
Empowerment of Youth via Digitalization



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“Achieving Sustainable Development Goals requires a seismic shift -which can only happen if we empower young people and work with them as equals “

UN Secretary-General Antonio Guterres

Every year on August 12, the United Nations observes International Youth Day to honor the work of young people everywhere in advancing global civilization. Additionally, it seeks to encourage methods for them to actively participate in improving their communities. Since youth can be a constructive force for progress when given the knowledge and opportunities they need to grow, many countries celebrate this event. A global call to action, the Sustainable Development Goals (SDGs) aim to end poverty, safeguard the environment, and guarantee that everyone lives in peace and prosperity. (United Nations) Goal No. 8 of the Sustainable Development Goals outlines Decent Work and Economic Growth: Encourage full and productive employment, consistent, inclusive, and sustainable economic growth, and decent work for all

Data and technology are responsible for 70% of the SDG targets. Digital technologies and data contribute to at least 70% of the 169 SDG targets and have a dramatic impact on economic, social, and environmental dimensions. They also have the potential to reduce the cost of fulfilling these goals by up to USD 55 trillion. (SDGs Digital Acceleration

Agenda) <https://www.un.org/en/desa/international-youth-day-2024-youth-digital-innovation-sustainable-development>

Beyond simply being a skill, digital literacy is essential to sustainable development and a means of bringing about social change. The kids of today are digital natives who use technology to solve global issues, make their voices heard, and come up with creative solutions. Young people have the capacity to lead the way in the future as the next generation of leaders, whether through tech-driven social enterprises or internet activism. Evidence-based decision-making is supported by data produced by digital interactions. .They also have the potential to reduce the cost of fulfilling these goals by up to USD 55 trillion. India is a prime example; they develop their economy and impart digital knowledge to their youth. The Indian government started the “Digital India” program in July 2015 with the goal of advancing the nation’s digital capabilities by enhancing online infrastructure and expanding individuals’ access to the internet (by connecting remote areas to high-speed internet networks, for example). According to a McKinsey report, the “Digital India” project is anticipated to increase the nation’s digital economy from US\$ 200 billion in 2018 to US\$ 1 trillion by 2025. India’s technology industry has surpassed US\$ 250 billion in revenue, according to NASSCOM’s (National Association of Software & Services Companies) Strategic Review 2023. It is expected to expand at a moderate rate of 3.8%, reaching US\$ 253.9 billion by the end of the fiscal year 2023–24 in March .

In a similar vein Finland began implementing media education in its schools in 2004.

Traditionally, the focus of media literacy initiatives has been on children, but there has been a move recently to include more adults. Finland's digital curriculum emphasizes creativity, critical thinking, and digital competency across a range of topics. Students in grades 7-8 use software to answer their arithmetic difficulties. They were taught the fundamentals of programming so they could learn how to write straightforward algorithms to solve issues. Three-quarters of people between the ages of 15 and 24 used the internet In 2022, a larger percentage than previous age groups, demonstrating how young people are driving innovation and adoption of digital technology. Disparities still exist, though, especially among young women and in low-income nations where they frequently lack access to digital skills and the internet in comparison to males counterparts. Youth are widely acknowledged as "digital natives," leveraging technology to drive change and generate solutions, even though there is an urgent need to improve digital inclusion. The United Nations Development Programme (UNDP) National Human Development Survey indicates that Pakistan has the largest percentage of youth, with 64% of the country's population under 30 and 29% between the ages of 15 and 29. This day is also observed in Pakistan. The digital divide is one of the main obstacles to Pakistan's digital transformation. There is a big difference in the availability of digital.

Access to digital technologies varies greatly between different socioeconomic categories and between urban and rural locations. Internet users squander their time rather than acquire new abilities. According to data from LinkedIn's advertising resources, the platform had 12,000 million "members" in Pakistan by the beginning of 2024. According to data from ByteDance's advertising resources, 54.38 million Pakistani users who were 18 years of age or older were active on TikTok as of the beginning of 2024. A professional website for connecting with individuals worldwide is LinkedIn. TikTok, however, is purely for amusement. TikTok has three times as many users as LinkedIn. The youth of Pakistan urgently need to be made aware of the internet and digitization. Finland's digital changes are necessary for Pakistan's educational system to compete in the global arena.