



**Microsoft**

SUNDAY, APRIL 24, 2011 | **MUSCAT DAILY | 05**

## Tawasul to organise meet on youth employability

Muscat - Tawasul in partnership with Microsoft and Information Technology Authority (ITA), is organising a seminar on 'Youth employability: Towards a role for civil society in partnership with public and private sectors'. It is being organised under the patronage of H E Dr Yafya bin Badr al Maawali, Undersecretary in the Ministry of Social Development, said a press release.

The seminar will be held at Crowne Plaza Muscat on April 27 from 9am to 1.30pm. The seminar aims to enhance the role of civil society to address the challenge of youth employability by leveraging technology in partnership with the public and private sectors. It will discuss the various practices of private sector and NGOs to help the youth enhance their employment opportunities, and how information technology can increase these opportunities. Different topics will be discussed such as youth, technology, employability, civil society and entrepreneurship.

The session will be opened by Talal al Rahbi, deputy CEO for operations, ITA; Sheikh Saif al Hosni, public and education sector manager of Microsoft, and Nasra al Adawi, chief operations officer of Tawasul. Dr Zaki Khoury, business manager, Gulf, Microsoft, will deliver the keynote speech.

# الرؤى

17

الاحد ٢٠ من جمادي الاولى ١٤٣٢ هـ الموافق ٢٤ ابريل ٢٠١١ م

## مركز تواصل ينظم ندوة الشباب ومهارات سوق العمل ٠٠٠ الاربعاء

مسقط - الرؤى

ينظم مركز تواصل ندوة بعنوان الشباب ومهارات سوق العمل « نحو دور فعال للمجتمع المدني بمشاركة القطاعين العام والخاص في السابعة والعشرين من ابريل بفندق كراون بلازا برعایة سعادة الدكتور يحيى بن بدر المولى وكيل وزارة التنمية

ويأتي الهدف من اقامة هذه الندوة من أجل تعزيز قدرات المجتمع المدني للقيام بدور فعال بتزويد الشباب بمهارات المطلوبة في سوق العمل - من خلال الاستفادة من التكنولوجيا - بمشاركة مع القطاعين الخاص والعام . تتضمن محاضر الندوة الى الشباب والتكنولوجيا والتوظيف، والمجتمع المدني والمؤسسات الخاصة، ومناقشة مواقعي تخصص الشباب والتكنولوجيا والتوظيف، روح المبادرة والمجتمع المدني وتستهدف هذه الندوة حوالي ٦٠ مشاركاً من مؤسسات المجتمع المدني: جماعات الشباب والطلاب (٢٠)، جمعيات المرأة العمانية (٢٠)، الجمعيات الخيرية (١٠)، جمعيات مهنية (٥) والنقابات العمالية (٥).

## Seminar discusses ways to reduce unemployability



Delegates attend the seminar on Wednesday (Muscat Daily)

**Our Correspondent**  
Muscat

Tawasul in partnership with Microsoft and Information Technology Authority (ITA) organised a seminar titled 'Youth employability: Towards a role for civil society in partnership with public and private sectors' on Wednesday. The seminar was aimed at enhancing the role of civil society to tackle the challenge of youth employability by leveraging technology.

It was held under the patronage of H E Dr Yahya bin Badr al Maawali, Undersecretary at the Ministry of Social Development.

Khalid al Haribi, managing director of Tawasul, moderated the panel that discussed how

NGOs can play a role in developing employability skills. "The aim of the seminar was to find solutions to the problem of unemployment because after the recent unrest, generating employment has become a priority for Oman. So, we wanted to discuss what the society can do to solve the problem of unemployment," he said.

"During our discussions, we managed to get around ten suggestions from different social and private sector organisations for the year 2011-12. We will also work closely with our partners like Microsoft and ITA to help jobseekers in developing skills to face interviews and enhancing communication skills."

Partnering with Tawasul indicates that Microsoft aims to empower the civil society by giving it the right access to technologies, Haribi said. "We want to train women to help them support the society and we want to encourage those who want to be self-employed. By doing so, we are preparing the youth for the right employment," said Dr Zaki Khoury, business manager, Microsoft Gulf, while speaking to *Muscat Daily*.

"We need to think out of the box when it comes to knowledge and skills. Youth need to be productive and to be so they need to have certain entrepreneurial skills that will allow them take risks."

Dr Khoury said the youth of Oman have welcomed modern technologies in a big way and that the success can be seen in all spheres because the government has given importance to information technology. "We at Microsoft have been involved with the local community in supporting and strengthening NGOs through information technology. We are also involved in employee engagement and community technology skills programme."

## أخبار عمان 6

# 120 شخصا يناقشون مهارات سوق العمل

مسقط - الزمن:

نماش نحو 120 ممثلاً من القطاعين العام والخاص ومؤسسات المجتمع المدني من أكثر من 35 مؤسسة تنبأ بين نقابات عمالية والجمعيات المهنية والخيرية والأهلية والمرأة وما راكم الوفاء، بالإضافة إلى الشركات والوحدات الحكومية موضوع "الشباب ومهارات سوق العمل" نجح دور فعال للمجتمع المدني بشراكة القطاع العام والقطاع الخاص، وذلك في ندوة نظمت بمشاركة بين مركز التواصل العالمي بمباكيروسوفت وبدعم من هيئة تقنية المعلومات، وركزت الندوة على حديث الساعة موضوع مهارات سوق العمل وتوظيف الشباب حيث تحدث أولاً طلال بن سليمان الرحبي، نائب الرئيس التنفيذي للعمليات، هيئة تقنية المعلومات قائلاً إن الأحداث الأخيرة في السلطنة شجعت الهيئة علىبذل المزيد من الجهد في التعاون مع الجهات الحكومية وخاصة في سبيل تحقيق استراتيجية عمان الرقمية وأن التحول الحالي دفع بالتوظيف إلى قمة أجندـة الدولة، كما أن الهيئة فتحت المجال لخريجي تقنية المعلومات لانضمـامهم إلى الهيئة شـهرياً تم فتح حوالي 1000 وظيفة في تخصصـات تقنية المعلومات، وأضاف، "إن مسؤولية التوظيف مسؤولية تشاركـية وجـماعـية ومنها مؤسسـات المجتمعـ المدني". كما تناول المتحدثـ الرئيسـي الدكتور زكي خوري، مدير الأعمال بمباكيروسوفـت منـطقة الخليج، وشدد على أهمـية الشـراكةـ الحـقيقـيةـ وـماـ الدـورـ الـتيـ تستـطـعـ مـؤسـسـاتـ المـجـتمـعـ المـدنـيـ أنـ تـقـومـ بهـ وكـيفـيـةـ الاستـفـادـةـ منـ تقـنيـةـ المـعـلـومـاتـ لـتعـزيـزـ فـرـصـ وـبـدـأـ بـعـدـ ذـاكـ المـحـورـ الأولـ وـتـرـكـ النـقاـشـ حولـ الـمـهـارـاتـ الـمـطلـوبةـ لـلـتوـظـيفـ فـيـ السـلـطـنـةـ وـاـدـارـتـ الـحـوارـ عـبـرـ الـجـاسـمـ مدـيرـ عـامـ مـعـهـ مـآـفـقـ المـعـرـفـةـ سـتـضـيـفـ عـدـدـاـ مـنـ مـمـثـلـيـ الـقـطـاعـ الـعـامـ وـالـخـاصـ، وـتـرـقـيـتـ الـمـتـحـدـثـ فـهـدـ بـنـ سـلـطـانـ العـبـرـيـ، مدـيرـ عـامـ تـنـميةـ الـمـجـتمـعـ الرـقـبـيـ بـهـيـةـ تقـنيـةـ الـمـعـلـومـاتـ آـنـ الـخـرـيجـ آـنـ يـتـدـربـ لـلـحـصـولـ عـلـىـ الـغـيرـةـ حـيثـ آـنـ الـأـوـلـيـةـ لـيـسـ تـقـيـقـ الشـهـادـاتـ الـعـلـمـيـةـ وـالـاستـفـادـةـ مـنـ الـدـرـبـ وـالـطـبـورـ، وـلـكـنـ مـنـ الـأـهـمـيـةـ بـمـكـانـ التـرـكـيزـ عـلـىـ الـمـهـارـاتـ السـلوـكـيـةـ وـالـاتـزـامـ وـأـخـلـاقـيـاتـ الـعـلـمـ"ـ وـنـاقـشـ الـمـشـارـكـوـنـ فـيـ الـمـحـورـ الثـانـيـ "ـنـدـراتـ مـؤـسـسـاتـ الـمـجـتمـعـ المـدنـيـ وـكـيفـيـةـ انـ تـلـعـبـ دـورـ فـيـ تـطـوـرـ مـهـارـاتـ الـتـوـظـيفـ"ـ الـذـيـ أـدـارـهـ خـالـدـ الصـافـيـ الـحـرـبيـ المـدـيرـ التـنـفيـديـ لـتـواـصـلـ مـسـتـضـيـفـ عـدـدـاـ مـنـ قـيـادـاتـ مـؤـسـسـاتـ الـمـجـتمـعـ المـدنـيـ، بدـأتـ الـحـوارـ شـرـيقـةـ الـبـرـعـمـيـةـ، ثـانـيـةـ جـمـيعـ الـمـرأـةـ الـعـمـانـيـةـ فـيـ مـسـقـطـ وـدـرـكـتـ عـنـ دـورـ الـعـلـمـ الـطـبـويـ فـيـ تـنـميـةـ مـهـارـاتـ الشـيـابـ وـالـتـنـائـجـ الـإـيجـابـيـةـ فـيـ الـاخـرـاطـ فـيـ الـعـلـمـ الـطـبـويـ أـهـمـهـاـ الـاحـكـامـ بـالـفـنـاتـ الـمـخـتـلـفةـ وـالـحـصـولـ عـلـىـ الـخـبـرـاتـ الـمـخـتـلـفةـ لـصـقلـ مـهـارـاتـ مـهـنـيـةـ وـأـعـرـىـتـ آـنـ تـكـاملـ وـالـشـراـكةـ الـقـطـاعـ الـعـامـ وـالـقـطـاعـ الـخـاصـ مـعـ الـمـجـتمـعـ المـدنـيـ بـيـنـيـةـ نـخـطـيـ مـؤـسـسـاتـ الـمـجـتمـعـ المـدنـيـ عـلـىـ التـحـديـاتـ وـنـتـائـجـ فـيـ ذـاكـ الـمـحـورـ فـاطـمـةـ حـسنـ الشـيدـ، مدـيرـةـ مـرـكـزـ الـمـرأـةـ وـالـتـكـنـوـلـوـجـيـاـ فـيـ صـلـالـةـ تـجـربـتهاـ الـمـهـنـيـةـ مـعـرـيـةـ عـنـ الـبـاحـثـ عـنـ الـعـلـمـ لـدـيـ الـمـسـؤـلـيـةـ نـفـسـهـ فـيـ تـنـميـةـ قـدرـاتـهـ عـنـ طـرـيقـ الدـورـاتـ الـتـدـريـبـيـةـ وـالـاسـتـقـادـةـ بـشـكـلـ خـاصـ مـنـ الـبرـامـجـ المـقدـمةـ مـنـ الـجـمـيعـاتـ وـالـتـيـ فـيـ أـغلـبـ الـأـحـيـانـ تـقـنـقـنـ الـخـصـورـ، وـأـشـارـ سـلـطـانـ الـفـرعـيـ، مدـيرـ الشـيـابـ وـالـعـلـاقـاتـ الـعـامـةـ، رـؤـيـةـ شـيـابـ، مدـربـ وـمـسـتـشـارـ آـنـ عـلـىـ الشـابـ الـبـاحـثـ عـنـ الـعـلـمـ آـنـ يـوـظـفـ قـدـرـاتـهـ وـيـكـسـرـ حاجـ الرـفـضـ عـنـ مـحاـوـلـتـهـ الـحـصـولـ عـلـىـ فـرـصـ الـعـلـمـ.

## شركات

# «تواصل» تقيم ندوة الشباب ومهارات سوق العمل



الثالث أي قطاع المجتمع المدني بحيث لم يحصل له هذا القطاع دوره الحقيقي ولذا جاءت مبادرة مايكروسوفت لتحقيق الشراكة مع القطاعات الثلاث وتحقيق التنمية وريبتها بالเทคโนโลยيا تنفيذًا للتوصيات السامية الصادرة في ٢٠٠٨ بمجلس عمان باعتبار التقنية العجلة الرئيسية لتنمية الاقتصاد العالمي، كما أن مبادرتنا تركز على فئة الشباب لخلق التناصفي وحسن الحوسني للوصول بالسلطنة للمصاف الأولي، مضيقاً الحوسني أن هناك فجوة بين متطلبات سوق العمل ومخرجات التعليم العام والعامي، والقضاء على هذه الفجوة لا ياتي إلا من خلال تفعيل مثل هذه الندوات ومشاركة القطاع الثالث للقطاعين العام والخاص، ومساعدة الشباب العماني لتعلم المهارات اللازمة لدخول سوق العمل.

الحادي عشر أوضح الحوسني مدير مايكروسوفت من جانب آخر أنه تم الاتفاق بين القطاع الحكومي والتعليم بمايكروسوفت في حدث خاص للروبة عن أهمية مشاركة مايكروسوفت في هذه الندوة، مشيرةً إلى أن مايكروسوفت العالمية لها مبادرات الشباب العماني في كل عام ولندة ٣ سنوات بإجمالي ٦٠ عمانياً، بحيث يتم تهيئتهم بعد الدراسة الجامعية للتدريب على برامج مايكروسوفت للقيام بأعمالهم بشكل احترافي، مضيقاً أنه تم إلى الآن تخريج ١١ شاباً عمانياً حصل جميعهم على وظائف، وهذا ما تهدف إليه المبادرة.

نظم مركز تواصل بالشراكة مع مايكروسوفت وهيئة تقنية المعلومات ندوة عن «الشباب ومهارات سوق العمل»، نحو دور فعال للمجتمع المدني بشراكة القطاع العام والقطاع الخاص» وذلك تحت رعاية سعادة الدكتور يحيى بن بدر المعولي، وكيل وزارة التنمية الاجتماعية في فندق كراون بلازا وهدفت الندوة إلى تعزيز قدرات المجتمع المدني للقيام بدور فعال بتزويد الشباب بالمهارات المطلوبة في سوق العمل من خلال الاستفادة من التكنولوجيا بالشراكة مع القطاع الخاص والعام. كما اضمنت محاور الندوة مواضيع عديدة من الشباب والتكنولوجيا والتوظيف، والمجتمع المدني والمؤسسات الخاصة..

وافتتح الحوار طلال الرحبي، نائب الرئيس التنفيذي للمعلومات لهيئة تقنية المعلومات والشيخ سيف الحوسني، مدير القطاع الحكومي والتعليم بمايكروسوفت ونصرى العدوية المديرة التنفيذية للمعلومات بمركز تواصل. كما تحدث الدكتور زكي خوري، مدير الأعمال لمايكروسوفت بم专题ة الخليج عن «دور المجتمع المدني في الاستفادة من تقنية المعلومات وتعزيز فرص العمل للشباب».

أدار الجلسة الأولى عبر الجاسم، مدير عام مهد آفاق المعرفة حيث ناقش المتحدثين المهامات المطلوبة للتوظيف في السلطة، تحدث في هذه الجلسة سالم المقباني، مدير عام تنظيم و تحفيظ الموارد البشرية بالشركة العمانية للاتصالات و فهد العبرى مدير عام تنمية المجتمع الرقمي بهيئة تقنية المعلومات و عبد الله الجفيلي، نائب المدير العام لبرنامجه انطلاقة - شل. وناقشت الجلسة الثانية موارد مؤسسات المجتمع المدني ودورها في تطوير مهارات التوظيف، حيث أدار الحوار خالد العربيي المدير التنفيذي لـ تواصل و شملت الجلسة حواراً مستفيضاً من منظور شبابي شارك فيه كل من سلطان الفرجي مدير التسويق و العلاقات العامة بمؤسسة رؤية شباب، كما قدمت فاطمة شيداء، مديرية مركز المرأة والتكنولوجيا بصلة تجربتها من منظور إدارة مشروع وتقديم تجربة مركز

# 'Invest in yourself for career growth'



**EXPANDING AVENUES:** Experts say that while you are searching for a job you must market yourself well; you should develop the ability to convince others. - Shameer Mohammed/TIMES OF OMAN

The seminar was aimed at **enhancing the role of the civil society in promoting the employability of Omani youth**

**MRUDU NAIK**  
mrudu@timesofoman.com

**MUSCAT:** What are the traits that can go a long way in pepping up the Omani youth's employability?

The answer: Teamwork, problem solving, initiative, planning, self-management, learning, and technology. These, precisely, are the most important characteristics that an employable youth must possess, participants at a discussion here pointed out.

"Invest in yourself to get ahead in life", experts advised Omani youth at the discussion on 'Skills needed for youth employability in Oman', during a seminar on 'Youth Employability: Towards a Role for

Civil Society'. The seminar, in partnership with the public and private sectors, was held at Crowne Plaza.

Participating in the discussion, Abdullah Hamoud Al Jufaili, deputy GM of Shell Intilaagh said, "Investing in yourself with a professional certificate can increase your employment prospects or you can enjoy promotion in your company. This assures you of a professional and quality career."

"You should set aside money to improve your qualification to develop your personality even after you find a job."

In addition to one's qualification, what the employers are looking for are: ethics, intelligent quotient, and the right attitude. Salim Al

Maqbali, general manager, HR at Omantel said that while considering fresh graduates, companies often focus on their 'personality' and 'behaviour'.

The graduates should be able to convince that they can effectively contribute to the success of the company.

The spirit of teamwork often wins them jobs, he noted.

Fahad Sultan Al Abri, general manager of Digital Society Development Division at Information Technology Authority (ITA) said, "It is important that job seekers have specialised skills. This enhances their value in the job market since certain jobs require specialised qualification. While you are searching for a job you must remember that you are marketing yourself so you must come out with the best of your attribute. You should have the ability to convince others."

Talal Al Rahbi, deputy CEO for Operation at ITA, said that bolstering the IT capabilities of Omani youths was one of the major objectives of the national strategy.



**Microsoft**



Under the patronage of  
His Excellency Dr. Yahya bin Badr Al Maawali,  
Undersecretary of the Ministry of Social Development,

## "Youth Employability: Towards a Role for Civil Society in Partnership with Public & Private sector"

Wednesday 27th April 2011 (at 9am)

Participate and take an active role in the society:  
To register: [info@tawasul.co.om](mailto:info@tawasul.co.om)  
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[www.tawasul.co.om](http://www.tawasul.co.om)

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# Youth employability

Tawasul seminar discusses Omani youth and the job market

Victoria Cuthbert  
theweek@apexstuff.com

Think-tank Tawasul, in collaboration with Microsoft and the Information Technology Authority (ITA), conducted a seminar titled 'Youth Employability: Towards a role for civil society in partnership with public and private sectors' last week.

Under the patronage of H E Dr Yahya al Maawali, Undersecretary at the Ministry of Social Development, and attended by other dignitaries including H E Dr Richard Schmierer, US Ambassador to Oman, the seminar aimed to enhance the role of civil society in addressing youth employability, and included themes such as the cooperation of the public and private sectors, technology and entrepreneurship.

The aim of the seminar was to find solutions to the problem of unemployment because after the recent unrest, generating employment has become a priority for Oman," said Khalid al Haribi, managing director of Tawasul.

Addressing the seminar, Dr Salim al Ruzaiqi, deputy CEO of operations at ITA, said, "Employment is the joint responsibility of the public and private sectors, and civil society organisations. It has become top of the agenda and the basic goal in all initiatives now. Approximately 70 per cent of the population is below 24 years of age. We need to strengthen the skills of the new graduates, whether they are employed or not."

Keynote speaker Dr Zaki Khouri, director of employment at Microsoft, said, "The world today has changed. The parameters for development in each society have changed. Access to information and skills are the things which can change the face of our economy."

Of Oman's youth, he added, "We're seeing more and more initiatives to push education forward. We've sown the seed for a more innovative generation. Everyone has the right to dream and improve, but with these rights come responsibilities. And civil society can spread the awareness of responsibility."

The main discussion, headed by a panel of experts with questions from the audience, focused on competitiveness for youths entering the job market. The panel discussed the misconceptions of employment seeking and the changing needs of the job market.

"Some think skills are related to certificates. These are just the basics for anyone searching for a job," said Abdullah al Jufaili, deputy general manager of Shell Intilaqah. "There are other aspects - the ethics someone will bring to a job, their IQ and the way they deal with other people. They need to be able to help with the productivity of the company and encourage others to do the same."

Abdullah also stressed the importance of a job applicant's personality, their spirit of teamwork and their communication skills,



# LEARN TO EARN

'Providing jobs is not the solution to unemployment... equipping youth with the skills to handle them, indeed, is!' says Khalid Al Hanibi who has conceived the '1st Connection Day: Youth employability: Towards a Role for Civil Society' to bring representatives of the private/public sectors and civil society organisations to formulate a feasible solution. **AADHARSH A. V.** inquires about this initiative

**T**HE Sultanate has witnessed an unprecedented flurry of protests and demonstrations in the past couple of months, and, though there was a gradual decline in the number of protests, the unemployed Omanis youth are still turning to the streets to push their cause. And it was palpable that jobs are clearly a major force driving in the current uprisings.

All of a sudden, public and private sector establishments in the country have started offering numerous job opportunities to the country's youth. Already more than 30,000 jobs have been created within a short span of two months, in both private and public sectors. Is this aggressive hiring going to solve for the troubles that have festered over thought the country?

"Providing jobs to the youth is not the main issue now. The challenge is how you are going to help them to find the right skills. In my opinion 70 percent of the target job seekers are unskilled. It is just the question of private sector or public sector finding the right person for the right job," said Khalid Al Hanibi, Managing Director, Tirwaa, a non-profit organisation





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## Employability Youth & Microsoft Civil Society

which initiates empowering civil society organisations in the country.

In a bid to empower civil society in Oman to play an effective role in youth employability and skills development, Tawasul will conduct a one-day 'Connection Day' at the COMEX Exhibition on April 26. The theme for the event is: 'Youth employability: Towards a role for civil society'.

"The idea is to engage three segments: the public and the private sector establishments and the civil society organisations to come together and provide new ideas and solutions that help the youth of Oman gain distinctive employability skills," said Al Harbi.

The two key issues to be addressed at the event will be,

The skills needed for the job market in Oman.

2. The resources to be provided to the civil society organisations so they can play a vital role in cultivating the essential employability skills among the members of the society.

"These are the two main components: the skills needed by an individual and the skills that civil society organisations should possess so that they can help the public and the private sectors by providing job skills to the Omani youth," Al Harbi explained.

"We hope after a day's programme, we will

be able to get a commitment from each of the organisations that took part to implement a programme in order to help the Omani youth find the right skills. We are calling it the 'first connection day' and we hope this would be the beginning of a new way of connecting people, because, we believe, what has happened in the country in the recent time was a result of breakdown in communication," he added.

According to the organisers, the main target of the event will be job seekers that include university graduates and people with professional diplomas. The seminar will feature expert speakers representing each sector and it is expected that each of the organisations participating will commit to engage with their programme. For example, a firm that offers Information and Communication Technology tools is expected to train a certain number of youth. Or a media house can commit to run a media awareness campaign among the participants.

"We want to see the private sector establishments getting involved in this kind of initiatives. They must come with new ideas and new programmes, just charitable funding is not enough given the current situation prevailing in the country," said Al Harbi.

According to him, the recent developments



## Khalid Alsaifi Al Haribi

Managing Director, Tawateel

"The response from the private sector has changed tremendously in recent times. Earlier, the private sector establishments were not so keen on offering their time or resources to address their responsibilities towards the society as they considered it as a cost and a risk. However, following the protests and strikes that took place across the country recently, these establishments have started to show interest in improving advocacy through official channels and labour unions, and they are also looking to adopt new strategies through which they can give back to the community, other than the customary charity contributions."

in the country have nudged the private sector organisations to identify the importance of using the corporate responsibility for sustainability.

"In the past it was a choice, now it is a responsibility towards the society. So this is an attempt to find a new strategy to deal with the present situation in Oman following the outbreak of protests and strikes. We have to find a new way to engage private sector establishments and NGOs so that they can give back to the community in a better way."

"One of the reasons why there were unrests and protests in the country was because of the absence of a strong third sector through which the protesters could communicate with the authorities. Instead of resorting to strikes or protests to press demands, it could be solved through appropriate advocacy and by empowering the civil society organisations," he pointed out.

The programme, organised in conjunction with Microsoft Corporation, will select 100 leaders representing various organisations that include women's associations, other professional associations, labour unions and charitable organisations.