

Timely Course Launch Strategies: From Observation to Execution

Table of Contents

Introduction	1
Strategy: Launching Training at the Right Time	1
Tools and resource	1
Using Language for Better Understanding	1
3Teaching with Real-Life Examples	1
Challenges and Solutions	1
Future plan.....	1
Specialized Online Courses	1
Engaging the Centre with Year-Round Activities	1
Conclusion.....	1

Introduction

An effective training program begins with a deep understanding of the community's needs and the right timing.

An effective way to launch training programs is by observing the Visually impaired Community Calendar and implementing various techniques in training. By aligning our courses with key events and schedules, we ensure that they are timely and relevant, meeting the needs of our community.

In this document, we will discuss the strategy for conducting impactful digital literacy training, share key findings and data, present case studies demonstrating the positive impact, and outline future plans to engage the centre and create more imprints. Additionally, we will address the challenges we face and the solutions we have implemented to overcome them.

Strategy: Launching Training at the Right Time

We plan our courses to match the needs of the community at the perfect time, just like a shopkeeper adjusts his products for each season. Same thing we implemented in our training, after 12th board exams, we invite students to join courses on basic computer skills and mobility. Similarly, we schedule foundational courses for graduates based on their academic calendars. This ensures the training is timely and relevant for learners.

Tools and resource

- Community WhatsApp groups
- Assistive technology YouTube channels
- Mailing lists
- Employees from private and government sectors
- Jobseekers

By implementing this strategy, these tools have proven to be highly effective in reaching the right audience and addressing their specific needs.

Using Language for Better Understanding

To make learning easier, we use both English and the local language in the early stages of training. Exercises are provided in both languages, similar to how school exam papers are designed. This helps learners improve their understanding of computer concepts while also building screen reader skills.

3 Teaching with Real-Life Examples

We make complex topics simple by using real-life and relatable examples:

Excel: Seating arrangements are set up like rows and columns to explain how spreadsheets work.

Desktop Layout: Everyday objects, like a chocolate bar, represent the taskbar, and a scale is used to explain the screen layout.

Application Layout: A factory layout is used as an example—an entrance board is the title bar, the admin office is the toolbar, and the work area is the production unit.

Screen Reader: Concepts are taught using examples like sitting directions, body parts, or building layouts to make them easier to understand.

These simple and creative techniques help learners understand topics quickly and apply them effectively in real life.

Key findings

Challenges and Solutions

- Lack of Contacts Outside the Organization
Initially, I struggled to understand the community's prospects due to limited contacts outside the organization. To overcome this, I started making new friends through WhatsApp groups and reconnected with old friends from previous organizations, especially those from north Karnataka. This expanded my network and helped me source more candidates.
- Last-Minute Cancellations
A common issue we faced was candidates revising their decision at the last moment, choosing not to attend the training. This led to not reaching our expected numbers. To solve this, I began

taking references from previous candidates. For school-completed students, I contacted their teachers or senior students, who helped to convince junior students to join the training.

- Delay in Launching New Training

There were times when I had to wait for the right moment to launch new training programs, which caused delays. To tackle this, we started conducting awareness workshops in different organizations and offered online training sessions to keep the engagement going during waiting periods.

- Puja Vacation and Leave Requests

In north Karnataka, the region's rich cultural heritage means that every month has a special puja, with Puja being the most prominent. During puja time, many candidates request leave, and often, they do not return to the centre within the given time. To address this, I worked closely with my team at Spoorthy organization to understand the importance of each puja and granted leave based on its significance, ensuring that candidates could participate in these cultural events without missing out on training.

Future plan

- Connecting the Organization to the Community

We plan to introduce a WhatsApp group where candidates can gain basic knowledge of technology and find solutions for their challenges.

Publishing case studies or conducting interviews with course-completed candidates to highlight their learnings on social media and platforms like Vaani. This will help attract more candidates to join the training programs.

- Conducting One-Day Workshops

Organizing one-day workshops for individuals who cannot attend regular training due to age or other constraints. These workshops will cover topics such as:

-Using online libraries effectively.

-Using Android mobile phones with ease.

-Hosting workshops online or in various regions for better accessibility.

Specialized Online Courses

Launching online courses like: Regional language typing training.

Basic word course and basic excel course.

Engaging the Centre with Year-Round Activities

- Conducting at least two offline training programs annually, such as Fundamentals of Computer and Foundation Courses.
- Hosting three online courses every year to reach more candidates.
- Organizing awareness workshops for 200 candidates annually to promote digital literacy and technology adoption.

Conclusion

1. Plan Courses at the Right Time: We schedule training programs based on the community's needs and important events to ensure they are useful and relevant.

2. Teach with Simple Examples: We use everyday examples like rows and columns in seating arrangements for Excel or a chocolate bar for the taskbar to make learning easy and relatable.

3. Engage the Community:

- Use WhatsApp groups to share basic tech knowledge and solutions.
- Publish success stories of past students to inspire and attract new candidates.
- Organize one-day workshops for those who cannot attend regular training.

4. Overcome Challenges:

- Built a bigger network to find more candidates.
- Learned different Kannada slangs to communicate better with local candidates.
- Managed leaves and delays during cultural events like pujas.

5. Future Activities:

- Conduct at least two offline training programs each year.
- Host three online courses annually, like WordPress and advanced accessible document creation.
- Organize awareness workshops for 200 candidates every year.

By following these steps, we are helping individuals with vision impairment gain essential skills, improve their confidence, and lead independent lives.