

Role of Social Media to Empower Youth- Challenges and Opportunities

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Abstract

There is majority of youth in India at present time. They are full of energy and have various innovative ideas in their minds. Now, therefore, the important thing about youth is to train them, to awake them and to empower them. Social media plays a very significant role to empower youths in various ways. The present era is enriched with social media, networks & ICT and youth are very frequently using these technologies. So it seems very effective and beneficial to develop their skills and move their energy in right direction through the social media. Social media works in a dialogic transmission system in which there are many sources to many receivers. Social sites have become the important part of youth's life Generally they use internet only for entertainment. But now the time is to aware them about the benefits of technologies and about to give their precious contribution in the development of the country. A country can achieve any goal if social media works in right direction and in a right manner, such as in introducing the youths with their capabilities and capacities. Social media should be more developed and enriched to move the youths towards sustainable development goals. The present paper deals with the role of social media to empower youths about sustainable development.

Key words: Youth, social media and sustainable development

No one knows better than them the issues at stake or the best way to respond. That is why I am calling on young people to speak out- and I am urging leaders to listen.

Ban ki-Moon

Social media is a way to connect the people and to share the information on a broad level. It's a platform on which everyone found current news. Social media is a proper channel to spread the information to the Youth mass. Now-a-days all the people connected with media in any way, through which they receive the information or news very quickly. Youth are directly associated with social network and social media such as Face book, Whats aap, Twitter & Google and other social sites. These all kind of the site keeps the youth up-to-date. Today all the countries are aware to achieve the goals of sustainable development. Our country India is one of them. At present time India has a large number of young population. This young population is directly affected by social media and network. There is a main quality of the young generation that they follow very easily to those thing which they get from media. We should take the advantage of this and make social media more enriched to spread the knowledge and information. Today we all are know something about sustainable development, This is only because of the internet and social media. Through this we came to contacts with other countries. Now we can see that all the countries are very much aware towards sustainable development. As we know sustainable development is directly linked with all kind of the resources such as natural resources, economical resources and educational resources etc. In every country there is majority of youth, who are the user and consumer of these resources. So keeping this point in mind it is essential that youth should be make aware about the use of our resources.

Youth have the quality to change the world. They have a very positive energy in themselves. If any country wants to come forward in the field of development, It should awake its youth population. Than every country of the world can achieved its goal. Social media will probe a great source to make this task easy. Social media convey the information in a very artistic and effective way. The people come under the effect of social media very easily. Media spread the news and messages all over the world, so it should promote the good, valuable, true and qualitative information. As a large number of people follow it and trust on it. There must be transparency in Social media's work. The media is responsible for getting the information and the messages out to people and holding respective bodies accountable for their actions – there needs to be transparency,” Mr Lesa said.

Pacific Media Assistance Scheme (PACMAS) capacity development advisor Dr Inga Mafileo – also a panellist – said one of the most important roles played by Pacific Island media bodies is to facilitate the journey towards sustainable development.

“Media plays a major role in changing mind sets and this means we play several roles – we need to be the watchdog and be at the forefront of closely monitoring and translating knowledge.”

The path of sustainability has been long and hard and there are still many obstacles ahead. In the progress and development of any nation the role of youth is very important. In the attainment of sustainable Development Goals also, youth can play a major role. If we want to succeed in achieving SDGs, we must have to engage our young men and women from different background in planning, implementation and monitoring. Young people have the power to act; they have the power to mobilize others. They make sense of personal

experiences. They dare ask question about the world around them. History has shown that youth has the capacity to identify and challenge existing power structure. The SDGs are a universal agenda for transforming our world and we cannot achieve this transformation until or unless we involve our youth power. Those countries where Governments recognize the value of collaborating with young people as partners and establish clear and explicit pathways for their meaningful participation will be much better positioned to achieve SDGs. There are 1.8 billion young people in the world today, representing a staggering amount of human potential yet too many of them are trapped in poverty, with few opportunities to learn or to earn a decent living. So if we target this young mass, plan wisely and channelize their energy in the direction of Sustainability, we can definitely attain SDGs.

METHODOLOGY

The researcher asked some important question to the pupil teachers related to the role of social media to empower youth. They gave their opinion about the role of social media and sustainable development.

RESPONSES

A pupil teacher said that social media make the youth aware towards the different kind of the resources and introduced various techniques that how a person can use and make sustain their resources for their upcoming generations.

According to a pupil teacher if we want to achieve the goal of sustainable development set by the UNESCO than we should all come forward together. For this we can use the networking system in which one makes aware to two people, then those two people will give the information to another two- two people. These four people will share their knowledge with next people. In this way everyone will teach or make aware at least two person. Through this we can spread this revolution all over the country and fulfill our aims.

One-another pupil teacher says that women came to know about their right through social media. Social media directly promoted women empowerment. Women are the important part of the society. The development of a country depends on both male and female. The country develops more rapidly where the females are literate and empowered.

DISCUSSION AND CONCLUSION

ESD not only deals with people's dependence on the quality of their environment and on access to natural resources now and in the future, but also with aspects of participation, self efficacy, equality and social justice as essential perspectives in preparing students and youth for their engagement in sustainable development. Engaging Youth for Sustainable Development is based on the assumption that engagement is important for learning and achieving success in and beyond school. Engagement includes a variety of competences and skills, which also encourage the intellectual, social and personal development of students.

Today youth are getting their education online. Social sites are facilitating them in different ways. Social sites are enriched with new knowledge. Social media should be more and more active to inform, engage and empower the youth to contribute in the sustainable human development. Young mass has young energy, innovative thoughts and potentials in itself. The combination of youth and innovation has power to create solutions to development challenges and to transform societies. If we really want to transform society we will have to transform or change the mind of youngsters. Social media should plant this thought in youth's mind that these platform are not only for the entertainment but also to share important information and to discuss on the various topics related to development of the country. We should emerge the new ways how we can increase the economical growth of the country and scatter these ideas with the help of social media. Sometimes it is seen that young generation or some of them do not take interest in these talks related to different kind of the developments .So Social media should present these issues through interesting ways. For example if we want to make aware of the school students about ESD, then we should make this the part of the curriculum.

Internet facilities are available at everywhere but many villages are from its reach. It should be reachable for all areas. An important step can be taken for the village that is organic farming should be promoted here. It will help us in economical growth which is one of the SDs. Such type of farming is helpful for healthy life and environment. Organic farming provides the work and employment opportunities to more and more people. The people can fulfill their basic requirements through these kind of the work. The curse of the poverty can be erased from the society by these efforts. Social media should make aware the people who belong to farming background, about the use of natural resources. By this we can establish sustainable agriculture. Youth mass is living not only in towns but in villages also. Almost people of rural areas are indulged in farming in various counties such as in India. Social media should facilitate youth people of rural areas as well as well urban. Computer education should be promoted for the girls specially. They can get new ideas and new knowledge themselves. Sometimes and somewhere it is not possible to join the college after completion of secondary education. In this situation, they can learn through net. It is only possible when they will be familiar with the

computer knowledge. Thus woman can be more empowered. Educated woman will be more aware about her health and her family. Thus we can ensure healthy lives and promote well-being far all at all stages. They will be able to protect themselves from any kind of violence. Gender equity may be promoted through these kind of the efforts. We should throw the light on this point, as females are the important part of the society. SDs goals can be achieved easily when both male and female are empowered towards sustainable development.

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