BAREFOOT COLLEGE

Project Proposal: Barefoot College

APPLE EMPLOYEE SUPPORT ENGAGEMENT

DIGITAL INTEGRATION IN THE BAREFOOT WOMEN SOLAR ENGINEERING CURRICULUM & ENRICHE EMPOWERMENT CO-CURRICULUM

Prepared for: Global Giving
Prepared by: Meagan Fallone, CEO
28 Jan 2016

SUMMARY

Mission & Values: Barefoot College

For the last 40 years the Barefoot College has been promoting Mahatma Gandhi's vision of developing the inner strength of the rural poor to improve the quality of life in the poorest of the poor rural communities across the developing world. The focus has been to upgrade traditional knowledge, wisdom and practical village skills existing in these communities and applying them for their own development so that they are not too dependent on people and skills from "outside". The Gandhian barefoot approach has been development with compassion, humanity, dignity and self respect from the bottom up. An approach that is totally contrary to the World Bank, UN and National Governments who are great believers in the top down centralised approach. This is wasteful of funds, technical and human resources and proven to be totally unsustainable. But the impact of this alternative community based Partnership Model is there for everyone to see. A model of development that is simple and low cost minimising waste.

WE BELIEVE that women are the single most under-developed resource in the developing world. All communities who aspire to lift themselves from poverty will have women as an essential part of their solutions.

WE BELIEVE that the illiterate women of the developing world have the power to influence values, impact social customs and support sustainable practices in an unparalleled capacity when given access to technologies that they help design and are responsible for implementing and maintaining.

Women's Barefoot Solar Engineering Curriculum & Women's ENRICHE Empowerment Co-Curriculum

The Barefoot College believes in solar energy not only to provide light to the rural poor who comprise +80% of the 1.6 billion people who do not have access to light but to also create employment, boost income, protect and sustain the environment, aid in civil society development and stability and most importantly, to provide self-reliant solutions within village communities

For women who have rarely left their own village, it requires undeniable courage and endurance to leave their village for the first time, travel to a far-off land (India) where everything, from surroundings, language, food and weather, to clothes, culture and habits, is different. The first month is a period of many adjustments in their lives but with time, care and support from their "**master trainers"** they learn to adapt.

"Learning by doing" is the philosophy adopted for training by the Barefoot College. In the first weeks of the six months of training the emphasis is on making trainees feel at home and enabling them to familiarize

themselves with different terms, tools, components and equipment used in solar technology. Practical demonstrations or 'hands-on' experience and regular repetition help the trainees remember terms, tools, equipment and components that most have heard and seen for the first time. With each passing day their level of hesitancy decreases and their confidence and 'technical dexterity' increases.

The presence of women trainees from different nationalities creates a positive environment of cultural diversity but at the same time raises concerns over language and communication. The need for expression gives birth to a unique combination of gestures, signs and broken English cutting across all language barriers. This unique 'language' consisting of a combination of hands, sight and sound remains the means of training and conversation.

At the end of six months the trainees graduate as Women Barefoot Solar Engineers (WBSE). As per the prior agreements with their villages, the 'graduates' go back to their respective villages and electrify the households with solar lighting units. They assume the responsibility of repair and maintenance for a minimum of 5 years. Barefoot solar engineers play the key role in sustaining and replicating solar technology in rural communities, change the perception of what is a professional for rural villages and challenge both age and gender barriers.

We believe that every woman is a natural teacher. We have therefore listened to her voice and developed a series of 8 pillars of knowledge and skillets which are designed to surround a woman from the developing world to better leverage herself as a change agent and mobilizer in her community. By asking her to teach onwards everything she learns to 5 other women we encourage her to see her role after returning to her community as a leadership role towards encouraging enterprise, health and sustainability within her community.

In 2015 through a unique CSR engagement with Apple India The Barefoot College has been able to begin integrating quality and consistent hardware into the Women's Barefoot Solar Engineering Curriculum and ENRICHE Co-curriculums. through a series of training and exposures, the **Master Trainer** learning community has learned to use and integrate iPads into the classroom, recording and developing content and supporting the learning process through projection TVs and integrated Apple TV systems. The **Women Solar Engineer** learning community have been for the first time exposed to digital skills. With integration into their daily learning process, have begun to see the tremendous benefit of supporting absorption and implementation of concepts through their use. A pre loaded set of apps offering circuitry games, allows the women to practice out of classroom hours and mastery of basic features allows them to record their progress, trouble shoot and communicate across language barriers without the use of the written word.

By developing and loading workshops in women's reproductive health, wastewater management, basic mathematics and pre literacy games the women have been able to share content across the ENRICHE curriculum in a viral approach which is planned to expand when they return to their communities.

Proposal Impact Goals

Challenge & Opportunity

POWER

Reliable and renewable energy solutions installed, owned, and operated by local communities

CONNECTIVITY

Geographically adaptive village internet connectivity utilizing resilient, cost-effective technologies tailored for any situation

CONTENT

A broad range of transformative content deliverable through a variety of channels (phones, tablets, computers)

The nexus of Access to Power, Access to Connectivity and Access to Relevant-Quality of Life Enhancing Curriculum for the rural poor has been solved by the Women Barefoot Solar Engineers, their rural electronic workshop network and the capacity to learn & develop basic digital literacy. This project will support for two years the integration and expansion of the existing program currently supported through Apple India CSR initiative to the entire International Barefoot Women's Solar Engineering program which has an intake of more than 20 countries per year.

Expanding the existing and proven successful Digital Integration from India to a Global initiative. Resulting in Barefoot designed solar powered iPad docking stations able to deploy iPads to the Barefoot Women Solar Engineers throughout their 6 month training and back into their newly solar electrified communities across the developing world.

Specifically, to continue to develop the program begun in India under CSR support and expand reach to all the International Women Barefoot Solar Engineers. Program to consist of Hardware distribution of iPad minis, content curation and development by Barefoot/Apple supported IT staff and Solar Master Trainers, Ongoing field support for further community integration of ENRICHE skills and information.

Impact Targeted

Reach 80 Solar Mamas across 20 villages in 20 countries annually.
Create a model for digital inclusion and the deployment of quality technology for quality of life in the developing world that mirrors a commitment to stop marginalising the rural poor from access to the life changing technology revolution, from which they have been largely excluded.

Gain concrete data to support Government Policy and Private sector support for a perceptual change in the power of rural semi literate and illiterate women to bring large scale change to communities.

Measure and Publish Impact across 5 countries at the end of 1 years in conjunction with Stanford University, & The Clinton School of Public Service at Arkansas University

Create an opportunity for Apple Employees to visit a series of communities which have been solar electrified and to meet a digitally empowered Solar Mama, able to learn first hand about the impact and transformation possible through this initiative. (note-this will be on a private participation basis)

Project Timeline

Commence- March 2016 Complete
March 2016 - September 2016 1st training cohort (40 women)
September 2016 to March 2017 2nd training cohort (40 women)

BUDGET

Description	Quantity	Unit Price	Cost
iPad wifi and sim enabled, set up and content loaded with 1 yr basic data access (at local rates)	80	$ 500	$ 40'000
Solar Charging station for hardware in each Rural Electronic Workshop	40	$ 420	$ 16'800
Training development, integration and classroom support (solar curriculum & ENRICHE)	2	$ 35'000	$ 70'000
Community implementation, travel, ENRICHE workshops (2) using Digital skills/tools within the community	20	$ 6'000	$ 120'000
1 year Evaluation	5	$ 5'600	$ 28'000
Barefoot College Administration	1		$ 20'610
Total			**$ 295'410**