

SDJF Newsletter

Developing Youth Skills, A Need of the Hour

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The United Nations celebrates the Youth Skills Day on the 15 of July, every Year. This year, 2022 the celebrations focused on developing youth skills to equip youth for employment, decent work and entrepreneurship. With the theme 'Transforming youth skills for the future', this year focuses on bring a transformational change to the life of the youth in terms of upskilling in whatever they do and wherever they are. The youth are empowered to grasp the link between having access to decent work and having a proper training on technical and vocational education. To pass the resolution on celebrating the Youth Skills Day on 15th July, Sri Lanka supported the Resolution 18 at the United Nations in 2014.

Sri Lanka Development Journalist Forum (SDJF) is always looking for opportunities and create opportunities to develop skills of the youth. The InSPIRE project (Incubator Spaces for Promoting Information Rights and Freedom of Expression), MediaCorps project, Vibrant Voices programme, and Women Lead project are the most recent projects and programmes that promoted skill development in youth in an array of competencies related to media. SDJF focuses on how youth can use media to upskill themselves and bring about a positive social transformation into their lives.

Under recently concluded MediaCorps programme, SDJF trained more than 59 Mojo reporters who actively involved in reporting stories during the COVID-19 pandemic in 2020 and 2021. These were all young journalists who one day can become seasoned journalists in the media industry. For the news magazine, SDJF telecasted more than 138 episodes of weekly news magazines in both Tamil and Sinhala with the contributions from more than 59 MoJo reporters across the country. The reporters produced more than 400 stories of marginalized communities focusing on issues of poverty, covid related issues, electoral issues, socio-economic and political marginalization, etc. The program was disseminated through a national television called UTV and through Facebook and other social media channels. The program reached more than 2 million viewers within a short span.



Ongoing InSPIRE project focuses on empowering 350 future media professionals through media training and provision of Incubator Spaces to carry out media related professional work. The youth from four state universities are participating on various different media trainings that will empower them to find decent work. They will produce 150 media products as a first step into becoming these professional media personnel.

SDJF pioneers in training youth to become media professionals in their respective communities in Sri Lanka. The main target is to develop the technical skills of the youth so that they are empowered and resilient in finding opportunities to work and also they can become entrepreneurs by themselves in the media industry. What SDJF does is to show the youth opportunities and make them enable digital citizens, so one day their skills will take them higher in the industry.