

Digital Literacy – Program Design

Following program design of the digital literacy training that we propose considers the various facets of learning components that holistically capture the essence of digital literacy definitions and digital possibilities that could be of value to rural Indian citizens.

Fundamentals of IT	Digital Services
Digital Devices – Key parts & functionalities	Understanding CSC Model
Navigating Computers, Laptops & Tablets	G2C Services & B2C Services
Navigating Mobile Smartphones	Navigating Government Schemes and Services
Bluetooth & Connection of Devices	VLEs & CSCs – How to seek newer services
Understanding Internet	Digital Banking
World Wide Web	Protecting your ID – Dos & Don'ts
Internet Connectivity Types (Cable/Broadband/Wi-Fi)	Online & Mobile Banking
Using Browsers (Chrome/Safari/Firefox/IE)	Understanding UPI & BHIM App
Search Engines – both Google & within Sites	Aadhaar-enabled Payment System (AEPS)
Downloading Mobile Applications (Google Playstore)	Mobile Wallets (PayTM, SBI Buddy, Jio Money, M-Pesa)
Social, Mobile & Digital Media	eCommerce & Platform Models
Understanding the risks & being responsible online	Marketplace Basics – Transacting online
Creating online accounts and safeguarding privacy	Platforms & Mobile Applications – Key Features
Email & Mobile Messaging (Hike/WhatsApp)	eCommerce Players – (Flipkart, Storeking, OLX, TripAdvisor, Snapdeal, Amazon)
Social Media (Facebook/LinkedIn/Twitter/Instagram)	Government Portals & Mobile Applications – Similarities & Key Differences
Sharing Digital Media (Audio/Pictures/Videos)	Seeking Help Online – Ratings & Recommendations
YouTube & Learning Channels	Making Successful Transactions – Dos and Don'ts
Introduction to Productivity Programs (Word/Spreadsheets/Presentations)	Digital Marketing & Analytics
Identifying the right program	Promoting Products, Services & Events Online
Navigating and understanding features	Email, Mobile (WhatsApp) and YouTube Marketing
Performing the basic functions, saving and printing the output	Social Media Marketing (Twitter/Facebook)
Tools to Create Digital Marketing Content	Using Data & Analytics for Marketing Better