

SAMARTH SAARTHI SAMUH

NDDP MOTHERS' GROUP



Newgen CSR, under its flagship program NDDP (Newgen Digital Discovery Paathshala), is offering a platform for digital literacy and skill development to community women from the Harkesh Nagar and Tekhand localities in Delhi.

NDDP's digital and skill development program is focused on promoting digital proficiency, financial literacy, and skill development among community women to enhance and utilize their individual skills and foster a digitally inclusive society

The target group for this program are the mothers of the NDDP students with whom the pilot program was initiated. The program includes intensive individual interviews and group discussions with

the mothers on learning needs, gender inequality, social barriers, the generation gap, as well as the awareness, accessibility, and affordability of digital literacy.

The program's objective is to focus on different angles, including digital education, different digital tools and techniques to operate smart devices, and the use of different digital platforms and smart applications. The program will also focus on digital financial literacy, skill development, and creating awareness on mental and physical health, hygiene and sanitation, food, and nutrition, women's rights, and different govt. schemes for girls and women, GK, etc., through digital means and AV modes.



Digital Education

In terms of advancing digital education, the program will help to ensure better access to information and technology, enhance confidence and self-esteem, and develop new skill sets and interests for the beneficiaries. This will thereby help in fostering better communication skills, creative and critical thinking ability, problem-solving efficiency, and a healthy and balanced life.

Both virtual and non-virtual modes of learning will be applied to educate the beneficiaries. Separate groups will be created for digital and skill development. This will help in encouraging women to come forth, grasp new generation skills, and enhance their knowledge.



Kaushal Vikas (Skill Development)

When it comes to skill development, the program involves the creation of handcrafted items such as crochet table mats, coasters, door hangings, plate covers, colourful paintings, etc. Displaying the handicrafts in exhibitions and selling them off can help generate a source of income, become a scope of employment for the community women, and also promote women's empowerment.

The Newgen CSR team is looking forward to creating a platform for these women where all their participation, commitment, awareness, execution, and fun can come together to create something unique and meaningful.