

Youth urged to use technology to create jobs, improve livelihoods

BY PHILIP WAFULA

TORORO. The Uganda Communications Commission (UCC) has urged youth to embrace innovation beyond technology to address unemployment and drive socio-economic transformation.

Mr Ibrahim Kibuuka Bbosa, the head of public relations and international relations at the UCC, said innovation is not about technology, but ideas, creativity, and how people use available resources to create solutions that generate income and transform communities.

Mr Bbosa was speaking at the inaugural annual Nile Excellence Awards (NEA) - Uganda's emerging premier platform that recognises excellence, creativity, leadership, and innovation across the country in Tororo District at the weekend.

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cating that over 60 percent of young people in the region are without formal employment.

The annual NEA were established to bridge the gap between talent and opportunity by recognising, supporting, and promoting innovation, creativity, and talent as avenues for entrepreneurship and job creation.

Mr Bbosa said innovation should not only be seen as "digital tools", but as practical application of ideas, creativity, and knowledge to solve community challenges and generate employment.

"I urge media practitioners and content creators to innovate in storytelling, production and content distribution, and reiterate UCC's commitment

to support responsible, professional, and innovative media initiatives that equip young people with sustainable skills," he stated.

Dr Anthony Mula, the director general of Busoga Consortium for Development, said Uganda can move from a Third World country to a middle-income economy by harnessing the talent and innovation of its youthful population, but the youth must wake up and use the digital skills they acquire to create income.

The inaugural edition of the awards recognised excellence in more than 20 categories, including media, arts, content creation, innovation, tourism, heritage, and highlighted Eastern Uganda's talent and creativity. Ms Doreen Kairamira King was recognised as the Best Innovator of the Year, among other winners.

Ms Cinderella Damba, the NEA president and Miss Tourism Eastern Region, said they are not ending with awards; but their focus is to follow up with the winners and connect them to partners and investors so that their ideas can grow into projects of impact.