Activity supported by the
Canada Fund for Local Initiatives

Activité réalisée avec l'appui du
Fonds canadien d'initiatives locales

Canada

MEHAR BABA
CHARITABLE TRUST

INUS
GLOBAL CHARITY
Power to Empower

DIGITAL EMPOWERMENT OF RURAL WOMEN OF PUNJAB

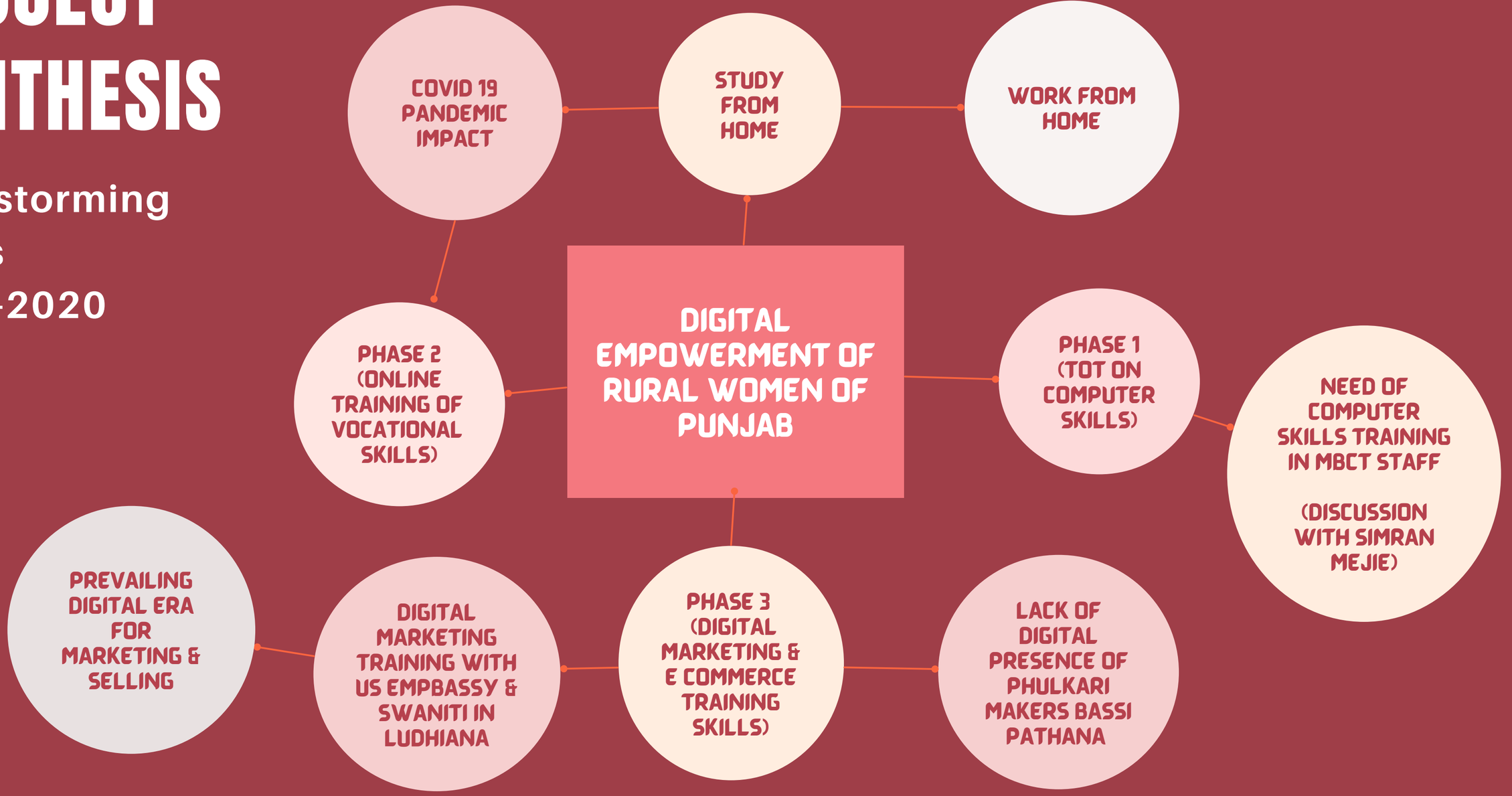
CFLI INITIATIVE 2020-2022

DIGITAL EMPOWERMENT OF RURAL WOMEN OF PUNJAB

The project aims at increasing the social status and decision-making power of women in rural Punjab, India, through a program of ***economic empowerment and skills training via Digitalization****; helping women navigate through the new digitized world by bringing a revolution in learning process and grassroot business growth in rural areas.*

PROJECT SYNTHESIS

Brainstorming Notes
2019-2020



KEY PROJECT ACTIVITIES

TEACH

PHASE 1
TOT on online content sharing (4 months)

- Trained 18 professional Master Trainers on basics of computer skills and digital training methodology.
- Developed content and mobile applications for e-learning for rural communities.

REVIVE

PHASE 2
Online vocational skills training to the rural communities (6 months)

- Trained 173 local men & women on Vocational Skills Training Courses via digital learning on various vocations like Hand Embroidery-Phulkari / Cutting & Tailoring / Beauty Therapy/ Fabric Painting and Papercrafts / Basic Computer Skills

SUSTAIN

PHASE 3
E-commerce Training for local women artisans (6 months)

- Trained 30 master trainers in digital marketing & e-commerce training.
- They later partnered with local artisans, small business owners & individuals and trained 486 women entrepreneurs from rural communities.

PHASE I

TEACH

Training of Trainers (TOT) on basics of computer skills and digital training methodology - Digital content development for skills training

(Nov 2020 - Feb 2021)

PHASE I: TEACH

TOT on online content sharing

KEY ACHIEVEMENTS

01 — Reached out to **150 - 200** rural women and men across **5** villages for project awareness

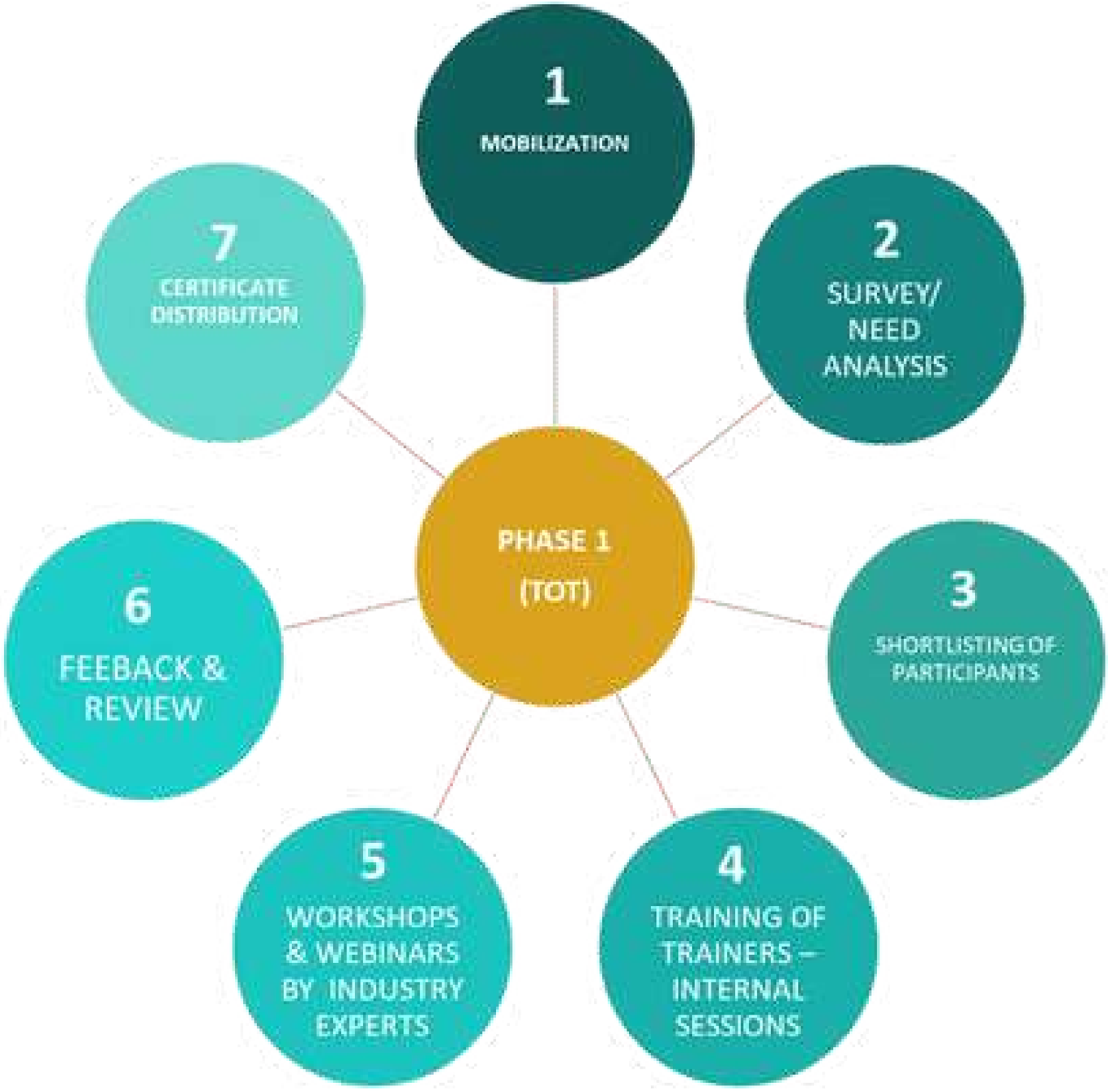
02 — Trained **18 professional Master Trainers** on basics of computer skills and digital training methodology

03 — Prepared digital content for training- **40+ videos and 70+PPTs** in both English & Punjabi languages.

04 — **35** Internal Training sessions, **13** activities & assignments & **5** workshops by industry experts

PROCESS FLOW

TRAINING OF TRAINERS ON BASICS OF COMPUTER SKILLS DIGITAL LEARNING METHODOLOGY



Workshops & Activties

We believe that encouraging trainees to participate in activities outside of the classroom deepen their social and intellectual growth. Along with imparting course specific skills, the program also offered workshops by industry experts and mentors allowing the students an opportunity to expand their interests and knowledge. These activities include workshops on student engagement by industry mentors to develop creativity and talents among participants.

WORKSHOPS BY INDUSTRY MENTORS

Webinar by Ms. Aleena Dutta Gupta, soft skill trainer from Gurgaon.

Photography Workshop by Mr. Abhishek (Scientist, #ISRO Mohali) with his team members Swati & Surya.

Webinar on Digital Training Methodologies by Mr. Dr Monika Aggarwal, Phd Panjab University Chandigarh

mohika
Simran
MBCT_03
mbct
MBCT_8
MBCT_4

RURAL WOMEN OF PUNJAB

GLIMPSES

CERTIFICATE PRESENTATION CEREMONY

The qualifying trainees were presented with a diploma certificate by Mia Yen, Counsel General, Canadian High Commission of Canada in Chandigarh.

Digital Empowerment
of Rural Women of Punjab

Grant No: #CFLI-2020-DELHI-0003

Project Supported by:

Canada

INUS GLOBAL CHARITY

Certificate of Training

Presented to

Anita

D/o, S/o Mohinder Pal has successfully passed the Training of Trainers Course for Basic of Computer Skills under the Phase I of the Project Digital Empowerment of Rural Women of Punjab.

Nov 2020 – Feb 2021

SHRUTI NIGAM
PRINCIPAL VOCATIONAL TRAINING CENTRE
MEHAR BABA CHARITABLE TRUST

THAKUR SINGH MEJIE
TRUSTEE
MEHAR BABA CHARITABLE TRUST

Impacted **18** direct beneficiaries

72-90 Indirect beneficiaries

across **5** villages

Impact

EMPOWERING WOMEN

IMPACT

STORIES OF IMPACT FROM THE PARTICIPANTS

Pelha mainu computer aunda c par confidence nahi dassan da... par hun main hor 10 lokan nu sikha sakdi aa....
(Geetanjali, Stiching & Computer Trainee)

Pahlana assi mail karan lai Khijh jande c, te assi phone ja watsapp kar dende c, hun mail karna saukha lagda hai. **(Jaspreet, Stitching Trainer, MBCT)**

Assi Computer de parraina te Khadhe ho Gaye
(Rita Rani, Manager PMBP)

Photo nu vadia khichan de layak ban gaye ....
(Parwinder Stiching & Computer Trainee)

PHASE II

REVIVE

Building a community through online and offline activities to empower women to promote e-learning for Vocational Training Courses, reviving the age-old dying crafts and local skills.

(March 2021 - September 2021)

PHASE II : REVIVE

Skills Training for Rural Women/Men

KEY ACHIEVEMENTS

01 —— Reached out to **400-500 rural women and men** across **50+ villages** for project awareness

02 —— Trained **173 participants** in various skill-based courses: Cutting &Tailoring Basics of Skin Care & Hair Dressing, Hand Embroidery & Phulkari Work, Fabric Painting & paper Crafts, Computer Skills

03

Organized **33 interactive workshops** and activities that include: **7** activities under student engagement, **20** course-specific workshops by Industry Experts & Mentors, **4** sessions on the MBCT learning app, **2** sessions on health hygiene.

04

Each student enrolled under a specific vocational course, prepared a sample portfolio including **25-30** samples, sketching/drafting/ Mehndi Files & **5-7** assignments, and **3-4** marketable products using the skills learned.

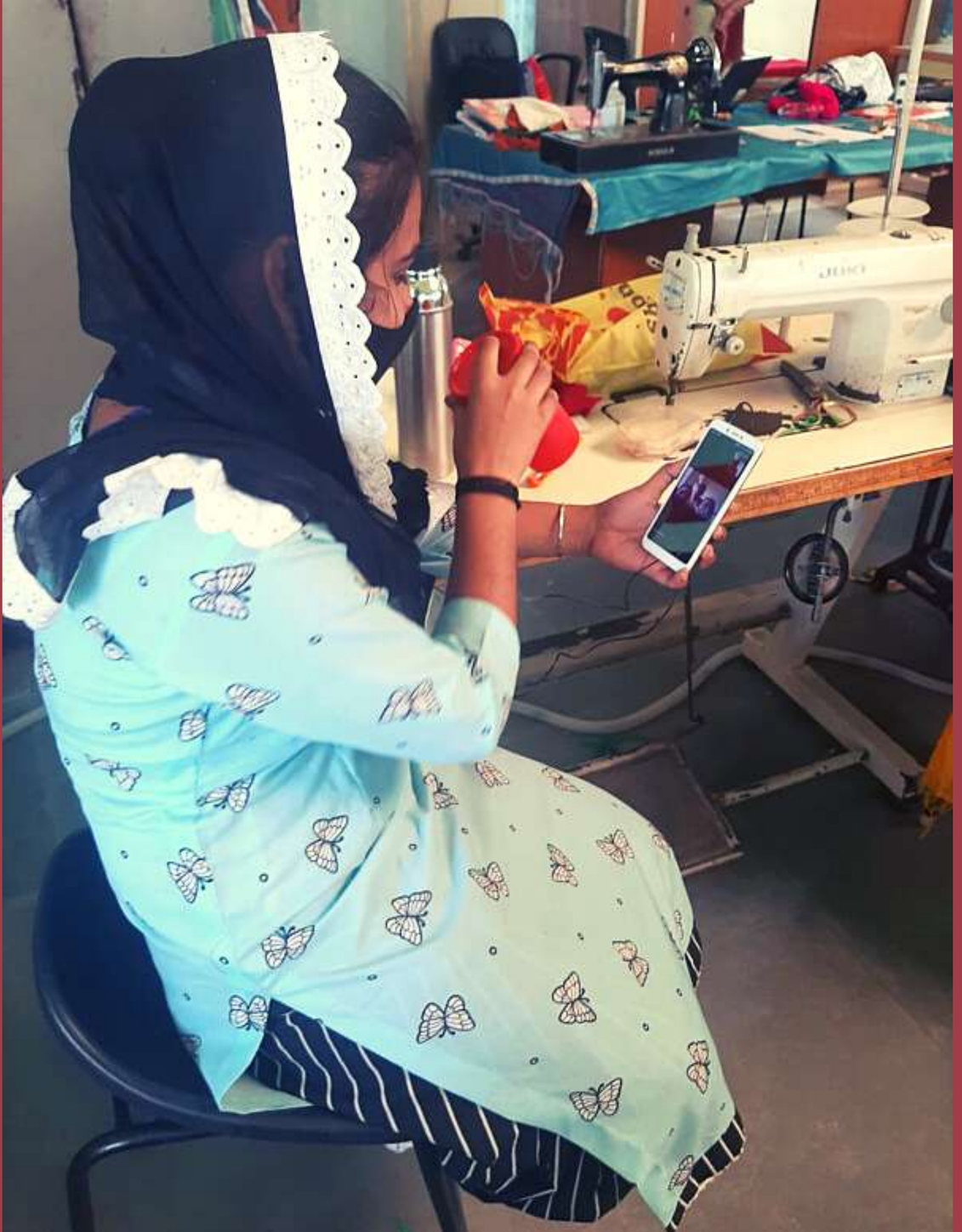
05

Developed a mobile application for e-learning of vocational skills for Phase II. The app is Installed and is currently in use by **148 users**, including trainers and students.

The Stages of Project Implemetation

Phase II- Key Activities

01	MOBILIZATION	*door to door village visits - awareness & outreach*
02	ORIENTATION & BATCH COMMENCEMENT	*Introduction of the final enrolled participants/ Kit Distribution*
03	APP TRAINING	*Participants were trained on mobile application usage for digital learning*
04	SKILLS TRAINING - -ONLINE/OFFLINE	*6 months Training program* *Sessions were a blend of virtual and physical learning methods- videos/ppt/assignments*
05	WORKSHOPS	*students engagement/insights from industry experts/ health & hygiene*
06	SAMPLE PORTFOLIO /PRODUCT DEV	*compilation of all art works - to highlight their best work and display accomplishments, skills and potential*
07	EXAMINATIONS & EVALUATIONS	*theory/pratical exam/viva/jury panel by highly qualified professionals*
08	CERTIFICATE DISTRIBUTION	*certificate presentation ceremony - celebration & encouragement*



MBCT e-learning mobile app

The app is designed to help students practice, learn and understand concepts of vocational skills in an in-depth and easy-to-grasp manner. This app features online classes, video lessons on practical demonstration, course study material, and one-on-one mentoring to help students learn better.

The app covers lectures and learning videos under all various vocational courses and allows features for managing student’s data, curriculums, schedules, and communication.

KEY FEATURES OF MOBILE APP

Student data management

personal data, contacts, attendance, assignments and grades, and all interactions.

Admission management

routes a prospect from enrolling to course completion

Registration and scheduling

learn schedules of classes/workshops/exams.

Grade management

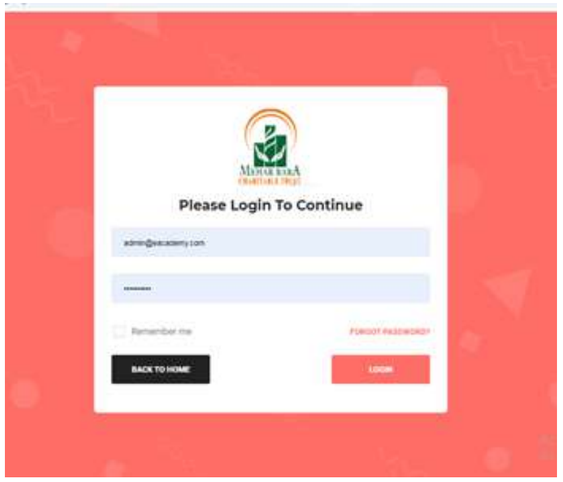
·The teachers create and manage grades for all students.

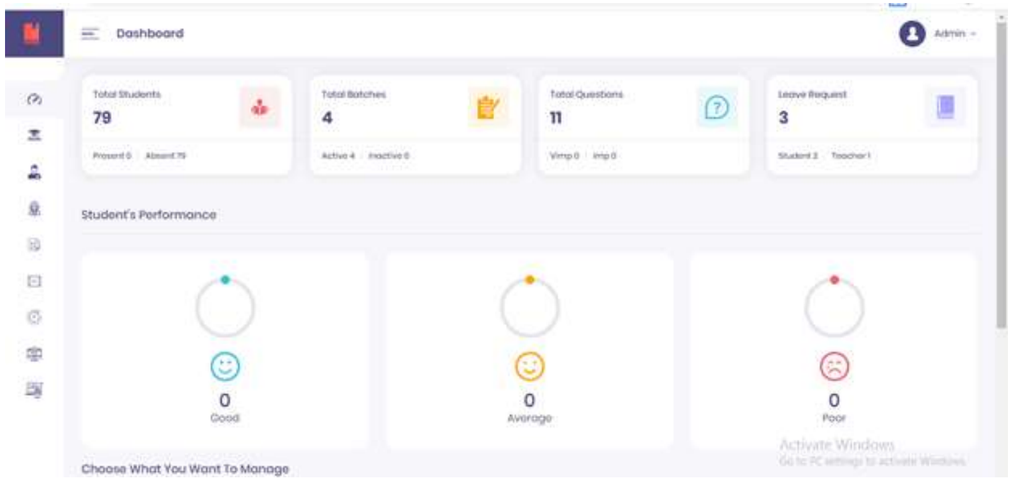
Multi-lingual support

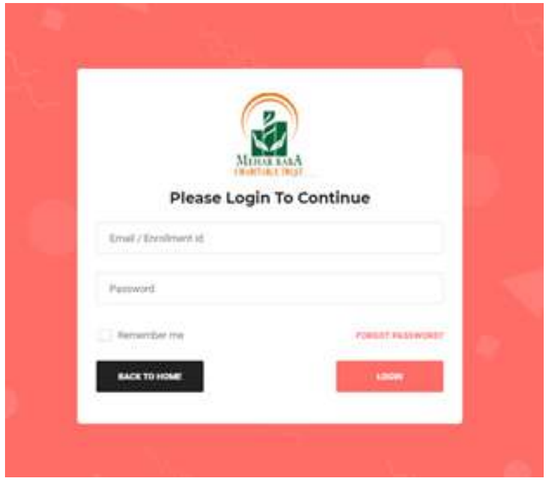
·course content is available in both English & Punjabi

Course video & ppts

recorded ·practical demonstration and notes for better understanding


Please Login To Continue
BACK TO HOME
LOGIN


Dashboard
Admin
Total Students
79
Total Batches
4
Total Questions
11
Leave Request
3
Student's Performance
0
Good
0
Average
0
Poor
Choose What You Want To Manage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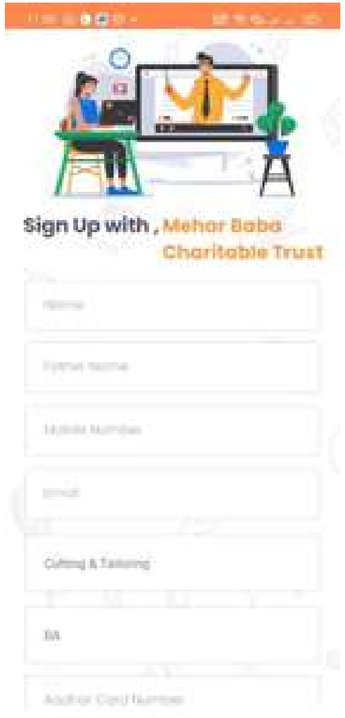
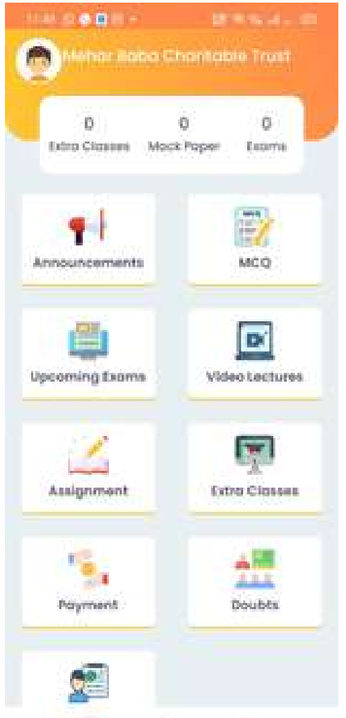
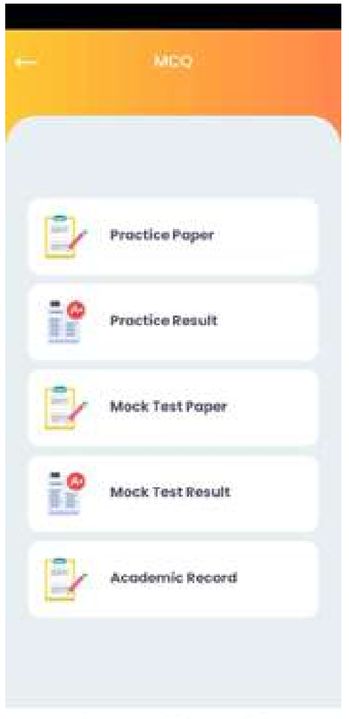
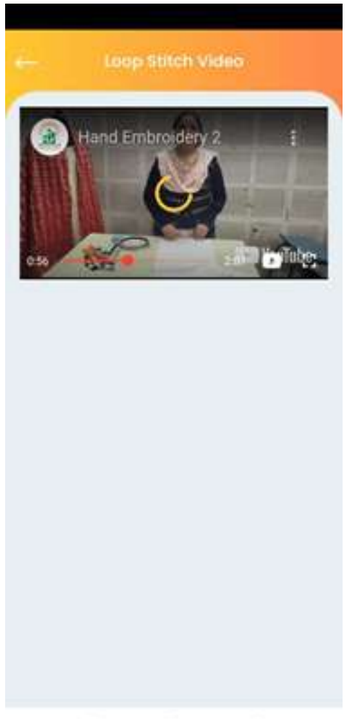
LOGIN

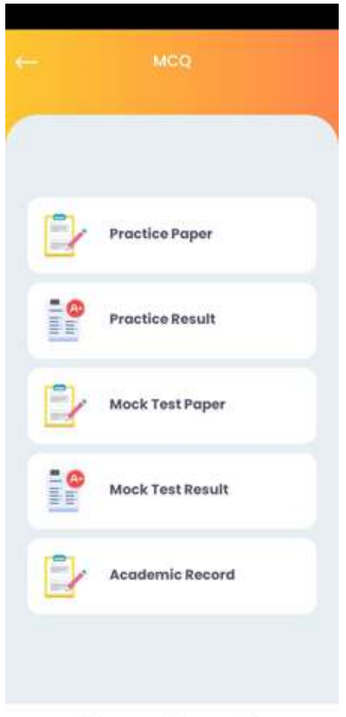

Sign Up with , Mehar Baba Charitable Trust


Mehar Baba Charitable Trust
0
Extra Classes
0
Mock Paper
0
Exams
Announcements
MCQ
Upcoming Exams
Video Lectures
Assignment
Extra Classes
Payment
Doubts


MCQ
Practice Paper
Practice Result
Mock Test Paper
Mock Test Result
Academic Record

Hand Embroidery and Phulkar...
Chicken Kari Work
Shadow work
Phulkari Work, Applique Work
Cross Stitch
Color Wheel
Hand Embroidery Introduction
Traditional Embroidery


Loop Stitch Video
Hand Embroidery 2


MCQ
Practice Paper
Practice Result
Mock Test Paper
Mock Test Result
Academic Record

WORKSHOPS & STUDENT ENAGAGEMENT ACTIVTIES

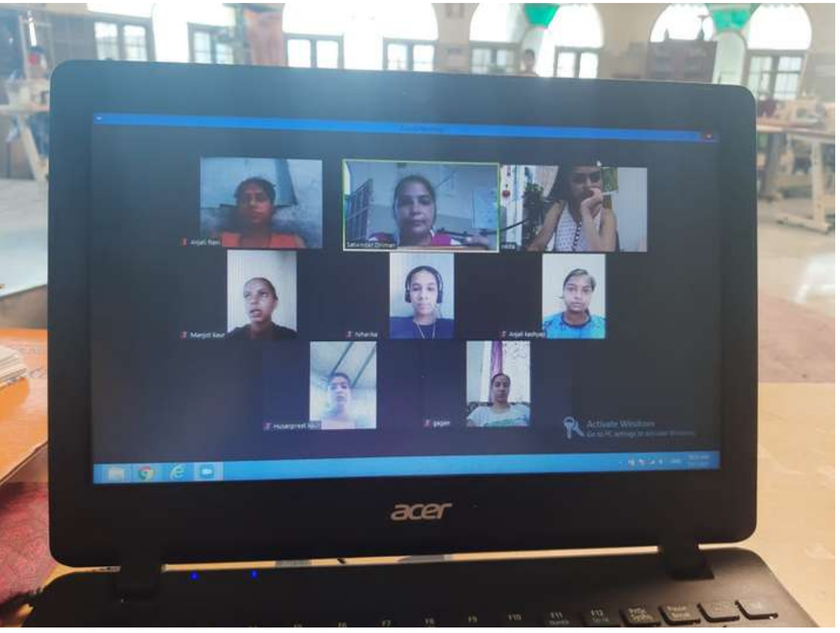
Organized **33 interactive workshops and activities** that include:

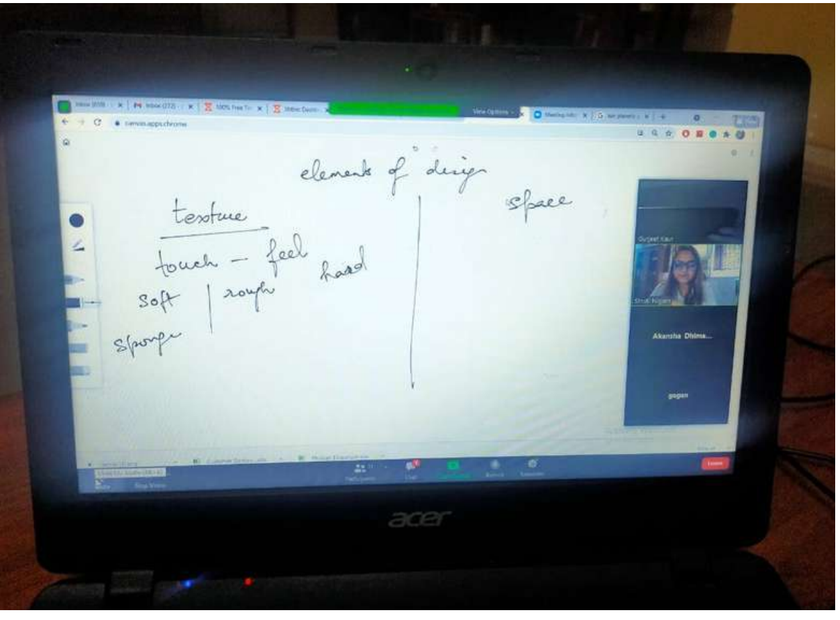
- **7 activities under student engagement** : Friday Catch ups/Activities/Competitions/Internal Workshops/weekly performances/ Parents Teachers Meet/ Cultural events- Teej.

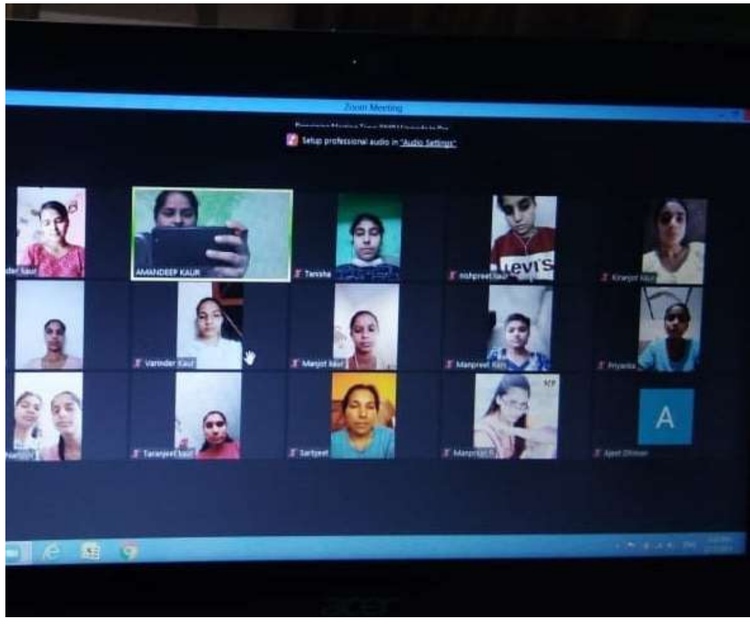
- **20-course specific workshops** by Industry experts and mentors :
  Creative Design Thinking - 16 sessions
  Beauty Culture & Practices - 4 sessions

- **4 sessions on MBCT learning app**

- **2 sessions on health hygiene.**
  International Menstrual Heath Management Day
  Nutrition & Diet


acer


elements of design
texture
touch – feel
hard
soft | rough
spongy
space
acer


Zoom Meeting
Setup professional audio in "Audio Settings"
AMANDEEP KAUR

GLIMPSES : TRAINING SESSIONS

GLIMPSES : PRODUCT DISPLAY & EVALUATIONS

CERTIFICATE PRESENTATION CEREMONY

After the completion of 6 months training program and evaluations, the qulaifiying trainees presented with a diploma certificate. Stephanie Begeron, First Secretary High Commission of Canada in India joined as chief guest for the event.

Digital Empowerment
of Rural Women of Punjab
#CFLI-2020-DELHI-0003

Canada

LALA KANWAL NAIN SALUJA
School of Fashion Designing
Diploma

Awarded to _____ on successful completion
of the Diploma Course in _____
from March 2021 to August 2021 under the Phase 2 of the Project Digital Empowerment
of Rural Women of Punjab.

Advisor, Women Empowerment Enterprises Trustee

Impacted **173 direct beneficiaries**
160-180 households,
640-720 Indirect beneficiaries
across **47** villages

Impact

EMPOWERING WOMEN THROUGH DIGITAL LEARNING

IMPACT

STORIES OF IMPACT FROM THE PARTICIPANTS

- *I have made various art and crafts products in this project and uploaded them online. I have my own insta page now and I am getting many orders from it.-* ***Amanjot, Fabric Painting & paper craft)***

- *While I worked on the New World assignment, I realized that the trust and members are my new world. I have learned a lot here and gained many new experiences here.-****(Gauri, Hand Embroidery& Phulkari Work)***

- *I have attended many beauty workshops and seminars in this project and I wish to open my own salon in my village from this learning -* ***Karamjeet Kaur, Basics of Skin Care & Hair Dressing***

PHASE III - ROAD AHEAD

SUSTAIN

In this part, 30 shortlisted participants were trained on online e-commerce platforms, digital social media, marketing & branding. The trained participants will further partner with other SHGs & micro-groups to train 486 rural women artisans in various village clusters of dist. Fatehgarh Sahib.

(September 2021- February 2022)

PHASE III: SUSTAIN

TOT on online content sharing

KEY ACHIEVEMENTS

01 Trained of **30 professional master trainers** and **486** local artisans and business owners on Digital Marketing tools and E-commerce platforms

02 Reached out to **14,400** men and women across **48** villages in Fatehgarh Sahib District for program awareness.

03 Organized 1.5 months of training for master trainers and **5-day** workshop in **16** village clusters. The sessions were accompanied by learning notes and workshop activities by inudustry mentors.

04 **300+** social media profiles were created by beneficiaries during the course module. They were able to showcase and market their products on digital platforms for business growth.

The Stages of Project Implemetation

Phase III- Key Activities

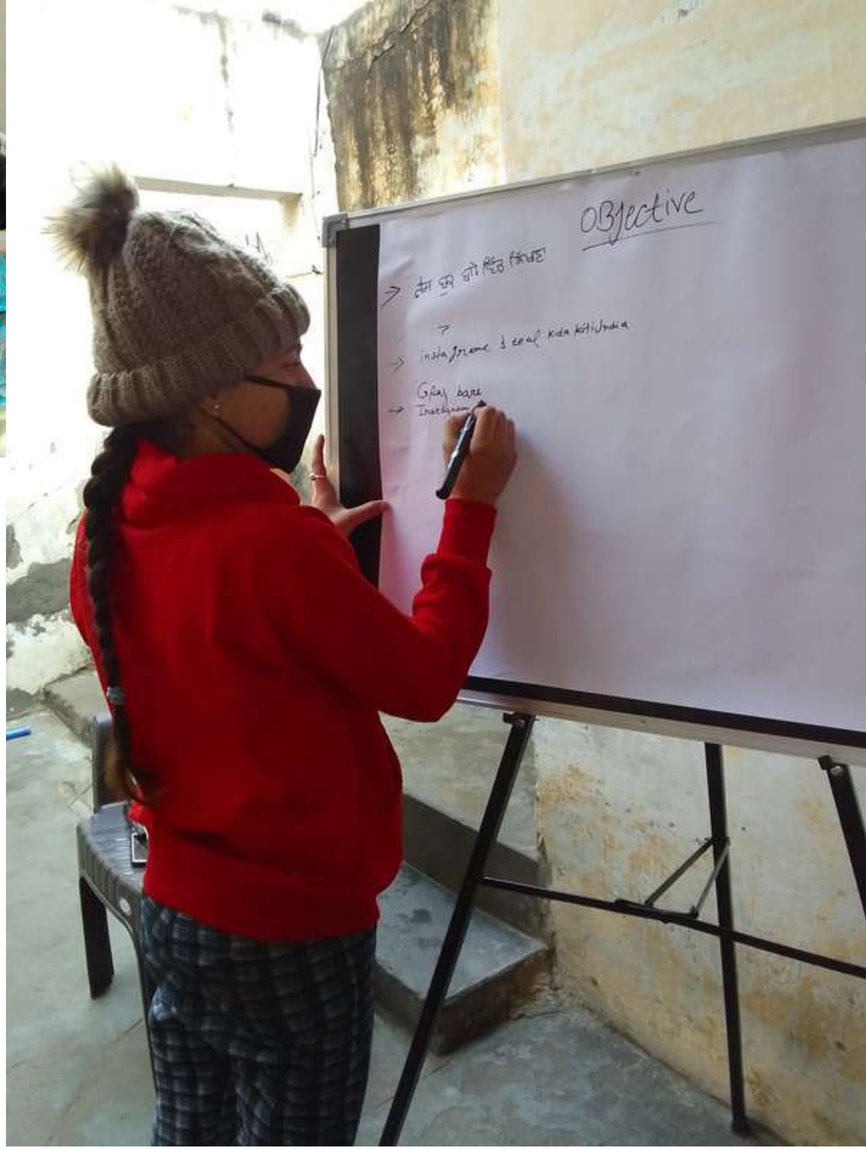
01	MOBILIZATION	*door to door village visits - awareness & outreach*
02	ORIENTATION & BATCH COMMENCEMENT	*Introduction of the final enrolled participants/ Kit Distribution*
03	DIGITAL MARKETING TRAINING	*Participants were trained on marketing & branding, product photography, social media platforms like Whats app for Business, Instagram, Youtube, Facebook, etc*
04	ACTIVTIES & PRESENTATION	*Sessions were a blend of virtual and physical learning methods- videos/ppt/assignments/activties*
05	INDUSTRY WORKSHOPS	*students engagement/insights from industry experts - virtual seminars*
06	MOBILIZATION FOR CLUSTER FORMATION	*Identification of suitable village clusters: groups of local artisans, local business owners, SHGs and microgroups*
07	EXPANDING THE IMPACT	*These 30 trained master trainers conducted 5-day workshop on digital marketing skills across 28 village clusters to train 486 individuals.*
08	SHOWCASE & CERTIFICATE PRESENTATION CEREMONY	*Trained participants highlight their best work and shared their experiences & accomplishments. They were awarded with certificates for successfully completing the training program.*

EXPANDING THE IMPACT: TRAINED 486 PARTICIPANTS ACROSS 16 VILLAGES

The trained master trainers expanded the impact at the village level through a 5-day long workshop series.
Local artisans & micro-groups learned how online tools can be used to promote their grassroots businesses

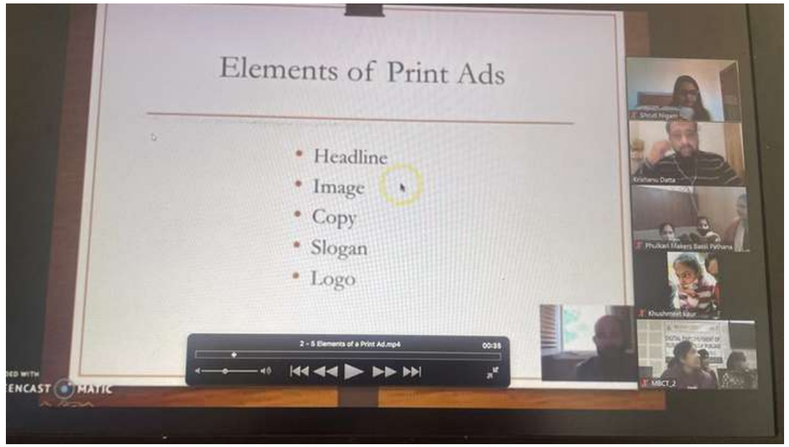
Sr.no Group	Village Group	no of workshops	no of Participants
1	MHKCDC Building-1	10	124
2	Dhunda	2	21
3	Khalspur	2	21
4	Mehdudan	1	12
5	Abdulapur	2	26
6	Ferozpur	2	25
7	Madadian	3	41
8	Talania	2	38
9	Alania	1	21
10	Sohavi	3	54
11	Lohari Kalan	1	11
12	Mustfabad	1	10
13	Behrampur	1	17
14	Baher	1	14
15	Ghumandgarh	1	21
16	Bhagsakinder	2	30
		35	**486**

GLIMPSES: TRAINING OF MASTER TRAINERS

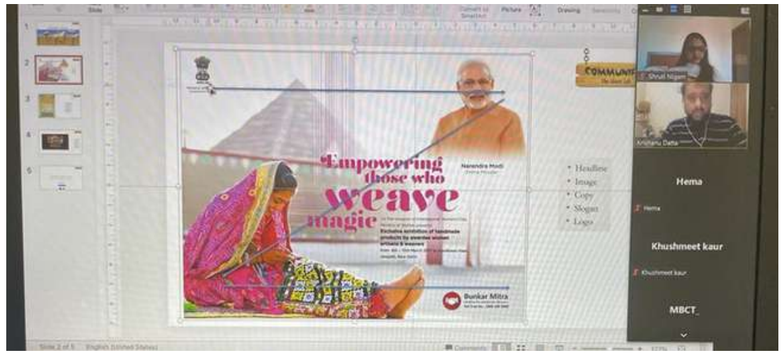


GLIMPSES: EXPANDING THE IMPACT

WORKSHOPS BY INDUSTRY MENTORS



Webinar on Advertising and Digital Marketing by Mr. Krishanu Dutta (marketing & Brand consultant, New Delhi) .



Workshop on types of company registration by Mr. Robin Gupta, GM MBCT

SHOWCASE CEREMONY & CERTIFICATE PRESENTATION

Patrick Hebert, The Counsel General of Canada in Chandigarh & Stefanie presented Certificates to 30 Master Trainers of Phase 3 (Sustain). The trainers shared their experiences and learnings with the guests.

Digital Empowerment
of Rural Women of Punjab
#CFLI-2020-DELHI-0003

INUS

Canada

Certificate of Training

Awarded to _____ on successful completion
of the Digital Marketing & E-Commerce Training from _____ to _____ under
the Phase 3 (SUSTAIN) of the Project Digital Empowerment of Rural Women/Men of Punjab.

Principal, Vocational Training Centre

Trustee

Impacted **516** direct beneficiaries **450-500** households, **2064 - 2580** Indirect beneficiaries across **28** Villages

Impact

EMPOWERING WOMEN

IMPACT

STORIES OF IMPACT FROM THE PARTICIPANTS

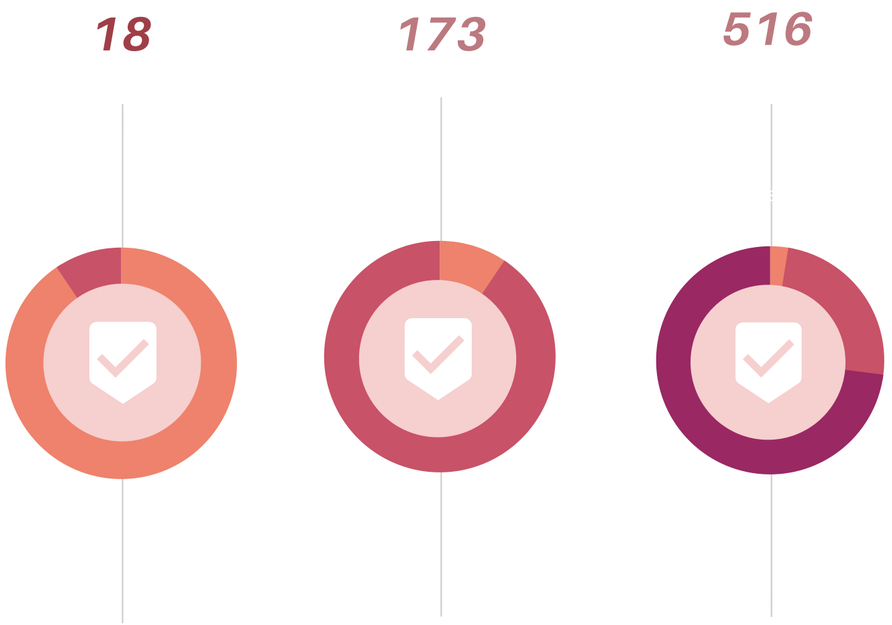
Teacher - Student together started their Instagram profile named Starlooks Salon that offers freelance salon services. Khushmeet says she never realized that it is still easier to be a student, but being a teacher is a difficult job. She is glad that she got an opportunity to be a trainer through this program. ***Amandeep Kaur (female, 34 yrs, Beauty Instructor) & Khushmeet Kaur (female, 19 yrs, student)***

"I used to be a shy boy earlier. I would hesitate to speak to start a conversation with an unknown person. But now after I became a trainer, I feel more confident. I can even easily speak to girls of my own age. Giving training in many villages, helped me to meet many new people and educate them on something so essential."
Sharanjeet Singh (male, 22 years, student)

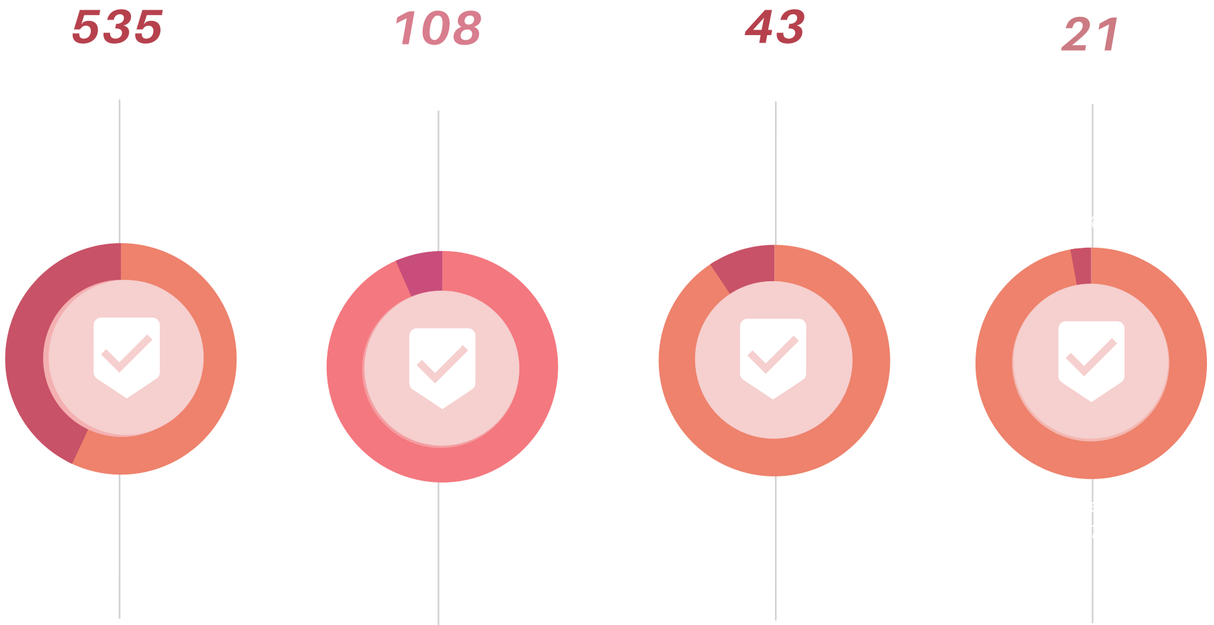
TOTAL PROJECT BENEFICIARIES (PHASE 1,2&3)

A Quick Breakdown : Of Total Beneficiaries : 707

BENEFICIARY COUNT



GENDER-BASED ANALYSIS



TOTAL PROJECT BENEFICIARIES (PHASE 1,2&3)

PROPOSED BEFORE PROJECT V/S ACHIEVED AFTER PROJECT

Sr.no	Description	Target	Achieved
1	Phase -1 Teach	15	18
2	Phase -2 Revive	150	173
3	Phase -3 Sustain	425	516
3A	Master Trainer	50	30
3B	Trained Students	375	486
	TOTAL (1 +2 +3)	**590**	**707**

LIMITATIONS & CHALLENGES

- Limitation in the mobilization of students due to covid-19 safety restrictions
- Lack of Computer Skills
- Limited access to Internet & Devices
- Students & Parents discomfort with virtual/online classes
- Variation in age groups and learning capability
- Participant drop out from training Session:
- Virtual Training of Vocational Skills was difficult
- Delay in training due to lockdown

LEARNINGS & OPPORTUNITIES

- Time management and team coordination
- Data recording &report management:
- Practical work through online mediums
- Opportunities & Collaborations
- Scope of digital learning of vocational skills

INUS Global Charity, Utah, USA

District Administration, Fatehgarh Sahib

Dr. Kavita Marriya, Retd. Principal, Govt. Home Science College, Chandigarh

Dr. Poonam Aggarwal Thakur, Principal NIIFT, Mohali

Shruti Nigam, Artisanal Products/Textile& Rugs Designer

Nikita Shah,Textile Crafts & Fashion Consultant, FIT, NY& NIFT

Matthew R Webb, PhD Student, Department of Anthropology, New York University

Krishanu Dutta, Marketing & Brand Consultant, Indian Institute of Foreign Trade, MICA

Dr. Monika Aggarwal, University Institute of Applied Management Sciences,, Panjab University,Chandigarh

Bharti Goel, Dept. of Public Administration, Panjab University, Department of Public Administration, Chandigarh

Abhishek Varshney & Team, Scientist, SCL Mohali

Surbhi Sethi & Team, Project Pankh, Rotaract Club, Chandigarh

Aleena Dutta Gupta, Freelance Soft Skills Trainer, Gurugram

Priyanka Sharma, Faculty Cosmetology & Beauty Care, MCM College Chandigarh

Kanan Seth, Harman'z Salon & Academy, Sirhind

Neeraj Kaur, Govt. School, Jagraon

ADVOCACY CAMPAIGNS

Key Activities (Phase 1,2&3)

1.Digital Media – Reached out to **12000+** audiences on various digital platforms (Facebook, Instagram, etc). Through Phase 3 activities, **500+** beneficiaries have created their digital business profiles to promote their grassroots business.

2.Print Media - The project activities were covered by **4-5** different local newspapers and new channels and media apps

3.Posters/Flyers/Certification - media collaterals about the project initiatives were distributed to **2000+**individuals from around *50-60* villages of dist. Fatehgarh Sahib

4.Mobile App & Digital learning content / CFLI Webpage on MBCT website - The mobile app developed in Phase 1 & 2 was used by **190+** students, trainers and individuals. The CFLI webpage on MBCT website has a reach of **500+** viewers.

Ravinder Moudgil ▶ Bassi Breaking s · Join
24 Feb ·
Punjabi ▶ English
Mehar Baba Charitable Trust deserves appreciation
Show original · Rate translation
ਅਜੀਤ
ਨੰਨ੍ਹੇ ਹਾਕੀ ਖਿਡਾਰੀਆਂ ਦੀ ਕੀਤੀ ਹੌਸਲਾ ਅਫ਼ਜ਼ਾਈ

ਪਿੰਡ ਸੁਹਾਵੀ ਵਿਖੇ ਲਗਾਇਆ ਸਿਖਲਾਈ ਕੈਂਪ

ਅਜੀਤ
ਨੰਨ੍ਹੇ ਹਾਕੀ ਖਿਡਾਰੀਆਂ ਦੀ ਕੀਤੀ ਹੌਸਲਾ ਅਫ਼ਜ਼ਾਈ

ਕੈਨੇਡਾ ਦੇ ਹਾਈ ਕਮਿਸ਼ਨਰ ਵਲੋਂ ਐਮ ਬੀ ਸੀ ਟੀ ਬੱਸੀ ਪਠਾਣਾ ਦੀ ਪ੍ਰਸ਼ੰਸਾ
21 ਲੋੜਵੰਦ ਪਰਵਾਰਾਂ ਦੀਆਂ
ਰੋਜ਼ਾਨਾ ਸਪੋਕਸਮੈਨ
RozanaSpokesman.com
epaper by Daksham.COM

The Tribune
VOICE OF THE PEOPLE
NGO gets foreign funds for initiative
Fatehgarh Sahib: The Federal Government of Canada has selected Mehar Baba Charitable Trust, an NGO from the district, for Canada Fund for Local Initiatives (CFLI). It received $36,268 (Rs 20.16 lakh) for its project "Digital Empowerment of Rural Women of Punjab". The trust is running the project in collaboration with High Commission of Canada in India and the (NUS Global Charity, US. "The aim of the project is to increase the social status, economic empowerment, skills and decision-making power of more than 500 rural women artisans belonging to 51 villages of the district during the Covid crisis," said Robin Gupta, manager of the Trust.

ਰੋਜ਼ਾਨਾ ਸਪੋਕਸਮੈਨ
www.facebook.com/RozanaSpokesmanOfficial
ਕੈਨੇਡਾ ਦੇ ਹਾਈ ਕਮਿਸ਼ਨਰ ਵਲੋਂ ਐਮ ਬੀ ਸੀ ਟੀ ਬੱਸੀ ਪਠਾਣਾ ਦੀ ਪ੍ਰਸ਼ੰਸਾ

Media mentions:

# of traditional media mentions (tv, print, radio):(11 times)
Public app – (2)
Tribune – (2) ,
Punjabi Tribune – (1)
Ajit Samachar FGS/Patiala – (4)
Rozana spokesman – (2)

# of social media mentions (Facebook, Twitter, etc.): 122 posts
Project Strip& Banner – 08
Flier/Pamphlet – 06
Souvenir/Certificates – 10 nos

# of social media mentions
Facebook posts- 60
Page like – 1750+
Cumulative likes on Digital Empowerment of Rural Women of Punjab – 1240 likes
Total Share – 40
Twitter & Instagram Post – 62 posts , Likes - 195
Web Page – Created & Updated

Participant Feedback & Review:
Questionnaire and Survey based on Kirkpatrick Model (Reaction/Learning/behavior/Results)

Project Evaluation
analysis on the basis of four key criteria (time/costs/quality/quantity)

Road Ahead

DIGITAL EMPOWERMENT OF RURAL WOMEN OF PUNJAB

Har hath hunar, har ghar khushi

THANK YOU!