

Empowering  
**RURAL  
INTELLECT**

with **Digital  
Education**



Enlighten | Empower | Excel

# CONTENTS

---

03	ABOUT US
03	OUR VISION & MISSION
04	PROJECT DIGITAL LITERACY
05 -06	GLOSSARY SESSION
07	MODULES PREPARED
07	INTERNSHIPS PROVIDED
08	MARKETING INITIATIVES
08	SPREADING DIGITAL SMILES
09	MOTIVES
09	HOW IT WORKS
10	MEDIA PARTNERS
10	OUR SPONSOR
11	SRM UNIVERSITY
12	NIT WARANGAL
12	MENTOR
12	PLAN OF ACTION
13	SCALING UP STRATEGY
14	REQUIREMENTS
14	BENEFITS
15	CONTACT

# ABOUT US



Eride is a youth run NGO which aims to revolutionize the education system in rural areas, which constitutes upto 65% of our nation. We are a young team of dedicated volunteers who work to encourage and support the growing need as well as the desire among people in rural India to be a part of modern digital India. With help of our volunteers, we conduct sessions everyday, in which a batch of students are introduced to the useful concepts of digital literacy by employing hands-on practical training approach using tablets in their regional languages. We believe that success is nothing but the sum of small efforts, repeated day in and day out, hence each session is considered highly critical in overcoming the challenge of low Digital literacy among rural citizens.

## OUR VISION & MISSION

We envision India with revolutionized education system where every rural person is empowered to be digitally, financially and agriculturally literate, create opportunities for themselves and knows no boundation.

Is to make sure that:

- Every individual is provided with proper opportunities to improve their Digital knowledge irrespective of their financial or social background.
- Agricultural knowledge and recent agricultural advancements reach the farmers of even the most isolated parts of the country.
- No individual is devoid of financial literacy and they find opportunities to increment their personal finance.

# PROJECT DIGITAL LITERACY

We provide digital literacy to rural people in which 6 of our dedicated volunteers conduct sessions on digital literacy for a batch of 24 students who are provided with 6 tablets for hands on practical sessions.

A 30 days course for participants in their regional languages is offered in which with the help of projectors and laptops, 7 sessions are conducted on "National Digital Literacy mission" an initiative by Indian government to digitally literate the nation. The mission of NDLM scheme is to provide digital literacy to every Indian where government has themselves designed a digital literacy course for rural people. Making one person in every family digitally literate is one of the integral components of our honourable Prime Minister's vision of "Digital India".

7 Sessions are dedicated to the usage of Microsoft office and in remaining 11 session with proper interaction and guidance, participants are taught the usage of apps like coursera, Wikipedia, YouTube, Paytm, Internshala, freelancer and taught how to make Gmail accounts etc.

After the completion of the course students are tested in the span of 5 days in which upon clearing NDLM online exam, they are certified by the government of India to be digitally literate and also by Eride, hence helping them to be empowered.

## SESSIONS CONDUCTED

AADHYAR GOVERNMENT SCHOOL  
100

SRI VIDALAYA SCHOOL

GOVERNMENT SCHOOL

ARCOT DISTRICT

ANBU ILLAM, ORHPHANGE

KV KUPPAM

NEW HOME CENTRE ORPHANAGE

VALLALAR MUDHIYOR ILLAM

LITTLE FLOWER ORPHANAGE

PUMS KATPADI GOVERNMENT SCHOOL

BRAHMAPURAM GOVT SCHOOL  
30

CSEVOOR VILLAGE



# IMAGES FROM SESSION







# MODULES PREPARED

Course plan for Project digital literacy has been prepared which goes on for 30 days. PowerPoint presentations, screen casting videos, Microsoft office etc. is used by volunteers to train their students digitally using tablets.

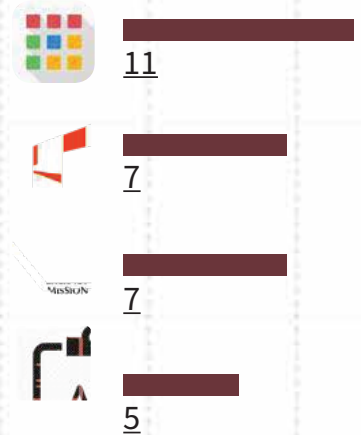
In these 30 days they are trained to use

1. Apps, (11 days)
2. Microsoft office, (7 days)
3. NDLM (National Digital Literacy Mission) sessions (7 days).
4. Test on the above topics for remaining 5 days.

Basic English is taught and there is prepared basic course structure for the same.

Also few videos have been recorded for agricultural Literacy in Tamil with the help of Mr. Velumurugan.

## PROJECT DIGITAL LITERACY

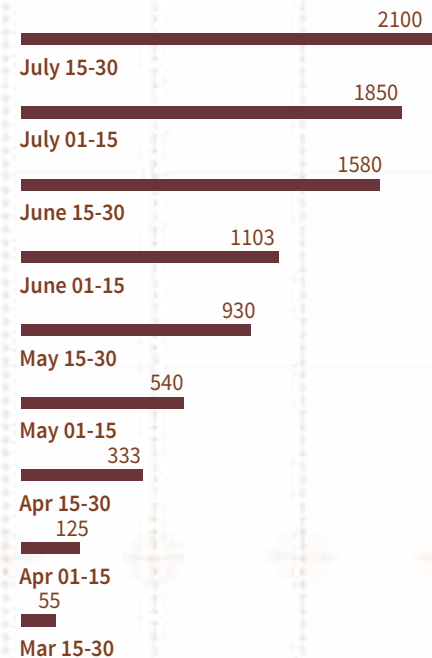


# INTERNSHIPS PROVIDED

Around 3000 interns have been recruited and trained in the field of digital marketing and volunteering till date as on 1st December, 2017. Students from all over India have joined us supporting the cause and its overwhelming to have received such response.

Digital marketing interns share our posts, invite their friends to follow us on Facebook, Instagram etc. thus increasing our outreach and get free training and certificate in return. Volunteering interns help us spread digital literacy to technologically backward people around them thereby contributing for spreading digital smiles.

We look forward to recruit campus ambassadors from various leading colleges of India so that we can publicise it there before starting a chapter.





# MARKETING INITIATIVES

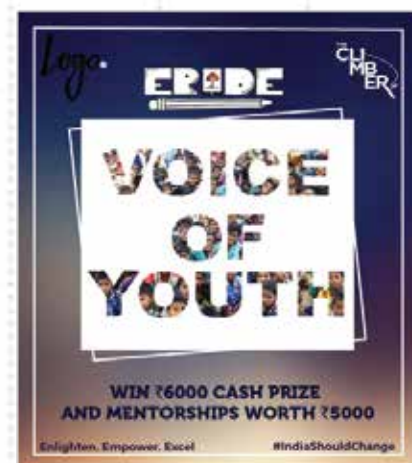
## VOICE OF YOUTH

Eride has launched an online initiative “Voice of Youth” where the college students have participated and expressed their views and opinions on “Indian Education System” through our facebook page and winners have been awarded according to the rules and criteria mentioned below.

An article, poem, snippet or Meme on the related topic can be posted which are supposed to be published with the post using hashtags like #Eride #ViralSphere #IndiaShouldChange.

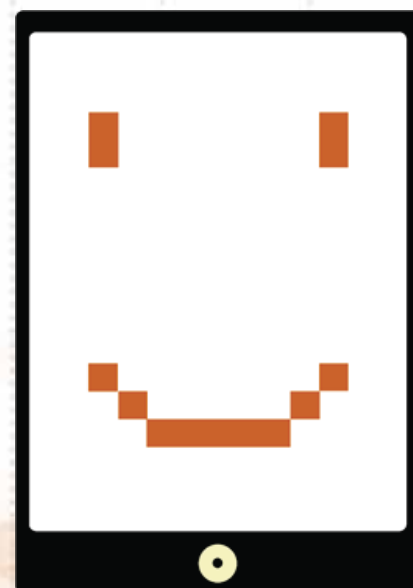
The quality of the content or meme will have a weightage of 60% and the post engagement of the published post will have a weightage of 40%.

1. Top 3 applicants have received a cash prize of Rs.3000, Rs.2000 and Rs.1000 respectively sponsored by Viral Sphere.
2. Top 5 applicants have received free mentorship worth Rs.1000 each on any field ranging from content writing, graphic designing, marketing, psychology etc. from “MyCaptain” sponsored by The Climber.



## SPREADING DIGITAL SMILES

“Spreading Digital Smiles” is an initiative by Eride to spread smiles among the people who have never experienced the privilege of using smart phones or any such devices which have led to the revolution in the world we live in. Let’s spread digital awareness and give them a chance to live the life they deserve in the 21st century.





# MOTIVES

---

Eride has launched an online initiative “Voice of Youth” where the college students have participated and expressed their views and opinions on “Indian Education System” through our facebook page and winners have been awarded according to the rules and criteria mentioned below.

An article, poem, snippet or Meme on the related topic can be posted which are supposed to be published with the post using hashtags like #Eride #ViralSphere #IndiaShouldChange.

The quality of the content or meme will have a weightage of 60% and the post engagement of the published post will have a weightage of 40%.

1. Top 3 applicants have received a cash prize of Rs.3000, Rs.2000 and Rs.1000 respectively sponsored by Viral Sphere.
2. Top 5 applicants have received free mentorship worth Rs.1000 each on any field ranging from content writing, graphic designing, marketing, psychology etc. from “My Captain” sponsored by The Climber.

# HOW IT WORKS

---

We engage people to teach basic useful things like PayTm, finding required information on Google, mobile banking, BHIM, NDLM (National Digital Literacy Mission), Gmail, YouTube, Wikipedia etc. to technologically backward people.

After they are done with this noble deed, they click a selfie with their privileged students with huge smiles and post it on their social handles along with #SpreadingDigitalSmiles #Eride.

They get a letter of appreciation for taking part in the initiative and will take back a good experience of helping people.

# MEDIA PARTNERS

---

Terribly Tiny Tales are our media partners who would help us increase our outreach to many more people



# OUR SPONSOR

---

The Climber is an education startup which helps students make informed career decisions through curated mentorship and workshops. Currently Incubated at NSRCEL, IIM Bangalore and have impacted more than 40,000 students across India.

The Climber's main product My Captain has been recognised by the United Nations SDSN as one of the Top 50 Youth led solutions in the World.



# SRM UNIVERSITY

ERIDE was a non-profit partner of SRM's cultural fest, Aaruush and extended a support towards our cause of spreading digital literacy. They provided us free stall during their fest for four days (16th-19th September). It helped us to mark our presence there and encourage a spirit of volunteerism and social connect among students





# NIT WARANGAL

---

ERIDE was also a non-profit partner of NIT Warangal's cultural fest, Technizion and extended a support towards our cause of spreading digital literacy. Stall was provided to us during their fest for three days (27th-29th October) which helped us to connect among the students and mark our presence.

## MENTOR

---

Mr. Samuel Johnson K is a visionary who is deeply involved in social work and himself lived in villages to come out with the solutions of the problems faced by rural people. He is a Professor at VIT University since 2008. He is a WIPRO and Dale Carnegie Certified Master Trainer, a Motivational speaker and Corporate Trainer, conducted more than 45 outbound Training programmes and above 250 Faculty Development programmes across India and International delegate



## PLAN OF ACTION

---

- To scale up “Project Digital Literacy” in other parts of nation within next 3 months.
- Conduct regular sessions in the targeted areas as well as ensuring the quality.
- To start first digital literacy school in the world for rural people within two years in which rural people can join the course for 30 days and be digitally aware at free of cost. This will enable them to freelance in the companies, develop their skills and empower themselves.

# SCALING UP STRATEGY

---

We have come up with a unique strategy for scaling up which we hope to be efficient. “Eride ki Parchayi” as the name suggests is the shadow of Eride which signifies as the tree helps people by providing shadow, Eride will help the team by assisting in its operations whenever needed for the first three months. Also, it means that this team is extending Eride’s image in other cities/Institutions by taking a step ahead towards digital India.

After three months depending on the performance of the team, a status of chapter would be given and the executive board (5 members) would be declared after getting a green signal. Executive board will be connected to mentor(s) who will help them show the way when they are lost. Also the required assets would be delivered.

This three months grace period is mainly for

- simplifying the team formation,
- testing individual’s potential,
- helping the team to familiarise with the roles/responsibilities before they dive in and make a commitment and
- Relaunching the chapter after creating a hype (or probably craze among team mates) in the city/institution.

## REQUIREMENTS

---

We need funds for our organisation to conduct the sessions on digital literacy in other parts of Tamil Nadu with the help of tablets. Also In-kind funding is acceptable that is donating tablets instead of monetary funds.

We require 8 tablets for each chapter (Branch) using which we conduct sessions everyday for nearby rural people.

Note: These are the approximate key specifications required, slight difference in these will not be a concern.

### Key specifications for Tablets:

**Internal Storage:** 8GB

**RAM:** 1GB

**Operating system:** Android

**Tablet warranty:** 12 months

**Processor (Core):** Quad Core

**Battery Capacity:** Above 3000 mAH

**Internet Connectivity:** Wi-Fi Only

# BENEFITS

---

Being non-profit organisation obviously we can't provide any returns on investment (ROI). But we can deliver the expectations of serving the society and using the funds to the maximum.

Some of the benefits we can provide to the company is:

1. Company's name will be attached in every picture of session we conduct which is uploaded on Facebook everyday (Please click here for an example)
2. Logo and brief write-up of the company will be displayed on our website ([www.eride.org.in](http://www.eride.org.in)).
3. Company's logo and poster will be associated with Eride in the banner which will be displayed in every session we conduct.
4. Company's poster or ad will be saved as display picture of Tablets or laptop and all the students will be told about the company in the first session.
5. Our database of college student's all over India can be shared whenever needed. (As we have more than 1500 interns all over India)



We would be glad to hear from you. Thanks.

Email Id: **ngo@eride.org.in**

For more info,  
visit our website

**<http://www.eride.org.in>**

**+919849977964,**

prayankpittiofficial@gmail.com,

**Prayank Pitti,**

Founder, Eride.