

# Ahmed Bin Mohammed Honors Winners of the Literacy Challenge Initiative

**Right:**  
His Highness Sheikh Ahmed bin Mohammed in a group photo with the winners in the presence of Jamal bin Huwairib



Four winners of the Literacy Challenge Initiative have been honored in recognition of their contribution to the campaign against illiteracy in their respective communities.

His Highness Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum, Chairman of Dubai Media Council and Chairman of the Mohammed bin Rashid Al Maktoum Knowledge Foundation (MBRF), awarded the winners on the second day of the Literacy Challenge Forum. The Forum was organized by the MBRF in Dubai on February 24-25 in partnership with the United Nations Development Program (UNDP) and the United Nations Educational, Scientific and Cultural Organisation (UNESCO).

The Literacy Challenge attracted entries from various Arab countries that competed in three categories namely, individuals, institutions and governments. It was intended to review their achievements and innovative projects in the field of literacy.

In the category of individuals, Mahmoud Abbas, Founder and Director of the Children and Youth Association in Lebanon, was honored for his 1996 project Children and Youth Association in Lebanon, which is the first Palestinian social institution in Lebanon. Its main focus is implementation of the United Nations Convention on the Rights of the Child (UNCRC), provision of educational services, raising community awareness, training and building capacities of children and youth, and providing relief and social assistance to thousands of Palestinian, Lebanese and Syrian families who are poor or have been displaced by wars.

Zahra bint Salem Al-Ofi, an inspirational owner of

a voluntary educational project from the Sultanate of Oman, was also honored in the individuals' category for her efforts in creating an educated community and literacy for women across the Omani villages. Zahra holds a fifth-grade primary certificate but she saw volunteerism as a hope and a future for a literate society.

## Al Wadi Al Jadid Governorate

In the category of governments, Egypt's Al Wadi Al Jadid Governorate took the accolade which was received by Major General Mohamed Salman Ibrahim. The Al Wadi Al Jadid Governorate gave hope to the illiterate with high-impact programs which resulted in a decrease of the illiteracy rates in the governorate to 2% - the lowest in the Arab Republic of Egypt.

This was achieved through the governorate's creative and systematic study initiatives to activate the role of students. Each student undertook teaching of 10 residents from his/her village, which stimulated the societal role in the governorate's comprehensive literacy campaign.

## Vodafone Egypt

In the institutions category, the Vodafone Egypt Foundation for Community Development was honored for implementing programs in 100 Egyptian villages where it facilitated the construction of 100 schools.

Its literacy campaign benefited 419,000 people while 100,000 benefited from provision of medical services in addition to teaching 50,000 students, and training nearly 2,500 teachers. The prize was received by Mohamed Yousry Henna, Chairman of the Foundation's Board of Trustees.