

Digital Ambassador

Educational & Socio-Entrepreneurial Project

Through this initiative, Digital Empowerment Foundation aims to provide NGOs a digital or web space -in local languages and/or English-, increasing their visibility and to empower them with useful tools that can facilitate and enhance their daily activities. This will be done with the help of Digital Ambassadors.

Project: Create awareness to digitally connect 3 important institutions namely NGOs, Villages & Small Businesses...

Duration: 3 month per student per location

Area: Entire Maharashtra

Unit: One Tehsil/Suburb - One Digital Ambassador. Total: 500

By: Social Work, Communication & Journalism Students

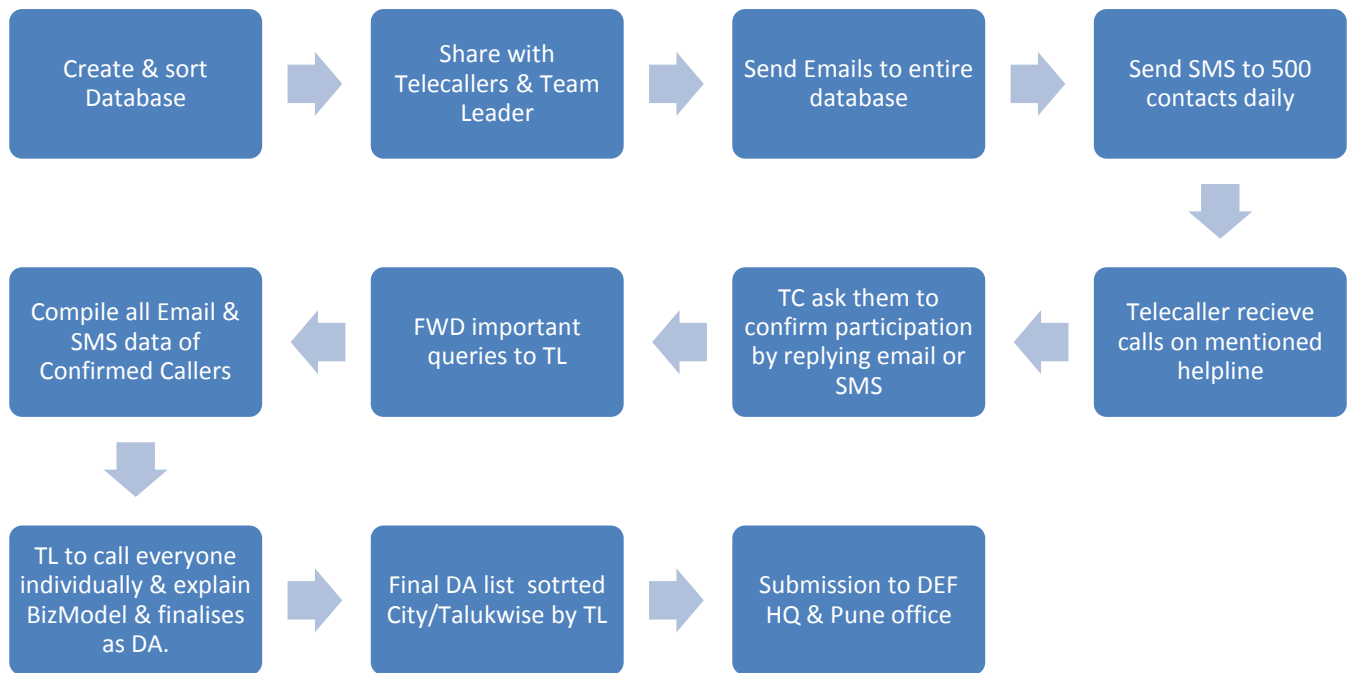
Work: Every student will act as Digital Ambassador to spread awareness about eNGO, ePanchayat & eMSME projects in his/her own town/tehsil. Every student will approach total 50 individuals/institutions related with above organizations or groups. Explain about importance of digital presence. Will try to bring atleast 5 institutions online in 3 months period.

Publicity material: DA has to get atleast one order for web development using his/her own convincing skills. Once he gets one order, we will send him 100 visiting cards, program brochures & Identity Card.

Internship Certificate: Those who get atleast 5 orders in 3 month will receive Internship Certificate from DEF. Below that, Mobile Media Association will give Internship Certificate. If brought no orders, they will

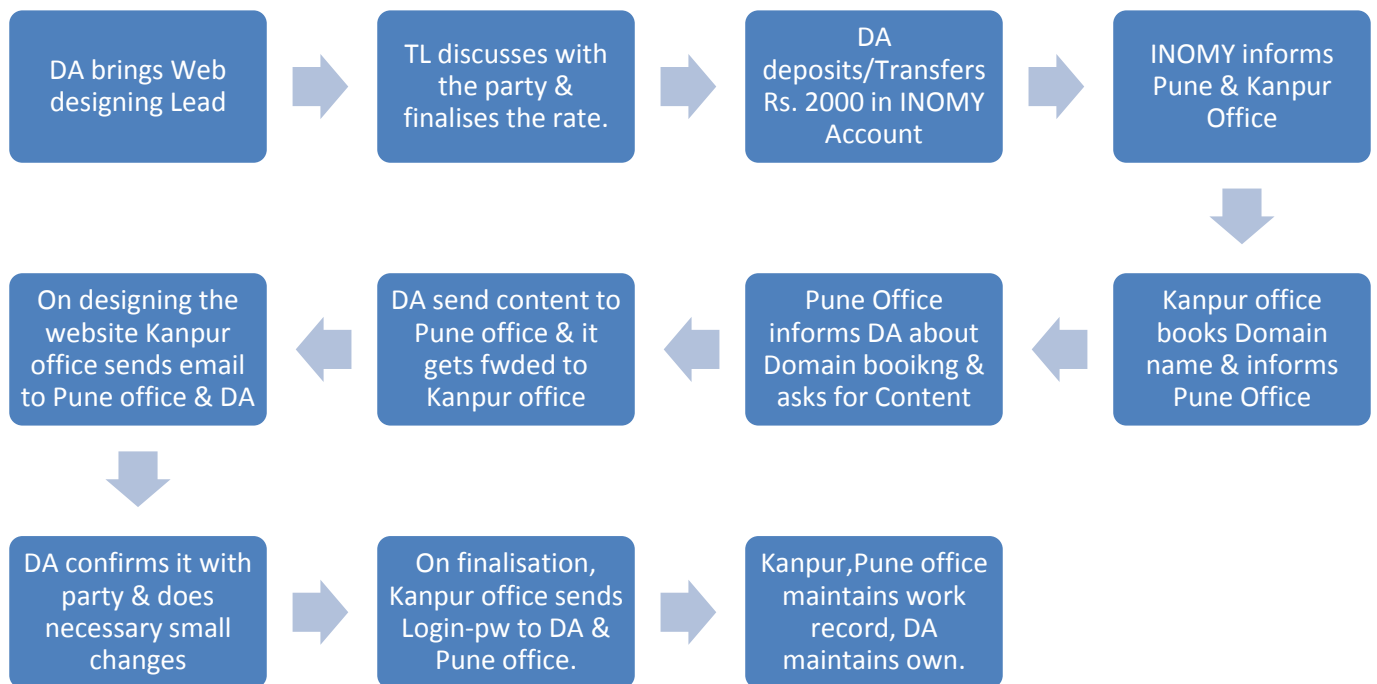
not be given any kind of certificate. Everyone has to submit their approach list to get the certificate.

Digital Ambassador Program: DA Appointment Process



DA Work Process: On booking of 1st website, DA gets a biz kit consisting Letter of

Appointment, 200 Visiting Cards & Brochures through Courier.



However, if the need for an NGO is more than just a website, such as e-commerce, shopping rack, or any such service, that could be offered on cost to cost basis.

Also, the website would be offered in any Indian language, and while the content preparation is responsibility of the NGO, the gradual update mechanism and the system would be provided to NGO after the first time readiness of the website. There would be user manual on how to maintain and manage and update the website.