



## FICHE IMPACT

# Training for the update of the Website and use of social media

Pragati's team wishes to learn to update its website and be active in social media. PRAGATI's activities need to be regularly updated on the website so that all the concerned stakeholders are aware about PRAGATI latest developments.

### ASSOCIATION AND BENEFICIARIES

PRAGATI has been created to achieve the Vision to build a gender just society and accomplishing the mission to enhance the status of women in social, economic and political spheres.

Via its activities, the association supports 6500 women. They belong to marginalized communities living below the poverty line, to Self Help Groups, and are Elected Women Functionaries from the entire State of Uttarakhand.



The beneficiaries of the training

Planète Urgence started its Partnership with PRAGATI in 2015. Apart from the project mentioned above, PRAGATI has also received volunteers for Self defense trainings and IT trainings. So far, it has received more than 10 volunteers from Planète Urgence. The here-after mission was realized in PRAGATI Office at Dehradun, India.

### KEY DATAS

1

MISSION IN 2017

11

PARTICIPANTS TRAINED

WEB CREATION &  
ANIMATION

WordPress Website,  
Facebook and Twitter  
Accounts

2

POSTS PER MONTH  
on social media

374

FACEBOOK FOLLOWERS

60 before the mission (x6!)

49

FOLLOWERS ON TWITTER

13 before the mission (x4!)

PRAGATI has just ventured into the arena of social media through Facebook but has not started using Twitter or has not yet started its own blog as it does not have trained staff for that purpose. The tool of social media wields a lot of power and its outreach is very wide with a very low cost.

PRAGATI wishes to utilize the same but lags behind in this area and needs to discuss the expertise with the volunteers: PRAGATI team wishes to learn not only how to upload the latest development in their project area, but also to develop and manage on their own blogs and Twitter.

It is expensive to get this kind of support in India and so PRAGATI requested Planète Urgence to send volunteers for the above mission. The cost of training per person usually approximately amounts to INR 5000 (60 euros).



Michael with the trainees

## IMPACT

Concretely, the mission allows the organization to create a Wordpress Website and a Twitter account. The address of the wordpress website is [www.pragatidehradun.wordpress.com](http://www.pragatidehradun.wordpress.com) It helps also to create a dynamic Facebook page which was barely operational before the mission.

The methodology of evaluation used by the Project Manager was based on :

1. the indicators mentioned in the Project Form ;
2. one to one discussions with all the 11 participants.

### Project Form 2034 – Capacity building for adults

A mission of Solidarity Leave is part of a project implemented by a local partner and established on the basis of previously identified needs. The indicators and monitoring criteria are defined with the local partner. This form presents the impacts of Planète urgence on the field.

[www.planete-urgence.org](http://www.planete-urgence.org)

First of all, the training has helped the participants in making the team more accustomed to technology in their daily work, like basic software and Social Media tools – Twitter, Facebook, blogs, etc. It has helped them to update the latest events in their work through efficient use of social media. They usually update their information weekly.

Second, the PRAGATI Team has been using these skills to reach out to a larger audience in regard to their work through the use of social media. Larger audience includes all the people who are beneficiaries of PRAGATI other than this mission, other NGOs, private and government officials.

After the training, the team has felt more confident in doing its work and it helped to do the work independently without much external support, which is also saving time. Work is now done in nearly 1/3rd of the time.

For example, the work which used to be done manually took more than two weeks for completion now within a week time as with the use of Whatsapp their communication speed increased.

As an organization, these trainings helped PRAGATI in reaching out to more people through the use of social media.

It has helped in effective management of projects through use of new software. Project staff designated with the task of sending updates can work with the project social media group moderator to ensure right people receive updates; rather than causing panic by sending the updates to inappropriate people in error.

Social Media applications such as Twitter, Whatsapp and Facebook, to name a few, provide the ease the use through 24 X 7 availability. Social Media apps can facilitate video, audio and text based secure messaging. They can be purposefully used by project staff to share information on project activities and other pertinent information in a timely and succinct manner.