

**GOVT. OF TRIPURA  
TRIBAL RESEARCH AND CULTURAL INSTITUTE**

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**NOTIFICATION**

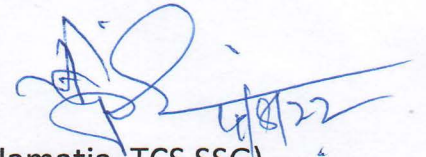
**Second Phase of Going Online As Leaders(GOAL) Programme**

The second phase of the GOAL Programme (GOAL 2.0) was launched on 28<sup>th</sup> June 2022 by Ministry of Tribal Affairs and Meta with an objective to digitally enable tribal youth by promoting entrepreneurship and opening up opportunities for them using digital technology, GOAL 2.0 will aim to digitally enable 10 lakhs youth and women from the tribal community using Meta's tools and resources- Master classes through Facebook live session and Meta Business Coach, an automated educational chatbot on the Whatsapp platform.

The programme is aimed at empowering youth and women from tribal and indigenous communities. 52 weekly master classes will be conducted on topics related to digital skills. The medium of instruction will be 09 regional languages via Facebook live. Meta has developed a self learning tool-Meta Business Coach which is an automated chatbot built on the WhatsApp, Business Platform. It is a free-to-use low data cost educational tool that users can interact with in a simple, conversational and convenient way. The weekly master classes and Meta Business Coach will be available on the GOAL Facebook page for users. Any user can access these resources by going on to the GOAL Facebook page.

The GOAL Facebook page can be accessed at the following online address: <https://www.facebook.com/goingonlineasleaders>. The programme shall be available in all the 177 tribal dominated districts of the country.

Tribal youth and women of SHGs and NGOs can take benefits of above training. Any queries can be emailed at [sangeetagupta@ord.gov.in](mailto:sangeetagupta@ord.gov.in); [manoj.kumar96@nic.in](mailto:manoj.kumar96@nic.in); [aditya.gosain@gov.in](mailto:aditya.gosain@gov.in) and telephone:011-23070050 TRI Division , MoTA and also Nikhil Dhaka(09999596625) from pimus Partner, the knowledge partner of META.



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Director

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