The Functional Literacy Programme

Sign up to bring everyone aboard digital India

FLiP
FUNCTIONAL LITERACY PROGRAMME

Technology-fuelled growth is an immense opportunity for India, especially for the unorganised sector that constitutes the majority of India's workforce. However, this group has little or no knowledge of how to leverage digitalization for its economic, social and physical wellbeing. Consequently, such workers are vulnerable to exploitation, have limited market participation and are unable to realize their economic potential.

The Functional Literacy Programme: a people-led capacity building initiative for the unorganized sector

FLiP has been designed to help workers from the unorganized sector use digital services and opportunities to lead better lives. FLiP can as easily be implemented by an individual as an organisation. The three-module literacy pack can be downloaded free of cost from the India@75 website and run for the target group on basic computers connected to the internet. While everyone is encouraged to implement FLiP, it is especially useful for corporates. They can run it as a CSR initiative and also as a HR policy for workers in their factories and offices.

Industry
Businesses can use the content to train their workers and their families. The HR can be directly involved in these programmes. Alternately, these courses can be conducted under CSR as it is in congruence with Sustainable Development Goal 4.

Individuals
Individuals committed to change can download the content and deliver it to relevant groups in their geography. Domestic help, housekeeping staff, street vendors can all be recruited to attend.

Institutions
Nonprofits can download these courses to further empower the people they work for. The content is as relevant for target groups in the rural area as for those in the urban areas.

Apart from the digital content, the programme pack contains training manual, implementing guidelines and communication aids. The digital content can be run on basic computers that are connected to the internet.

Course design

The programme involves delivering 90 hours of digitized content. The content has been slotted into three modules, which can be delivered independent of each other. They are in Hindi for easy understanding.

1. Basic module (30 hours)
This module spreads awareness around various government schemes, matters of health and nutrition and also touches upon life skills.

2. Financial Module (30 hours)
This module helps the participants get a better grasp of how to leverage technology for better control on their finances and entitlement.

3. Digital Module (30 hours)
This module is aimed to bring everyone aboard digital India. From opening an e-mail account to availing market opportunities through the internet, the participants get a quick and effective overview on how to navigate digital India.

The components of these modules also have different levels – basic, medium and advanced. Programme conductors can evaluate participants for existing awareness levels and assign them a course level commensurate with their awareness. This helps to ensure optimal usage of time. All participants can be given a certificate on completion of the course.

Join the movement

Participating in the Functional Literacy Programme is easy:

— Visit the site:
http://www.indiaat75.in/FuntionalLiteracy.aspx?Id=49

— Download the content, training toolkit and community mobilization aids.

— Mobilize a group that you think will benefit from the programme and get them to participate.

— Spread the word and motivate other organizations, individuals and institutions to participate.

— Inspire the trainees to become trainers in their respective ecosystems. Lend them your infrastructure.

What you need

1. Computers
2. Internet connectivity
3. A trainer (you can choose to be the trainer yourself)
4. Participants

A participant at the Lucknow center

"This course will help me expand my business. Earlier I used to go from door-to-door to sell flowers but now I can send photographs of the samples through WhatsApp and take orders. I will ask my customers to pay me online. I have started searching new floral patterns on YouTube and Google. This course has helped me save both my time and money"
— Kajal Saini, flower seller

"As a trainer I found the animations in the content helping participants engage better with the content. The designers have done a good job by bringing in baseline and periodic assessment. It helps us assess the knowledge and level of participants at the initial state and map their progress as the course progresses. I think the participants would be open to a longer course as well."
— Neha Chaudhary, trainer

About India@75

India@75 is an industry-led, multistakeholder movement to shape a country defined by moral, economic and technological strength. It was initiated by the late Professor CK Prahalad in 2008. India@75 Foundation houses the vision and works to mainstream it in multiple ways. Its prime focus is to catalyze strategiccollaborations between different stakeholder groups so that they can help shape solutions to critical issues facing the country. CII, in its capacity as an industry collective, actively supports the Foundation.

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