



PROJECT BRIEF

Rural Empowerment and Impact Sourcing Training Project

I. Rationale:

The Department of Information and Communications Technology is implementing the Rural Impact Sourcing (RIS) Program which is intended to create meaningful ICT-enabled jobs in socio-economically disadvantaged areas in the country. It specifically focuses on areas where there is high population but low employment due to lack of investors. It also aims to promote ICT-enabled jobs as a high value economic activity in rural communities that are not yet ready to host Information Technology – Business Process Management (IT-BPM) operations.

RIS benefits disadvantaged individuals in the countryside. It looks beyond the common source of supply for traditional outsourcing to provide higher-income employment and access to new income opportunities to individuals that might not otherwise be employed in this sector. These individuals are typically people who are at a unique disadvantage and lack access to traditional employment.

To be able to help address unemployment in the country and support more Filipinos in the countryside gain employment through the online freelancing industry, the DICT has developed a module that will provide technical training on ICT-related jobs. The training primarily aims to increase people's hireability by focusing on development and improvement on their ICT skills and utilize it for employment opportunities. Further, this training recognizes the role of the Micro Small Medium Enterprise (MSMEs) to provide employment opportunities and contribute to economic growth especially within their locality. By increasing competency of the talent, this training will also serve as an avenue to promote the use of e-Commerce by MSMEs.

In the conduct of these trainings, special Technology empowerment for economic development (Tech4Ed) Centers will be established and utilized to serve as training centers in selected communities. The Tech4ED Center is a shared facility which provides access to ICT-enabled contents and services. These centers will also serve as RIS hubs where beneficiaries, after the training, can do jobs online with its free facilities.

Eventually, the success in the ICT-related job will provide economic opportunities not just for the graduates but as well as the people who will directly and indirectly benefit in this initiative.

II. Objectives

The main objective of the project is to provide technical trainings to increase the capabilities of the people, who are currently unemployed or financially unstable, to land ICT-related jobs. Specifically:

- a. Increase the ICT technical skills of the talents in the countryside
- b. Increase hireability of the people to land a job in the field of ICT
- c. Promote local talent and local businesses

- d. Enhance the ICT technical skills of in-house participants (DICT-FOO personnel and Tech4ED Center Manager) as potential trainers

The training will be participated by at least 22 scholars and a maximum of 25 scholars. All scholars are expected to work with MSMEs on a 1:1 ratio. Further, select in house participants from National ICT Competency Management Office, Tech4Ed Center Manager, FOO personnel, DTI representative and or other local partners (other government agencies/ICT councils will also be participating will be accommodated).

Appendix A. Training Module Outline

Session No	Courses
Session 1	Module 1: Branding for Companies, Products, Service Topics: <ol style="list-style-type: none"> 1. Brand Fascination 2. Buyer Persona 3. Customer Journey
Session 2	Module 2: Web Development Topics: <ol style="list-style-type: none"> 1. Information flow 2. Wireframe 3. CMS installation or Landing Page subscription 4. Template configuration 5. Adding website elements (text, products / service info, image, plug-ins, Analytics) 6. Testing
Session 3	Module 3: Product photography, Content Writing Topics: <ol style="list-style-type: none"> 1. Taking product or service photos. 2. Editing photos. 3. Product or service write-up elements 4. Category write-up 5. Website policy writing
Session 4	Module 4: CRM & Email Follow Through Topics: <ol style="list-style-type: none"> 1. Creation of email templates tied to customer journey. 2. Lead monitoring 3. Sales monitoring 4. Follow through.
Session 5	Module 5: Data Privacy Law, Cybercrime Law, Digital Marketing Ethics Topics: <ol style="list-style-type: none"> 1. Data Privacy Law 2. Cybercrime Law 3. Digital Marketing Ethics
Session 6	Module 6: Search Engine Optimization & E-Mail Marketing Topics: <ol style="list-style-type: none"> 1. Buyer's Search Intentions 2. Keyword Research 3. Site Optimization 4. Search Ads placement 5. Email Marketing
Session 7	Module 7: Social Media Content Planning and Calendar Topics:

	<ol style="list-style-type: none"> 1. Buyer's Journey and Social Media Content Planning 2. Plotting Schedule in Social Media Calendar 3. Social Media Tools
Session 8	<p>Module 8: Business Blogging</p> <p>Topics:</p> <ol style="list-style-type: none"> 1. Blogging to Generate Awareness 2. Blog Writing Styles 3. Adding Call to Action 4. Blog Post Promotion
Session 9	<p>Module 9: Social Media Content Creation</p> <p>Topics:</p> <ol style="list-style-type: none"> 1. Social Media Graphic Creation 2. Twenty-one (21) days social media campaign creation
Session 10	<p>Module 10: Building your Freelancer Profile</p> <p>Topics:</p> <ol style="list-style-type: none"> 1. Freelancing Opportunities 2. Freelancing Platforms 3. Building a Freelancer Profile 4. Submitting Proposals 5. Handling Interviews 6. Winning Deals. 7. Fulfilling Client Expectations 8. Getting Paid 9. Handling Disputes / Complaints
Session 11	<p>Module 11: Report Completion and Submission</p> <ol style="list-style-type: none"> 1. Presentation Report Preparation 2. Presentation Report Completion
Session 12	<p>Module 12: Report Wrap-up, Presentation, and Graduation</p> <ol style="list-style-type: none"> 1. Report Checking 2. Report Presentation 3. Graduation

Appendix C. Criteria Selection of Scholars

The scholarship is open for evaluation for the RIS Technical Training Pool of Scholars. Here is the list of the eligibility needed for applicants:

1. He or she must be a Filipino citizen;
2. He or she must be at least college or vocational level;
3. Has basic skill in Microsoft Office Word, Excel, and PowerPoint;
4. Age of at least 18 years old;
5. Must submit 2 of the following: NBI/Police clearance, Barangay Clearance and Cedula, Postal, birth certificate or previous school ID within one-year from its validity. ID, Driver's License, and other government issued ID.
6. Must accomplish the Applicant's Form with photo and signature.
7. Submit the original and photocopy of trainings and seminars attended;
8. Priority must be given to unemployed or underemployed applicants;
9. Persons with Disability (PWDs) are welcomed to apply.

Appendix D. Profile of Scholars



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF INFORMATION AND COMMUNICATIONS TECHNOLOGY

RURAL IMPACT SOURCING (RIS) TECHNICAL TRAINING

Please use a separate sheet if necessary. Write legibly.

Scholar's No. : _____		Profile of Scholar	
Name: (Mr/Miss/Mrs)			Recent passport size photo 4.5 cm x 3 cm
Home Address:			
Mobile Phone:	Tel. No.		
Type and Name of Business			
Business/Home Address:			
E-mail Address	Annual Salary		
Age	Sex		
Date of Birth	Place of Birth		
Citizenship	Civil Status	4Ps Member:	Yes <input type="checkbox"/> No <input type="checkbox"/>
Social Media Accounts:			
Highest educational attainment			
Name & Address of School	Inclusive Dates (m/y)	Degree Completed	Honors Obtained
Work experience (list in chronological order)			
Name & Address of Employer	Inclusive Dates (m/y)	Position Held	Nature of Job
Trainings, seminars and/or conferences attended related to ICT			
Character References			
Write two (2) character references from your previous employer/professor.			
Name: Address: Contact details: Relationship:	Name: Address: Contact details: Relationship:		
I hereby affirm that all the above information is complete and accurate. I know that any false or misleading information given by me can make me ineligible for admission or subject to dismissal. I also hereby provide my personal data only for the use of Rural Impact Sourcing Technical Training for the belief of not divulging any information without my consent under R.A 10173 or the Data Privacy Act of 2012.			
Date	Signature of Scholar	Printed Name	



Appendix F. Selection Process: Essay Test

Appendix G. Selection Process: Panel Interview

Appendix H. Requirements of Local Partner

The RIS Technical Training is in partnership with various local partners (LGUs). However, the local partner must be provide the following requirements:

1. The local partner must provide a training venue with at least 24 units of computer.
2. The local partner must ensure fast and stable internet connection with at least 2mbps/computer unit.
3. Has signed the MOU between DICT and host on the establishment of RIS/ Tech4Ed Center.
4. Must be willing to provide food for the participants and trainers for the 13 days (including day 0) face-to-face training sessions.
5. Provide a stand by functional generator in case of power interruption.