



## SRI LANKA DEVELOPMENT JOURNALIST FORUM



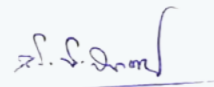
# Annual Review 2018/19

## CHAIRPERSON'S MESSAGE

The challenges faced by the organization during the year 2018 has been significant and so have the opportunities. I am proud to say that SDJF met these challenges and fulfilled our objectives, while making good progress on most of the strategic initiatives. Our main strategy had been on peace building, which is a process of learning and living experience.

It should bring about resilience, especially among young people to find creative, and non-violent solutions to conflicts. It should also develop critical mindsets and thereby remove vulnerability to violence.

I believe we have before us unique opportunities to make our vision a reality and make the world a better place for all. I thank the donors, partners and all stakeholders for their continued support and trust placed on us. We look forward to maintain long term relationships to serve the community.



**Dr. Padmasiri Wanigasundera**  
Chairperson

## PROGRAM DIRECTOR'S MESSAGE

The year 2018 was an accomplished year for SDJF with a new Program Director and a group of energetic members. SDJF stepped into 2018, with a National Youth Summit (NYS 2018) on the theme of "Sustainable peace and Development" and mobilized more than 500 youths across the country and with the support and collaboration of more than 25 Government and non-government organizations. SDJF signed a Memorandum of Understanding with Ministry of Official languages and National dialogue to engage in peace and reconciliation programs, drafted a national youth policy.

Other significant initiative during the year were the development of a long term partnership with IREX/USAID, introduction of Mobile Journalism (MoJo) as a tool of storytelling for the young journalists in Sri Lanka, initiating the development of a policy document to promote gender equality and unbiased and ethical gender portrayal in Media content, piloting a collaborative journalism to promote peace and reconciliation, introducing multimedia story production to Women's organizations to promote gender equality and justice, production of educational material to promote internet governance and digital citizenship in local languages, and protection and promotion of the rights of trauma survivors through Forum Theatre programs.

We wish to extend our gratitude to the donors, partners, network members, international affiliations for their continuous support and funding SDJF efforts.



**M Mohamed Azad**  
Program Director

## OUR VISION

A civil society where there is no voice poverty.



## OUR MISSION

Advocate for democratic and pluralistic values, strengthen community media, and amplify the voice of the excluded, based on development communication principles.

SDJF is an action based national level organization having a dedicated staff and over 500 trained volunteers, young journalists and civil society members across the country to foster vibrant democracy and to reduce voice poverty of excluded and marginalized communities. Our approaches include; use of new media tools such as smartphone journalism, community storytelling, radio drama, forum theatre, cartoon, photography, doodling, etc.,

To make transformations that lead to social changes and long term development of the country. We do this by training, mentoring, stewardship, internship, volunteering and community initiatives.

In 2018, SDJF implemented 5 key programs namely, Media Empowerment for a Democratic Sri Lanka (MEND) program, Digital Empowerment of Vulnerable Group for Voice Poverty (DEV\_GAP), Local Approach for Advocacy, Forum Theatre Program – phase V and, National Youth Summit - 2018.

Details of activities and projects carried out by the SDJF during the 2018/19.

SDJF implemented more than 5 key projects in 2018/19 and handled over 48,397,534 LKR.

The details of the project are mentioned below:

01

# NATIONAL YOUTH SUMMIT 2018



02

LEARNING BOOKS



25

ORGANIZATIONS



100

CERTIFICATES AWARDED



500

PARTICIPANTS



Engaging youth and allowing them to discover their intrinsic strengths as active contributors and prime-stakeholders are timely needs in Transitional Justice (TJ) and Sustainable Development in Sri Lanka. National Youth Summit (NYS) 2018 showcased coming together of 25 National and International organizations that support youth and peace building initiatives locally and elsewhere. NYS 2018 involved Ministries, Governmental and Non-governmental organizations, Fellow civil society initiatives, UN representatives, Diplomatic missions and Higher educational institutions.

The inauguration day activities were attended by more than 300 participants, from across the country. On the second day, in excess of 500 individuals attended and actively participated in various group activities organized. At the end of proceedings, about 100 youths were awarded with certificates for their activity related contributions, in their march towards the Summit. The opportunity provided a unique platform for all those who have taken part to create large networks.



The signing of the MoU with the Ministry of National Co-Existence, Dialogue and Official Languages for future collaboration was most significant. This was followed by the launching of two training manuals (Forum Theatre Teaching & Learning manual; Learning & training manual on Pluralistic Values), developed by SDJF. Arrangements have been already initiated these educational material among schools. As the final outcome of the Summit, a working document was prepared and approved by participating members, including proposals to amend and strengthen the existing 'National Youth policy of 2014'.

### IMPACT

SDJF signed a Memorandum of Understanding with Ministry of Official languages and National dialogue to engage in peace and reconciliation programs, drafted a national youth policy. And launched two training developed by SDJF. Moreover, a working document was prepared and approved by participating members, including proposals to amend and strengthen the existing 'National Youth policy of 2014'.



## NYS PARTNERS





# 02

## DIGITAL EMPOWERMENT OF VULNERABLE GROUP TO ADDRESS VOICE POVERTY

SDJF in partnership with Neelan Thiruchelvam Trust (NTT) implemented a 10 month-project titled 'Digital Empowerment of Vulnerable groups to Address Voice Poverty (DEV-GAP)'. The goal of the project was to encourage young storytellers to engage in the process of governance, especially in decision making at the local government level to make and maintain the accountability through evidence-based advocacy. In order to do so, SDJF trained 30 Mobile Video (MoJo) storytellers (15 individuals and, 15 representing civil society organizations) from Jaffna, Matara and Trincomalee Districts. In this 6-day training, the use of new media tools and mobile phones to produce stories that affect the vulnerable groups in their respective districts, the use of new media platforms to mobilize audience, and engaging in digital advocacy.

The trained MoJo storytellers underwent more than 45 days in-house mentoring and technical guidance from SDJF and produced 30 appealing MoJo stories that affect the vulnerable groups in the marginalized settings in their respective districts. As a result of these stories, SDJF initiated an evidence-based advocacy with the relevant duty bearers to resolve identified issues by using various strategies and tactics such as written submissions, video submissions, one to one meetings and digital activism with the participation of MoJo storytellers and exaggerated parties. During the process, SDJF organized 6 advocacy sessions in the 3 districts and sent out 60 written and 30 video submissions.

As a result of this, SDJF was able to achieve reasonable success in resolving some critical issues depicted in the stories titled "Tears for water", "Unhappy life at Santhosapuram" "To the Kakkaitivu" dump "Un-Metered three wheelers", "In search of new life" and "Moving bridge". These storied could be viewed at [iVoice.lk](http://iVoice.lk) website.

In culmination, SDJF organized a Mobile Video Summit to screen the MoJo stories to draw national attention for advocacy and to redefine the role of new media in shaping the narratives of vulnerable groups. The project was concluded with awarding certificates for 24 MoJo storytellers for their successful accomplishment of the assigned tasks.

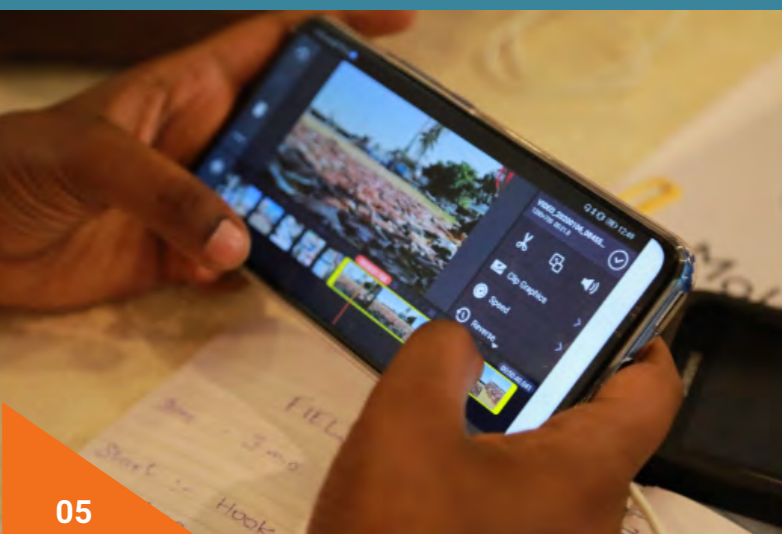
The program concluded with a strong network between MoJo storytellers and diverse mainstream media entities such as Sri Lanka Rupavahini Corporation (SLRC) and Independent Television Network (ITN).

Links:

[https://www.youtube.com/watch?v=WWSjD-qrvepc&list=PLZuARiJAbp63Kf0JnSA2PED-34qtZ\\_YNz7](https://www.youtube.com/watch?v=WWSjD-qrvepc&list=PLZuARiJAbp63Kf0JnSA2PED-34qtZ_YNz7)

### IMPACT

**The goal of the project was to encourage young storytellers to engage in the process of governance, especially in decision making at the local government level to make and maintain the accountability through evidence-based advocacy. SDJF was able to achieve successes in resolving the issues portrayed in the MoJo stories titled as "Tears for water", "Unhappy life at Santhosapuram" "To the Kakkaitivu" dump "Un-Metered three wheelers", "In search of new life" and "Moving bridge". So despite of the story being publicized, but it also facilitated to find stable solutions.**



**30**  
MOJO  
PRODUCTIONS

## A LOCALIZED APPROACH FOR AN ADVOCACY ON INTERNET GOVERNANCE & FREEDOM OF EXPRESSION



### IMPACT

**SDJF initiated the program to encourage rural activists to engage in the discussion and policy level meetings on internet governance and freedom of expression by using sustainable tools in the local languages. Consequently, improved the knowledge and skills of the participants and also changed their perception towards internet governance, freedom of expression while improving their careers. After the training program, five ToTs got opportunities to participate in the MediaCorp fellowships and two participants changed into new jobs related to freedom of expression and right to information sectors.**



SDJF in partnership with Counterpart International implemented a 6 month project titled "A Localized Approach for Advocacy: Internet Governance and Freedom of Expression" in Sri Lanka. The goal of the project was to encourage rural activists to engage in the discussion and policy level meetings on internet governance and freedom of expression by using sustainable tools in the local languages. In order to provide strategic guidance and direction to the project, an Expert Review Committee (ERC) with expertise in the fields of Internet, Law, Technology, civil society and academia was formed. With the support of ERC, SDJF trained 20 young activists from across the Island as Trainers of Trainees (ToT) over 3 days and mentored, enabling them to conduct similar programs on their own in their respective localities.

SDJF created a WhatsApp group with the ToTs to maintain the relationship beyond the project and to monitor their progress and involvement. It is proposed that, the animated videos will be used as online learning material in the future and will be available at the [www.Ldjf.org](http://www.Ldjf.org) website. SDJF sincerely thank Counterpart International for their continued guidance and the support to implement this successful project and also wishes to extend its gratitude for the financial support from USAID.

Links:

[https://www.youtube.com/watch?v=\\_VsuxH2I-cwM&list=PLLAvhdp5Ng\\_vzqb\\_5ulUa9Qyk-24KdiEEO](https://www.youtube.com/watch?v=_VsuxH2I-cwM&list=PLLAvhdp5Ng_vzqb_5ulUa9Qyk-24KdiEEO)

Similarly, six animated videos on;

- Introduction to internet governance.
- Internet governance and human rights.
- Data protection, privacy and online harassment were produced in both languages (3 in Sinhala and 3 in Tamil) and shared among the wider audience.

This intervention not only improved the knowledge and skills of the participants but also changed their perception towards internet governance and freedom of expression and towards their careers. After the training program, five ToTs got opportunities to participate in the MediaCorp fellowships and 2 changed into new jobs related to freedom of expression and right to information sectors. This has reached an audience of 11905 through organized social media postings and promotion by SDJF.



20  
ACTIVISTS



06  
ANIMATED VIDEOS





# 04

## FORUM THEATRE PROGRAM



**10**  
FORUM THEATRES



**1200**  
BENEFICIARIES



**120**  
COMMUNITY CHAMPIONS



**11**  
COMMUNITY PROJECTS

### IMPACT

Community champions is a concept designed by SDJF to engage youth in development of their villages actively in the process community development through capacity building. SDJF Provided structural training to 122 youth volunteers, while supporting and motivating them in order to develop them as community champions, accordingly 11 community issues were identified by them; particularly, the community champions came up with an effective solution for the drinking water problem at Alavakkai, Mannar which had existed for almost 10 years.

In the context of the post war in the Northern Province, trauma survivors are facing different issues such as psychological, economic, social and political. The rights of survivors are not recognized, their voices are not well represented, and the perception of Trauma survivors are very negative and vulnerable.

SDJF implemented 10 forum theatre programs in the 5 districts of Northern province and reach more than 1250 direct beneficiaries with 67 intervention. As a result, SDJF identified 122 youth volunteers as "Community Champion" to support trauma survivors to uphold their rights and dignity in their respective villages.

In this context Sri Lanka Development Journalist Forum (SDJF) joined hands with Family Rehabilitation Centre (FRC) to promote the rights, recognition and resilience of Trauma survivors through 10 Forum theatre programs. This is a part of the Project entitled 'Rehabilitation services for people affected by trauma resulting from conflict or structural violence in the Northern Province of Sri Lanka'. The program was funded by European Instruments for Democracy and Human Rights (EIDHR) funding instrument.

SDJF provided structural training for these youths and supported and motivated them to implement a community project in their area, currently these Community Champions are implementing 11 community projects with the guidance and support from SDJF.



05

# MEDIA EMPOWERMENT FOR A DEMOCRATIC SRI LANKA (MEND) PROGRAM



Through a four-year partnership with USAID, IREX's Media Empowerment for a Democratic Sri Lanka (MEND) program improves citizen's access to balanced, reliable, and objective news and information in Sri Lanka.

The program also supports Sri Lanka's efforts to solidify recent advances in media freedom and democratic governance.

To accomplish this, IREX works with three key Sri Lankan partners: the National Secretariat for Media Reform, Verite Research, and the Sri Lanka Development Journalist Forum.





# 05.1

## DEVELOPMENT OF A MEDIA GENDER CHARTER



54

STAKEHOLDERS



05

MEDIA ORGANIZATION



03

CONSULTATIONS

### IMPACT

**SDJF consulted more than 54 stakeholders, and had one to one meetings with 5 media associations and built trust by convincing the editors and senior journalists on understanding the importance on having a Media gender charter.**

The gender portrayal in the Sri Lankan media is very weak, and characterized by continuous gender insensitive reporting, objectification, stereotyping, exclusion of the voice of different gender groups, poor gender representation and lack of space for women to make decisions within the media organizations, along with several other issues. To overcome these challenges, SDJF held one-to-one meetings with 5 leading media associations and unions in Sri Lanka namely, Free Media Movement, Sri Lanka Working Journalist Association, Sri Lanka Muslim Media Forum, Federation of Media Employee Trade Union and Sri Lanka Tamil Media Alliance to agree on the need for a Gender Charter for Sri Lanka media.

With their support and suggestions, SDJF consulted more than 54 stakeholders through 3 different consultations with media associations, gender experts, academia, research organizations and civil society organizations and developed the content for the Draft Media Gender Charter for Sri Lanka. The objective of the MGC are.

1. To ensure that gender issues are mainstreamed into the culture of media institutions, (Gender sensitive reporting).
2. To achieve gender equality among media personnel that enables equal rights, responsibilities and opportunities for all (Inclusivity and equality).
3. To articulate guidelines for the print, broadcast, electronic and institutional social media towards gender equality and gender diversity within their spheres (Media institutions and Working environments).
4. To take affirmative action where necessary for prevention of any form of harassment and/or violence based on a person's gender (Sexual harassment in the work place).
5. To establish mechanisms to implement these policies and guidelines including a complaints and redress mechanism for any person affected by harassment, violence or discrimination (Implementation Mechanisms).





## 05.2 VIBRANT VOICES PROGRAM

Sri Lanka's mainstream media often excluded concerns affecting different gender groups and the voice of women organizations who are advocating for gender equality and justice. SDJF collaborated with IREX under the MEND program to capacitate women and other gender groups in women's and LGBTQ+ organizations to produce multimedia stories amplifying the voices of excluded gender groups. The objective of the program was to widen the space in the media content for women, girls and LGBTQ. In 2018, SDJF worked with 4 women and 1 LGBTQ organization to strengthen their capacity in using DSLR cameras to capture the stories that were affecting community at large through multimedia production.

These were widely shared in the social media platforms and mainstream media to generate wider awareness and to seek attention of duty bearers. Each organization had to nominate 3 persons and they underwent structural and practical training for 4 days.

During the training program, they learned;

- Basic shot types and angles.
- Frames and composition.
- Handling audio when shooting.
- Editing.
- Interview techniques and Social media dissemination.

At the end of training program 30 multimedia stories were produced and widely shared in the [www.iVoice.lk](http://www.iVoice.lk) platform.

Links:

[https://www.youtube.com/watch?v=GN-zDu3bfDo&list=PLZuARiJAbp602AYta771\\_Cp8sN35C2zFp](https://www.youtube.com/watch?v=GN-zDu3bfDo&list=PLZuARiJAbp602AYta771_Cp8sN35C2zFp)



30  
PARTICIPANTS



04 WOMEN

01 LGBTQ

05  
ORGANIZATION



30  
MEDIA  
PRODUCTIONS

### IMPACT

**Chamalee Ahangama, trained under the Vibrant voices program, made a story about a man called Wasantha, who is a disabled man on a wheel chair is obsessed on keeping his surroundings clean. But, he continued to face troubles by his neighbors. Two weeks after she had published her MoJo about Wasantha on Social media, many individuals have reached Wasantha to help him to raise his living standards.**

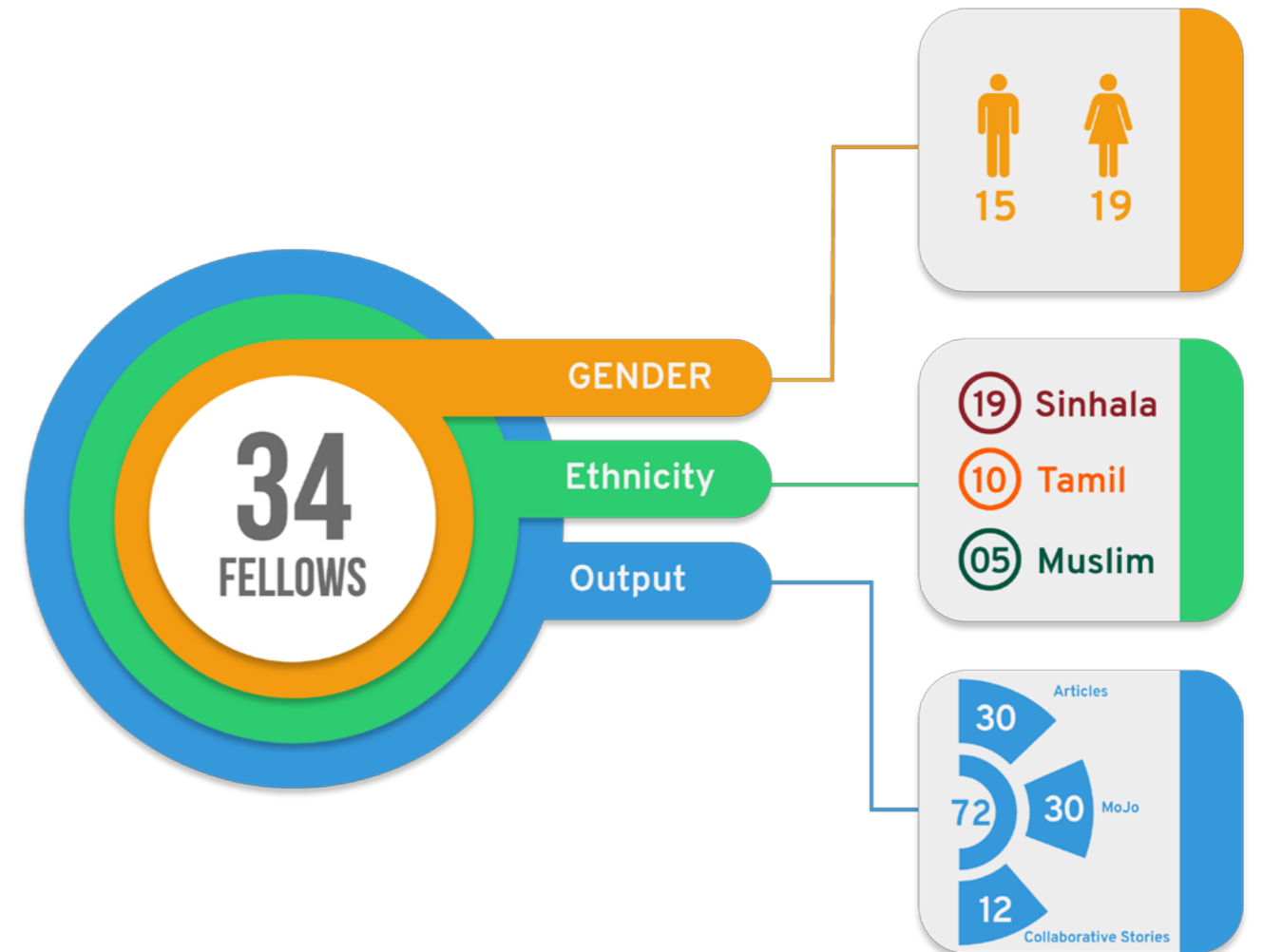




## 05.3 MEDIACORPS FELLOWSHIP PROGRAM

### IMPACT

MediaCorps have uplifted careers of many young journalists. Sara Videshika Pathirana, a young freelance journalist from Colombo had long fought against misinformation in her capacity. Her applying to the MediaCorps Fellowship Program in 2019 was a turning point in her journey. With the contacts made through the Fellowship, Sara got in touch with other young journalists who shared her enthusiasm for media literacy and truthful news and information. Through them she joined the CMIL as a volunteer with the aim of coupling her passion with the purpose of the organization to promote the much-needed media and information literacy in Sri Lanka.



The purpose of the MediaCorps program was to train young journalists on collaborative and multimedia storytelling as an effective way to promote cross-cultural understanding, diversity, trust and dialogue among communities. SDJF partnered with IREX under MEND program to train 168 young journalists and produce 252 stories.

In 2018, SDJF trained 34 young journalists and produced more than 71 appealing stories of marginalized groups. At the end, SDJF organized an experience sharing session with fellow members and certificates were awarded to the fellows who successfully completed the task. In 2019, SDJF envisages to extend this program to more journalists and university students.

Story Links:

<https://www.youtube.com/watch?v=ros116c09Qs&list=PLZuARiJAbp63E5clP-dFfreJq79RglTz>



20th May, 2019

NAME : SRI LANKA DEVELOPMENT JOURNALIST FORUM  
NO. 3/8, SWARNA PLACE,  
NAWALA ROAD, RAJAGIRIYA.

ACCOUNTING PERIOD : 1ST APRIL 2018 TO 31ST MARCH, 2019

WHIZ GLOBAL ASSOCIATES  
CHARTERED ACCOUNTANTS  
Colombo



WHIZ GLOBAL ASSOCIATES  
CHARTERED ACCOUNTANTS

SRI LANKA DEVELOPMENT JOURNALIST FORUM  
NO. 3/8, SWARNA PLACE, NAWALA ROAD, RAJAGIRIYA.  
STATEMENT OF COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 31ST MARCH, 2019

	Schedule	2018/2019 Rs.
INCOME	01	48,397,534
Less: Expenses		
Project Related Expenses	02	37,935,128
Administrative Expenses	03	3,394,589
Personal Expenses	04	4,886,728
Finance & Other Expenses	05	50,561
		<u>46,267,006</u>
Surplus/ Deficit		<u>2,130,528</u>

Earnings per share  
Basic (Rupees per share)

Figures in brackets indicate deductions  
The Accounting Policies and Notes on page 6 form an integral part of these Financial Statements

Colombo  
20th May, 2019





## Sri Lanka Development Journalist Forum

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