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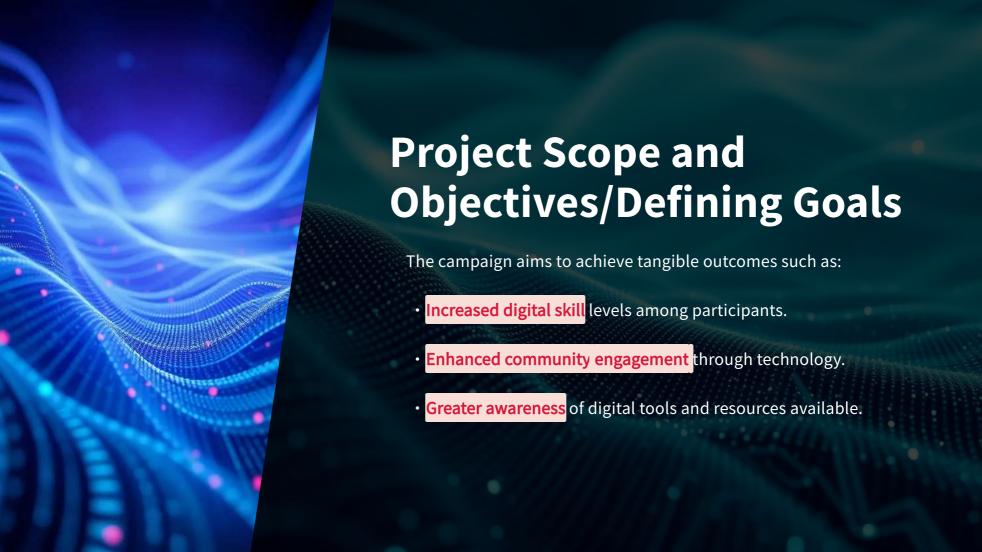
Primary role of this project involve planning a social impact campaign focused on **Digital Literacy for Underprivileged Communities**.

This campaign aims to *bridge* the digital divide and empower communities with essential digital skills.

This aims to improvise the current **digital interaction** between society, people mainly unprivileged and Digital Qualities of *Modern Technology*.









Team Composition and Responsibility



Designing Team:

Responsible for creating visual materials that attract and engage participants.



Branding Team:

Ensures a consistent message and identity throughout the campaign.



Content and data Team:

Develops *educational* materials and resources for digital literacy training.



Outreach Squad:

Engages with the community and promotes the campaign effectively.

Each team member will have clearly defined tasks that align with their strengths and experiences.

This approach ensures efficiency and effectiveness in execution.

Task allocated in following slides.

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Task Allocation

Structuring Task Division

Tasks are divided based on team roles to streamline the workflow:

- Design team will focus on visual elements such as flyers and banners.
- Branding team will include initial awakening and propagate awareness about the Survey and provide a support to Outreach Team and Interactors .
- Content team will create training modules and instructional materials.
- Outreach team will handle community engagement and volunteer recruitment.

<u>Delegation Strategy:</u>

Each member will be assigned specific tasks with deadlines for accountability.

Regular check-ins will ensure everyone is on track.



Four-Week Execution Plan

Week /#	Activities	Milestones
Week 1	Kickoff meeting, initial design concepts	Finalize design materials
Week 2	<u>Development of content</u> and training materials	Completion of all content
Week 3	Community <u>outreach</u> initiatives	Reach out to at least 3 communities
Week 4	Execute training sessions and collect feedback	Successful completion of sessions

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Monitoring and Reporting



Tracking Team Progress

- 1. Daily Reporting System
- 2. Weekly Review Meetings
- 3. Progress Sheets, GPS & Time-Stamping
- 4. Real-Time Dashboards

Use **mobile-based survey** apps (e.g., KoboToolbox, ODK, SurveyCTO)

Use **tools** like Google Data Studio, Power BI, or Tableau connected to Google Sheets or Excel.

KPI Tracking and Analytics to find trends and insights, to improvise next and further tasks.

Why Reporting Mechanism?

Regular reporting is crucial in tracking the progress and results of a survey team as it ensures <u>timely monitoring</u> and **early detection of issues** that may arise during fieldwork.

It promotes <u>accountability</u> among team members, encouraging them to meet their **daily or weekly targets** and maintain **consistent performance**.

Frequent updates help maintain **data accuracy** by allowing supervisors to <u>quickly identify and rectify errors</u> or inconsistencies.

07 **Challenges and Risk Mitigation**



Possible challenges may include:

- Low community engagement. Language issues(Technical words etc..).
- Limited resources for training sessions. Device and tools complexity.

Solutions and Mitigation Strategies

Survey teams often face several challenges that can hinder progress and data quality, such as <u>low community engagement</u>, <u>language barriers</u>, <u>limited training resources</u>, and <u>the complexity of digital tools</u>.

To address low community engagement, it's essential to <u>involve local leaders</u>, use relatable language, and build trust through <u>pre-survey awareness efforts</u>. If engagement remains poor, teams can shift focus temporarily to more receptive areas or assign experienced staff to critical zones.

When training resources are limited, virtual sessions, modular learning, and a "train-the-trainer" approach can ensure basic knowledge transfer. <u>Printed guides and peer support</u> in the field can back up these efforts if full-scale training is not feasible immediately.

Issues such as device or tool complexity may hinder fieldwork, especially in **areas with limited tech familiarity**. Choosing intuitive apps, offering *practical training*, and limiting features to <u>only what's necessary</u> can reduce this burden.

For **contingencies**, paper-based backups and live tech support can prevent delays.

