Press Release

Sharjah TV endorses the ICDL digital literacy standard

The move aims to promote IT literacy among Sharjah TV staff

April 29, 2009

Sharjah TV has announced that it has recently endorsed the International Computer Driving Licence (ICDL) digital literacy program, and adopted the standard as a job requirement for its current and future employees. Under the terms of the agreement, which was signed today (Wednesday April 29, 2009), ICDL GCC Foundation, the governing body and certification authority of the ICDL program in the Gulf region, will accredit Sharjah TV's state-of-the-art internal computer center for ICDL training and testing. The agreement was signed by H.E. Khaled Ismail Safar, Managing Director of Sharjah TV, and Jamil Ezzo, Director General of ICDL GCC Foundation.

The implementation of the ICDL international standard within the Sharjah TV organization aims to increase the productivity of its staff and improve its services to its viewers and the general public. By meeting globally recognized standards, employees will be able to utilize all modern technologies available to enhance the quality and content of television programs offered by the channel, which will improve the media performance and strengthen the role of Sharjah TV in the media field locally and regionally.

"Computer skills play a pivotal role in today's business, and we are keen to stay abreast with the latest technology to better server our viewers. We have full confidence in the supporting role of this agreement and believe that our move to establish an internationally recognized training centre will be well received by our employees, and it will help us in achieving our strategic plans to play a leading role in visual media in the Arab World," said H.E. Safar.

"Such agreements are in line with the guidance and visions of H.H. Sheikh Dr.Sultan bin Mohammed Al Qasimi, Member of the Supreme Council, Ruler of Sharjah, to promote and enhance the role and skills of employees in the emirate," added H.E. Safar.

"The partnership with Sharjah TV is an important one to us as it will support our efforts in the promotion of digital awareness among our region's general public. We welcome its endorsement of our certification program which represents another milestone in furthering digital literacy in the media industry. We expect this step to contribute in strengthening the position of Sharjah TV as a leading channel in the local and Arab arena," said Ezzo.

Digital literacy deployment initiatives achieve a high demand in the GCC countries, where many of the institutions from various sectors have adopted the ICDL certificate in order to develop employees' skills in the field of ICT, and to invest in new areas, including the development of online services. The ICDL program is a standard criterion that includes seven modules designed to cover the key concepts of basic applications of computing, providing a solid base for the development of human capacities and enhancing their role in community service.

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