

Successes Achieved in 2015–2022

Provinces 07	District 15	Divisional Secretariat 65
Number of media workshops conducted 155		Number of radio programs produced 215
Number of video programs produced 548		Number of people directly involved in radio programs 4340
Number of written radio listener responses received 4000+		
Number of Community Journalists who were well trained and socialized 130		
Number of Youth Media Summit held 1	Number of civil society networks involved 7	
Number of civil society organizations directly associated with PMN 144		

"The intervention of Prathibha Media Network has been very important to identify the problems that hinder the development of this country and to strengthen the civil society to provide solutions to those problems"



Mr. K. Indunil de Silva
Balapitiya.

"I wholeheartedly thank PMN for its efforts to give the voice of the marginalized plantation Tamil community a chance to adapt them to the general society"



Mr. M. Selvaraja
Senior Journalist
Badulla

"Pratibha Media Network's commitment to give our voice a chance to achieve the achievements of 50 years in 20 years is excellent"



Ms. Hansika Nadeeshani
Bengamuwa – Matara

Pratibha Media Network is an organization that provides opportunities to the youth at the grassroots level. In particular, it makes a significant contribution to building national reconciliation. That's something I appreciate.



Mr. M.A. Yaeesh
Dikwella

"I see PMN as an institution that provides a meaningful service to the entire community by being a voice for ordinary people who have no voice in society"



Mr. Jayatissa Tennakoon,
Senior Journalist
Matara

More Information

pmn.srilanka@gmail.com



[prathiba.media](https://www.facebook.com/prathiba.media)



[prathibamedia](https://www.instagram.com/prathibamedia)



[@media_pmn](https://twitter.com/media_pmn)



[@cotvsl](https://www.youtube.com/@cotvsl)

www.prathibamedia.org

Methodology of operations.
COMMUNITY
VOICE | JOURNALISM | MEDIA | DEVELOPMENT



PRATHIBA MEDIA NETWORK

The Citizen's Digital Media Space



[@cotvsl](https://www.youtube.com/@cotvsl)



[prathiba.media](https://www.facebook.com/prathiba.media)



www.cojo.lk

INTRODUCTION

Prathiba Media Network (PMN) is an organization established in 2008 by a group of young men and women in Matara who was enthusiastic to be engaged in social service through mass media. In 2011 it became registered organization. It has completed 10 years of Continuous service by 2021. PMN is being operated by using innovative media approaches to disseminate information on behalf of the communities in Southern, Uva, Sabaragamuwa, Central and Eastern provinces. As well as PMN is working with media organizations, Civil society members, religious leaders, government officers, regional journalists, civil society organizations, women and youths by maintaining close relationships with them. Based on the experiences gained in last decade, PMN is thriving to make strong community media usage in 2030 through a four-pronged approach from 2021.

VISION

A society empowered by the use of good media for community development.

MISSION

To facilitate the development of knowledge, skills and attitudes to bring about a positive transformation of the underprivileged community in the face of development through the use of multimedia approaches.

OBJETIVES

- i. Implementing communication and media education training programs to develop media skills of grassroots youth and school children.
- ii. Promoting media literacy to strengthen media usage in civil society.
- iii. Implementing media programs to achieve sustainable solutions to the problems and needs of communities that have not received development benefits.
- iv. Opening up media access to women to build a safer society.
- v. Implementing media programs to promote Peace, Reconciliation, religious, cultural and ethnic values.
- vi. Providing necessary relief to the people affected by emergencies.
- vii. Implement programs using electronic, digital and newspaper media to communicate accurate and truthful information to the community.

PMN plans to operate in four major modes until 2030.



PARTICIPATION
Strengthen access to participation in the national development process for the underprivileged grassroots communities.



DISCUSSION
Encourage community-based discussions to find sustainable solutions to grassroots community needs.



TRANSMISSION
Adding value to the ideas of the grassroots communities at the national level by giving them more opportunities and transmitting through the media.



SOCIALIZATION
Transforming the grassroots community into active citizens who contribute to social and human development through the process of socialization through the use of the media.





Real Voice (Sebe Handa)
Promoting knowledge on challenging topics identified in the social development process and implementing media programs to prioritize the voice of the grassroots community through radio and social media.

Human Voice (Manusath Handa)
Implementing programs through radio and social media to find solutions to the violence, harassments and socioeconomic problems faced by rural and plantation women and protecting their rights.



Community Voice (Praja Handa)
Provide opportunities to find solutions to problems faced by the community through community service identification.



Suwasarani
Use of radio, social media and mass media to promote health education programs to safeguard public health.



VIPARAMA Community News Magazine
Monthly News Magazine Launched by PMN to share information on grassroots communities not covered in the national media.

COJO Digital Reporter
Providing opportunities for civil community's to use of digital media.



Saknadhha (Fund Raising program)
The main fundraising programs of PMN are implemented under this department.

Media Training School
Implementing training programs to improve media literacy for school children, youth and beginners interested in the media.

