



Siraj - Equipping Youth with Tomorrow's Skills

“Media is at a crossroads today. To ensure a sustainable future, Arab media needs to pay more attention to the youth. Skill-development programs such as Siraj are one way to engage the region’s youth and enhance their competitiveness with skills of the future.”



HE Mona Ghanem Al Marri,
Chairperson, Global Council for SDG 5; Director General, Dubai Media Office

What is Siraj?

Siraj is an intensive 6-week development program delivered by the Abdulla Al Ghurair Foundation and CNN Arabic. Siraj is a NOMU career pathway and it equips young Emiratis with critical future skills. It also enables youth to better tell their stories and succeed in the workplace.

Siraj aims to:

Equip 300 youth with [World Economic Forum-identified](#) future transferable skills

Enhance youth’s skills including strategy building, creative thinking, and public speaking

Expose youth to leading journalists from CNN who are experts in their field

Why Siraj?

Transferable skills

are the ones that connect the technical, specialized & digital skills to the work ([UNICEF](#), 2019)

86%

of UAE employers think that strategic vision, creative thinking, and communication skills will be more important in the future ([Bayt](#), 2022)

92%

of recruiters say soft skills matter as much or more than hard skills ([LinkedIn](#), 2019)

Benefits of Siraj

Experiential opportunities and hands-on projects

Improved storytelling and transferrable skills

Exposure to critical skills required in future workplaces

Sessions delivered by senior industry executives from CNN

Partnerships

The Foundation partnered with the SDG Young Leaders Program to support SDGs 5 and 17. This leverages cross-sectoral partnerships to upskill youth and promote gender equality.

The UAE’s SDG Youth Media Taskforce is now being trained through Siraj.

“I am happy knowing that I am capable of sharing any content/story I want using the skills that I developed throughout those amazing six weeks.” - **Iman Mostafa, Siraj Graduate**

