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We request your funding support for FY 2024-2025. We will be happy to provide a detailed proposal.

Summary of the Projects available for funding support –

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| --- | --- | --- | --- | --- |
| SÍ No | Project Name |  | Funding Requirement | Beneficiaries |
| 1 | Revitalizing 100 Rural Libraries in Karnataka with Digital Tools and Empowering Beneficiaries with Digital Literacy Skills. |  | 1,50,00,000 | 2,000 beneficiaries-School children, College students, Women, Illiterate Persons & People across Disabilities |
| 2 | Empowering Micro-Entrepreneurs through Digital Marketing and Financial Literacy Skills. |  | 1,00,00,000 | 1,000 beneficiaries - Women entrepreneurs, Micro-entrepreneurs , those interested to start their business.  In addition to training, 3 monthly touch points will be provided to monitor the progress. |

**Project 1: Revitalizing 100 Rural Libraries in Karnataka with Digital Tools and Empowering Beneficiaries with Digital Literacy Skills.**   
   
1. WinVinaya Foundation (NGO) - *Implementation Partner -*[Link to Website](https://winvinayafoundation.org/)

2. Trestle Labs Private Limited - *Technology Partner -*[Link to Website](https://www.trestlelabs.com/)

3. Rural Development and Panchayati Raj Commissionerate, Govt. of Karnataka - *Govt. Partner -*[Link to Website](https://rdpr.karnataka.gov.in/page/Rural+Public+Libraries/Gram+Panchayat+Library+and+Information+Centre/en)

have come together to bring inclusive skilling for children, youth, Illiterate and persons with disabilities in Rural Karnataka, by addressing the barriers around language, literacy and print-disabilities like blindness, visual-impairment and hearing impairment by deploying AI-powered digital technology, Kibo (Knowledge in a Box) at 100 Rural Public Libraries and Training 2,000 beneficiaries on Digital Literacy Skills.

**What will we do:**

* We will train about 100 library users in each library on how to make use of Kibo device for learning, use WinVinaya Academy (online learning platform) along with essential digital literacy skills.
* Provide WinVinaya Academy which has self-learning courses in Indian Sign Language and English Medium for learning English Communication, Microsoft Office, Software Development, Software Testing, Microsoft Power BI, and Financial Accounting. This initiative aims to assist individuals of any age in acquiring knowledge and skills.
* WinVinaya will conduct the training through a diverse and inclusive team consisting of both individuals with disabilities and those without disabilities.

**Our Ask for this Project: 1.5 Crore**

Be a part of this empowering library users project for converting 100 rural libraries into accessible digital hubs. These libraries, featuring Kibo XS kits and WinVinaya Academy, aspire to empower library users, fostering inclusivity and bridging the digital literacy gap for individuals with and without disabilities.    
Granting access to Kibo XS equips users with the ability to read and translate, enabling them to access information, learn new things, and connect with the world.

   
**Project 2: Empowering Micro-Entrepreneurs through Digital Marketing and Financial Literacy Skills.**   
   
Micro-entrepreneurs, aspiring business expansion and increased profits, face a digital marketing knowledge gap, limiting their use of social media for growth. Despite smartphone ownership, they lack essential online business tools understanding. Financial discipline gaps hinder loan acquisition, crucial for expansion. Incomplete transaction recording, relying on small notebooks, leads to inaccurate revenue and profitability understanding. Absence of structured tracking hampers informed business decisions, emphasizing the need for comprehensive support in both digital marketing and financial management.   
   
**What will we do:**

* Empower 1,000 micro-entrepreneurs by providing training in digital marketing especially in harnessing social media and financial accounting.
* Facilitate them in utilizing free mobile apps like WhatsApp, Facebook (Meta), YouTube for promoting their businesses, and Canva, InShot for creating posters and short video reels.
* Help them learn financial discipline and utilize the Zoho Books Mobile App, available at no cost for micro-entrepreneurs with an annual revenue of less than Rs 25 lakhs per year.
* Enable them to increase their customer outreach and practice financial discipline which would lead them to enhance their sales and business growth.

**Our Ask for this Project: 1 Crore**

Join us in supporting this impactful initiative with a project budget of 1 crore. Facilitate comprehensive training for 1,000 Micro Entrepreneurs, enhancing their proficiency in Digital Marketing and Financial Accounting. Empowered with advanced digital marketing skills, Micro Entrepreneurs can expand their customer outreach, leading to increased sales and profits.