Digi Samarth
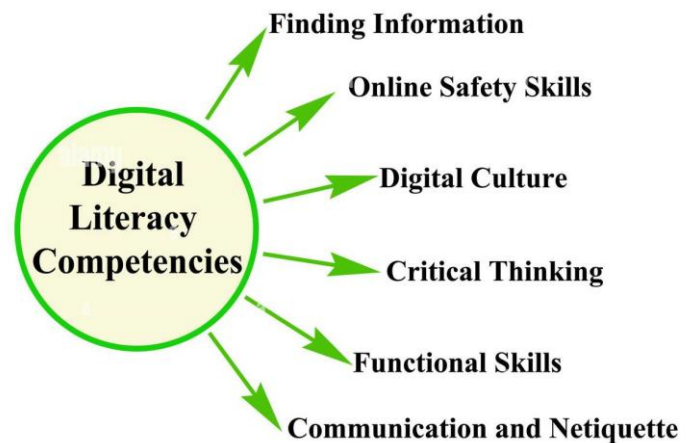
Briding the Digital Divide through Digital and Media and Information

Literacy

Digi Samarth stands as a beacon of hope, illuminating the path towards enhanced digital and media literacy for individuals and communities. This transformative initiative caters to both basic and advanced needs, empowering users with the knowledge and skills required to navigate the ever-evolving digital landscape. Through its comprehensive approach, Digi Samarth equips individuals with the ability to critically evaluate information, discern truth from falsehood, and leverage technology responsibly. Whether it's learning the fundamentals of online communication or delving into advanced data analysis, Digi Samarth

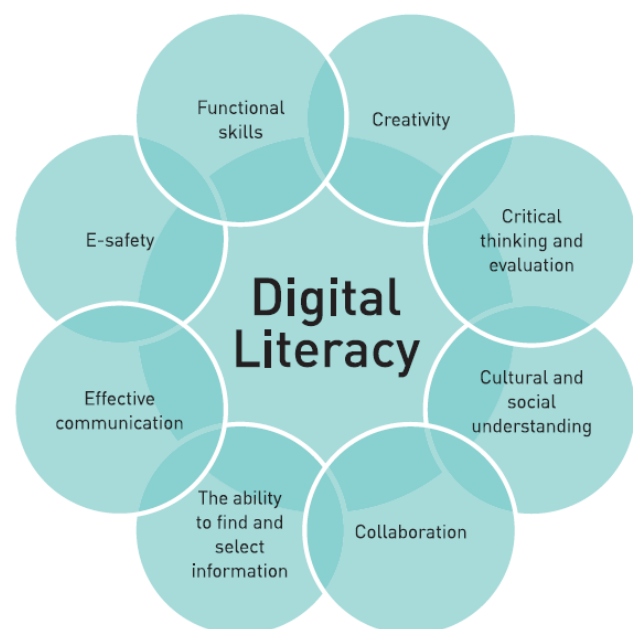bridges the digital divide, fostering informed and empowered citizens ready to thrive in the 21st century.

Objectives

Basic Level:

- Demystifying Technology: To equip individuals with the fundamental skills and knowledge to use technology effectively, such as operating devices, accessing the internet, and navigating basic applications.

- Building Confidence: To foster digital confidence and combat fear of technology, enabling individuals to overcome initial hurdles and actively engage with the digital world.

- Promoting Critical Thinking: To equip individuals with the ability to critically evaluate online information, discern real from fake news, and identify credible sources.

- Enhancing Digital Safety: To raise awareness about online safety practices, including data privacy, cybersecurity, and ethical online behavior.

- Bridging the Digital Divide: To provide equitable access to technology and digital resources, ensuring inclusivity and participation for all, regardless of socioeconomic background.

Advanced Level:

- Deepening Digital Fluency: To empower individuals with advanced digital skills like coding, data analysis, and content creation, expanding their horizons in the digital realm.

- Professional Development: To provide targeted training and resources for entrepreneurs, businesses, and professionals to leverage technology for enhanced efficiency, productivity, and market reach.

- Media Literacy Expertise: To develop advanced media literacy skills, enabling individuals to critically analyze media messages, understand media bias, and engage in responsible media consumption.

- Combating Misinformation: To equip individuals with tools and techniques to identify and counter misinformation, disinformation, and propaganda, promoting factual and responsible online content.

- Empowering Creators: To foster a generation of critical and responsible content creators by providing digital media literacy skills for effective communication and ethical online representation.

Stages

1. Digi Samarth Foundation Stage 1: (Early Years & Adolescence)

- Focus: Build basic digital fluency and awareness.

- Youth & Adolescents:

o Navigating devices and operating systems.

o Safe online practices (e.g., password hygiene, privacy settings).

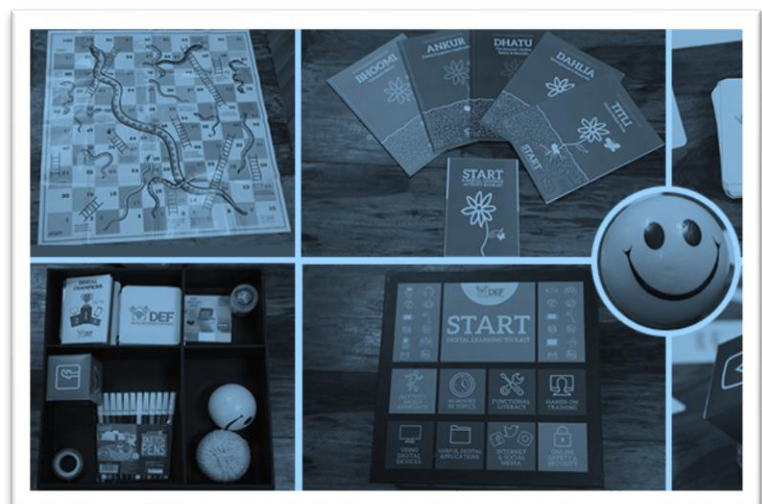o Responsible digital communication (e.g., avoiding cyberbullying).

o Basic information searching and evaluation skills.

2. **Digi Samarth Stage 2: Exploration & Application (Adolescence & Young Adults)**

- Focus: Develop critical thinking and analysis skills for online engagement.

- Youth & Adolescents:

o Critical evaluation of online content (bias, fake news, etc.).

o Understanding different media formats and their purposes.

o Creative expression and responsible content creation.

- Cyber citizenship and responsible online behavior.

3. Digi Samarth Stage 3: Mastery & Advocacy (Young Adults & Adults)

- Focus: Deepen expertise, advocate for responsible digital practices.

- Youth & Adults:

    - Advanced content creation and production skills.

    - Understanding complex data and algorithms.

    - Leading digital literacy workshops and initiatives.

    - Advocating for ethical and inclusive online spaces.

The Reach

Digi Samarth so far has reached out to more than 3,000 beneficiaries in Assam, Meghalaya and Arunachal Pradesh

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