



MINISTRY OF ICT & NATIONAL GUIDANCE
A Knowledge and Productive Society driven by ICT & National Ideology



UGANDA COMMUNICATIONS COMMISSION

International Youth Day

EMPOWERING YOUTH TO THRIVE IN THE DIGITAL AGE THROUGH MULTIMEDIA SKILLS

International Youth Day, which is commemorated today in Uganda, provides an opportunity to highlight youth support programs being undertaken by key stakeholders, both in government and the private sector.

The National Labour Force Survey 2016/17 undertaken by the Ministry of Gender, Labour and Social Development found that most of the youth in Uganda (69%) lived in rural areas and that more than two-thirds of the employed youth (68%) had neither technical skills nor specialized training.

Besides, the youth Employment to Population Ratio (proportion of youth aged 18-30 years that is employed) was recorded at 59 percent among males and 42 percent among females.

These statistics underline the fact that much more needs to be done to empower the youth with skills and knowledge to improve their livelihoods and position them to drive Uganda's socio-economic transformation.

According to the International Telecommunications Union (ITU) youth report of 2014, for the youths to take advantage of ICT related opportunities, they increasingly need training not just in basic computer use, but in multimedia content creation and production, as well as skills in communication and entrepreneurship.

This is particularly paramount because the lifestyle of youth in the digital age is media-oriented with their subcultures informed by, as well as expressed through, a wide array of content distributed through videos, texts, images, and music, among other avenues.

Based on this realization, Uganda Communications Commission through the Uganda Communications Universal Services and Access Fund (UCUSAF) initiated a project aimed at addressing the bottlenecks that stand in the way of youth fulfilling their full potential through gainful employment and/or entrepreneurship.

The project, which seeks to contribute to unlocking the youths' potential and identifying ways of



The trainees pose for a photo with their trainers and officials.

transforming youthful energy into new ideas and content to enable them to participate in the creative economy, is implemented by Gold Leaf Holdings Limited, a local consultancy firm.

In phase one of the project, more than 500 participants selected from five (5) districts of Kayunga, Mukono, Mpigi, Luwero and Mubende were trained in multimedia production tools and creativity in local content production, all aimed at empowering them to be more employable, innovative, and creative.

Phase two, which will cover northern Uganda districts of Lira, Gulu, Omoro, Apac, Pader and Agago, is in the offing, to be followed by eastern and western Uganda.

The program was designed to enhance innovation and creativity in local content with a view to create jobs in Uganda's creative cultural industries, especially in the aftermath of COVID-19 and the adverse effects the pandemic has had on the youth-dominated entertainment industry.

Armed with skills in ICT tools and applications in

multimedia production and related business processes, the youth are potential anchors of improved productivity and competitiveness in the digital space, both nationally and internationally.

To enroll for the course, beneficiaries were required to demonstrate interest in multimedia content creation and production, involvement in creative arts and/or in the entertainment business as the prerequisite minimum requirements. Training content was customized in local languages to facilitate participation by youth that might be linguistically challenged in one way or another.

By the end of phase one of the program, a total of 522 youth - 100 from each of the 5 districts - had been trained during a 5-week period from 02nd January 2023 to 25th February 2023. Upon successful completion of the program, successful trainees were awarded training completion certificates to prove their skills and formal training.

Under the project, the trainees will be monitored to enhance learning outcomes and to ensure uptake, utilization, effectiveness of project outputs to enable improved creativity, commercialization of use of social media and multimedia skills to improve their

employability, and entrepreneurial uptake, among others.

This initiative is part of UCC's mission to drive the development of a modern communications sector that will enable it to attain its vision of an inclusive digital economy in line with the Government's digital transformation agenda as enshrined in the National Development Plan (NDP) III, Vision 2040, as well as Sustainable Development Goals (SDGs).

Similar initiatives undertaken by UCC in the realm of youth empowerment include the ICT in education program through which more than 1,000 schools have been equipped with computer labs, and the annual National Conference on Communications (NCC), which provides a platform for student researchers to collaborate with academia to deliver cutting edge research and innovations.

Being such a youthful country, the Government of Uganda needs the support of all stakeholders to collaborate in empowering youth to leverage ICTs to create employment opportunities and contribute to socio-economic development.



Gold Leaf Holdings representative speaking to the trainees at Luwero



UCUSAF Director Nyombi Thembo handing a gift to one of the outstanding trainees



The support team, trainers and the best trainees