

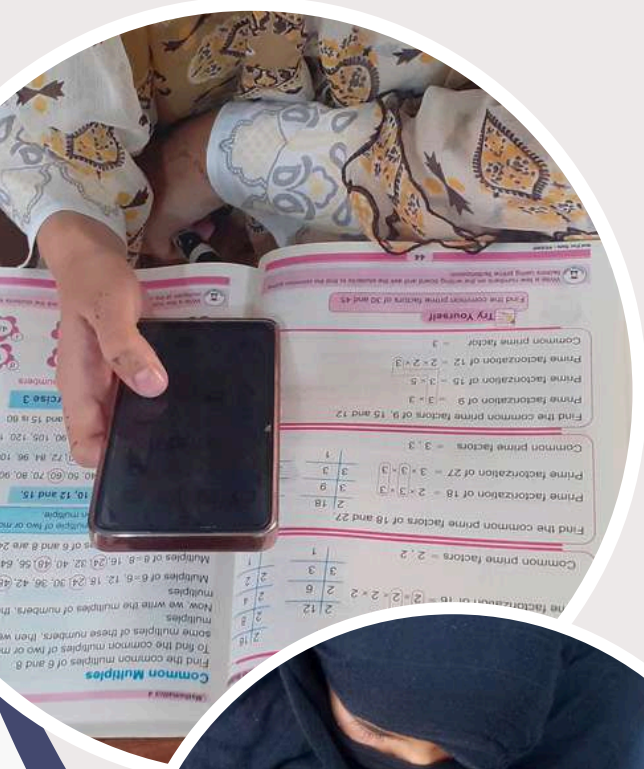
PROJECT COMPLETION REPORT

Internet Dost

National Rural Support Programme

DIGITAL LITERACY

for rural women



GHAZI BAROTHA TARAQIATI IDARA

Monitoring, Evaluation and Research

June, 2024

Table of Contents

Executive Summary.....	03
Introduction.....	04
Introduction of GBTI.....	04
Introduction of the Project	04
Main Objective.	05
Project Duration.	05
Project Implementation Methodology.....	05
Selection of Villages.	06
Profile of Selected Districts.	07
District Supervisors Onboarding	07
ToT of District Supervisors	08
Selection of Community Resource Persons (CRPs)/ Trainers.	08
Training of CRPs/Trainers	08
Community sensitization meetings in identified villages	09
CRP’s training of community women	09
Milestone Achievement	09
Financial and Physical Progress	10
Monitoring and Evaluation	10
Challenges and Conclusion	10
Pictures	11
Success Stories	15
Beneficiary list	24

Executive Summary

The Internet Dost Program is a joint initiative by the National Rural Support Programme (NRSP) and Google, aimed at closing the digital divide and fostering digital inclusion in rural communities across Pakistan. Recognizing the transformative power of internet connectivity and digital literacy, this program seeks to empower individuals, boost economic growth, and enhance socio-economic development.

Partnering in this effort is the Ghazi Barotha Taraqati Idara (GBTI), a non-profit organization dedicated to bridging between WAPDA and Affectees of Ghazi Barotha Hydropower project. GBTI has been working since 1995 with a portfolio of more than Rs.400 million and has formed more than 3000 community organizations including male and female through social mobilization in 4 districts and carried out diversified activities for the development of people comprising of following sectors; Community Physical Infrastructure schemes (CPI's), Capacity Building, Skill Enhancement and Management, a variety of Vocational Training Programmes (HRD), Micro Credit for Small Enterprises for income generation (RC&ED), Environmental & Natural Resource Management (ENRM) and Gender & Social Sector Services (GSSS) needs including health, education and village sanitation, etc.

In Pakistan, there is a critical need to improve internet access, with a significant disparity between urban and rural areas. Currently, 54% of the population is connected to the internet, with 66% of users in urban areas compared to only 47% in rural areas. Rural women, in particular, have limited internet access, preventing them from benefiting from e-commerce, online education, health information, financial services, and social networks. To tackle these challenges, Google launched the pilot project "Internet Dost" and "Internet Zabardast" in Pakistan. Internet Dost, modelled on the 'train the trainer' approach, focuses on teaching women in villages how to use the Internet. Internet Zabardast aims to educate children on safe and responsible internet use.

This project aimed to train 4,000 women from underprivileged backgrounds in Khyber Pakhtunkhwa and Punjab. The program provided comprehensive training to enhance digital literacy and teach essential digital skills, enabling women to confidently use computers, navigate the internet, and leverage online resources. This report presents the progress and findings of the Internet Dost program implemented by GBTI. It highlights the program's significant impact in empowering rural women, addressing the digital divide, and promoting digital literacy, thereby contributing to the socio-economic development of rural communities in Pakistan.

Introduction

The Internet Dost Program is an initiative by NRSP in collaboration with Google, aimed at bridging the digital divide and promoting digital inclusion in rural communities across Pakistan. The program recognizes the transformative potential of internet connectivity and digital literacy in empowering individuals, fostering economic growth, and enhancing overall socio-economic development.

Introduction of GBTI

GBTI is registered under section 42 of the Companies Act 2017 as an independent company. It has a license to carry out Investment Finance Services as an NBMFC (Non-Banking Microfinance Company). Ghazi Barotha Taraqiati Idara (GBTI), a non-profit organization dedicated to bridging between WAPDA and Affectees of Ghazi Barotha Hydropower project. GBTI has been working since 1995 with a portfolio of more than Rs.400 million and has formed more than 3000 community organizations including male and female through social mobilization in 4 districts and carried out diversified activities for the development of people comprising of following sectors; Community Physical Infrastructure schemes (CPI's), Capacity Building, Skill Enhancement and Management, a variety of Vocational Training Programmes (HRD), Micro Credit for Small Enterprises for income generation (RC&ED), Environmental & Natural Resource Management (ENRM) and Gender & Social Sector Services (GSSS) needs including health, education and village sanitation, etc.

Introduction of the Project

A developing country like Pakistan faces many issues one of which is the access to information via the internet, which in this day and age deprives the masses of the immense benefits provided by the internet. According to reports[1], 54% of the total Pakistani population is connected to the Internet of which 66% of internet users are based in urban areas while 47% belong to rural areas. The number of rural women connected to the internet is further low.

In the modern world where the internet plays a significant role in almost all aspects of life, rural women are lagging due to their inability to access the universe of information. Consequently, not getting advantages of E-commerce, online education, health information, financial services, information, and social networks. To cater to this need Google.inc launch a pilot project in Pakistan under the name "Internet dost and Internet Zabardast".

[1] * Journey to digital, Google and Kantar, 2021

Internet Dost, is a digital literacy program based on the ‘train the trainer’ model where women from villages are trained on using the Internet.

Internet Zabardast (called “Be Internet Awesome” in some other countries) is a multifaceted program that includes an educational curriculum to teach kids how to be safe and responsible explorers of the online world.

The National Rural Support Programme (NRSP) entered into a partnership with Google Inc. to Pilot test “Internet Dost” and “Internet Zabardast”. Having a vast network of organized households in the rural areas of Pakistan, NRSP pilot-tested the Internet Dost component through its field teams based in the Sargodha district. For Internet Zabardast, NRSP engaged Story Kit, (a local education-based organization) to pilot test and especially see how the standard content can be contextualized and adapted using the storytelling method as well. In Khyber Pakhtunkhwa and Punjab, NRSP partnered with GBTI for the training of 4,000 women/girls in two districts of Khyber Pakhtunkhwa and one district of Punjab.

Main Objective

The objective of the Internet Dost Program was, to promote digital literacy by conducting comprehensive training programs to enhance digital literacy and impart essential digital skills to rural women, enabling them to confidently use computers, navigate the internet, and leverage online resources. This assignment aimed to train four Thousand (4000) women from the underprivileged and poor socio-economic classes of KPK and Punjab.

Project Duration

The duration of this project was from the 15th of January, 2024 to the 15th of May, 2024.

Project Implementation Methodology

The project staff embarked on this journey by attending the Inception Workshop organized by the NRSP head office team on the 22nd of January, 2024, in which staff from NRSP’s regional and district offices participated and were provided orientation about the objectives and methodology of the project. The implementation strategy was discussed in detail, especially about the selection of villages, village-level master trainers or Community Resource persons (CRPs), and potential beneficiaries.

Selection of Villages

For this project, 03 districts were selected 02 from KPK (Abbottabad & Haripur) and 01 from Punjab (Attock) due to the availability of the Internet and the large number of households having access to smartphones. The selection of districts was made keeping in mind the following provisions.

- Availability of the required number of Households
- Availability of smartphones
- Availability of internet (4G)
- Willingness to participate in the project activities
- Availability of women Community resource persons/Trainers

Profile of Selected Districts

Following is the district-wise list of Revenue Villages and Union Councils

District Attock

S. No	Revenue Village	UC code	Union Council
1	Sarwala	30101007	Sarwala
2	Shakardara	30101007	Sarwala
3	Awan Sharif	30101009	UC 1
4	Mehr Pura	30101009	UC 1
5	Boora	30101006	Mirza
6	Mirza	30101006	Mirza
7	Mir Pur Hussain	30101005	Kamra
8	Urtakpur	30101005	Kamra
9	Haji Shah	30101004	Haji shah
10	shamasabad	30106014	Shamasabad
11	bhadur khan	30106001	Bahadur khan
12	Circle No I	30106006	Hazro 1
13	ghourghushti	30106003	Ghourghushti

District Haripur

S. No	Revenue Village	UC code	Union Council
1	Sarai Gadai	20901024	Kotnajibullah
2	Dingi	20901037	Dingi
3	Bakka	20901028	Bakka
4	Panian	20901011	Panian
5	Dedan	20901037	Dingi
6	kangra	20901011	Panian
7	Kotnajibullah	20901024	Kotnajibullah
8	Haripur City	20901006	Center Haripur
9	Motian	20901037	Dingi
10	Sri kot	20902001	Sri kot
11	Ghazi	20902006	Ghazi
12	Jatti pind	20901020	Jatti pind
13	Sara e saleh	20901001	Sarai saleh

District Abbottabad

S. No	Revenue Village	UC code	Union Council
1	Circl No 1	20101001	Circl No 1
2	Circl No 2	20101001	Circl No 2
3	Havelian	20102002	Havelian (Urban) UC
4	Phulan wali	20102003	Bandi Attaikhan UC
5	Salhad	20102016	Salhad UC
6	Phulan wali	20102003	Bandi Attaikhan UC
7	Sultan pur	20102006	Jhangran UC
8	Havelian(Rural)	20102006	Jhangran UC
9	Salhad	20102016	Salhad UC
10	Langra	20102008	Langra
11	Circl No 3	20101001	Circl No 3
12	Circl No 4	20101001	Circl No 4
13	Banda Sohieb Khan	20102008	Langra
14	Khokhar	20102016	Salhad UC

District Supervisors Onboarding

To execute this project, one supervisor from each target district was hired to supervise the district teams. Following is the list of supervisors identified for every district.

District Name	Supervisor's Name
Attock	Ms. Sidra Rameen
Attock	Mr. Nasir Mehmood
Abbottabad	Ms. Gul Siraj
Haripur	Ms. Haseena

ToT of District Supervisors

District supervisors were oriented and trained through a 4-day ToT at Peshawar from the 13th to the 16th of February, 2024.

Selection of Community Resource Persons (CRPs)/ Trainers

With the help of respective District supervisors, a team of internet dost was hired in each district from the identified revenue villages. Every district supervisor had a team of 13-14 internet dost. The list of the district-wise Internet Dosts is as follows:

S. No	District Abbottabad	District Haripur	District Attock
1	Ambreen	Shaista Bibi	Aalia Tabbassum
2	Zaheen	Tanzeela Shahzadi	Madiha Bibi
3	Nosheen Bibi	Robina Bibi	Ruby Iram
4	Farah Naz	Sidra	Faiza Azhar
5	Tahira Kazmi	Mishi Khan	Ayman Amjad
6	Nosheen	Nazia Bibi	Laiba Arooj
7	Zobia Irfan	Saeeda	Shagufta Bibi
8	Irum	Saira Bibi	Khadija Naz
9	Ghosia Kazmi	Bushra Awan	Salma Bibi
10	Sidra Aziz	Sawera Javid	Hina Saddique
11	Rehana Shaheen	Laraib Anjum	Fatima Zohra
12	Nadia Tabassum	Misbah Shaheen	Shagufta Bibi
13	Shumaila Gulfam	Sobia Waqar	Sofia
14	Saira Arshid	-	-

Training of CRPs/Trainers

After hiring, 4-day training was given to Internet Dost teams in every district, by respective district supervisors regarding the Internet Dost Programme, the training modules on the Digital Hub, and the working of N-collect application in Districts Abbottabad, Haripur, and Attock. Following is the training schedule of trainings observed in the three districts.

District Abbottabad	District Haripur	District Attock
From 28 February, 2024 to 02 March, 2024	From 28 February, 2024 to 02 March, 2024	From 23 February, 2024 to 27 February, 2024

Community sensitization meetings in identified villages

After the 04-day training, district supervisors started community sensitization meetings, with the help of CRPs, in the identified villages. The objective of the community sensitization meetings was to take the community elders on board and also spread awareness regarding the Internet Dost Programme and its benefits for the community's women.

A total of 80 community meetings were conducted in every in the targeted communities where the CRPs were going to train the women on digital literacy.

CRP's training of community women. During community sensitization meetings of district supervisors, CRPs prepared the lists of women they identified for the digital training and resumed training in their respective villages.

Milestone Achievement

Following is the district-wise break-up of the achieved target.

Summary of Achievements								
Districts	No. of RVs	No. of Brochures Distributed	No. of Banners Displayed	No. of Community Meetings Conducted	No. of Women Participated	CRPs Identified	No. of Women Identified	No. of Women Beneficiaries Trained
Abbotabad	14	1,688	133	28	810	14	1,541	1,406
Haripur	13	1,731	180	26	649	13	1,483	1,377
Attock	13	1,491	140	26	551	13	1,422	1,390
Total	40	4,910	453	80	2,010	40	4,446	4,173

The target of Four Thousand (4,000) trained women, in the three districts, was achieved on the 5th of May, 2024.

Financial and Physical Progress

The grant agreement for this project is based on a cost reimbursement basis. Following is the brief of the financial progress so far. GBTI awaits an audit of the grand budget for the remaining 25.68% of the grant fund to be released.

Total Grant Agreement	Total Fund Received	Total Expenses	Outstanding Balance
5,799,000	4,309,580	5,799,000	1,489,420

Monitoring and Evaluation

To ensure the quality of work and assess progress, every CRP had to share pictures of her training sessions along with the Google location of every training session in the community. Moreover, the monitoring team of GBTI also visited all Districts to verify training beneficiaries and expressed their satisfaction with the overall work mechanism, systems, and processes in place to evaluate the quality and progress of work in the respective districts.

Challenges and Conclusion

Following were some of the challenges faced by the project team while executing this project;

- **Privacy Concerns:** Rural women were hesitant to share personal information like cell phone numbers and account details due to concerns about privacy and security. Because of lack of trust in digital systems and fear of misuse of their information.
- **Lack of Awareness:** Many women might not be fully aware of the benefits of digital literacy or the importance of sharing certain information for accessing online services.
- **Misinformation and Myths:** There were prevalent myths or misinformation about digital technologies that led to fear and resistance.
- **Limited Digital Infrastructure:** In rural areas, limited access to reliable internet and digital devices hindered effective training and participation.
- **Cultural and Social Norms:** In certain communities, there was resistance to internet usage, particularly among women and girls. Cultural norms and societal expectations frequently impeded their involvement in digital literacy programs. To address these challenges, the project team held community meetings in every revenue village. These meetings were designed to raise awareness, address concerns, and promote the inclusion of women and girls in digital literacy initiatives, creating a more supportive environment for their participation.

Pictures

Pictures: Training of Trainer



Pictures: Village meetings conducted regarding program introduction of Internet Dost





Pictures: Training of rural women on digital literacy



Success Stories



FIELD STORY #1

PROJECT: GOOGLE INTERNET DOST

ABBOTTABAD

SHAZIA BIBI, VILLAGE KUNJ QADEEM



Recipes of Resilience

Shazia is a housewife. She is also very talented. She used her mobile just for social media accounts like WhatsApp and Facebook. But after getting training from internet dost. She was very inspired and decided to do work on the Internet. Shazia is fond of cooking but doesn't know how to learn new and latest recipes. After completing the training, she searched for cooking shows and learned about different types of delicious food for her family. For this purpose, she turned to online resources such as cooking websites and social media platforms. She is using her phone and internet connection. Shazia finds a variety of different recipes and also finds different cooking tips shared by professional chefs and home cooks alike. She also joined online cooking communities to seek advice and inspiration. Thanks to Google Internet Dost who enabled her to learn more.



FIELD STORY #2
PROJECT:
GOOGLE INTERNET DOST
ATTOCK

RIFFAT NAWAZ, MOHALLA AWAN SHARIF



A Supportive Wife...

Riffat age 55 is the wife of Muhammad Nawaz. Her husband is a daily wager and the amount he earns is insufficient for the family. Some years ago she started her business by opening a small cosmetic shop at her house to support her family. She had a cell phone but didn't know how to use it. After getting the training from Internet Dost, she learned, how to use, YouTube, WhatsApp and Google search. Now she uses WhatsApp to share new product details with her clients and suppliers. She got a handsome increase in her income and better connectivity with her community and her business is growing day by day. Thanks to Google Internet Dost who enabled her to learn more.



FIELD STORY #3
PROJECT:
GOOGLE INTERNET DOST
ABBOTTABAD

AQSA, FROM VILLAGE HAVALIAN



A Hina Artist...

Aqsa who lives in Havelian Village, has always been passionate about mahndi/hina designs. Despite having a degree in a different field, her love for intricate henna art was undeniable. After the training from Internet Dost, she realized the potential of combining her education with her passion, Aqsa turned to the Internet for guidance and inspiration. She began exploring online tutorials, courses, and communities dedicated to mahndi artistry, learning new techniques and staying updated with the latest trends with the knowledge and skills acquired from online resources, Aqsa started practising and experimenting with different henna designs. She honed her craft, mastering the art of creating intricate patterns and unique styles that captivated her clients. Aqsa's reputation as a talented henna artist in Havelian Village and beyond. Now she is making a good income from this business.



FIELD STORY #4

PROJECT: GOOGLE INTERNET DOST ATTOCK

JAVARIA, FROM FAROOQ-E-AZAM



A skillful designer...

Javeria loves to stitch her clothes and also wanted to earn by making her stitching better, but she had to go to a tailor whenever she got hurdles while sewing the clothes or needed help with the cuttings. She had gone through a lot of effort to complete a single dress. Internet Dost introduced her to the offline videos feature on YouTube and she could get 100s of videos on YouTube and Google using her smartphone. She has also turned to online resources such as fashion design websites and social media platforms. Now she is using her phone and internet connection more productively. Now Javeria is finding various designs and different stitching tips shared by professional designers. She has also joined online fashion communities to seek advice and inspiration. Thanks to Google Internet Dost who enabled her to learn more.



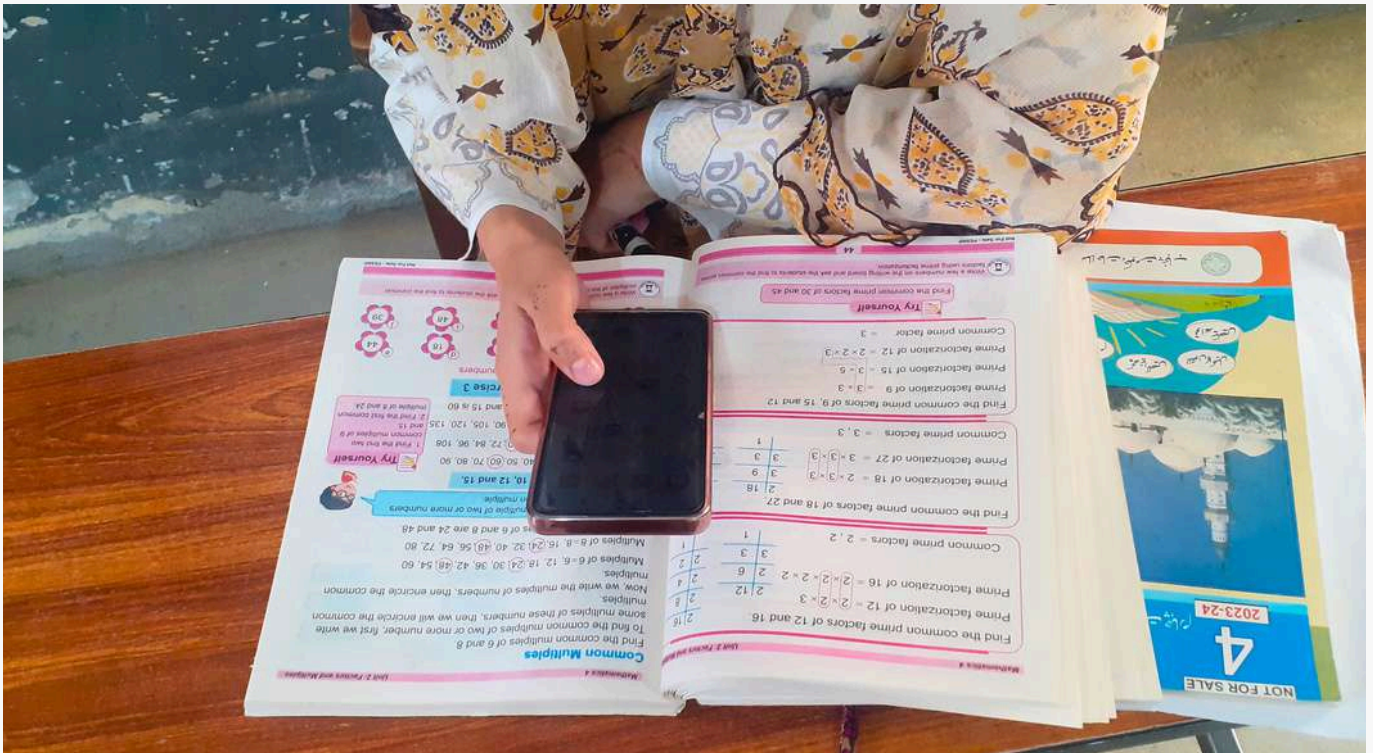
FIELD STORY #5
PROJECT:
GOOGLE INTERNET DOST
ABBOTTABAD

AZRA FROM VILLAGE SULTAN PUR



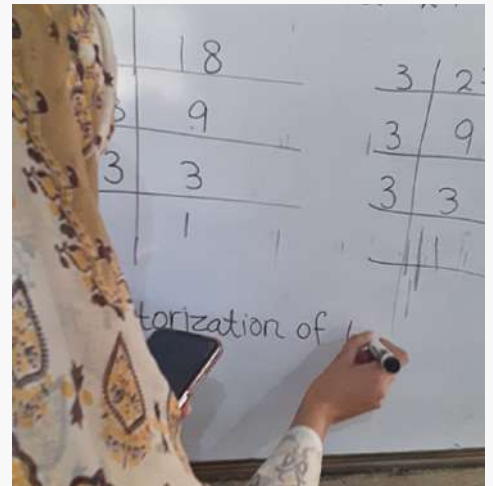
A religious teacher...

Azra is a housewife and gives tuition for Islamic studies to boys and girls in her village. When Internet Dost introduced her to the digital literacy programme of Google, she joined training sessions and learned the new world of Islamic resources. She decided to install Islamic applications including the Quran and Hadith. She recites the Quran daily. After getting the online applications, it becomes easy for her to listen and recite the Quran. Now she can search online resources for Islamic knowledge to learn and teach. She has also joined Quran communities to seek advice. Thanks to Google Internet Dost who enabled her to learn more.



FIELD STORY #6
PROJECT:
GOOGLE INTERNET DOST
ATTOCK

TAHREEM TAHIR FROM VILLAGE GHOURGHUSHTI



Empowering minds

Tahreem Tahir is a primary school teacher. During her teaching career, she had to face a lot of problems in delivering complex mathematical questions. She would have hesitated to learn from anyone else. She was given training in digital literacy under the Google Internet Dost programme. During the training, she learned the best use of YouTube and Google search for any topic and subject. She also learned about different educational applications. Now she is doing her job in the best way and she is very happy and confident that this training enabled her to perform as a best teacher.



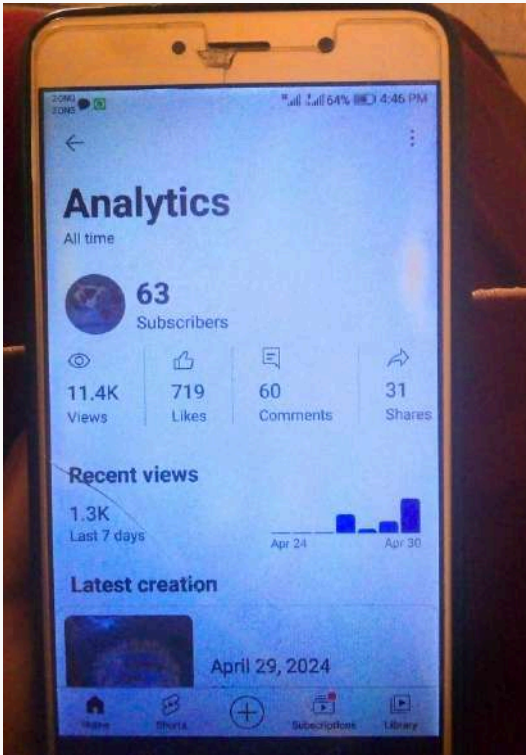
FIELD STORY #7
PROJECT:
GOOGLE INTERNET DOST
ATTOCK

RAHILA BIBI FROM VILLAGE KAMRA KALAN



Brush strokes of success

Rahila Bibi is a primary school teacher. She had a smartphone but didn't know how to use it to learn different skills. Her passion is for doing artwork, which she discovered; during her teaching career, she had to face many problems in delivering complex questions. She was given training in digital literacy under the Google Internet Dost programme. During the training, she learned the best use of YouTube and learned cooking/baking and artwork techniques from different websites and YouTube. Now she can do artwork to decorate her school by making different posters and charts. Moreover, she is much more satisfied, happy and confident that this training enabled her to perform in a best and easy way.



FIELD STORY #8
PROJECT:
GOOGLE INTERNET DOST
ATTOCK

RAMILA TAHIR BIBI FROM VILLAGE KAMRA KALAN



E-Cakes: A journey of homemade cakes

Ramila had a smartphone but didn't know how to use it for its financial benefits. She only knew the basic use of a smartphone. She is an excellent cake baker and sells homemade cakes and pastries in her neighbourhood. Then she was given training on digital literacy under the “Google Internet Dost”. She learned how to develop her pages on Facebook, YouTube and Instagram related to her baking. She makes various videos of cake backing and uploads the videos on her channel. She has started selling cakes online and developed a WhatsApp community group. Now she is receiving orders and her sale increased ten times. She is very happy that due to this training, she has increased her business and getting much more income.

Beneficiary list

The Excell Sheet is attached



Ghazi Barotha Taraqiyati Idara

www.gbti.org.pk