

Goal Video Launching

on the occasion of the

International Day Of The Girls' Child

11 October 2023

On the occasion of International Day Of The Girls' Child, Junior Achievement Mascareignes launched for the first time the Goal videos. The videos' principal goal is to teach girls about the value of education and life skills, among other Goal-related subjects. These 12 videos were entirely designed and developed by the JA Mascareignes Team based on the Goal Program. Since young people are more drawn to visual information than text, the videos will allow them to engage with key messages that are important for their empowerment. Videos are in Kreol Morisyen (a language spoken and understood by all Mauritians). Since all the videos will progressively be uploaded to YouTube, more girls will be impacted by the videos.



Launch of Goal Videos on the International Day Of The Girls Child.

Videos will be used to convey the key themes following the games or sporting events, such as communication, digital safety, peer pressure, body image, and mental health, among other goal subjects.



Video 1: Introduction to Goal. Meet Frendy!

There were around 40 attendees at the event, which was hosted at the Voila Hotel. Guests were representatives from the Ministry of Education, Tertiary, Science & Technology, Standard Chartered Bank, non-governmental organizations, and secondary schools.



Guests for the event.

The presentation on Junior Achievement Mascareignes was made by Anousha Duva Pentiah-Hurkhoo, the JA Program Manager, and was followed by a presentation on the Goal Program by Arlaine Augustin, the Program Lead for Goal, in which she explained what the Goal Programme is, how it is implemented, the advantages and relevance of the program for

Mauritius. She showed a testimonial from a Goal Girl and also introduced the audience to Women Win and Standard Chartered.



Anousha, JA Program Manager presenting JA Mascareignes.



Arlaine, Goal Program Lead, introducing Goal Program, Women Win and Standard Chartered.

In his intervention, Mr. Kunda Neill, Head of Corporate Affairs and Brand & Marketing, the Standard Chartered Bank representative for the Goal Programme in Mauritius, provided more insight about the strategy of Futuremakers, what they do, and how fervently they support the Goal Programme.



Kunda, from Standard Chartered, introducing what Futuremakers do and supporting the Goal Program.

Following that, there was a viewing of two videos—Video 1: Introduction to Goal and Video 2: Consent—on two distinct subjects, followed by a question-and-answer session.

Mrs. Soreefan of Muslim Girls College gave her testimony about how the girls changed and sharpened their concentration after the Goal Events were implemented at their school. According to Laura Herminette of the Center of Learning (NGO), who wants to organize the program again this year, the Goal Programme had a positive impact on the girls of Barkly (a disadvantaged neighborhood).



Mrs Soreefan, from Muslim Girls College, giving her testimonial for the Goal program.



Laura, from the Center of Learning Barkly, testifying how the Goal Program impacted the girls in Barkly.

After new schools and non-governmental organizations who were invited expressed interest in the Goal Program, it is being planned to organize a session to train the trainers.

On October 11, 2023, Ms. Duva Pentiah-Hurkhoo, was interviewed by Kool FM (the national radio station) and intervned in the Morning breaking News at prime time and she gave details about the event, the amount of girls who were impacted by the Goal Program this year, and our future projects.

Laurence Forget-Ramah, the Executive Director of JA Mascareignes, gave a general overview of the Goal Programme and the event during an interview with the Mauritius Broadcasting Corporation (MBC), the national television station. Arlaine Augustin (Program Officer and Goal Coach) was also interviewed by the MBC about how the Goal Program is being implemented with the girls and how the girls are affected by it. The interview aired on national television during the evening news.



Laurence Forget-Ramah during interview with MBC



Arlaine Augustin during the interview with MBC

As mentioned above the event was shown on the local channel news on Wednesday 11th of October, the feature is from timestamp 26:13 – 28:58, see below link;

<https://clicktime.symantec.com/15tStcnamshGHLwqfHwYn?h=CvrqNE1tYXIUVGDIukE26uVTGxu23ZDtulN6fqqRn6U=&u=https://mbcradio.tv/article/le-journal-t%25C3%25A9I%25C3%25A9vis%25C3%25A9-octobre-11-2023>