

PuneBeehive launch and PIF Symposium

The Pune Beehive, a community portal, a product of the constructive partnership of Pratham InfoTech Foundation and One Global Economy was officially launched on the 11th of February, 2012 at the Mahratta Chamber of Commerce Industries and Agriculture, Pune. This portal aims at improving the lives of the under privileged communities in Pune. It contains locally relevant articles in Marathi, based on five topics namely, Money, Health, Education, Jobs and Agriculture as well as resources that can be helpful in various ways.



The Chief guests for the day were Mr. Achyut Godbole, IT expert and Dr. Madhav Chavan, Founder, Pratham. There were many people present from all fields and age groups. These included subject matter experts, health professionals, agriculturists, authors, women's self help groups, principals and professors from various schools and colleges in Pune, as well as students - in full strength. There were stalls put up with IT related products displayed as well as laptops arranged for everyone to browse through the portal once its launched.

The day began with a speech by Mr. Prem Yadav, Director, Pratham InfoTech Foundation. Mr. Pravin Dhopat, Editor, The Pune Beehive, led everyone through the 1 year journey of the making of the portal, which was more of a learning experience for all associated with it. The portal was then formally launched by our renowned chief guests. PIF's new program, Digital Community Connectors program was launched along with a few words on what it is all about, by Mrs. Rekha Mohit. The fellows of the Pune Beehive Fellowship program, namely, the FellowBees were felicitated. This was a moment of great honour and encouragement for all of them. One of the FellowBees, Shreya Ayachit spoke of her experience as a FellowBee and all that she had learnt and cherished during the past 1 year. This brought an end to the first part of the program.

The second half of the day was of importance and relevance to PIF's mission, 'e-all'. A symposium on 'Bridging the Digital Divide: Challenges and Opportunities' were waiting for. Mr. Achyut Godbole, the first speaker spoke of the importance of can and must spread information through its already adopted means like media one needs to go down to the crux of the IT related questions that people in the may have.



education for was the part all IT and how we etc. He said that communities

The 2nd sensational speaker, Dr. Madhav Chavan, spoke of how IT can be used to reach out to the masses in terms of expanding their knowledge base thus widening their horizons or just merely creating a sense of awareness about various basic information. He spoke of how simple it is and how everyone can be part of this. His were inspirational words spiced with humor, which kept the listeners alive in thought.

The day came to an end with Mr. Prem Yadav thanking The Beehive team and all the others who have been a family since the past year like '*Bees in the Pune Beehive*'.



Pratham InfoTech Foundation and One Global Economy

cordially invites you to attend

A symposium on

Bridging the Digital Divide in India: Challenges and Opportunities

Guest Speakers include:

Taking IT to the Masses: Achyut Godbole, Managing Director, Softexcel Consultancy Services

IT and Future of Education: Madhav Chavan, CEO & Founder, Pratham

Role of Public Purpose Media: Moustafa Mourad, President, One-Global Economy, USA



The launch event will unveil a public purpose information website in Marathi called 'Pune BeeHive' and a Soft Skill and Leadership training program for local youth called "Digital Community Connectors".

Please Join Us!

February 11, 2012,

9:30am – 01:00pm

**Mahratta Chamber of Commerce,
Industries and Agriculture**

Tilak Road, Opp. Hotel Sahil, Near Swargate,
Pune – 411002
Tel. No. – 020 24440472

RSVP to Ms.Tabita Fernandes.

E mail- tabita.fernandes@pif.org.in

Contact number 22-25227565 or
9702999291.

We look forward to seeing you.

Sincerely,
Prem Yadav
Director, Pratham InfoTech Foundation

Event Outline

09:30 – 11:00	Tea and registration
11:00– 11:15	Welcome note & introduction
11:15 – 11:45	Program launch & felicitation of contributors
11:45 – 01:00	Guest speaks, Q & A
01:00 onwards	Refreshments and networking

Project Partners



Supported by



Achyut Godbole



Mr. Achyut Godbole possesses over 30 years of experience in Software Development in India, UK and USA in world renowned Companies like IBM, Hindustan Lever, L & T Infotech etc. During this illustrious career, he has contributed to building of companies such as Patni, Syntel, L & T Infotech, Apar Technologies and Disha Technologies where he worked as Chief Executive/M.D. At present, he is the Managing Director of 'Softexcel Consultancy Services'. He was awarded twice by the Prime Minister for excellent export performance of his company. He has also written three text books on Information Technology published by McGraw-Hill which are used worldwide. He has been awarded 'distinguished alumnus' by IIT, "Udyogratha" by Indian Economic Council for his contribution to Information Technology and "Kumar Gandharva Award" by Pandit Bhimsen Joshi for his contribution to music and computers. He has helped start a school for mentally challenged children.

Dr. Madhav Chavan



Dr. Madhav Chavan is one of the founders and CEO of Pratham. In this role, Dr. Chavan has championed several nationwide educational and literacy initiatives. He remains central to the functioning of the Pratham network, which covers most of India and has chapters in the US, and UK among other countries. He is also a member of the Governing Council of a new initiative to rate educational institutions created by the Indian rating agency CRISIL. Earlier, he served in the Prime Minister's National Advisory Council in 2004-08. Dr. Chavan was invited to be a Senior Ashoka Fellow and was recently given the Skoll Social Entrepreneurship award.

Moustafa Mourad

Moustafa Mourad founded One Global Economy in 2005 as a subsidiary of One Economy, an organization dedicated to bridging the digital divide in the United States and across the globe. Since its founding, One Global Economy has spread rapidly to 5 continents and 14 countries, and now spearheads community development information portals, youth IT training courses, mobile phone information systems and community centric sustainability courses across the globe. Previously, Mr. Mourad was the Director of Planning, Design, and Development at the Enterprise Foundation, the second largest national community development intermediary in the United States. Mr. Mourad has also worked as a consultant for USAID, the Ford Foundation as well as the governments of Egypt, Sri Lanka, and the Sudan on a number of development issues ranging from affordable housing policies to economic development and youth employment.



The India Beehive Program

The India Beehive program is one of PIF's online public media programs. One of the key objectives of the online public media program is to convey the relevance and the usefulness of the Internet to low-income population and that way, promote among them the use of the Internet in everyday life. The India Beehive program aims to achieve the same objective by focusing on the online information that is useful to facilitate informed decision making on various important matters related to economic livelihood, general healthcare and career development. Its other purposes include creating localized content with community participation and sharing local best practices nationally and internationally.

The India Beehive

The India Beehive program uses india.thebeehive.org, a multi-lingual community website in Indian languages, as its principal medium to drive the program agenda. The website contains locally relevant informative articles on money, jobs, health, education and agriculture. These articles are in the simple, plain everyday language that people with average education understand, and aim to educate readers on unknown or half-known facts, misconceptions, problem-causes-solution and best-adopted practices.

Localized Content Creation

The participation of stakeholders in local low-income communities is necessary in content creation work, so the topics that matter most locally can be covered. Setting up a new local beehive for a city or a state provides a platform for local community stakeholders, something on which they all can claim their ownership, and is one of the best ways to create contents on locally relevant topics in locally spoken language. Here is how the process works:

- We encourage local charities or groups to come forward, form a local beehive chapter and take lead to set up a new beehive for their city or geographic region. We assist such agencies in a range of areas right from donor outreach to proposal writing and content planning.
- Once resources are mobilized, the process of community engagement begins with a one-day issue identification and stakeholder engagement workshop, which brings community stakeholders such as local NGOs, hospitals, Govt. agencies, special interest groups, businesses and academic institutions under one roof wherein local issues and concerns are discussed to identify the topics that are important for local population. These topics drive content creation for local beehive.
- To further increase local participation, we organize Beehive writing workshops for would-be authors. We recruit some of these authors who have good writing skills and passion for community service as Fellow Bees. Our editorial team and fellow bees work jointly and create locally relevant content.
- The locally created content is then published on local beehive. The content with national relevance is identified, translated in other Indian languages and pushed into India Beehive to publish nationally.

Fellow Bees

Fellow Bees are under-graduate/graduate students or would-be authors in their early careers who participate in the India Beehive Initiative as content authors. Per their field of study or interest or specialty, Fellow Bees are asked to author about 20-25 articles and gather relevant multimedia materials (still imagery, videos, custom graphics, etc.) on Beehive subject areas. The India Beehive Editorial team trains and guides the Fellow Bees in research, outreach and content creation work.

The Pune Beehive

pune.thebeehive.org is the very first localized beehive created in partnership with Symantec Corporation and the residents of Pune. At present, Pune Beehive has about 400+ localized articles in Marathi and about 150 articles on global best practices in English and Marathi. We have published about 200+ localized Marathi articles that we created for Pune Beehive on India Beehive. In the near future, we plan to translate some of these articles in other Indian languages so people in other geographic region can be benefited. Our other near term agenda is to create localized Beehives in other parts of India.

Our Pune Beehive Experience

The Pune Beehive endeavor began with a one-day community-stakeholder engagement and issue identification workshop. About 75-100 participants from different NGOs, corporations, public schools, universities, hospitals and Govt. agencies attended the workshop. After the one-day brainstorming, we identified a list of topics for each Beehive subject area and developed a sitemap (more like table of contents for web based information).

Later, our editorial team organized a series of Beehive authoring workshops in some of the well-known academic institutions in Pune. These workshops got excellent response from local residents, college students, faculties and administrations. Appreciation by some of the local prominent personalities such as Rajan Khan, Anil Avachat, Suhas Kulkarni, Baba Adhav, etc. further extended our influence to more young authors. That's how we managed to bring on board 14-16 fellow bees.

Though at present we have reasonably good number of articles in Pune Beehive, a lot more contents need to be created or collected, including multimedia formats such as still imagery, custom graphics and recorded videos. We are sure, the enthusiasm the residents of Pune showed right from the first day, will continue thereby leading to the creation of more multi-faceted content for Pune Beehive.

Using Pune Beehive

- **At Community IT Centers (CITC):** CITC are the IT facilities in low-income areas that enable local residents the access to IT training, Internet and other basic IT services at affordable rates. We are setting up 10 such CITC in the Pune city area in partnership with IBM. Pune Beehive will be promoted as a principal source of online information at these CITCs. We have also developed a Beehive based, one to two hour training modules for Internet and Web surfing. We plan to use these modules to offer free training to the families of CITC members.
- **By Community Connectors:** Community Connectors are soft-skill trainers who conduct workshops on workplace skills at the CITC for young adults in local low-income neighborhoods. One Global Economy and PIF are launching the Community Connectors program in partnership with Symantec Corporation. Beehive assembles informative contents for most of the workshop topics. The connector workshops will have a self-study session during the workshop in which workshop attendees will be guided to access relevant Beehive pages to learn more about the workshop topic.

How you can help

Individuals

- **Network Development:** Connect us to subject-matter experts, healthcare professionals, academicians, agriculturists and data contributors in your network of contacts
- **Join us as Fellow Bee:** Be a Fellow Bee to help interview experts, author articles, do language translation, capture photographs/video footages, create graphics and peer review contents
- **Promote Beehive:** Help Community Connectors to organize soft-skill workshops in your neighboring low-income communities
- **Fund Raising:** Support us in raising funds to start local Beehive in your city or to sustain all activities and efforts in local Beehives.

NGOs, Hospitals and Academic Institutions

- **Be a knowledge partner:** Join us to create or gather original, authentic and locally relevant contents for Beehive
- **Quality management:** Be an advisor or a reviewer to improve the quality of the Beehive content

Corporations

- **Employee Participation Program:** Volunteer and collaborate with us in high quality content creation, mainly in English language translation.

Support Us

Main Activities	Funds Needed
Start new Beehive in your city or region <ul style="list-style-type: none"> • Organize one-day issue identification and stakeholder engagement workshop with a minimum attendance of 100 participants 	Rs. 1,50,000
Sponsor content development efforts <ul style="list-style-type: none"> • Organize a Beehive authoring workshop to drive Fellow Bees recruitment process 	Rs.25,000 per workshop
Sponsor content <ul style="list-style-type: none"> • Original articles in locally spoken language **Name of the contributor will be highlighted on the corresponding article pages	Rs.2,000 per article

Community Connector

Community Connectors are young individuals who proactively reach out to underserved, low-income communities neighboring PIF's community IT center (CITC) to interest local population in IT training, promote IT adoption in everyday work and deliver training on soft skills. This training centric intervention at the grassroots aims to help young adults to jumpstart their careers in technology sectors, find jobs that pay well, establish viable self-employment ventures, and stay employed and productive in the changing economic environment of the 21st century. Community Connectors also perform basic asset mapping and issue identification exercises to create content for Beehive, a public purpose informational web portal.

Particulars of Training

Our specially designed activity-centric training curriculum covers non-occupational workplace skills—basic IT skills, spoken English, workplace soft-skills, life-skill management and entrepreneurial leadership, which are a necessity at the 21st century workplaces. The training is delivered in the following two formats,

1. **Workshop:** The workshop format is comprised of a small 2-3 hours session and is designed for the skill areas that have relevance to everyday life such as time management, problem solving, decision making, Internet Safety, using IT in daily life, etc. The workshop format stresses activity-based training on best-adopted practices.
2. **Coursework:** The coursework format is specifically designed for the skill areas that need much focused attention due to the direct relevance of these skills to employment prospects, career development and workplace performance. The course comprises of classroom hours, practice assignments, self-study tutorials, assessment worksheets and project work.

Community Connectors in Pune

PIF is opening 10 Community IT Centers (CITC) in Pune city. These CITCs will enable the locals from neighboring low-income areas to access IT training, Internet and other basic IT services, including e-commerce and e-governance, at affordable rates. Through these CITC, Community Connectors will reach out to neighboring low-income families, discuss training topics, their relevance and available offerings at CITC, and interest young adults in the training on workplace skills. Initially, we are planning to focus more on digital literacy, life-skills, workplace soft skills and spoken English. As we move forward and develop better understanding of the needs and expectations of local population, we plan to introduce youth-centered training on communication, personality development and entrepreneurial leadership.