

# THE SILK WOMEN™



# USAID

FROM THE AMERICAN PEOPLE



TAO 道學習  
LEARNING

TECHNICAL BRIEF

Applicant Information:

- ❖ **Organization:** Tao Learning Institute
- ❖ **Project Title:** The Silk Women™
- ❖ **Project Site:** <https://silkwomen.org>
- ❖ **Phone:** 740-538-0172
- ❖ **Fax:** 929-376-0022
- ❖ **Org Site:** <https://taolearning.org>
- ❖ **DUNS#:** 117004373

**POC #1**

Mr. Matthew Hackney  
President, Tao Learning Institute  
125 Frederick St, Marietta OH 45750  
Country: USA  
929-999-6624  
[admin@taolearning.org](mailto:admin@taolearning.org)

**POC #2**

Mr. Zain Sultani  
Vice President, Tao Learning Institute  
H. # 132, Str. # 20, F-10/2, Islamabad  
44000 Country: Pakistan  
929-336-6489  
[zain@taolearning.org](mailto:zain@taolearning.org)

---

**Proposed Sub-Recipients: None**

**Partnerships:**



## CONTENTS

Executive Summary .....	3
Igniting Curiosity Worldwide .....	4
The Silk Women™ Cooperative .....	5
Pakistan SMILE Spaces: Incubation Centers .....	7
Tao Learning: SMILE Campus – Ohio, USA .....	8
5K Charity Runs: Igniting Curiosity & The Silk Women™ .....	9
Swarm Intelligence: Grassoorts Advertising Strategy .....	10
Branding Strategy .....	11
Sustainability .....	11
Security .....	12
Monitoring and Evaluation Overview.....	13
Monitoring Plan.....	13
Evaluation Plan.....	15
Learning Plan.....	15
Data Management.....	16
Roles, Responsibilities, and Schedule.....	17
Schedule of MEL Reports to USAID.....	18
Personnel & Management Approach .....	19
Annex: Additional Information .....	20

## EXECUTIVE SUMMARY

### THE TAO LEARNING INSTITUTE

We are a 501c3 NGO based in the United States. We have over 15 years' experience in educating and empowering the world with beautiful stories with our successful tactics. We reshape the pedagogical model to empower others throughout the MENAP Region, and then we get out of their way as they find their own path in life. We have a tried & true philosophy known as The SMILE Method™ which helps mold educators and participants into leaders of a new era of learning and entrepreneurship by igniting their curiosity in community development.

### THE SILK WOMEN™ COOPERATIVE

Through this program, we will develop a new initiative known as The Silk Women™ Cooperative where we train women in rural areas fine arts, crafts, and entrepreneurship to create bracelets, necklaces, pottery, fashion and many other items which all will be hand-made. Our NGO will handle all branding, logistics, and retail distribution in the USA for the Cooperative through multiple partnerships to ensure the women can create sustainable incomes and livelihoods. Our strategy allows women to focus on family first while still playing an integral part of the economy with their own micro-business.

### TAO LEARNING: SMILE CAMPUS – OHIO, USA

Central to our operations is an entire Fine Arts Academy, known as the SMILE Campus in Ohio where our Chief of Party and Technical Specialists train students in Women Studies. We also have our Warehouse and Flagship Headquarters for a brand that will carry The Silk Women™ products here. It is a central hub for creativity, learning, and cultural exchange that will be well connected with the nation of Pakistan.

### 5K CHARITY RUNS: IGNITING CURIOSITY & THE SILK WOMEN™

An innovative way to gain awareness, our annual 5K Runs in New York City and other metropolitan areas will spread the message of Igniting Curiosity. We will have a lot of fun while showcasing products from The Silk Women™ to all Americans.

### AMBASSADOR PROGRAM: USING SWARM INTELLIGENCE

The Tao Learning Ambassador Program will allow cultural exchange where women from Pakistan will get the opportunity to travel to the USA on cultural exchange Visas and our students in the US will travel to Pakistan and share insight and bring cultural influence.



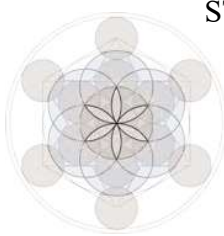
## IGNITING CURIOSITY WORLDWIDE

We have expertise in a Global market of training millions of students, including key leaders in the MENAP Region for over 15 years. Tao Learning curates environments to be peaceful, flexible, and all-encompassing with tools in place for self-motivated students to explore. We will bring this program with deeper impact into the heart of Pakistan so rural women and townships effected by inequality can find new curiosity into their adventure in self-discovery.



We provide solutions to life's challenges with a fun and invigorating approach to bridge American culture, the STEAM education community, and Pakistan leaders in pedagogy for alternative schooling and for micro-business development.

## MAKING STEAM COOL



STEAM is an educational approach to learning that uses the top fields needed in the workforce as access points for guiding student inquiry, dialogue, and critical thinking. We will host online and in-person training at SMILE Spaces in a fun and invigorating fashion. We are also very social with our students so their learning experience can become a lifestyle rather than just a modality for work.

## THE SMILE METHOD™

THE SMILE METHOD™ - Self-Motivated Impact Learning Environment Method

This was developed for people from all walks of life, with the goal of igniting curiosity in literacy and education across the globe. This Method utilizes mindful philosophies, virtual tracking tools, and teaching techniques for global success in educating individuals on a large scale. The method is malleable yet stable, making it easy to apply to a vast range of demographics: from pre-school children to educators, young adults to parents, and even full-time business professionals to community leaders.



In this method, students go through a 5-step process to encourage themselves, ignite their own curiosity, find inner passions, collaborate with like-minded individuals who share

similar goals and who are discovering the same subjects, and finally to engage in community development to share wisdom back with those who need it most.

## THE CURIOSITY NETWORK

Partnered with Microsoft, we utilize Office 365 to give participants a sample understanding of what Hive Mentality is. They immerse into a real-world technology experience in digital groups while learning SharePoint, MS Teams, Azure, MS Flow, and how to collaborate with basic Office tools such as Word and Excel.



# FOCUS@HIVE

## PAKISTAN LEADERSHIP COLLABORATION

We are partnered with many leaders throughout Pakistan and other MENAP Countries and will create stronger ties with the Ministry of Federal Education & Professional Training, the Population Welfare Department, multiple Imams, city developers in the regions of Chitral, Peshawar, Gilgit, Karachi, Islamabad, and other prominent areas our programs will touch.

Their role is crucial by endorsing our vision with resources for the Silk Women™ program to impression a large audience.



Ministry of Federal Education  
and Professional Training

## THE SILK WOMEN™ COOPERATIVE

In a new Era for the MENAP Region, we are developing The Silk Women™ Cooperative where we empower women internationally to come together with thousands of micro-businesses all under one vision and one brand to unite their goals of empowering one another and bringing new sustainable energy for their families. This initiative will see our leaders in arts, crafts, business, and e-commerce across the globe work together to create a new chapter for the villages of rural Pakistan. We will take this a step further and mentor the participants with wholesome values and family strategy for ongoing success.

## COLLABORATIVE MICRO-BUSINESSES



Instead of competing with one another, we will create a campaign that brands The Silk Women™ to share in the excitement of learning business and taking pride in embracing our differences through arts, crafts, fashion, and other commodities desired by the western markets.

## TAOLO: RETAIL SHOP & E-COMMERCE PLATFORM

We have created a partnership exclusive for The Silk Women™ products to be sold **where the chain has agreed to pass 100% proceeds back to the Silk Women™**. As the products come in, Taolo has agreed to expand floorspace for our products and showcase The Silk Women™ in marketing campaigns as well. This shop will be located in Marietta, OH USA and as the business expands, plan will be made to open in more locations across America. A beautiful online E-commerce platform will also showcase



all of the products from these women. Our team will be diligent in establishing other relationships with distributors and partners for the products coming in from this initiative.

## THE SILK WOMEN™ - STORY-DRIVEN MERCHANDISE

The merchandise will be an eclectic mix as we allow the women of the cooperative to learn and produce whatever craft their heart desires. We will improve the existing Silk Women™ website, <https://silkwomen.org> to showcase the products and to tell the story

of these women and their heritage. The merchandise branding will include tags and product boxing that shares the lives and conditions of the women to help the Western population understand and empathize with the current MENAP culture.

## MENAP SMILE SPACES: INCUBATION CENTERS

Over a 20-year timeline, we will develop beautiful Fine Arts spaces known as SMILE Spaces across Pakistan where our trained professionals will share wisdom in arts, crafts, entrepreneurship, leadership, and micro-business strategies.

We will also use these centers for warehousing the materials as we create a transportation system that goes along N-35, N-45, and other main thoroughways of the heart of Pakistan to pick up items made by The Silk Women™ Cooperative.

### CHITRAL SMILE SPACE: YEAR 1

We have strategically chosen Chitral as our flagship location for our Pakistan SMILE Space launch. The Pakistan Cultural Director will be on-site at this location to train other SMILE Space Coaches who will disperse to other locations around the country after passing our certification program.

This location is a central space for culture and economy in the KPK where we will happily send Americans on their cultural exchange program as Ambassadors and host numerous workshops and trainings with the local population on topics such as gender equality, building a micro-business, and community development. We will also have a full media production studio in this space to capture incredible footage of the local women for our advertising and brand identity campaign of The Silk Women™.

### KARACHI SMILE SPACE: YEAR 1

Working with numerous partners who have collaborated with us over 10 years, we will also create a strong presence in Karachi with a SMILE Space that has warehousing and logistical operations for utilizing Ship Cargo to send Goods to our distributors around the world. While a smart logistics move, this also gives us the opportunity to teach more underrepresented women in the region of Karachi.

Future Locations:

### PESHAWAR SMILE SPACE: YEAR 2

### GWADAR/GILGIT REGION SMILE SPACE: YEAR 3



## TAO LEARNING: SMILE CAMPUS – OHIO, USA

A Fine Arts Oasis which is an all-encompassing community, providing the option of learning, dining, and socializing in a healthy & artistic environment. Students who desire to study in our programs can live on-site, travel abroad to Pakistan, and collaborate with our Pakistan offices digitally through our comprehensive online network.

This location sets the tone for America: that **we are a friend and partner** with Pakistan.

## WOMEN'S STUDIES: CULTURAL EXCHANGE PROGRAM

Our initial research shows an overwhelming support from American students who are interested in the culture and impact they can have by traveling to Pakistan. They have expressed deep interest in staying in the Chitral, Pakistan region for up to 2-years at a time to work with our NGO to give cultural exchange. In unison, we have found staggering support from our partners in Pakistan who are also eager to immerse into Q1 Visas in the township of Marietta, OH USA where they will be able to stay for up to 12 months and learn first-hand of American culture and values, along with an understanding that it is their mission to return to their homeland and share their newfound wisdom with the underprivileged women of the effected regions.

## TAO LEARNING: FINE ARTS ACADEMY



We will purchase a 60,000 sq ft campus in the heart of Marietta, OH currently known as the Glass Press Complex and create a strong Pakistan presence with classes for locals not only in Women Studies, but specifically how to immerse into Pakistan culture, basic classes in Urdu, Pakistan history, and geography training.

In addition, this center will be led by our Chief of Party, who will oversee all operations and expand

programming and relations between US opportunities and the micro-businesses of Pakistan. We will train the participants and the students who come from Pakistan how to build a better bridge between the Arts & Sciences.

We will use this facility to train Ambassadors from America who will then make trips to Pakistan, fully equipped to immerse into the culture and environment of the country. We will also host classes in unique aspects of Micro-Businesses in the MENAP Region that are much different than economic classes appropriate for western society.



## 5K CHARITY RUNS: IGNITING CURIOSITY & THE SILK WOMEN™

A fun & cost-effective marketing strategy in America is the use of 5K running events to spread messages of charity. Our NGO has over 15 years' experience in hosting such events and we are delighted to bring our expertise to The Silk Women™ project.

We will start the 5K Charity Run in New York City and will expand the 5K Charity campaign to other metropolitan cities in the USA as it gains traction.

## THE SILK WOMEN™ PRODUCT AWARENESS

We will utilize products hand-made by women of Pakistan as prizes for this annual event along with photoshoots, social media campaigns, and product placement to spread awareness about the great cause we are doing in Pakistan.

## CORPORATE PARTNERSHIP PROGRAM

In the past, our running events have gained attention and sponsorship from large US companies such as NIKE, ZICO, Danskin, Everlast, 3M, Dupont, and more. We expect this program to pick up similar attention where we will gain the opportunity to discuss with such corporate partners how we may align our missions and create an even larger positive impact on the communities of Pakistan.

## MICRO-BUSINESS LENDING WITH KIVA

As the micro-businesses evolve, we expect the women to gain confidence and to desire to expand their startup into independent business entities. We are fully prepared to create a partnership with Kiva, which has an excellent reputation of helping impoverished communities find the lending they need to be successful.



We support the idea of creating multiple fiscal strategies for success and we will continue to educate the women of artistic uses of their resources so they can mitigate the need for loans. We will also establish fiscal literacy programs at our SMILE Spaces and online so these entrepreneurs can be well-prepared for the burden of entrepreneurship before taking on fiscal responsibility first-hand. We will seek out other competitive lenders to micro-businesses on the local and global levels, including seeking partners who will supply opportunities for select women who go above and beyond in their quality of craftsmanship and comprehension of leadership ability.

## SWARM INTELLIGENCE: GRASSROOTS ADVERTISING STRATEGY

Right now, Pakistan faces a lot of tension from multiple parties attempting to influence and control the outcome of the country. By using Swarm Intelligence with creative digital strategies and the use of crowdsourcing influencers, we are able to bypass these overbearing parties and become effective in our own outreach programs. This area outlines our ability to establish a brand presence and to ensure its success.

## ORGANIC GROWTH HACKING

We will use creative branding with hashtag campaigns with the strategy they will go viral, such as #ignitecuriosity, #silkwomen, and #pakistanwomen to lift the hopes of the local population and to unite what is currently a divided country. We will see participants far outside our local influence hop onto this campaign and contribute with how they also are playing their part in this new Era for Pakistan.

We will encourage the leaders we teach to delegate their knowledge so a ripple effect will occur in communities. We have allotted funds for an incentivized award system that encourages women to reach out to other fellow women in their community to make their own impact. If they are successful, we will have a lot of software, mentorship, and technology rewards as part of our budget ready to share with these women.

## THE SILK WOMEN™ AMBASSADOR PROGRAM

The students involved in the American Women Studies program in Marietta, Ohio will have the opportunity to travel to Pakistan and play a key role in an Ambassador Program. Some will stay on-site at our centers while others will opt to go out in the communities and make a difference one by one with the women and families that they meet.

We will create a wholesome approach that is mindful and sensitive to the issues of the country as to not disrupt the current flow of thinking, but to only build upon the existing successes and to provide awareness and tools for these families to enrich each others' lives.

The American Ambassadors will add to the social media campaigns to share how their time spent in Pakistan is making a difference. We will use our high quality cinematic production equipment to share snippets of this journey as well to showcase what US tax money is supporting through this wonderful USAID supported program.

## BRANDING STRATEGY

To have the impact we desire, we will work directly with Award-Winning Creative Director, Sam Chau 曹 . His work is featured across USA, Asia, and Europe in many sectors that cover women empowerment. He has extensive knowledge of the Pakistan culture and economy, too. We have a keen desire to excite the country of Pakistan in our new vision of The Silk Women™ program, the Ignite Curiosity program, and with the Ambassador program and will utilize a strong Brand Identity to achieve this goal.

## IGNITE CURIOSITY BRANDING CAMPAIGN

At the core of our mission is to Ignite Curiosity in education for all. This program will be gender neutral and age neutral to show the entire country that we care about everyone. We will create T-Shirt, Hats, Books, and other swag so Pakistan can get excited about the concept of Igniting their Curiosity for education.

## THE SILK WOMEN™ BRANDING CAMPAIGN

We will expand upon the beautiful website we've created: [www.silkwomen.org](http://www.silkwomen.org), the mission statement, and a photo gallery of all the work we do for this campaign. We will also take high-end photos of the products along with celebrity product placement to grab the hearts of the American people. We will create a wonderful branding studio at the Fine Arts Studio in Marietta Ohio to achieve this goal along with an extension studio in Chitral to capture Pakistan local footage.

## AMBASSADOR PROGRAM

We will take incredible cinematic footage of our SMILE Spaces and the women we touch in Pakistan to create a resounding reason to visit Pakistan and to get involved in our Ambassador program. We will also create a compelling story-driven campaign to show the locals in Pakistan just how friendly and helpful the American Ambassadors are.

## SUSTAINABILITY

We've created a 20-year timeline for this vision that takes the project well-beyond the 5-year funding provided by USAID. This includes expansion for warehousing, distribution, and education in key areas of both the US and Pakistan.



Our NGO's Board has a combined 30 years' experience in the for-profit sector and has successfully built dozens of companies around the world, along with working in and collaborating with Pakistan for over a fifteen years. As the Ambassador program picks up and our branding of the campaign increases, we expect Americans to pay higher prices for the products & services that fuel this program. This will create sustainability in the Ambassador program as well as the Silk Women™ merchandise: as both will be able to cover their own costs.

Further, the establishments of permanent structures will reduce the need for funding if we are to maintain the same presence and same infrastructure. With ongoing success, we will be able continue to expand The Silk Women™ Cooperative and create a chain of operations that sees a successful business model for this that includes continued education of the women, streamlined logistics, and retail marketing in the US with relevant merchandise consumers are demanding sold at competitive, yet profitable margins

We will also slowly create Rules & Procedures, online tutorials, and plenty of digital material to circumvent the need for so much paid staff on the long-term vision. We also plan to present this vision to other countries in the MENAP Region to get extended support for the Silk Women™ brand and further funding.

## SECURITY

Our SMILE Spaces in Chitral & Karachi will be outfitted with 4 highly trained security cleared civilian guards along with 1 trained security dog for the safety and security of the buildings. The following technical equipment will be installed on the buildings:

- CCTV Camera's, Access Control
- Alarm System (Panic Alarms)
- Access Control
- Turnstiles, Biometric RFID
- Barred / Razor Wire Fencing

We will consult with Government Security professionals to supply staff and strategy for each location we expand into that will have a minimum presence as outlined above. For each American we have who goes and talks with locals, we will also provide 4 highly trained security cleared civilian guards along with 1 trained security dog. This secondary unit will be in communication with the primary unit at our main facility at all times. We consider the climate hostile and highly dangerous and will approach all strategies accordingly.

We will create three evacuation routes for personnel: one by plane and two by road for emergency needs.

## MONITORING AND EVALUATION OVERVIEW

### LOGISTICS & OPERATIONS

We plan on having women drop off hand-made goods at our SMILE Spaces or to be picked up by our monthly pick-up service. Either way, we will keep a blockchain operated ledger, which is simple for USAID to access. This will include what each woman contributes to The Silk Women™ Cooperative. Quarterly, we will distribute out payments using EasyPaisa back to the women in denominations set by the Cooperative. This information will also be available on the blockchain ledger and shared with USAID quarterly.

### ACTIVITY THEORY OF CHANGE AND LOGIC MODEL

The current landscape of Pakistan is very divided by gender, intellect, and access to resources and infrastructure. If women in the country are given access to job opportunities they can do 100% from their households along with payment methods that don't require them going to banks, along with access to western-style leadership training, then these women can help provide income for the economy and their households while also shifting the gender and intellectual divide that is currently present.

By creating a network of SMILE Spaces that teach micro-business along with a transportation network through rural areas, The Silk Women™ Project in Pakistan can be a significant catalyst in shifting to a new Era for Pakistan. The trucks that go along the routes and pick-up hand-made goods from the women will be able to provide customized resources we stipulate and to take records of the general health and well-being of the women when they drop off items.

The SMILE Spaces will be able to effectively train locals, who will be instructed to reach out further into the communities.

The profit generated by The Silk Women™ Cooperative will provide much-needed finances for families in rural areas to gain a newfound respect for the females in the community.

All three of these activities will have a strong influence in Pakistan and create success for the New Era we envision.

### MONITORING PLAN

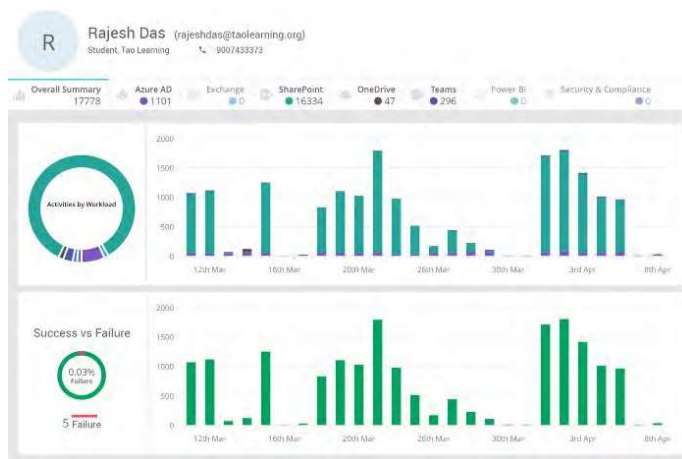
We have created a comprehensive program to monitor the impact of our initiative. This includes customized digital software, known as The SMILE Network, which we will discuss in detail below. We also rely on the truck

drivers on transportation routes along with the Officers at our SMILE Spaces to keep monthly logs of the participants in our programs. Our software is updated in real-time as is our innovative blockchain technology which tracks payments, usage, and ledgers. We have a strong belief in transparency, and we are extremely tech savvy in our business strategy. This creates a compelling MEL strategy that is upfront, transparent, cost-effective, and operates in real-time.

## PERFORMANCE MONITORING: THE SMILE NETWORK

Participants who have access to technology will be encouraged to join our online platform where we can further train them in digital tools and entrepreneurship strategies.

For any participant who uses our software, we have a custom dashboard that denotes



participation in the SMILE Network. Here, we can train participants in areas they are struggling while also monitoring their participation and success in administrative tasks.

We will also utilize Microsoft's O365 eDiscovery platform to setup automated rules on communications to ensure the SMILE Network is being utilized for positive change and impact in the rural communities we touch.

We will provide automated reporting to USAID on select keywords USAID desires us to monitor, if asked.

It is here that we will be able to monitor and impact the entire Nation of Pakistan by keeping in touch with each community leader online and providing them with the leadership resources needed for their success. Our system is able to handle over 500,000 participants with our partnership with Microsoft.

## 2.2 CONTEXT MONITORING

We will keep a comprehensive list of all the community leaders, logistics officers, and development specialists with whom we communicate. This list will include the total hours we work with each individual along with a gradient shaded system to denote the warmth in personality we receive from each person.

We will create a mapping system to show the routes we are using for transportation, our pick up & drop off locations, along with quantifiable metrics for each area location such as:

- Number of Participants in Township
- Number of Items per Participant
- Quality of Craftsmanship in Township
- Emotional Signs of Distress displayed by Participant
- Community Reception of our Program (Gradient Scale)
- Program Interest in New Areas

We use Microsoft Dynamics 365 to keep track of shipments, amount of goods sold, and our inventory. We will report Quarterly on the itemization given from the retail store and distribution channels from Dynamics 365.

We will periodically conduct interviews and summits whereby we collaborate with leaders of Pakistan and report on the reception of our program Quarterly. We will also include access to final media footage we capture or are featured in based on these events.

## EVALUATION PLAN

### INTERNAL EVALUATIONS

In addition to monitoring the success of the participants, our partner, Tao Mgt Ltd. also will provide full internal reporting of our key personnel in this program. Each key personnel will have a SMILE Score that will report their activity inside Office 365 such as:

- Number of Emails Sent/Received
- Number of Internal Communication Messages Sent
- Number of Documents Opened
- Number of SharePoint Files Accessed
- More comprehensive reports for Office 365 & Azure AD

As our team is international, this is crucial to evaluate the effectiveness of staff. USAID's help will not be needed in the consulting of these reports, though they will be provided on a quarterly basis back to USAID.

## LEARNING PLAN

Throughout the course of our program, we will gauge our effectiveness by using the above mentioned Monitoring and Evaluation findings. Based on the participation level of women, we will increase or decrease the number of Ambassadors sent to an area with the end goal to have a larger impact.



As the monitoring tools lets us know daily activity on our platform and our truck drivers will also be reporting the number of participants, we can easily diagnose which areas will need the most help from our Ambassadors and Marketing Outreach. In areas we feel saturated, we will organically decrease our presence and move our Ambassadors to areas that we either have not touched yet or seem to be suffering based on our data.

Key Personnel will be monitored and switched out if their SMILE Scores fall below our recommended averages. We will look at our internal staff effectiveness on a monthly basis to determine their engagement in the software, training and systems we have in place.

As areas pick up in nature and we completely saturate a market, we will use our excess energy to open up an entirely new SMILE Space in a new area of the country. We will use the SMILE Score of the existing Personnel to determine who seems most fitting to relocate to this new location and lead its growth.

## DATA MANAGEMENT

We use a combination of data storage methods in our partnership with Microsoft to store information on servers in compliance with GDPR Law. We also utilize blockchain technology with our partnership with the Decentralized Identity Foundation to prevent data breaches and to keep our storage strategies up to industry standards.

## DATA COLLECTION & STORAGE: THE SILK WOMEN™

Manually entered paper spreadsheets in combination with digital storage from tablets and laptops will be used to collect data on location in each small town that is automatically uploaded to Dynamics 365 at our US Location. This data is encrypted on Microsoft Servers and is backed up in the Cloud. We then migrate this data to our proprietary blockchain system for distribution across a decentralized ledger that will then anonymized and shared with the public. A comprehensive version of the same ledger will be shared with USAID.

## DATA COLLECTION & STORAGE: THE SMILE NETWORK

The SMILE Network utilizes Azure AD in a decentralized Virtual Machine, hosted by Microsoft. This data is updated in real-time, anonymized, and then stored in our proprietary software for public consumption known as The SMILE Score. A link to this is available on our main website: <https://taolearning.org>

We collect names, locations, usage, software comprehension, and literacy all in this software.

## DATA QUALITY ASSURANCE & SECURITY

We partner with Cyber Security professionals to analyze our methods, storage techniques, and to actively engage in penetration-testing periodically to keep our server and security standards optimized.

We utilize only Microsoft-Certified software in our data handling and rely on Microsoft Servers for all transferring and storage of data.

The truck drivers and Ambassadors who are tasked with gathering data from locals are tested for integrity and quality assurance by comparing their data to each other's' in blind analysis. If discrepancies are found, we take corrective action so our data from individual sources can uphold its integrity.

## DATA ANALYSIS AND USE

The SMILE Score will be used on an international scale to determine our effectiveness in the United Nation's mission to achieve Sustainable Development Goals: SDG4. We anonymize this data and provide it for public consumption so other educators and world leaders can understand who is attaining literacy in digital software.

The blockchain ledger which tells all the products being made by The Silk Women™ is also anonymized and available for public reporting so other leaders can understand the impact we have on a global scale.

## ROLES, RESPONSIBILITIES, AND SCHEDULE

**Literacy Report:** The Technical Specialists will be tasked with summarizing The SMILE Score along with The Silk Women™ Blockchain ledger on a quarterly basis. They will work as a team to compile this data into a summarized viewing effort to send to USAID.

**Entrepreneurship Report:** Our SMILE Space Directors will be given the monthly task of compiling all data given to them from the truck drivers and Ambassadors and storing in our online system in a monthly breakdown.

**Logistics Report:** A comprehensive report on Pakistan will be compiled on a bi-annual basis that has a detailed list of all key personnel we have been in contact with along with trade routes we are utilizing. The various SMILE Space directors will work as a team to keep this report up to date on quarterly basis.

**Chief Report:** The Chief of Party will provide a summarized report of overall operations to USAID on a bi-annual basis. The Chief of Party will then learn of

any adaptations we need to make to the program and will then adjust our Gantt Charts accordingly along with Agile Scrum Sprints the team will carry out to achieve these goals.

SCHEDULE OF MEL REPORTS TO USAID			
Report	Frequency	Transmission to USAID	Description of Content
Entrepreneurship	Monthly	Quarterly	Participation in Silk Women™
Literacy	Quarterly	Quarterly	SMILE Score
Logistics	Bi-Annual	Bi-Annual	Trade Routes & Pakistan Leadership Relationships
Chief	Bi-Annual	Bi-Annual	Overall Program Progress

## PERSONNEL & MANAGEMENT APPROACH

Leading our team as Chief of Party is Dr. Jaclyn McAlees who will work alongside our Technical Specialist - Business Development, Dr. A. Davis Huffman along with our Technical Specialist on Gender: M.S. Donna Lazarescu. All three of which who have extensive experience in an international economy working in gender equality, education, women empowerment, entrepreneurship, and community development. Donna is currently in New York and has over 20 experience working and living in Eastern Europe and the MENAP Region.

## SUSTAINABLE VISION FOR ON-GOING RELATIONS

These three women will lead the US Division at the Tao Learning Fine Arts Academy to recruit, train, and deploy Ambassadors to Pakistan. Once arrived in the country, the team at Tao Learning: Pakistan will host our Ambassadors at local Pakistan SMILE Spaces where they will receive further training from Tao Learning: Pakistan on local culture, geopolitics, and up to date relevant information on our programs.

Once qualified and trained, in small groups, the Ambassadors will then be sent out on local trips to immerse with families to show them the benefits and opportunities offered by joining The Silk Women™ Cooperative.

The Ambassadors and Tao Learning: Pakistan will facilitate various workshops, trainings, and provide technology inside our SMILE Spaces where local participants may access all of our tools and programs. The locals will also interact and learn about Western culture and values at these Spaces in a warm and friendly environment.

The Ambassadors will encourage the women to join The Silk Women™ Cooperative as a path to financial success. Upon contributing crafts for the Cooperative, we will track the goods made, the training required, and the local impact we're having in comprehensive reports and logs. These reports will be sent simultaneously back to our US Division and to USAID where our key personnel will determine our effectiveness and approach. Tao Learning: Pakistan along with the Tao Learning team in Ohio, USA will constantly adjust our approach to create vibrant ties and relations with the locals while we boost Pakistan's economy and close the gap in gender inequality.

Metrics will be monitored by our Project Steering Committee, with the Chief of Party acting as Chairman of this Committee in direct collaboration with Tao Learning President, Mr. Hackney.



ANNEX: ADDITIONAL INFORMATION

ORGANIZATIONAL OUTLINE

