WHAT IS START?

START is a digital learning and MIL (Media & Information Literacy) toolkit, which has been developed after years of experience in imparting functional digital literacy through hands-on training and workshops in rural and tribal communities. It has been designed exclusively for the first-generation technology users to impart and nurture knowledge, skills and attitudes that would help them to apply digital tools in aspects of everyday life.

It is a 45-hour basic digital literacy curriculum that covers 30 topics ranging from how to use computer and the Office Suite, the START toolkit uses both online and offline resources to expose learners to Media & Information Literacy (MIL) in an effort to build their capacities to effectively navigate the Internet to consume and produce relevant and timely information.

What do you learn through START?

The 45-hour START digital literacy curriculum has been divided into 6 modules-

- Bhoomi: Computer Basics Using Digital Devices
- Ankur: Useful Computer Applications
- Dhatu: Internet and Online Safety
- Dahlia: Smartphones & Social Media
- Titli: Useful Online Tools
- Parag: Media & Information Literacy Digital

The journey from Bhoomi to Parag enables a learner to:

- Use computer and internet for personal and professional reasons
- Become consumers and producers of multimedia content
- Leverage ICT for community development and civic engagement
- Access digital tools to strengthen access to education, finance, health, governance, entertainment and livelihood resources
- 5 million+ beneficiaries reached
- 23 India States reached

Visit to learn more about Start Kit

START A DIGITAL LEARNING TOOLKIT

Offline for Online

Bhoomi

Ankur

Dhatu

Dahlia

Titli

Parag

Non-script Language Community

Village Counsils

Offline Community

Underserved Community

Tribal Community

Oral Society

Micro/Nano Enterprises

Women & Adolescents

Frontline Health Workers

70 million micro/nano enterprises

7 million teachers without internet

1.4 million schools without internet

16 offline

250 million farmers

650,000 villages

3 million village councilors digitally illiterate

2 million health workers (women)