

Tata Social Internship Project Profile

TATA SOCIAL INTERNSHIP PROJECT TITLE	To create an efficient and effective communication cum learning system based on smart phones / tablets for the 500 strong staff of the Thousand Schools Project on the ground
COMPANY	Tata Steel Rural Development Society
INTERN	Name of Intern (as on Passport) & University
CASE STUDY?	No
REVIEWER	Name of Reviewer : Mr. Biren Bhuta
PROJECT GUIDE	Name of Project Guide : Ms Smita Agarwal
SUB GUIDE	Name of Project Sub-Guide : Mr. Adarsh Gupta Contact details : Mr. Adarsh Gupta - 9431751703
BUDDY	Contact details : Ahammad Kabeer - 8425944147
LOCATION	Jamshedpur, Jharkhand
BACKGROUND	<p>The Thousand Schools Project is spread across six blocks, and large parts of these blocks are remote tribal areas. The staff is organized at four levels - ground level, supervisory, coordination and leadership. There are three program verticals. Some staff has two or more verticals while some have vertical specific roles. A large part of the staff is from the same villages and hamlets where the project work is running; and they come with rudimentary skills and abilities when it comes to communication. Increasing the efficiency and effectiveness of communication is thus our constant aspiration.</p> <p>With more creative ways of communication introduced in the project, the outcomes will be significantly enhanced, and the capabilities of the rural youth will also grow.</p> <p>Our current communication takes place in the conventional way – through meetings, visits, emails and phone calls. Off late several Whatsapp groups have come up, and Facebook is also being used by some. While this has added value, but it still remains very ad hoc, and its full potential is far from explored. It is the electronic communication aspect that we want to build upon and make more creative as well as systematic.</p>
KEY DELIVERABLES	<ul style="list-style-type: none"> • Helping develop a system of communication using smart phone / tablets • Communication that is not only vertical, but also horizontal, so as to generate cross learning • Creating a process for consolidation of information at different levels as well as protocols of moderation of communication • Creative ways of using smart phones and tabs as a means for continuous learning improvement across the program staff, that in turn reaches this benefit to the children and communities
OPTIONAL CASE STUDY DETAILS	
RESEARCH RECOMMENDED	