



# **Social impact campaign on Digital Literacy for *Underprivileged Communities***

**Jarurat Care**

**Intern project**



# **CONTENTS**

**1. Campaign Overview**

**3. Team Structure**

**5. Timeline and Milestones**

**7. Challenges and Risk Mitigation**

**2. Project Planning**

**4. Task Allocation**

**6. Monitoring and Reporting**

The background is a dark blue image of a circuit board. Two glowing green cubes are positioned in the center, one slightly behind and to the right of the other. The circuit board has various lines, components, and some text visible, though it is mostly out of focus.

# 01

## Campaign Overview

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# Description

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*.

# Goals and Objectives

To enhance **digital literacy** among underprivileged communities, ultimately increasing their access to **information** and opportunities.

Expected impact includes improved **employment prospects** and better access to services.

Better and proper usage of digital services



02

# Project Planning

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# Project Scope and Objectives/Defining Goals

The campaign aims to achieve tangible outcomes such as:

- **Increased digital skill** levels among participants.
- **Enhanced community engagement** through technology.
- **Greater awareness** of digital tools and resources available.



03

## Team Structure

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# 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.



04

## Task Allocation

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# 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.

## Delegation Strategy:

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

**Regular check-ins** will ensure everyone is on track.



05

## Timeline and Milestones

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# Four-Week Execution Plan

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

06



## Monitoring and Reporting

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# 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 timely monitoring and **early detection of issues** that may arise during fieldwork.

It promotes accountability 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 quickly identify and rectify errors or inconsistencies.

07

## Challenges and Risk Mitigation

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# Identifying Potential Issues

**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 low community engagement, language barriers, limited training resources, and the complexity of digital tools.

To address low community engagement, it's essential to **involve local leaders**, use relatable language, and build trust through **pre-survey awareness efforts**. 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. Printed guides and peer support 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 only what's necessary can reduce this burden.

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



The background is a dark, teal-colored abstract composition. It features intricate, glowing circuit-like patterns and flowing, ribbon-like structures that resemble data streams or digital pathways. The overall aesthetic is high-tech and futuristic.

# Thank You

Any Query, Doubt or Suggestion is appreciated.