. Collaborate with local NGOs and tribal welfare organizations for community engagement.

• **Device Distribution & Content Preloading:**

- Provide 500 mobile devices per region, preloaded with:
 - **Digital Literacy Modules:** Smartphone basics, internet use, and online security.
 - **Entrepreneurship Training:** Modules on starting and managing online businesses, including how to sell tribal products online.
 - **Cultural Preservation Content:** Lessons in local languages, traditional art, and folklore.
 - **Government Scheme Information:** Offline guides for health, education, and financial aid.

• **Mobile Network & Subsidized Data:**

- Partner with telecom companies to ensure reliable coverage and provide subsidized or zero-cost data plans for educational content.
- Distribute additional solar chargers to support device use in areas with limited electricity.

• **Digital Ambassador Training:**

- Select 2-5 students per community as Digital Ambassadors, who will mentor their peers on app usage and e-commerce.

Launch & Engagement:

Host culturally sensitive launch events to introduce the program, ensuring local relevance and trust-building.



Phase 2: Monitoring, Evaluation & Scaling (Year 2)

Objective:

Assess pilot outcomes, refine the model, and expand to more communities.

• **Monitoring & Evaluation:**

- Track usage patterns, engagement, and learning outcomes through app analytics. Collect monthly feedback via surveys from students and community members.

• **Content Updates & Support:**

- Update content based on feedback and technological advancements. Digital Ambassadors will provide ongoing support through phone, WhatsApp, and offline meetups.

• **Expansion:**

- Scale the program to 2,000 more students in additional tribal regions. Adapt the content to maintain cultural relevance. Recruit & train additional Ambassadors to strengthen peer learning.

Strategic Partnerships:

Partner with government initiatives like PMGDISHA and Skill India for additional resources and support.

Phase 3: Long-Term Sustainability (Year 3+)

Objective:

Transition to community-led operations for long-term sustainability.

• **Sustain Peer Support:**

- Strengthen the Digital Ambassador network to ensure the program continues even after the initial funding phase.

• **Community-Led Governance:**

- Involve local leaders and elders to take charge of the program, ensuring it remains deeply embedded in the community.

Partnerships for Funding & Financial Sustainability:

Seek corporate sponsorships and launch crowdfunding campaigns to support the program. Explore opportunities for revenue generation through the sale of tribal products on the e-commerce platform.

BUDGET BREAKDOWN (ESTIMATED TOTAL BUDGET - 27,00,000)

Infrastructure Setup	Cost (INR)
Mobile Devices (500 devices)	4,00,000
Internet Connectivity ,Wi-Fi Routers/Hotspots for Remote Areas,Server & Cloud Storage for Content	5,00,000
App Development (Offline)	50,000
Solar Chargers (500 units)	2,50,000
App Maintenance & Updates	50,000
E-Commerce Platform for Tribal Products	1,00,000
Educational Content & Software	
Customized Digital Content Development	1,00,000
Student Training & Capacity Building	
Digital Ambassador Training	1,00,000
Community Outreach	1,00,000
Entrepreneurial Venture: Promoting Tribal Products	
Product Identification & Curation	1,50,000
Marketing & Digital Campaigns	1,50,000
Vendor Management & Quality Control	1,00,000
Packaging & Shipping	1,50,000
Monitoring, Evaluation, & Impact Assessment	
Monitoring & Evaluation of Digital Learning	2,00,000
Impact Assessment of Entrepreneurial Venture	1,50,000
Contingency fund	
Contingency Fund	1,50,000

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Funding Strategy

To fund TribalVikas, we will pursue the following avenues:

- **Crowdfunding:** Launch online campaigns on platforms like Ketto, GoFundMe, or Milaap to support the initial phase.
- **Corporate Sponsorship:** Engage tech companies for in-kind donations (e.g., mobile devices, data plans) and financial support.
- **Government Schemes:** Align with government programs like Skill India and Digital India for additional resources.
- **Partnerships with E-commerce Platforms:** Collaborate with platforms like Amazon, Flipkart, and Etsy to support tribal vendors.
- **Branding Partnerships:** Partner with eco-friendly brands like FabIndia to raise awareness and generate funding.

Impact Measurement

We will measure the success of TribalVikas through the following metrics:

- **Digital Literacy Improvement:** Track pre- and post-program assessments of digital skills.
- **App Usage & Engagement:** Monitor frequency and depth of app usage, including offline access.
- **Cultural Content Creation:** Evaluate the number and quality of student-generated digital content showcasing tribal culture.
- **Peer-to-Peer Learning:** Measure the effectiveness of Digital Ambassadors in spreading knowledge and fostering community engagement.
- **Entrepreneurial Success:** Track the number of tribal products sold and the income growth of artisans through the e-commerce platform.
- **Long-Term Impact:** Monitor improvements in academic performance, access to government schemes, and career readiness.

Conclusion

TribalVikas is an adaptable model, centered on peer-led learning and community involvement, allows for efficient implementation across diverse tribal regions while reducing dependency on external resources. This approach equips students with modern workforce skills and entrepreneurial capabilities, empowering them as leaders and storytellers within their communities. TribalVikas can transform tribal lives across India by blending technology with culture—preparing communities for a connected future while honoring their unique traditions.